

Economy and Employment Land Update

Cotswold District Council

April 2016



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EXECUTIVE SUMMARY

- i. This report provides an update to the evidence paper: 'Supplement to Cotswold Economy Study 2012 and Economy Evidence Paper 2013' dated November 2014. It forms part of the evidence base for policies and proposals in the Cotswold District Local Plan Submission Draft Regulation 19 (2011 to 2031).
- ii. Building upon earlier evidence, this report provides new information, data and utilises more recent economic forecasts to ensure that the Employment Land Assessment is appropriately updated to inform Employment Land Allocations and Policies in the Local Plan. These updates include:
 - Assessment of the local economy including data published in Business and Industrial Trends, Nupremis Cambridge Limited, November 2015
 - Economic and Employment Land Monitoring Reports published annually by Cotswold District Council with information to March 2016 on Employment Floorspace and Land Completions and Commitments
 - Strategic Housing and Economic Land Availability Assessment– Consolidation Report, Cotswold District Council, January 2016
 - Economic forecasts for Cotswold District Council by Cambridge Econometrics and Oxford Economics, November 2015
 - Review of Economic Forecasts for Cotswold District Council, Nupremis Cambridge Limited, February 2016
 - An Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District prepared by NMSS alongside this report (OAN 2016), March 2016
 - Assessment against the objectives of GFirst's Strategic Economic Plan for Gloucestershire

BUSINESS AND INDUSTRIAL TRENDS

- iii. The Business and Industrial Trends Report provides a snapshot of the recent economic performance of the District. Despite the recession, Cotswold reports strong total jobs growth since 2010 particularly in Food and Accommodation and Professional, Scientific & Technical Activities sectors. However, there are distinct job losses reported in Wholesale and Retail together with losses in Education, Public Administration and Defence.
- iv. Job growth is driven by a significant increase in self-employment. The number of all self-employed people represents a total increase of +4,500, or 57.0 per cent growth between 2009 and 2014. At 2014, there are 3,200 self-employed people who are over 64 years in age. This represents 25 per cent of all people who are self-employed. The data also reports that 19 per cent of people work mainly from home.

B CLASS LAND COMPLETION TRENDS 2011 TO 2016

- v. The District Economic and Employment Land Monitoring Reports (as amended by data published in Appendix A) by Cotswold District Council report a net loss of 4.05 hectares of B Class employment land between April 2011 and March 2016. The loss of B Class employment land is seen at a time when ONS workforce and Business Register and Employment Survey (BRES) data report strong growth in jobs. Vacancy rates continue to be low and commercial values are below levels that are likely to support institutional or speculative investment.
- vi. The analysis of B Class completions between 2011 and 2016 highlights a distinct recycling of land between B Class uses. Analysis of B Class completions since 2011 reports an average of 48 per cent of land lost from one B Class use is reused within an alternative B Class development.
- vii. Rolling forward long term average completions trends since 2001 over the Local Plan period equates to a B Class employment land requirement of 19.84 hectares. Using this trend together, with an additional 5 year land supply buffer, equates to a requirement of 24.80 hectares over the plan period.

B CLASS EMPLOYMENT LAND SUPPLY

- viii. The Strategic Housing and Economic Land Availability Assessment (SHELAA) – Consolidation Report January 2016 identifies a total potential economic land capacity of 76 hectares plus the potential for an additional 117 hectares at Fire Services College, Moreton in Marsh.
- ix. The Economic Land Monitoring Report 2015 to 2016 reports that at 31st March 2016, the district has net planning commitments of 2.91 hectares and 12,855 sq m B Class Employment Land/floorspace.
- x. In calculating the total B Class employment land supply at March 2016 full account is given to the loss of 4.05 hectares of employment land between 2011 to 2016, existing B Class employment land commitments totalling 2.91 hectares and proposed B Class employment land allocations in Cotswold District Local Plan Submission Draft Regulation 19 (2011 to 2031) of 27.61 hectares. The total B Class land supply, using this calculation at March 2016 amounts to a provision of 26.47 hectares as detailed in Table ES1.

Table ES1: B Class Employment Land supply at March 2016

	ha
Completions 2011 to 2016	- 4.05
Commitments at March 2016	+2.91
2016 Allocations as proposed in Cotswold Local Plan Reg 19 Submission Draft Regulation 19	27.61
Total B Class supply 2011 to 2031	26.47

Source: *Economic and Employment Land Monitoring Reports 2011 to 2016 (updated by information in Appendix A) and Cotswold Local Plan consultations*

B CLASS EMPLOYMENT LAND DEMAND

- xi. The methodology and approach taken in assessing the B Class employment land requirement is compliant with national planning guidance and is consistent with the approach taken by the Stroud and the Joint Core Strategy (JCS) authorities (Cheltenham, Gloucester and Tewkesbury) in developing their employment land assessments.

- xii. In addition, to the completion trend based approach detailed in paragraph x above, this Employment Land Review considers the employment land implications of a series of tests based on recent economic forecasts, alternative scenarios and consideration of demographically derived labour impacts. These tests, together with the historic completion trend align with the tests identified in National Planning Practice Guidance. In each case a 5 year land supply buffer is added. A summary of the results, including the 5 year buffer, is detailed below in Table ES2.

Table ES2 - Employment Tests and B Class Land Implications

B Class Land Implications 2011 to 2031 ha		
	CE 2015	OE 2015
Baseline Forecasts	24.37	31.94
Baseline Forecasts – sensitivity test 1	26.11	35.78
Alternative Scenario	9.50	14.10
Alternative Scenario – sensitivity test 2	16.70	24.72
B Class Completion Trend	24.80	

Source: *Cambridge Econometrics November 2015. Oxford Economics November 2015; and Nupremis Cambridge Limited.*

- xiii. Two baseline forecasts prepared by Cambridge Econometrics (CE) and Oxford Economics (OE) in November 2015 are used to inform the B Class employment land requirement. The 2015 forecasts are also used in 'An Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District' prepared by NMSS alongside this report (OAN 2016) dated March 2016.
- xiv. The OAN 2016 and this Employment Land review also gives consideration to an assessment of an alternative jobs growth scenario published in 'A review of economic forecasts for Cotswold District Council' by Nupremis Cambridge Limited, February 2016. The review reports that each of the baseline forecasts includes elements which are considered to be unlikely or implausible for the period between 2014 and 2031. The review considers that the alternative forecast is a more reasonable and sound approach to employment growth over the plan period.
- xv. The outputs of the analysis highlight the different land implications depending upon the type of sector that is anticipated to grow in each of the forecasts. The OE Model suggests a higher level of growth in the private sector and therefore more land is required on business parks and town centres. Conversely the CE model sees less growth on B class employment land and higher growth in those locations which require a mixed use environment such as Health and Education; Other Services; Recreation and Arts, Food and Accommodation.

CONCLUSIONS AND RECOMMENDATIONS

- xvi. Due to the District's environmental and heritage constraints, it can be difficult to find suitable sites for new employment land. In addition, the monitoring reports show a distinct loss of B Class floorspace and employment land over the last 3 years of monitoring. This is of particular concern given existing vacancy rates within existing B Class employment sites and premises are low, and secondly, using the standard residual value assessment, most employment land in Cotswold District is below the values that would support institutional investment.
- xvii. A sound assumption would be to plan for an overall B Class employment land requirement of in excess of 24 hectares for the period 2011 to 2031. The current land availability is detailed as in excess of 26 hectares in Table ES1. For the Plan period 2011-2031 this provision meets the requirements of seven of the nine B Class Employment Land Tests.
- xviii. The provision of 26 hectares of B Class employment land would accommodate the requirements of the B Class Employment Land Completions trend based approach, the requirements of the forecast CE and OE alternative scenarios and the baseline Cambridge Econometrics forecasts. This provision does not meet the full requirements of the Oxford Economics baseline. It is considered that the OE forecast includes job growth forecasts which are considered to be unlikely or implausible for the period between 2014 and 2031.

- xix. The recommendation is a minimum figure (rather than a maximum figure) and the Local Plan should provide a positive policy context in relation to safeguarding employment sites, promoting development at the three Special Policy Areas and support for rural diversification on non-allocated sites. This will reflect the reality that development may come forward on windfall sites and should be supported subject to relevant planning matters being taken into account.
- xx. It is recommended that the district avoids over-allocating employment land given the pressure for change of use to residential and non-employment generating uses.
- xxi. It is clear that a safeguarding policy, including the list of sites identified in the 2012 Economy Study (Peter Brett Associates) as updated with monitoring data to 31 March 2016 is critical to protect existing sites, premises and allocations to offer space for new and indigenous businesses to grow. In particular, serviced and accessed sites, including extending existing business space and parks offer a more viable opportunity for lower construction and development costs compared to new, greenfield employment opportunities.
- xxii. Land allocations and policies must also support the district's key businesses and institutions. These organisations have significant and substantial sites in the District in more sustainable settlements and three have submitted, through the consultation process, their future growth plans and aspirations. These organisations are Campden BRI at Chipping Campden, Royal Agricultural University in Cirencester and the Fire Services College at Moreton-in-Marsh.
- xxiii. The economic policy and employment land response in the Local Plan needs to reflect a growing and dynamic economy, particularly recognising the need to support self-employed workers, those who chose to mainly work from home, together with more 'traditional' employment land requirements to support a higher value economy. The data suggests that this trend is not untypical and it is recommended that policies for Superfast Broadband are critical in supporting effective home working and self-employment. It will also be important to monitor change in type and location of employment over time.
- xxiv. NPPF is clear that the planning system should support sustainable economic growth and Local Planning Authorities should plan positively to meet the business development needs of their areas. In response to the variance in the type of sector job growth in each of the forecasts, the amount and type of proposed B Class employment allocations in the Local Plan together with strong safeguarding policies and support for rural diversification should provide sufficient flexibility to support a range of employment opportunities to meet the B Class sector jobs growth identified which support the implementation of, and align with, GFirst's Strategic Economic Plan.

1. INTRODUCTION

1.1 This report provides an update to the evidence paper: 'Supplement to Cotswold Economy Study 2012 and Economy Evidence Paper 2013' dated November 2014. It forms part of the evidence base for policies and proposals in the Cotswold District Local Plan Submission Draft Regulation 19 (2011 to 2031).

1.2 Building upon earlier evidence, this report provides new information, data and utilises more recent economic forecasts to ensure that the Employment Land Assessment is appropriately updated to inform Employment Land Allocations and Policies in the Local Plan. These updates include:

- Assessment of the local economy including data published in Business and Industrial Trends, Nupremis Cambridge Limited, November 2015
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- Review of Economic Forecasts for Cotswold District Council, Nupremis Cambridge Limited, February 2016
- An Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District prepared by NMSS, March 2016
- Assessment against the objectives of the Strategic Economic Plan for Gloucestershire produced by GFirst

1.3 This report provides:

- A synopsis of the current employment and economic position detailed in Business and Industrial Trends published by Nupremis Cambridge Limited in November 2015
- An analysis of B Class employment land completions between 2011 and 2016
- Summary of the district's B Class Employment land supply position including outstanding planning commitments at March 2016
- Testing and assessment of the employment demand for B Class floorspace and land
- The report concludes with policy recommendations to inform the Cotswold District Local Plan Submission Draft Regulation 19 (2011 to 2031)

1.4 National Planning Practice Guidance (NPPG) is clear that economic needs assessment should be completed consistently and in partnership across the Functional Economic Area. The employment land needs methodology and assessment is completed using updated assumptions

which are consistent with the employment land assessments for Stroud Local Plan and Joint Core Strategy for Cheltenham, Gloucester and Tewkesbury (JCS). This includes an additional 5 year land supply buffer.

1.5 The District Council has published an Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District by NMSS dated March 2016 (OAN 2016) setting out the objective assessment of the need for housing in the district, having regard to the latest guidance in the National Planning Policy Framework (NPPF) and NPPG. This OAN 2016 report includes consideration of economic factors, including the latest 2015 economic forecasts, and the Review of Economic forecasts completed by Nupremis Cambridge Limited in February 2016. This employment land assessment report is in alignment and consistent with this OAN 2016 work.

2. BUSINESS AND INDUSTRIAL TRENDS IN COTSWOLD

2.1 An assessment of the employment and business performance of Cotswold is published in Business and Industrial Trends November 2015¹. A short synopsis of that report is provided below which highlights the strong, recent growth in jobs in Cotswold at higher rates than the rest of Gloucestershire and England.

COTSWOLD HAS EXPERIENCED STRONG TOTAL JOBS GROWTH SINCE 2010

2.2 Between 2003-2013, ONS data shows that the number of all workforce jobs² in Cotswold grew by 7,000, or 15.9 per cent – much stronger than growth across the rest of Gloucestershire (2.3 per cent) and England (6.9 per cent). This was driven by strong growth since 2010:

- Between 2003 and 2010, the number of total workforce jobs in Cotswold District fell by 1,000, or -2.3 per cent, compared to job growth across the rest of Gloucestershire (2.6 per cent) and England (1.8 per cent)
- Between 2010 and 2013, the number of total workforce jobs in the district has grown significantly by 8,000, or 18.6 per cent, compared to a decline in jobs across the rest of Gloucestershire (-0.4 per cent) and weaker jobs growth across England (5.0 per cent)

DATA ON THE NUMBER OF EMPLOYEE JOBS AND SELF-EMPLOYED PEOPLE REGISTERED FOR VAT/PAYE ALSO SUGGESTS THAT JOB GROWTH HAS BEEN STRONGER IN COTSWOLD THAN ACROSS THE REST OF GLOUCESTERSHIRE AND ENGLAND

2.3 Data on number of jobs by industry is available for the period 2009-2014 from the Business Register and Employment Survey (BRES). This provides information on all employee jobs and self-employed people registered for VAT/PAYE. It excludes self-employed people not registered for VAT/PAYE, government-supported trainees and HM Forces.

2.4 Between 2009 and 2014, the number of employee jobs and self-employed people registered for VAT/PAYE in the district increased by 2,700. This was equivalent to growth of 7.0 per cent – much stronger than growth across the rest of Gloucestershire (2.6 per cent) and England (4.5 per cent).

2.5 Between 2011 and 2014 the number of employee jobs and self-employed people registered for VAT/PAYE in Cotswold grew by 2,200 (6 per cent). Job growth in Cotswold was particularly strong in 2014. In just one year, the data shows the number of jobs increased by 1,700 – almost

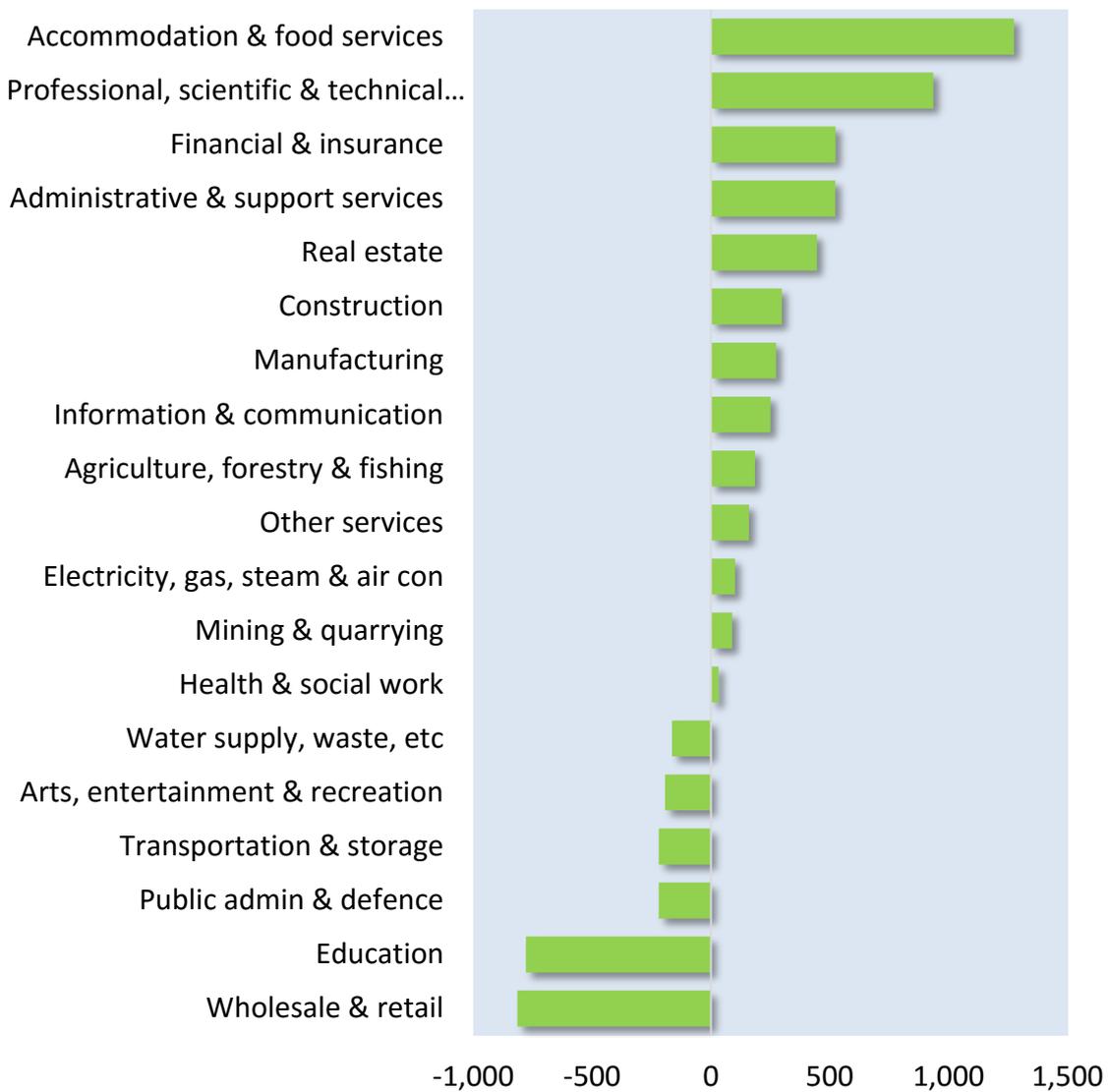
¹ Business and Industrial Trends November 2015, Nupremis Cambridge Limited

² Total workforce jobs is a workplace-based measure of jobs and comprises: employees (from the Business Register and Employment Survey), self-employment jobs (from the Annual Population Survey), government-supported trainees (from DfES and DWP) and HM Forces (from MoD).

two-thirds of the increase in jobs over the entire 2009-2014 period. This data has not been independently verified and an annual increase of this scale should be used with caution.

THERE HAS BEEN STRONG JOB GROWTH ACROSS MANY SECTORS, PARTICULARLY ACCOMMODATION / FOOD SERVICES AND PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES

Chart 1: Change in employment by sector in Cotswold, 2009-2014



Source: Business Register & Employment Survey, ONS

2.6 Between 2009 and 2014, employment in Cotswold grew across a number of sectors, particularly Accommodation & Food Services. The five sectors experiencing the biggest increases in employment jobs in Cotswold between 2009 and 2014 are listed below. In all sectors, the rate of growth exceeded the national average:

- Accommodation & Food Service Activities (+1,300), driven by Hotels & Similar Accommodation (+800) and Beverage Serving Activities (+300)
- Professional, Scientific & Technical Activities (+900), driven by Engineering Activities & Related Technical Consultancy (+400) and Activities of Head Offices (+300)
- Financial & Insurance Activities (+500), driven by Life Insurance (+400) and Other Activities Auxiliary to Insurance & Pension Funding (+100)
- Administrative & Support Service Activities (+500), driven by a rise in the number of jobs administered by Employment Agencies (+400)
- Real Estate Activities (+400), driven by Real Estate Agencies (+200) and Management of Real Estate on a Fee or Contract Basis (+100)

EMPLOYMENT ALSO FELL IN SIX SECTORS, PARTICULARLY IN COTSWOLD'S LARGEST EMPLOYMENT SECTOR – WHOLESALE & RETAIL TRADE

2.7 In the same period, jobs in Cotswold fell in six sectors, most notably Wholesale & Retail. Wholesale & Retail Trade is the largest employment sector in the district. Jobs in this sector declined by 9.7 per cent, compared to growth across England (+2.7 per cent) between 2009 and 2014. However, there are signs that the sector is starting to recover, with an increase of +400 jobs in 2014. The six sectors experiencing a fall in the number of jobs in Cotswold between 2009 and 2014 are listed below. Apart from Public Administration & Defence, jobs in Cotswold have fallen against positive national average growth. Between 2013 and 2014 employment in education declined by -500.

- Wholesale & Retail Trade (-800), driven by Other Retail Sale of New Goods in Specialised Stores (-200), Non-Specialised Wholesale Trade (-200), Sale of Cars & Light Motor Vehicles (-100), and Wholesale of Pharmaceutical Goods (-100)
- Education (-800), driven by Primary Education (-900) and Technical & Vocational Secondary Education (-600) and partially offset by job gains in General Secondary Education (+700)
- Public Administration & Defence (-200), driven by General Public Administration Activities (-200) and Defence Activities (-100)
- Transportation & Storage (-200), driven by Freight Transport by Road (-200)
- Arts, Entertainment & Recreation (-200), driven by Fitness Facilities (-200)
- Water Supply, Sewerage, Waste Management & Remediation Activities (-200), driven by Collection of Non-Hazardous Waste (-100)

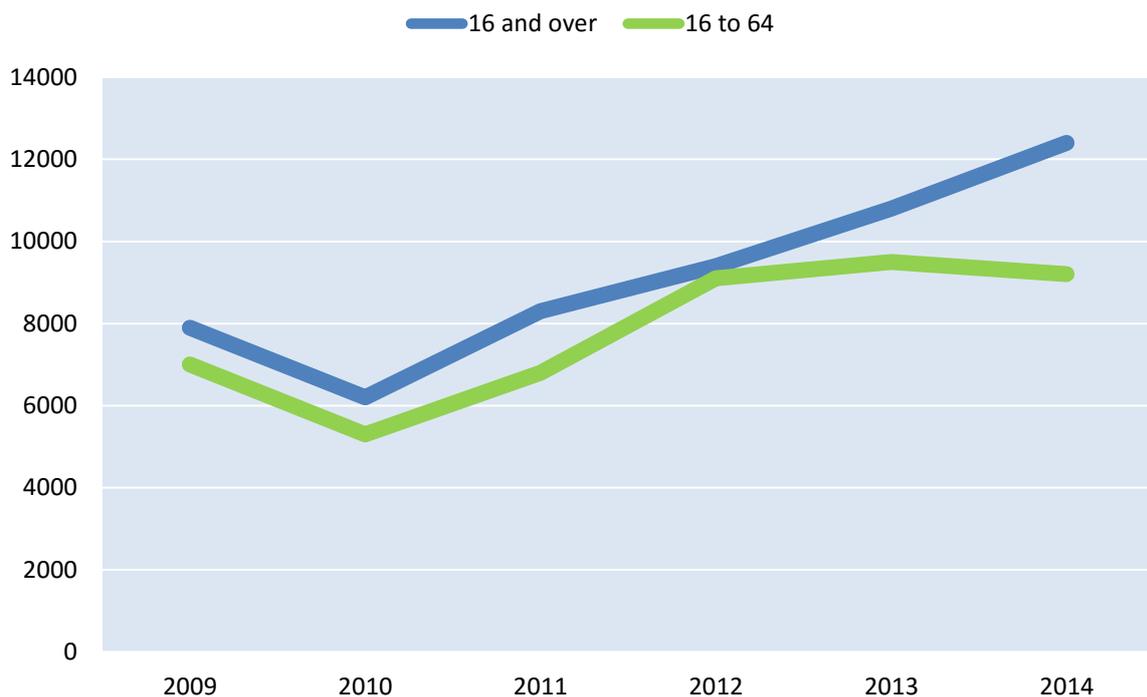
DATA FROM THE ANNUAL POPULATION SURVEY CONFIRMS THAT JOB GROWTH HAS BEEN STRONGEST AMONG THE SELF-EMPLOYED TO 2013

2.8 Since 2009 to 2014, the number of employee jobs in Cotswold has grown by 2,800 – or 7.7 per cent. This total growth between 2009 and 2014 has been outstripped by growth in the number of self-employed people (both those registered and not registered for VAT/PAYE).

DATA FROM THE ANNUAL POPULATION SURVEY CONFIRMS THAT SELF EMPLOYMENT JOB GROWTH HAS ACCELERATED MORE QUICKLY IN 65 AND OVER AGE GROUP

2.9 The number of self-employed people (both those registered and not registered for VAT/PAYE) represents a total increase of +4,500, or 57.0 per cent growth between 2009 and 2014. The number of self-employed people between the ages of 16 and 64 has increased by 2,200. Therefore, the data also shows that self-employment in people in the over 64 age group has increased by 2,300. At 2014, there are 3,200 self-employed people who are over 64 years in age. This represents 25 per cent of all people who are self-employed.

Chart 2: Trends in self-employed jobs by age in Cotswold, 2009-2014



Source: ONS and Annual Population Survey (self-employed), ONS

THERE HAS BEEN A STRONG INCREASE IN THE NUMBER OF PROFESSIONAL, SCIENTIFIC & TECHNICAL ACTIVITIES BUSINESSES IN THE PAST SIX YEARS, ALONGSIDE DECLINE IN THE NUMBER OF RETAIL BUSINESSES

2.10 Time series data on the number of businesses by sector is available from 2009 (data from earlier years is not comparable due to the change in Standard Industrial Classifications).

2.11 Between 2009 and 2015, the number of businesses registered for VAT/PAYE in Cotswold increased by 525. This was driven by a strong increase in the number of Professional, Scientific & Technical Activities businesses (+260), followed by large increases in the number of Agriculture, Forestry & Fishing businesses (+70) and Information & Communication businesses (+70). The

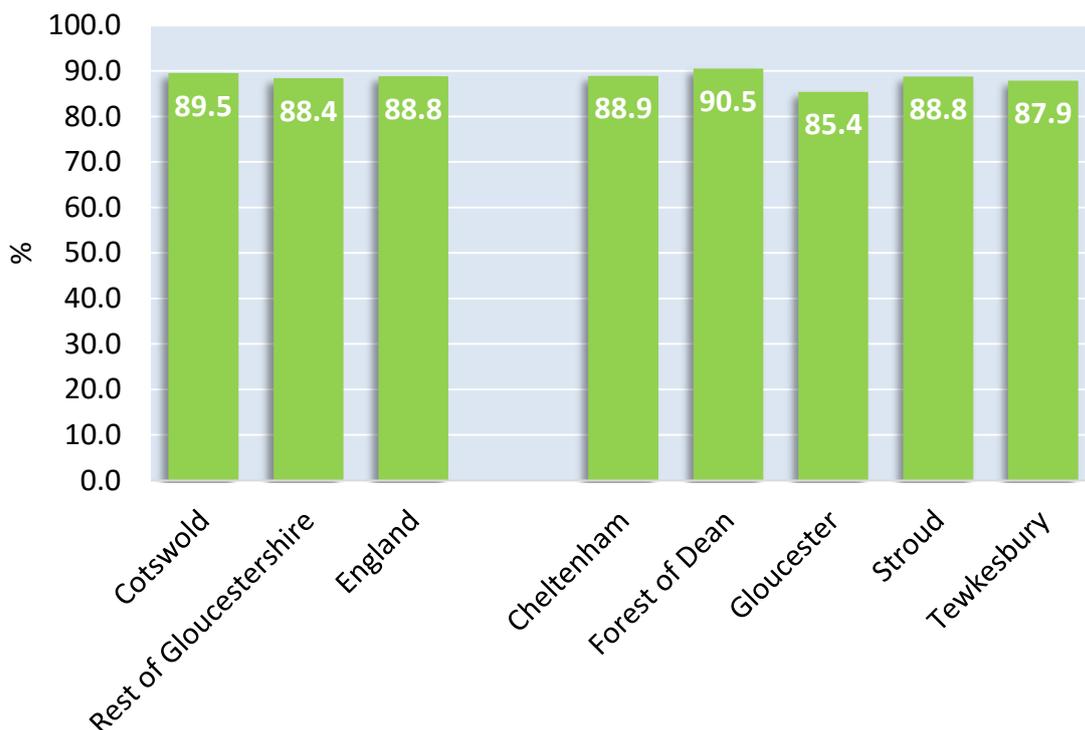
number of businesses fell in four sectors: Retail (-20), Wholesale (-10), Construction (-10) and Financial & Insurance (-5).

2.12 The increase in the number of businesses in Cotswold since 2009 (9.8 per cent) has been weaker than the national average increase (14.8 per cent). This below-average increase was largely due to a weaker increase in the number of Health & Social Work businesses (14.3 per cent, compared to 37.8 per cent nationally), a weaker increase in the number of Business Administration & Support Services businesses (6.2 per cent, compared to 26.7 per cent nationally), no change in the number of Transportation & Storage businesses compared to a 19.4 per cent increase nationally, and a 5.3 per cent fall in the number of Financial & Insurance businesses compared to 13.9 per cent rise nationally.

COTSWOLD HAS AN ABOVE-AVERAGE SHARE OF MICRO BUSINESSES

2.13 In 2015, the majority of businesses in Cotswold were micro businesses³ employing less than 10 people: 5,245 businesses, or 89.5 per cent of all businesses – slightly higher than the England average share of micro businesses (88.8 per cent).

Chart 3: Share of businesses that are micro-businesses, 2015



Source: Business Activity, Size & Location, ONS

³ Data on numbers of businesses by employment sizeband excludes businesses not registered for VAT/PAYE.

2.14 Since 2005, most new businesses created in Cotswold have been micro businesses. Between 2005 and 2015, 915 new micro businesses⁴ and 10 large businesses were created, with a fall in the number of small (-40) and medium sized (-15) businesses. This was a similar trend to the rest of Gloucestershire and England

THE NUMBER OF WORKFORCE JOBS IN COTSWOLD HAS INCREASED MUCH FASTER THAN THE WORKING AGE POPULATION

2.15 In 2013, there were 1.01 workforce jobs in Cotswold per resident aged 16-64 years. This was much higher than the England average (0.80) and higher than all other Gloucestershire districts. Between 2003 and 2013, jobs density in Cotswold increased from 0.88 to 1.01 jobs per working-age resident. This compared to a slight fall across the rest of Gloucestershire and no change across England.

2.16 The 2001 Census travel to work data shows a high degree of self-containment within the district with a third of residents (14,083) exceeded those commuting to the District to give a small negative commuting balance of 2,723.

THE 2011 CENSUS NOW SHOWS THE DISTRICT IS A NET IMPORTER OF LABOUR.

2.17 At 2011, the District still retains a high percentage of self-containment – 16,361 people living and working in the district. However, a total of 13,820 people commute out of the district to work and 15,709 commute into the district to work. This provides a small net level of 1,889 people who commute to the district work.

2.18 Table 2A in the Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District by NMSS dated March 2016 details commuter flows reported in ONS data from Census 2011. The flows from Stroud are larger than those from either Wiltshire as a whole or Swindon. The flow out to Swindon is, however, larger than that to Cheltenham but less than half that to the rest of Gloucestershire. In terms of county flows, the flows in from and out to the rest of Gloucestershire are very much larger than those from and to both Wiltshire and Oxfordshire.

⁴ This figure is likely to be even higher in reality, as this dataset excludes those very small businesses not registered for VAT/PAYE.

Table 1: Commuter flow into and out of Cotswold District, 2011

Table 2a: Commuter flows into Cotswold		Table 2b: Commuter flows out of Cotswold	
Stroud	2,334	Swindon	1,915
Wiltshire	1,982	Cheltenham	1,487
Swindon	1,776	Wiltshire	1,398
Cheltenham	1,768	West Oxfordshire	1,052
Wychavon	1,460	Stroud	957
Gloucester	948	Gloucester	796
Tewkesbury	873	Tewkesbury	687
Stratford-on-Avon	786	Stratford-on-Avon	634
West Oxfordshire	683	Westminster, City of London	418
Forest of Dean	329	Wychavon	382
Rest of Gloucestershire	6,252	Rest of Gloucestershire	4,074
Oxfordshire	984	Oxfordshire	1,911

From ONS 2011 census table WU01CUK

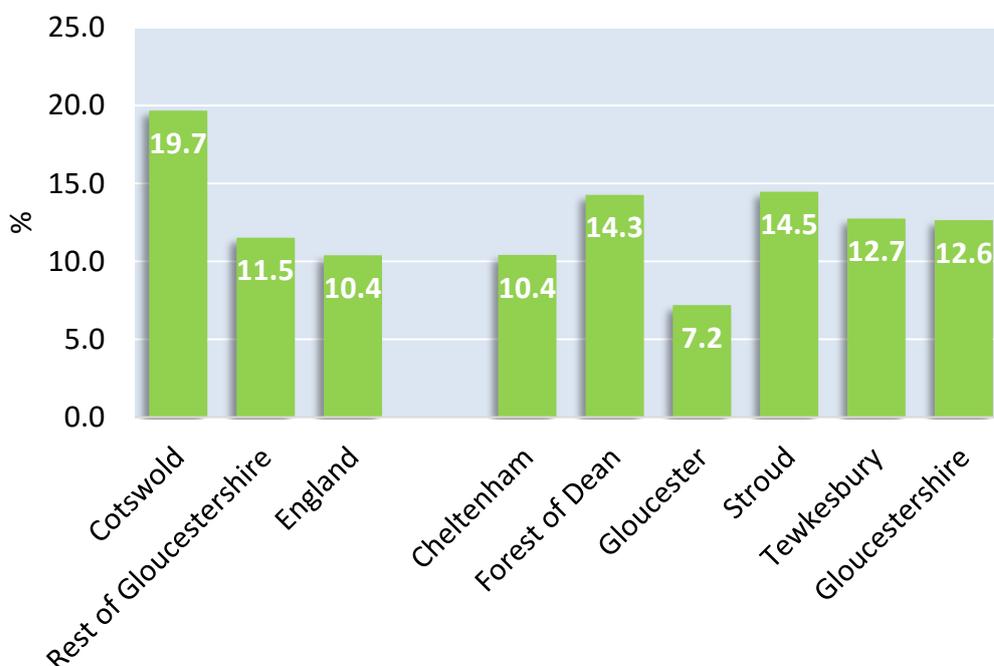
From ONS 2011 census table WU01CUK

Source: Updated Objectively Assessed Housing Needs NMSS February 2016

IN 2011, 8,268 EMPLOYED PEOPLE LIVING IN COTSWOLD WORKED MAINLY FROM HOME, EQUIVALENT TO 19.7 PER CENT OF EMPLOYED PEOPLE

2.19 In 2011, 8,268 employed people living in Cotswold worked mainly from home, equivalent to 19.7 per cent of employed people. Consistent with Cotswold’s high self-employment rate, its home working rate was much higher than across the rest of Gloucestershire (11.5 per cent) and England (10.4 per cent), and the eighth highest rate of all 326 English districts.

Chart 4: Percentage of employed people working mainly from home, 2011 Source: 2011 Census, ONS



SUMMARY

2.20 The Business and Industrial Trends Report provides a snapshot of the recent economic performance of the District. Despite the recession, Cotswold reports strong total jobs growth since 2010 particularly in Food and Accommodation and Professional, Scientific & Technical Activities sectors. However, there are distinct job losses reported in Wholesale and Retail together with losses in Education, Public Administration and Defence. The 2011 Census reports that Cotswold has larger numbers of commuters to the district than travelling out of the district to work.

2.21 Job growth is driven by a significant increase in self-employment. The number of all self-employed people represents a total increase of +4,500, or 57.0 per cent growth between 2009 and 2014. The data also shows that self-employment in people in the over 64 age group has increased by 2,300. At 2014, the data reports that there are 3,200 self-employed people who are over 64 years in age. This represents 25 per cent of all people who are self-employed. The data also reports that 19 per cent of people work mainly from home.

2.22 Cotswold sees a stronger representation of smaller businesses – 89 per cent of businesses are micro – businesses employing less than 10 people. NPPG states that plan makers should consider forecasts of quantitative and qualitative need. The high proportion of micro businesses would suggest that smaller units would be most appropriate to meet the needs of micro businesses in serviced accommodation.

2.23 The economic policy and employment land response in the Local Plan needs to reflect a growing and dynamic economy, particularly recognising the need to support self-employed workers, those who chose to mainly work from home, together with more ‘traditional’ employment land requirements to support a higher value economy. The data suggests that this trend is not untypical and it is recommended that policies for Superfast Broadband are critical in supporting effective home working and self-employment. It will also be important to monitor change in type and location of employment over time.

3. B CLASS EMPLOYMENT LAND COMPLETION TRENDS 2011 TO 2016

3.1 Cotswold District Council’s Economic and Employment Land Monitoring Reports are used to identify B Class land completions. The outputs of the monitoring reports between April 2011 and March 2015 have been reviewed and updated to reflect updated information and to ensure a consistent approach across each monitoring report. Appendix A includes details of B Class land completions between March 2011 and April 2015. Employment Land completions between 1st April 2015 and 31st March 2016 are published in the Economic Land Monitoring Report 2015 to 2016 and are consistent with the updated data in Appendix A.

THE MONITORING REPORTS DETAIL A NET LOSS OF 4.05 HECTARES OF B CLASS EMPLOYMENT LAND BETWEEN APRIL 2011 AND MARCH 2016.

3.2 The chart below illustrates the net change in B Class Employment Land reported by Cotswold District’s Annual Employment Land Monitoring Reports. It illustrates a significant shift from positive increases in B Class employment land to 2013 to a net loss of B Class Employment Land reported in the last 3 monitoring reports to March 2016. A significant net loss of 2.50 hectares and 3.75 hectares is reported in the two most recent monitoring periods 2014/2015 and 2015/2016. The total net loss of B Class Employment Land reported between April 2011 and March 2016 is 4.05 hectares.

Chart 5: B Class Employment Land Completions 2005 to 2016



Source: Cotswold District Council – Economic and Employment Land Annual Monitoring reports and analysis detailed in Appendix A

Table 2: B Class Employment Land Completions 2011 to 2016 - Hectares

2011 to 2016	Gain	Loss	Net
B1 Class	28.85	-28.61	0.23
B2 Class	4.49	-10.32	-5.83
B8 Class	6.43	-4.87	1.55
Total	39.77	-43.80	-4.05

Source: Cotswold District Council – Economic and Employment Land Annual Monitoring and reports in Appendix A

3.3 The total loss of B Class land between April 2011 and March 2016 is -43.80 hectares. The total completed B Class gain is 39.77 hectares. Significantly, the data reports a net loss of 5.83 hectares of B2 over the same period. The largest B2 Class Land loss is at Quercus Road (Matbro SIAC), Tetbury, where the site was redeveloped for 38 Later Living apartments for older persons. This site totalled 5 hectares with in excess of 14,000 sq m of employment space. In addition, 3.6 hectares of mixed use B class employment land at Upper Rissington was redeveloped for 368 dwellings.

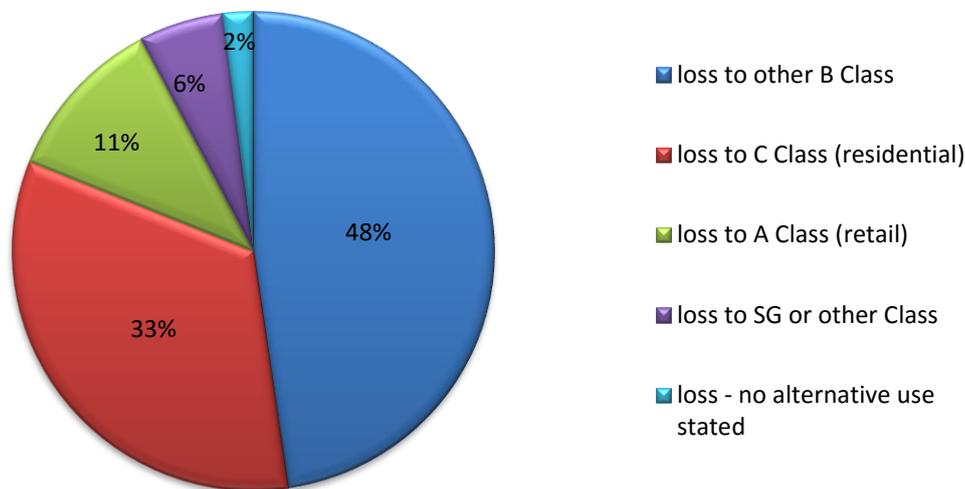
3.4 Economic and Employment Land monitoring report a distinct recycling of B Class land. Between 2011 and 2016, 48 per cent of land where a loss of B1, B2 or B8 Use Class land was completed, an alternative B1, B2 or B8 Use Class was implemented on the same site (see chart 6). The analysis of completions between 2011 and 2016 demonstrates that there is significant churn within B Class developments. Existing sites and premises may not meet the current business needs or standards of a particular business and are therefore vacated. However, these sites may still be suitable for alternative B Class development. In the light of the data from the monitoring report, although there is demonstrated loss of land to alternative non B Class uses, it is appropriate to assume that there is also a distinct recycling of land between B Class uses. Change of use between B Class Uses should be supported.

BETWEEN 2011 AND 2016, 48 PER CENT OF LAND WHERE A LOSS OF B CLASS LAND WAS REPORTED WAS RECYCLED TO AN ALTERNATIVE B CLASS USE.

3.5 The reasons for change of use of employment land are complex and it cannot be assumed that a reduction in jobs means that there will be a commensurate reduction in land and premises. Conversely, an increase in jobs may not automatically increase the level of employment floorspace or land required. Businesses have demonstrated flexible and adaptable working practices which may moderate the need for expansion or relocation, seeking to maximise the potential of existing floorspace and premises to reduce property costs.

Chart 6: Loss of B Class Land to alternative use – percentage 2011 to 2016

Total completions 2011 to 2016 ha



Source: Cotswold District Council – Economic and Employment Land Annual Monitoring Reports and Appendix A

ANALYSIS SHOWS THAT THE INCREASINGLY THERE IS A LOSS OF B CLASS LAND TO RESIDENTIAL AND RETAIL USES ACROSS THE DISTRICT. BETWEEN 2011 AND 2016 A TOTAL OF 14.6 HECTARES OF EMPLOYMENT LAND, EQUIVALENT TO 33% OF ALL B CLASS LAND LOST HAS BEEN TO RESIDENTIAL USES.

3.6 Analysis shows that increasingly there is a loss of B Class land to residential and retail uses across the District. Between 2011 and 2016 a total of 14.6 hectares of employment land, equivalent to 33% of all B Class land lost has been to residential uses. Within or on the edge of town centres the data reports that existing B Class floorspace is reused for retail. This is particularly reported in Cirencester. Further detailed analysis of this trend is required but undoubtedly the change in permitted development rights to support change of use of employment land to alternative uses, the impact of 5 year housing land supply calculations and the higher land values associated with residential use has and will have a significant impact upon business land supply and consequent impact upon the economic health and economic opportunity within the district.

3.7 The consideration of loss of B Class employment land in Cotswold and the appropriate policy response is critical in Cotswold for two reasons: existing vacancy rates within existing B Class employment in the district is low and secondly using the standard residual value assessment, most employment land in Cotswold District is below the values that would support institutional investment.

THE LOSS OF EMPLOYMENT SPACE IS SIGNIFICANT AS EXISTING VACANCY RATES ARE LOW

3.8 The 'Supplement to Cotswold Economy Study 2012 and Economy Evidence Paper 2013' dated November 2014 illustrates that vacancy rates within the district are low representing 5 per cent for offices and 10 per cent for industrial below the estimated churn requirement of 7.5 per cent. Recent employment studies elsewhere including in Gloucestershire have seen a rate of 7.5 per cent of the total office and industrial stock as an indication of a relative 'market equilibrium'. Over or below that level represents a relative under or oversupply in the market. Other employment land reviews have refined this figure to 5 per cent for offices and 10 per cent for industrial and warehousing stock.

3.9 For Cotswold the picture is clear, based upon the 2008 CLG estimates of total office, light industry and warehousing floor space within the district, the total vacant space at 2014 and reported in the Economy Update paper amounts to approximately 5.5 per cent of total office floor space and 10 per cent of industrial. There is very little surplus or obsolete stock within the District.

3.10 This would suggest that at 2014 there is a degree of equilibrium across business floor space but there is little surplus floor space supply in the market as measured across the district. This is likely to be exacerbated given the most recent Economic and Employment Land Monitoring Report 2016 which details a completed net loss of 3.75 hectares and a net loss of 23,785 sq m of B Class floorspace in 2015/2016.

USING THE STANDARD RESIDUAL VALUE ASSESSMENT, ALL EMPLOYMENT LAND IN COTSWOLD DISTRICT IS BELOW THE VALUES THAT WOULD SUPPORT INSTITUTIONAL INVESTMENT.

3.11 The Council commissioned Hewdon Consultants to comment upon the viability and deliverability of employment sites. The key conclusions are detailed below from their report 'Strategic Employment Land Availability Assessment Viability Considerations, Hewdon Consulting, May 2014':

3.12 Hewdon's comments that

'there are a few locations where office development apparently is (or has been) viable – for instance, Cotswold Business Village at Moreton-in-Marsh and Cirencester Business Park. However, development consists of relatively small units – 250-500 m² is typical – and a specification that is adequate, but short of institutional investors' requirements. Similarly, there has been industrial development in the recent past at Bourton-in the Water Industrial Park and at South Cerney but the build quality and the tenants' financial strength would not be attractive to an institutional investor. Moreover, in the smaller settlements, much of the development land is too remote and has sub-standard access.

Rents for larger industrial units are around £50-60 psm in the best locations and office rents are £120-140 psm at best. This is not high enough to develop to an institutional standard. Moreover, outside a few good locations, rental levels fall off drastically, with rents of £20-30

psm for industrial uses being common in smaller settlements and particularly on the disused airbases where there is lower quality but serviceable accommodation.'

3.13 It is recognised that achievable market rents will generally be lower than construction costs – this is a fact across the district and beyond. Hewdon comment that there is nothing wrong or uncommon with this situation, but the effect is that as standard residual land value appraisal, incorporating the cost of construction to an institutional standard, would probably demonstrate that development is apparently not viable anywhere in the district. The Economic Viability Report concludes that there is a good prospect of development being achievable on the sites proposed for allocation, taking account of their special value to particular sellers, developers and buyers. The Economic Viability Report also concludes that the potential SHLAA sites allow sufficient choice to cater for likely demand and that generally speaking, there is unlikely to be an alternative allocation strategy that would be more viable.

3.14 The pressure demonstrated in the district for alternative uses for existing employment land and premises would suggest that the District should resist over-allocating employment land. There is a risk, particularly given CLG's proposed changes to paragraph 22 of the NPPF that allocated employment sites could simply be promoted as residential sites within a 3 year period of allocation. However, it is also important that the district ensures through an appropriate policy response that there is adequate provision of employment sites and premises to secure a quality environment to support a higher value economy.

3.15 It is critical that the best use is made of existing employment sites and premises, where the sites are serviced and that they are retained to offer immediate opportunities for businesses to expand and for new business to establish. Existing serviced, accessed sites offer a more viable opportunity for lower construction and development costs compared to new, greenfield employment opportunities.

EMPLOYMENT LAND COMPLETION RATES AND TRENDS

3.16 A total loss of 4 hectares of B Class Employment Land was reported in Cotswold between 2011 and 2016. This trend is neither a policy aspiration nor a reflection of the economic forecasts reported in the Cambridge Econometrics and Oxford Economics moving forward to 2031 which are discussed in the following chapters. However, the loss of land does reflect strong current market signals. The loss of land can be attributed to many reasons but are likely to include changes to Permitted Development rights which support the conversion of existing business sites and premises to alternative uses, the viability of new employment development and access to finance versus higher values of alternative uses and the pressure on employment sites due to the district's recent 5 year housing land position.

3.17 NPPG states that local authorities should develop an idea of future needs based on a range of data which is current and robust. As part of that assessment plan makers should consider analyses based on the past take-up of employment land and property. The take up of employment land is detailed below through net completions since March 2001.

Table 3: B Class Employment Land Completions (Year and Hectares)

02	03	04	05	06	07	08	09	10	11	12	13	14	15	16
5.6	1.57	1.14	0.8	1.22	2.88	1.13	2.67	0.96	0.96	0.78	1.82	-0.39	-2.50	-3.75

Source: Cotswold District Council – Economic and Employment Land Annual Monitoring Reports

3.18 Based upon the information available from the Cotswold District Monitoring Reports, it is estimated that a total of 14.89 hectares of employment land was completed over the 15 year period from the commencement date of the Cotswold Local Plan 2011 to the most recent reported data in March 2016. This equates to an annual average of 0.99 hectares.

Table 4: Average B Class Employment Land Completions (Year and Hectare)

Trend Based Calculations	Average Annual Ha	20 year requirement ha	Requirement + 25% buffer added
Average April 2001 to March 2016	0.99	19.84	24.80
Average April 2002 to March 2016	0.66	13.26	16.58
Average April 2005 to March 2016	0.55	10.96	13.70
Average April 2011 to March 2016	-0.80	-16.00	-20.00

Source: Cotswold District Council – Economic and Employment Land Annual Monitoring Reports and Appendix A

3.19 Using the monitoring data above, the annual average completion ranges between -0.55 per annum to 0.99 hectares per annum. The most recent period since 2013/2014 is a negative figure and although it does not reflect the policy aspiration or jobs forecasts reported in the economic models, it represents actual completions rates during the initial period of the Local Plan.

USING THE LONGER TERM HISTORIC B CLASS COMPLETION RATES, THE EMPLOYMENT LAND REQUIREMENT EQUATES TO 24.80 HECTARES OVER THE PLAN PERIOD INCLUDING A 5 YEAR LAND SUPPLY BUFFER.

3.20 Rolling forward past trends would suggest that a total of 19.84 hectares would be required over the Local Plan period. The Stroud and JCS for Cheltenham, Gloucester and Tewkesbury employment land assessments include provision for a 5 year land supply buffer. Using the longer term historic B Class employment land requirement and adding a 5 year land supply buffer equates to 24.80 hectares over the plan period. This trend reflects the initial period in the Cotswold District Local Plan 2011 to 2031, a series of economic cycles and the longer term outlook taking on board historic completions in the district.

SUMMARY

3.21 The Cotswold District Economic and Employment Land Monitoring Reports published annually by the District Council as updated by Appendix A, together with updated information to March 2016 on B Class Employment Completions and Commitments report a net loss of 4 hectares of B Class employment land since April 2011. The loss of B Class land is seen at a time when the workforce and BRES data report strong growth in jobs. As such it would be usual to expect a commensurate net increase in the amount of B Class floorspace / hectares within the district. The market has responded dynamically and therefore jobs change alone should be used with caution in determining the scale of employment land demand and requirements.

3.22 The loss of B Class floorspace and employment land over the last 3 years of monitoring is of particular concern given existing vacancy rates within existing B Class employment sites and premises in the district are low (as detailed in 'Supplement to Cotswold Economy Study 2012 and Economy Evidence Paper 2013' dated November 2014) and secondly using the standard residual value assessment, most employment land in Cotswold District is below the values that would support institutional or speculative investment.

3.23 It is critical that the best use should be made of existing employment sites and premises, where the sites are serviced and that they are retained to offer immediate opportunities for businesses to expand and for new business to establish.

3.24 It is appropriate to assume that there will be distinct recycling of land between B Class uses. Analysis of the period since 2011 suggests that this may amount to an average of 48 per cent of land lost from a B Class use being reused and recycled within an alternative B Class development. Change of use between B Class use classes should be supported as the existing sites and premises may not meet current business needs and are therefore vacated but are suitable for alternative B Class development.

3.25 Within or on the edge of town centres the data reports that existing B Class floorspace is reused for retail. This is particularly reported in Cirencester. The outcomes of this monitoring assessment should be used to inform the refreshed Retail Study outputs and the demand for convenience and comparison goods and the appropriate policy response.

3.26 Rolling forward past trends would suggest that a total of in excess of 19.84 hectares would be required over the Local Plan period. The Stroud and JCS employment land work includes provision for a 5 year land supply buffer. Using the longer term historic B Class employment land requirement equates to 24.80 hectares over the plan period. This trend reflects the period of the extant Local Plan, a series of economic cycles and the longer term outlook taking on board historic completions in the district.

4. B CLASS EMPLOYMENT LAND SUPPLY

4.1 The starting point for calculating the employment land supply is the Council's Strategic Housing and Economic Land Availability Assessment, the consideration of safeguarded employment sites in the Economy Study 2012 by Peter Brett Associates as updated by the Economic and Employment Land Monitoring reports and sites with extant planning permission. The District Council's Economic Land Monitoring Reports provide a series of listings for land with planning consent, change of use for premises to employment use, and losses. From that data it is possible to calculate the net land area available with planning permission at March 2016 for employment use. In addition, proposed Local Plan allocations are included to give a forecast land supply for the plan period to 2031.

STRATEGIC HOUSING AND ECONOMIC LAND AVAILABILITY ASSESSMENT

4.2 The Strategic Housing and Economic Land Availability Assessment Consolidation Report, January 2016 (SHELAA), is a technical study that all local planning authorities are required to prepare. It sets out an assessment of land that has potential to deliver economic development. The methodology and approach taken is set out in that report.

4.3 The SHELAA identifies potential constraints and suggested actions that may be taken to overcome constraints. The list of identified constraints is not an absolute list and it may be that further issues are identified when further survey work is undertaken. Similarly, the suggested measures to overcome constraints are not exhaustive and there may be further measures required to overcome them.

4.4 In reaching conclusions on each site, the District Council adopted a conservative approach when assessing the capacities of sites to ensure that the housing and economic development trajectories are not over-optimistic. It is robust to estimate a low site capacity, which actually produces a higher capacity when planning permission is granted.

THE SHELAA IDENTIFIES A TOTAL POTENTIAL ECONOMIC LAND CAPACITY OF 76 HECTARES PLUS THE POTENTIAL FOR AN ADDITIONAL 117 HECTARES AT FIRE SERVICES COLLEGE, MORETON IN MARSH.

4.5 The SHELAA report identifies existing business parks with outline planning permission and remaining development plots. Of those listed in SHELAA the remaining plots are under construction at Broadway Lane Business Park, South Cerney and Moreton Business Village, Moreton in Marsh and are detailed in the monitoring reports. One single plot at Campden Business Park, Chipping Campden remains available.

Table 5: Total Economic sites identified in Strategic Housing and Economic Land Availability Assessment Consolidation Report, January 2016

Potential New Economic Land Capacity					
Settlement	SELAA (0-5 years)	SELAA (6-10 years)	SELAA (11-15 years)	SELAA (16-20 years)	Total
Cirencester	21.48	8.54	3.92	4.73	38.67
Andoversford					
Blockley					
Bourton on the Water	4.01	1.12			5.13
Chipping Campden		2.14			2.14
Down Ampney	0.79				0.79
Fairford					
Kemble					
Lechlade			1.25		1.25
Mickleton	0.37				0.37
Moreton in Marsh	3.05	7.13 (+103.69 at FSC)	2.03	5.34 (+14.18 at FSC)	17.55 (+117.87 at FSC)
Northleach					
South Cerney	2.38				2.38
Stow on the Wold					
Tetbury		0.8		2.08	2.88
Upper Rissington	1.3				1.3
Willersey		3.95			3.95
Total	33.38	23.68 (+103 at FSC)	7.2	12.15 (+14.18 at FSC)	76.41 (+117.87 at FSC)

Source: Cotswold District Council – Strategic Housing and Economic Land Availability Assessment Consolidation Report, January 2016

EMPLOYMENT STUDY 2012 - SAFEGUARDED LAND

4.6 The Employment Study (Vol. 1, 2012) by Peter Brett Associates examined the existing employment situation and assessed future employment needs. The gaps in B-class employment land provision were identified and recommendations made on how best this could be addressed.

4.7 The Study recommended that existing employment sites in good use that support the existing economy required protection from speculative development applications that could undermine economic activity in the District (Vol.1, para. 6.2.3). The sites listed in the Economy Study report are considered valuable employment locations and are recommended for protection.

4.8 It is clear that a safeguarding policy, including the list of sites identified in the 2012 Economy Study (Peter Brett Associates), as updated with monitoring data to 31 March 2016 is critical to protect existing sites and premises to offer space for new and indigenous businesses to grow. In particular, serviced and accessed sites, including extending existing business space and parks offer a more viable opportunity for lower construction and development costs compared to new, greenfield employment opportunities.

4.9 Three sites in the District are recommended for release from employment uses in the Employment Study (Vol.1, 2012). This approach is supported and accords with NPPF (para 22) where planning policies should avoid the long term protection of sites not required for employment purposes.

B CLASS EMPLOYMENT SITES – PLANNING COMMITMENTS AT MARCH 2016

4.10 The Cotswold Economic Land Monitoring Report 2015 to 2016 reports that the district has net commitments of 2.91 hectares of B Class Employment land. The total planning commitments represent a B Class Employment Land gain of 13.69 hectares and a loss of B Class Employment Land of 10.78 hectares.

COTSWOLD DISTRICT'S OUTSTANDING PLANNING COMMITMENTS FOR B CLASS EMPLOYMENT LAND AT 31ST MARCH 2016 TOTALS 2.91 HECTARES

4.11 The net commitment for B1, B2 and B8 Use Class (hectares) is detailed below in Table 6. The series of listings for land with planning consent, change of use for premises to employment use, and losses is included in the Cotswold Economic Land Monitoring Report 2015 to 2016.

Table 6: B Class Employment Land Planning Commitments at 31st March 2016 - Hectares

Use Class	Gain	Loss	Net Change
B1 General	5.21	1.58	3.63
B1 Office	1.49	1.96	-0.46
B1 Research and Development	0.02	0	0.02
B1 Business General	1.78	2.34	-0.56
B2 Class	2.39	0.93	1.46
B8 Class	2.80	3.97	-1.17

Source: Cotswold District Council – Cotswold Economic Land Annual Monitoring Report 2015 to 2016

4.12 The Economic Land Monitoring Report details planning commitments with a net loss of 2.63 hectares of B1 Class land and a net loss of 1.17 hectares of B8 class land. This forward look of potential B1 and B8 land loss is in contrast the type of B Class loss completed between 2011 and 2016. In this period there was a higher loss of B2 class land (a total B2 loss of 5.83 hectares).

4.13 The total gain in B Class employment land and is supported by three planning permissions on larger sites for mixed use developments. These 3 sites together represent 55 per cent of the total gain in B Class employment land:

- 4.8 hectares (9,500 sq metres) of B1, B2 and B8 floorspace at Fire Services College, Moreton in Marsh
- 1.3 hectares (4,552 sq m) at Upper Rissington for conversion of existing buildings into offices, new build offices and new build light industry enterprise units
- 1.46 hectare (3,281 sq m) for redevelopment and conversion of former pig farm buildings to provide 4 light industrial workshops (Use Class B1(c) and Ancillary B8) at Bagendon Downs Farm, Perrotts Brook, Bagendon

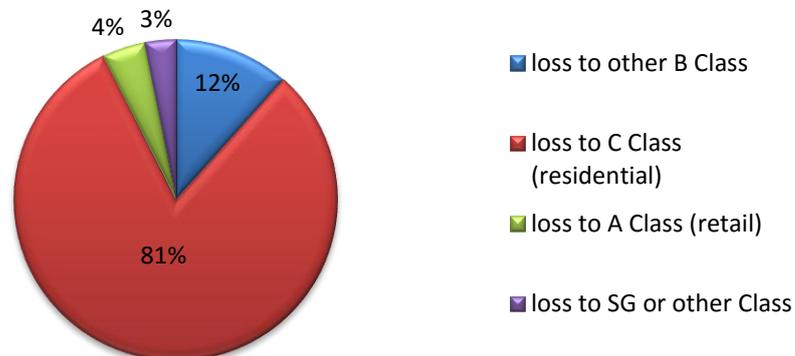
4.14 The remaining total gain (45 per cent) of B Class employment land commitments is on small sites predominantly with a site area of less than 0.5 hectares.

4.15 The B Class employment land commitments also include a total loss of 10.78 hectares. The most significant loss is 6.47 hectares (B1, B2 and B8) amounting to 8,403 sq m at Business Park at Ullenwood Court, Ullenwood. Planning permission is granted for 20 residential units and associated works.

4.16 Analysis of those planning commitments details that of the 10.78 hectares reported as a loss, 8.7 hectares (81 per cent) includes planning permission for change of use to C1 and C3 (hotels, guest houses and residential). The data also reports that there is some recycling of land to alternative B Class uses. This is at a lower rate than reported in the B Class land completions between 2011 and 2016. At March 2016, 12 per cent of land lost from B1, B2 and B8 uses is proposed to be reused for an alternative B Class use.

Chart 7: Loss of B Class land to alternative uses – Commitments at March 2016 - percentage

B Class loss - Commitments at March 2016 ha



Source: Cotswold District Council – Economic and Employment Land Annual Monitoring Report 2016

Table 7: B Class Employment Land Planning Commitments at 31st March 2016 (sq metres)

Use Class	Gain	Loss	Net Change
B1 General	15,153	6,013	9,140
B1 Office	3,514	5,124	-1,610
B1 Research and Development	235	0	235
B1 Business General	4,173	4,775	-602
B2 Class	5,770	1,037	4,733
B8 Class	7,340	6,381	959

Source: Cotswold District Council – Economic and Employment Land Annual Monitoring Report 2015 to 2016

4.17 The total gain in B class floorspace planning commitments totals 36,185 sq m. 41 per cent of this gain is planning commitments for B1 General floorspace and 20 per cent is planning commitments for B8 Distribution and Storage use.

4.18 The total loss in B class floorspace planning commitments totals 23,330 sq m. Higher losses through extant planning commitments are seen within B8 use class and B1 General classes.

4.19 The net gain in B class floorspace commitments at March 2016 is 12,855 sq m.

LOCAL PLAN PROPOSED B CLASS EMPLOYMENT ALLOCATIONS

4.20 The table below lists the proposed allocations in the Local Plan Regulation 18 Consultation: Development Strategy and Site Allocations January 2015. These sites do not have the benefit of planning permission at March 2016. The table also includes the proposed 2016 employment allocations to be published in the Cotswold District Local Plan Submission Draft Regulation 19 (2011 to 2031). These amendments include an adjustment to the Tetbury allocation reducing the site to 2.08 hectares plus two new additional allocations: Willersey totalling 1.97 hectares and 2.03 hectares at Moreton in Marsh supported in response to consultation responses.

Table 8: 2015 and 2016 Proposed Employment Allocations

Settlement	2015 Proposed Allocations (Reg 18)	2016 Proposed Allocations (Reg 19)
Cirencester	9.1	9.1
Bourton	3.38	3.38
Chipping Campden	0.67	0.67
Lechlade	1.25	1.25
Moreton in Marsh	7.13	7.13
		2.03
Tetbury	6.74	2.08
Willesley		1.97
Total	28.27	27.61

Source: Local Plan Regulation 18 Consultation: Development Strategy and Site Allocations January 2015

4.21 Table 9 below details the net supply figure for B Class employment Land at March 2016. The net supply includes B Class Land completions 1st April 2011 to 31st March 2016, extant planning permission for B Class development at 31st March 2016 together with proposed allocations in the 2016 Allocations as proposed in Cotswold Local Plan Reg 19 Submission Draft Regulation 19. The net B Class Supply of land is 26.47 hectares

Table 9: Total B Class Employment Land Supply at March 2016

	ha
Completions 2011 to 2016	- 4.05
Commitments at March 2016	+2.91
2016 Allocations as proposed in Cotswold Local Plan Reg 19 Submission Draft Regulation 19	27.61
Total B Class supply 2011 to 2031	26.47

Source: Economic and Employment Land Monitoring Reports 2011 to 2016 and Cotswold Local Plan consultations and Cotswold District Local Plan Submission Draft Regulation 19 (2011 to 2031)

SUMMARY

4.22 The SHELAA identifies a total potential economic land capacity of 76 hectares plus the potential for an additional 117 hectares at Fire Services College, Moreton in Marsh.

4.23 The Economy Study 2012 has reviewed existing employment sites across the district and recommended that those sites listed in the report should be safeguarded. This is consistent with the approach advocated in National Planning Policy Framework. Safeguarding policies, including the list of sites identified in the 2012 Economy Study – Peter Brett Associates as updated with monitoring data to 31 March 2016 is required to protect existing sites and premises to offer space for new and indigenous businesses to grow. Sites such as those with planning permission at Upper Rissington and Fire Services College, Moreton in Marsh offer serviced and accessed sites. As confirmed by Hewdon's in their viability report, extending existing business space and parks offer a more viable opportunity for lower construction and development costs compared to new, greenfield employment opportunities.

4.24 The Employment Land Monitoring Report at 31st March 2016 reports that the district has B Class Employment net commitments of 2.91 hectares and 12,855 sq m. Planning commitments at 31st March 2016 include proposals for business park floorspace at Upper Rissington, Bagendon Downs Farm, Perrotts Brook, Bagendon and Fire Services College at Moreton in Marsh. Planning commitments also include planned losses on existing and live business park space at Ullenwood Business Park.

4.25 The implementation of these sites together with any marketing strategy to promote the additional sites should be closely monitored.

4.26 The total land supply at March 2016 must consider the loss of 4.05 hectares of employment land between 2011 to 2016, existing planning commitments at 31st March 2016 totalling 2.91 hectares and proposed B Class employment land allocations in the Cotswold District Local Plan Submission Draft Regulation 19 (2011 to 2031) of 27.61 hectares. The total B Class land supply, using this calculation at March 2016 amounts to a provision of 26.47 hectares.

5. B CLASS EMPLOYMENT LAND DEMAND

5.1 This chapter provides updated employment land demand assessments to inform the policies and proposals in the Cotswold District Local Plan Submission Draft Regulation 19 (2011 to 2031). The updates include consideration of data published in:

- Cambridge Econometrics and Oxford Economic Forecasts dated November, 2015
- Economic Land Monitoring Reports to 2016 and updated data included in Appendix A
- Review of Economic Forecasts for Cotswold District Council, February 2016, Nupremis Cambridge Limited
- An Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District prepared by NMSS dated March 2016 (OAN 2016)

5.2 The review considers the employment land implications of tests which align with National Planning Practice Guidance:

- Baseline Employment Forecasts by Oxford Economics and Cambridge Econometrics
- Sensitivity Test 1 - Baseline employment based forecasts – assuming all B Class land lost as a result of forecast job losses is reused for non B Class uses (no netting off)
- Alternative Jobs Growth Scenario detailed in the Review of Economic Forecasts for Cotswold District Council, February 2016
- Sensitivity Test 2 - Alternative Jobs Growth Scenario assuming all B Class land lost as a result of forecast job losses is reused for non B Class uses
- Labour Supply Forecasts

KEY ASSUMPTIONS IN CALCULATING B CLASS LAND REQUIREMENT

5.3 An Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District prepared by NMSS dated March 2016 (OAN 2016) sets out the objective assessment of the need for housing in the district, having regard to the latest guidance in the NPPF & NPPG. This work includes consideration of economic factors including the latest economic forecasts and consideration of the alternative economic scenarios prepared for the District by Nupremis Cambridge Limited. This employment land update is in alignment and consistent with the OAN 2016 report.

5.4 NPPG is clear that economic needs assessment should be completed consistently across the Functional Economic Area. Therefore the B Class employment land assessment is completed using updated assumptions which are consistent with the Stroud Local Plan and Cheltenham, Gloucester and Tewkesbury Joint Core Strategy (JCS) economic land demand assumptions.

5.5 The JCS and Stroud Local Plan employment assessments include a five year buffer to allow for 'choice, potential losses to other uses and any unforeseen increase in demand for land and to ensure a continuation of the land supply after 2031'. This equates to an additional 25 per cent over the baseline position.

5.6 Whilst the five year land supply buffer is not a requirement set out in NPPF or NPPG, the guidance recommends that the land supply provides choice for the plan period. To ensure consistency with Stroud and JCS the employment land calculations below include this 5 year land buffer. The purpose, as set out in the JCS assessment, is to:

- Provide for a margin of error in the forecasting process
- Provide for deviations from the stated assumptions regarding spaceless growth / contraction
- Allow developers and occupiers a reasonable choice of sites
- Enable normal market movement with relocations and turnover of firms
- Give some flexibility while old premises are redeveloped and new premises are coming forward
- Allow for some limited release of existing employment sites to other uses and
- Allow for some sites not coming forward.

5.7 The Supplement to Cotswold Economy Study 2012 and Economy Evidence Paper 2013 dated November 2014 sets out the job densities and plot ratio assumptions used in calculating the B Class employment land assessment. These remain consistent with Stroud Local Plan and JCS Local Plan assessments:

- The ratio of worker per sq m and the consequent floor space is calculated using HCA worker floor space densities published in HCA Guidance Note 2010.
- There is a consistent plot ratio of 3,900 sq m per hectare. Note that unlike the JCS proposition no amendments are made for higher densities in town centre developments given the loss of B Class land in town centres in Cotswold District and the likely displacement to edge of centre Business Park sites.

5.8 In calculating B Class Employment Land assessment the following assumptions are made for those industry sectors that have a requirement for B1, B2 or B8. These assumptions are consistent with the Stroud Local Plan and approach taken in JCS. Jobs growth outside of this analysis will require alternative economic development sites including retail, leisure and tourism. The percentage spaceless growth is the proportion of jobs growth within that sector that does not require B class land.

Agriculture	95% spaceless growth
Manufacturing	0% spaceless growth
Construction	74% spaceless growth
Distribution	52% spaceless growth
Transport	52% spaceless growth
Financial and Business	0% spaceless growth
Government Services	78% spaceless growth

BASELINE FORECASTS

5.9 The outputs reported for four economic forecast models commissioned by Cotswold District Council are reported in Table 10. The forecasts are prepared by Cambridge Econometrics (CE) and Oxford Economics (OE) in August 2014 and November 2015. The August 2014 forecasts informed the Supplement to Cotswold Economy Study 2012 and Economy Evidence Paper 2013 dated November 2014. The newer 2015 forecasts were commissioned to ensure that the development of economic policies in the Cotswold Local Plan and analysis by NMSS to identify the District's Objectively Assessed Housing Need (OAN 2016) were informed by the most recent economic forecasts.

Table 10: Forecast Job Growth, Oxford Economics and Cambridge Econometrics 2014 and 2015

	Net Jobs Growth			Average Annual Jobs Growth		
	2011-14	2011-31	2014-31	2011-14	2011-31	2014-31
CE 2014	3,700	8,700	5,000	1,200	400	300
CE 2015	7,200	11,900	4,700	2,400	600	300
OE 2014	3,000	7,800	4,800	1,000	400	300
OE 2015	4,500	10,500	6,000	1,500	500	350

Source: Cambridge Econometrics August 2014 and November 2015. Oxford Economics August 2014 and November 2015

5.10 The more recent 2015 forecasts report that between 2011 and 2031 the net increase in forecast jobs is between 10,500 and 11,900 jobs. Both CE and OE models suggest that a significant proportion of the growth occurs in the first 3 years of the plan period. For Cambridge Econometrics 2015 the total job growth forecast between 2011 and 2014 amounts to an increase in employment of 7,200. This represents almost twice the job growth reported in the 2014 CE model. Oxford Economics 2015 reports an increase of 4,500 in employment between 2011 and 2014, a 50 per cent increase in job growth reported in its 2014 model outputs. This illustrates the volatility in models and need for careful assessment.

5.11 The forecasts provide job growth for all jobs. The assumptions set out in paragraph 5.8 are used to define those jobs that are likely to result in a B Class Employment floorspace and consequently a B Class Employment Land requirement. The calculation tables are set out in Appendix B.

USING THE CAMBRIDGE ECONOMETRICS AND OXFORD ECONOMICS BASELINE FORECASTS THE NET INCREASE IN JOBS REQUIRING B CLASS LAND AMOUNTS TO 4,500 TO 5,900 JOBS FOR THE PERIOD 2011 TO 2031 AND 1,500 AND 3,700 JOBS FOR THE PERIOD 2014 TO 2031.

5.12 The outputs highlight the different land implications depending upon the type of sector that is anticipated to grow in each of the forecasts. The OE Model suggests a higher level of growth in

the private sector and therefore more land is required on business parks and town centres. Conversely the CE model sees higher growth in those locations which require a mixed use environment such as Other Services; Recreation and Arts, Food and Accommodation.

5.13 Taking account of these considerations, the B Class employment land implications of the baseline forecasts using the assumptions detailed in paragraphs 5.5 to 5.8 are set in Table 11.

Table 11: Baseline B Class Employment Land Implications, Oxford Economics and Cambridge Econometrics forecasts 2015

B Class Land Implications 2011 to 2031 ha		
	CE 2015	OE 2015
Baseline B Class Jobs	19.49	25.55
+5 year land buffer	24.37	31.94

Source: Cambridge Econometrics November 2015. Oxford Economics November 2015 and Nupremis Cambridge Limited

5.14 The baseline forecasts result in a land requirement of between 25 hectares and 31 hectares over the 20 year period including the provision of the 5 year land buffer.

5.15 In reaching conclusions on the robustness of these figures it should be noted that the baseline forecast assume a significant proportion of the growth occurs in the first 3 years of the plan period (4,500 to 7,200 jobs) with substantially lower jobs growth reported in the 2014 model outputs. The BRES 2014 data suggests that ‘employment’ growth during this same period has amounted to a lower growth of 2,200 jobs. This total excludes self-employed jobs not registered for PAYE or VAT.

5.16 The baseline forecasts and the ONS Workforce data reported in the Industrial and Business Trends November 2015 suggests that there has been strong total job growth between 2010 and 2013. The Cotswold monitoring reports show a gain of 3.5 hectares of B Class Employment Land for the period between 2010 to 2013 (Table 3). However, job growth during this early plan period to 2016 has not followed traditional trends reported by the B Class land calculation model. Jobs have grown in a far more flexible and adaptable way through home working and self-employment. Further analysis would need to be completed although it likely that jobs have grown through more intensive use and higher rates of job / sq m of existing sites and premises and higher rates of home working.

5.17 The 2015 baseline forecasts report for the period 2014 to 2031 a total increase of 4,700 (CE) and 6,000 (OE) jobs. The residual B Class implications of the baseline forecasts for the period 2014 to 2031 (based upon the same assumptions above in Table 11) amounts to a requirement of 6.85 hectares for Cambridge Econometrics baseline forecasts and 17.5 hectares for Oxford Economics

baseline forecasts including the five year land supply buffer for the 17 year period from 2014 to 2031.

BASELINE FORECASTS - SENSITIVITY TEST 1

5.18 The employment forecasts show a loss of jobs in some B Class sectors. Oxford Economics 2015 assumes 300 jobs are lost in the manufacturing sector; over 300 jobs are lost in public administration and a loss of 200 jobs in agriculture over the plan period. Cambridge Econometrics assumes a smaller loss of 180 jobs in manufacturing over the plan period. Tables in Appendix B identify those categories where a B Class jobs loss is reported and the calculation of the resulting loss of floorspace and B class employment land.

5.19 This sensitivity test assumes that any job losses reported in the forecasts does not result in the reduction of the total additional floorspace and therefore total employment land requirement. The loss of land as a result of B Class jobs lost is not 'netted off' the total land requirement. This test assumes that all surplus employment land and premises as a result of a job loss would be reused for a non B Class use regardless of its particular location, quality or cost.

5.20 Taking account of these considerations, the employment land implications of the baseline forecasts using the assumptions detailed in paragraphs 5.5 to 5.8 are set out below:

Table 12: Sensitivity Test 1- Employment Land Implications of forecast lost B Class Land reused for non B Class development

Land Implications 2011 to 2031 ha		
	CE 2015	OE 2015
Baseline B Class Jobs	21.17	28.62
+5 year land buffer	26.11	35.78

Source: Cambridge Econometrics November 2015. Oxford Economics November 2015 and Nupremis Cambridge Limited

5.21 Data compiled between 2011 and 2015 suggests that the assumption that all land lost is used for non B Class jobs may not be a sound approach. Analysing planning completions over this period suggests that although land is being lost to alternative non B Class uses, there is indeed a high degree of churn within B Class land itself. The 2011 to 2016 analysis suggests that of all employment land reported as lost, 48 per cent is reused for an alternative B Class Employment uses. This trend is likely to be driven by low vacancy rates within the district, viability issues as identified by Hewdon and constraints on alternative land availability in an area with strong environment and heritage assets.

5.22 The residual requirement of the baseline sensitivity forecasts for the period 2014 to 2031 based upon the same assumptions in sensitivity test 1 and baseline forecast amounts to 13.05

hectares for Cambridge Econometrics and 26.50 hectares for Oxford Economics forecasts including the five year land supply buffer for the 17 year period.

ALTERNATIVE SCENARIO

5.23 Economic forecasts should not be used without careful sense-checking and adjustment for realism where appropriate. Forecasts can be volatile and the scale of change within the same model over relatively short periods of time, or the scale of difference between different forecast models casts huge doubt on the ability simply to apply one or an average forecast figure.

5.24 Nupremis Cambridge Limited in its report 'A review of the Economic Forecasts for Cotswold District Council' has produced an alternative scenario which adjusts unlikely or implausible elements in both CE and OE forecasts. Two alternative analyses of the housing implications of these alternative scenarios have been produced in the Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District by NMSS dated March 2016 and considered as part of the Objectively Assessed Needs for housing.

REVIEW OF ECONOMIC FORECASTS PRODUCES AN ALTERNATIVE SCENARIO AND RESULTS IN REVISED OE FORECASTS OF 5,350 NET JOBS AND CE FORECAST OF 5,000 JOBS FOR THE PERIOD 2014 AND 2031

5.25 Full details of the analysis of the forecasts and the production of the Alternative Scenario is included in 'A review of the Economic Forecasts for Cotswold District Council', February 2016. The main differences between the forecasts are:

- CE envisage a much larger loss of jobs in agriculture than OE (CE -1,100 as opposed to OE - 520). However the two forecasts envisage very similar numbers of jobs in agriculture in 2031. The difference in the change in jobs between 2014 and 2031 appears to be due a very high increase in jobs in agriculture assumed by CE in 2013-14 – 1200 jobs.
- OE envisage a faster growth in wholesale and retail jobs than CE (OE +930 jobs; CE +560 jobs). The OE increase is higher than both their Gloucestershire and South West projections.
- CE envisage faster growth in accommodation and food than OE (CE 1,390 jobs; OE 850 jobs). This is seen as a growth sector. There is no clear basis for adjusting either forecast but Nupremis recommends that the sector is monitored closely.
- OE projects growth in financial and business services which is more than three times that envisaged by CE (OE 2,710 jobs; CE 810). The CE projection for 8% growth is below its forecasts for Gloucestershire (12%) and the South West (14%) which seems anomalous. In contrast the OE projections are for faster growth than it envisages for Gloucestershire,

despite performance in the property sector and business administration in Cotswold having been below Gloucestershire levels.

- CE forecasts a much faster increase in Government services jobs than OE. (CE 950 jobs; OE 260 jobs) The CE forecast increase (10%) is significantly faster than its national increase (6%)

5.26 In producing the alternative scenario Nupremis have suggested adjustments in each of the sectors listed in paragraph 5.25 with the exception of Accommodation and Food. The net result is to reduce the OE forecast from 6,000 jobs to 5,300 and increase the CE forecast from 4,700 jobs to 5,000, bringing the two forecasts much closer together for the period 2014 to 2031. The effect of these adjustments is to narrow the potential range of job growth to be considered in the Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District by NMSS dated March 2016 and assessment of future employment land demand.

5.27 The alternative scenario calculates a pragmatic and plausible employment scenario for the period 2014 to 2031. The employment growth equates to a B Class land implication for the 17 year period (2014 to 2031) of 8.07 hectares for Cambridge Econometrics and 12.01 hectares for Oxford Economics including provision for a 5 year land supply buffer. Table 13 illustrates the output if the trend is extrapolated from the 17 year period (2014 to 2031) to 20 years for the benefit of understanding the B Class land use implications over the plan period using the same assumptions on site density and job floorspace requirements set out in this chapter.

Table 13: Alternative Scenario – Employment Land Implications

Land Implications 2011 to 2031 ha		
	CE 2015	OE 2015
Scenario B Class Jobs	7.60	11.30
+5 year land buffer	9.50	14.10

Source: Cambridge Econometrics November 2015. Oxford Economics November 2015 and Nupremis Cambridge Limited

5.28 The extrapolation of the scenario over the 20 year period assumes a lower rate of employment growth in the first 3 years of the plan period than those advocated in the baseline forecasts. For the period 2011 to 2014 the net increase of B Class land has resulted in a gain of 2.21 hectares (Table 3). The total of the B Class land implication for the period 2014 to 2031 together with the actual completed B Class land totals from the Cotswold Monitoring Reports would increase the CE scenario to 12.86 hectares and OE 17.70 hectares including a 5 year buffer.

ALTERNATIVE SCENARIO – SENSITIVITY TEST 2

5.29 This sensitivity test makes the same assumptions as sensitivity test 1 but the test is applied to the alternative scenario outputs: that any loss of jobs reported in the forecasts does not result in any loss of total floorspace and therefore employment land. Where the calculations show that a negative land requirement is calculated for a particular employment use, this sensitivity test assumes there is no resulting loss of employment space. This approach assumes that all surplus employment land and premises would be reused for a non B Class use regardless of its particular location, quality or cost.

Table 14: Alternative Scenario Sensitivity Test 2 – Employment Land Implications

Land Implications 2011 to 2031 ha		
	CE 2015	OE 2015
Scenario B Class Jobs	13.37	19.78
+5 year land buffer	16.70	24.72

Source: Cambridge Econometrics November 2015. Oxford Economics November 2015 and Nupremis Cambridge Limited

5.30 As in the previous test the extrapolation of the scenario over the 20 year period assumes a lower rate of employment growth in the first 3 years of the plan period than those advocated in the baseline forecasts. In the period 2011 to 2014 the net increase of B Class land has resulted in a gain of 2.21 hectares (Table 3). The total of the B Class land implication for the period 2014 to 2031 in Sensitivity test 2 together with the actual completed B Class land totals from the Cotswold Monitoring Reports would marginally increase the CE scenario to 16.97 hectares and reduce the OE calculation to 23.78 hectares including a 5 year buffer.

LABOUR SUPPLY DERIVED ASSESSMENT

5.31 The final approach to B Class land assessment is to review the demographically derived assessments of future employment needs (labour supply) as required by NPPG.

5.32 The Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District by NMSS dated March 2016 (OAN 2016) at Table S1 calculates for the benefit of the OAN assessment that the total population increases by 9,839 over the period 2011 to 2031. However, the population estimates by NMSS suggest that the total population between the ages of 16 – 64 will fall over the plan period. The fall is estimated by NMSS to be a decline of 2,210 of those between the ages of 16 and 64 to 2031.

5.33 Developing a land demand assessment based upon a falling working age population would result in a declining land requirement which would not align with local, county or national policy objectives. For this reason no further analysis is completed.

SUMMARY

5.34 The land use implications of baseline forecasts and their sensitivity tests and the longer term trend based assumptions are considered to provide the potential ‘bookends’ for quantitative needs assessment for B Class land. The tests align with the requirements set out in NPPG. Table 15 below sets out a summary of the results. All figures are hectares.

Table 15: Summary of B Class Employment Land Implications

Land Implications 2011 to 2031 ha		
	CE 2015	OE 2015
Baseline Forecasts	24.37	31.94
Baseline Forecasts – sensitivity test 1	26.11	35.78
Alternative Scenario	9.50	14.10
Alternative Scenario – sensitivity test 2	16.70	24.72
B Class Completion Trend	24.80	

Source: Cambridge Econometrics November 2015. Oxford Economics November 2015; Nupremis Cambridge Limited.

5.35 The B Class employment requirement reported by the OE and CE forecast baseline is 24 hectares to 32 hectares (including the 5 year land supply buffer) for the period 2011 to 2031. This is a net rather than a gross figure. A sensitivity test (which assumes that all B Class land lost as a result of a decline in a sector is reused for non B Class land) reports a range of 26 hectares to 35 hectares (with a 5 year land supply buffer). Both tests assume that the full economic growth forecasts reported by Oxford Economics and Cambridge Econometrics are accommodated over the plan period.

5.36 Nupremis Cambridge Limited in its report ‘A review of the Economic Forecasts for Cotswold District Council’, February 2016, has produced an alternative scenario which adjusts unlikely or implausible elements in both projections. The net result is to reduce the OE forecast from 6,000 jobs to 5,300 and increase the CE forecast from 4,700 jobs to 5,000, bringing the two forecasts much closer together for the period 2014 to 2031. The effect of these adjustments is to narrow the potential range of job growth to be considered in the Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District by NMSS dated March 2016 and assessment of future employment land demand.

5.37 Extrapolating the alternative job forecast produced by Nupremis for Oxford Economics (trend 2014 to 2031) over the 20 year plan period the requirement would equate to a range of 9.5 hectares to 14.1 hectares including the 5 year land supply buffer. A sensitivity test (which assumes that all B Class land lost as a result of a decline in a sector is reused for non B Class land) reports a range of between 16.7 hectares and 24.7 hectares including a 5 year land supply buffer.

5.38 As required by NPPG and outlined in Chapter 3, the longer term completion trend since 2001 suggests a B Class Employment land requirement of 24.80 hectares including a 5 year land buffer.

5.39 The very highest outputs of the tests are considered to be unsound as they are based upon a job growth scenario which is based upon unlikely or implausible elements. The range also assumes a gross calculation - that all land lost due to job loss is reused for non B Class uses. The Completions data 2011 to 2016 demonstrates that whilst land is lost to non B Class uses there is distinct churn in B Class uses. The lowest outputs are also considered to be unsound as they are significantly below the trend based completion rate and need for a positive economic environment required by NPPF.

A SOUND ASSUMPTION WOULD BE TO PLAN FOR A BCLASS LAND REQUIREMENT OF IN EXCESS OF 24 HECTARES FOR THE PERIOD 2011 TO 2031.

5.40 This provision of in excess of 24 hectares of B Class Employment Land would accommodate the requirements of the B Class Employment Land Completions trend based approach, the requirements of both OE and CE alternative scenario and its sensitivity tests and the baseline Cambridge Econometrics forecasts.

5.41 The Oxford Economics baseline forecasts includes elements which are considered to be unlikely or implausible in the projections between 2014 and 2031. The alternative scenario is a more reasonable and sound approach to employment growth over the plan period. The minimum land requirement of in excess of 24 hectares meets the requirements of the Oxford Economics Alternative Scenario and its sensitivity test including the 5 year land supply buffer.

5.42 This recommendation is a minimum figure (rather than a maximum figure). In addition, the Local Plan should provide a positive policy context to safeguarding existing employment sites and supporting their intensification. The plan should continue to promote appropriate economic development at the three Special Policy Areas identified at Fire Services College, Moreton in Marsh, Campden BRI at Chipping Campden and Royal Agricultural University, Cirencester and support rural diversification on non-allocated sites. This will reflect the reality that additional development is likely to come forward at key businesses and organisations and additionally on windfall sites which should be supported subject to relevant planning matters being taken into account.

5.43 The provision of in excess of 24 hectares of B Class Employment Land, which includes consideration of an additional 5 year land supply buffer, together with this broader policy approach should allow for choice and any unforeseen increase in demand for land and to ensure a continuation of the land supply after 2031.

5.44 The district has seen a net loss of 4 hectares since the beginning of the plan period. At the same time it must also be recognised that the district has demonstrated resilience and flexibility in growing jobs by increasing levels of home working and self-employment. In determining the amount of land to be allocated in the plan, the district must recognise the real and demonstrated risk that allocated sites will be under pressure for change of use to residential or alternative non- B Class uses particularly if the Department for Communities and Local Government proposed consultation to changes to paragraph 22 of NPPF (December 2015) comes into effect.

THE JOB GROWTH IN THE OE AND CE 2015 FORECASTS ARE CONSISTENT AND ALIGNED WITH THE STRATEGIC ECONOMIC PLAN PUBLISHED BY GFIRST

5.45 The Strategic Economic Plan, published by GFirst sets out the growth strategy for Gloucestershire to 2021. It sets a very ambitious proposition to increase GVA by 4.8 per cent, per annum by focussing on key interventions in target sectors and unlocking infrastructure constraints by 2025. It is important that the Cotswold Local Plan is aligned to the Strategic Economic Plan in terms of priority outputs and job growth targets.

5.46 OE forecasts that the value of the Cotswold economy will increase from £1.69 billion in 2011 to £2.97 billion in 2031. CE forecasts higher values increasing from £1.86 billion in 2011 to £3.28 billion in 2031. CE projects that GVA in Cotswold will grow at an average annual rate of 2.3 per cent per year – below its historic, pre-recession trend of 3.8 per cent per year (1991-2008) but similar to UK average forecast growth of 2.2 per cent per year.

5.47 Likewise, OE projects that GVA in Cotswold will grow at an average annual rate of 2.4 per cent per year – below its historic, pre-recession trend of 3.2 per cent per year (1991-2008) but similar to UK average forecast growth of 2.3 per cent per year.

5.48 The GVA forecasts reported by CE and OE do not align with the Strategic Economic Plan GVA aspirations of 4.8 per cent per annum. However, it is important to note that there are several basic factors and processes which can lead to increased productivity and increased GVA without a commensurate increase in job growth and employment land. These include investment in capital and innovation which fall outside the Local Plan process.

5.49 The Strategic Economic Plan sets an aspiration to create 33,900 jobs across Gloucestershire and protect a further 2,125 jobs between 2012 and 2025. This is equivalent to a job growth rate of 0.8 per cent/annum across the county. The Strategic Economic Plan does not identify a geographic distribution of job growth but has identified its key growth sectors with key priority interventions along the M5 corridor Growth Zone, a growth hub, enablers of Growth including the A417 link and support for Green Technology.

5.50 The job growth rates reported within the CE and OE forecasts for the period 2011 to 2031 total a range of 10,500 to 11,900 and represent a growth rate of 1.0 per cent to 1.2 per cent per annum; the alternative scenario presented for the period 2014 to 2031 represents a growth rate of 0.7 per cent to 1.0 per cent per annum. Therefore, the range of total jobs growth in the OE and CE 2015 forecasts are consistent and aligned with GFirst's Strategic Economic Plan.

5.51 The proposed Local Plan strategy builds upon existing strengths in the economy, exploiting its competitive advantage of its key businesses and seeking sustainable economic growth to maintain and support its current place in the market. It focusses growth on its key settlement, Cirencester, whilst at the same supporting its key employment locations such as Campden BRI, Fire Services College, St James' Place, Mitsubishi and the Royal Agricultural University, safeguarding employment sites where they are still attractive to the market and securing high quality employment sites where there is an identified need for further development opportunities.

5.52 The plan should provide the flexibility to provide and facilitate additional job growth should that arise in the earlier part of the remaining plan period. It will be important for the Council to monitor the impact of any interventions and the progress of employment growth throughout the plan.

6. RECOMMENDATIONS

6.1 National Planning Policy Framework states that to help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century.

6.2 The approach taken to assessing the B Class employment requirement in this report is compliant with national planning guidance; is consistent with the approach taken by the Stroud and JCS authorities in development of employment land assessments; appropriate consideration has been given to historic land take up; included the impact of updated forecasting data together with an assessment of an alternative scenario; is aligned with the methodology used in 'An Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District' dated March 2016, and is consistent with GFirst's Strategic Economic Plan.

6.3 The more recent 2015 forecasts report that between 2011 and 2031 the net increase in forecast jobs is between 10,500 and 11,900 jobs. Both models suggest that a significant proportion of the growth occurs in the first 3 years of the plan period. For Cambridge Econometrics the total job growth forecast between 2011 and 2014 amounts to an increase in employment of 7,200 and for Oxford Economics the total amounts to an increase of 4,500 in employment. The baseline forecasts reported for the period 2014 to 2031 total 4,700 (CE) and 6,000 (OE).

6.4 Consideration has been given to an assessment of an alternative jobs growth scenario published in 'A review of four economic growth forecasts for Cotswold by Cambridge Econometrics and Oxford Economics', February 2016. The effect of the analysis and the adjustments is to narrow the potential range of job growth to be considered in the emerging Local Plan. A review of economic forecasts produces an alternative scenario and results in revised OE forecasts of 5,350 net jobs and CE forecast of 5,000 jobs for the period 2014 and 2031. The housing implications of the baseline and Alternative scenario have been produced in the Updated Estimate of the Objectively Assessed Housing Needs of Cotswold District by NMSS dated March 2016 and considered as part of the Objectively Assessed Needs.

6.5 This assessment in this report is sufficiently advanced to give a sound indication that in excess of 24 hectares of B class employment land will be required in Cotswold District over the plan period. Importantly, the amount and type of B Class employment allocations in the Local Plan should provide sufficient flexibility to support a range of employment opportunities to meet a range of B Class industry sector jobs growth given the difference in assumption in the forecast model outputs.

A SOUND ASSUMPTION WOULD BE TO PLAN FOR AN OVERALL BCLASS LAND REQUIREMENT OF IN EXCESS OF 24 HECTARES FOR THE PERIOD 2011 TO 2031

6.6 This is a minimum figure (rather than a maximum figure) and the local plan should provide a positive policy context in relation to safeguarding employment sites, promoting development at the three Special Policy Areas and support for rural diversification on non-allocated sites. This will reflect the reality that development may come forward on windfall sites and should be supported subject to relevant planning matters being taken into account.

6.7 The current land availability is detailed as in excess of 26 hectares in Table 9 and Table ES1. For the Plan period 2011-2031 this provision meets the requirements of seven of the nine B Class land assessment tests. The two Oxford Economics baseline forecast test includes elements which are considered to be unlikely or implausible in the projections between 2014 and 2031. The alternative scenario is a more reasonable and sound approach to employment growth over the plan period.

6.8 Due to the District's environmental and heritage constraints, it can be difficult to find suitable sites for new employment land. In addition, the monitoring reports show a distinct loss of B Class floorspace and employment land over the last 3 years of monitoring. This is of particular concern given existing vacancy rates within existing B Class employment sites and premises in the district are low and secondly, using the standard residual value assessment, most employment land in Cotswold District is below the values that would support institutional investment. It is critical that the best use is made of existing employment sites and premises, and new local plan allocations, where the sites are serviced and that they are retained to offer immediate opportunities for businesses to expand and for new business to establish.

6.9 It is clear that a safeguarding policy, including the list of sites identified in the 2012 Economy Study – (Peter Brett Associates) as updated with monitoring data to 31 March 2016 is required to protect existing and proposed sites, premises and allocations to offer space for new and indigenous businesses to grow. In particular, serviced and accessed sites, including extending existing business space and parks offer a more viable opportunity for lower construction and development costs compared to new, greenfield employment opportunities.

6.10 Land allocations and policies must also support the district's key businesses and institutions. These organisations have significant and substantial sites in the Districts more sustainable settlements and three have submitted, through the consultation process, their future growth plans and aspirations. These organisations are Campden BRI at Chipping Campden, Royal Agricultural University in Cirencester and the Fire Services College at Moreton-in-Marsh.

6.11 The economic policy and employment land response in the Local Plan needs to reflect a growing and dynamic economy, particularly recognising the need to support self-employed workers, those who chose to mainly work from home, together with more 'traditional' employment land requirements to support a higher value economy. The data suggests that this trend towards self-employment and home working is not untypical and it is recommended that implementation of policies that supports Superfast Broadband are critical in supporting effective home working and

self-employment. It will also be important to monitor change in type and location of employment over time.

6.12 Within, or on the edge of, town centres the monitoring data reports that existing B Class floorspace is reused for retail. This is particularly reported in Cirencester. The outcomes of this monitoring assessment should be used to inform the refreshed 2012 Retail Study outputs and the demand for convenience and comparison goods and the appropriate policy response.

6.13 The NPPF is clear that the planning system should support sustainable economic growth and Local Planning Authorities should plan positively to meet the business development needs of their areas. In response to the variance in the type of sector job growth in each of the forecasts, the amount and type of proposed B Class employment allocations in the Local Plan should provide sufficient flexibility to support a range of employment opportunities to meet the B Class sector jobs growth identified.



Nupremis Cambridge Limited has prepared this report for the sole use of Cotswold District Council. This report may not be relied upon by any other party without the prior and express written agreement of Nupremis Cambridge Limited. Some of the conclusions and recommendations contained in this report are based upon information provided by others and upon the assumption that all relevant information has been provided by those parties. Information obtained from third parties has not been independently verified.

APPENDIX A

BCLASS LAND COMPLETIONS 2011 TO 2012

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
2179.1	Draycott	Draycott Business Park	B1	0.3	0.3			
8642	Bourton on the Water	College Farm	B1	0.43	0.43			
5808	Chedworth	Chedworth Roman Villa	B1	0.01	0.01			
0089	Chipping Campden	Rear Camperdene House, High Street	B1	0.01	0.01			
1220.1	Cirencester	6-20 Spitlgate Lane				B1	0.03	0.03
3676	Cirencester	Cotswold Estates Services Ltd, Baunton Lane, Stratton	B2	0.01	0.01	B1	0.01	0.01
5016.1	Cirencester	14 Wilkinson Road	B1	0.47	0.16	B1	0.47	0.16
			B2		0.16	B2		0.16
			B8		0.15	B8		0.15
7994	Cirencester	6 Park Lane	B1	0.02	0.02			
0515	Fairford	Keepers Cottage Fairford Park	B1	0.01	0.01			

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
5271	Notgrove	Field OS 4800 East of Folly Farm	B2	0.01	0.01			
2648.2	South Cerney	Lake 11, Spine Road East	B1	0.02	0.02			
1561	Southrop	Former Haulage Yard, Lechlade Road				B8	0.81	0.81
2864	Stow on the Wold	7 & 8 Brewery Yard, Sheep Street				B2	0.01	0.01
2864	Tetbury	0547.1 Unit 2, Priory Industrial Estate				B1	0.05	0.01
						B2		0.02
						B8		0.02
0702	Tetbury	9 Long Street				B1	0.03	0.03
1263.4	Weston Subedge	Weston Industrial Estate, Honeybourne Road	B1	0.9	0.5			
			B8			0.4		

BCLASS LAND COMPLETIONS 2012 TO 2013

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
0458.1	Blockley	26 Northcot Works, Station Road	B1	0.42	0.42	B2	0.42	0.42
0458.2	Blockley	Fire Protection Association, Northcot Works, Station Road	B1	0.12	0.12			
3132	Bourton	Plot T1 Bourton Industrial Park (described as A1, B1, B8 - shown here as B1)	B1	0.37	0.12			
			B8		0.25			
3032	Bourton	3A Willow Court, Bourton Industrial Park	B2	0.04	0.04	B8	0.04	0.04
3032	Bourton	Unit B, Bourton Industrial Park	B2	0.04	0.04	B1	0.04	0.04
6236	Bourton	Unit B Bourton Industrial Park (detailed as B1, B2, B8 - shown here as B1)	B1	2.16	2.16			
2784	Chipping Campden	Cutts of Campden, Unit 9, Cambrook Court, High Street				B1	0.01	0.01

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
5622	Cirencester	Coal Yard, Paxford Road	B1	0.13	0.13			
1156	Cirencester	3-4 Mercian Close	B8	0.13	0.13	B1	0.13	0.13
1960	Cirencester	111 Cricklade Street	B1	0.01	0.01			
3217	Cirencester	Cirencester Intruder Alarms, Security House, 82C Chesterton Lane				B1	1.2	0.4
						B2		0.4
						B8		0.4
2710	Cirencester	Barton Hall, 29 Gloucester Street, GL7 2DJ				B1	0.02	0.02
5632	Cirencester	1 Querns Lane				B1	0.03	0.03
7187	Cirencester	1 Templar Mews, 8 Black Jack Street	B1	0.006	0.006			
8928	Coberley	Grain Store 5 Downhams Farm	B2	0.02	0.02			
3710	Cirencester	Barton Hall, 29 Gloucester Street, GL7 2DJ						
5632	Cirencester	1 Querns Lane	B2	0.22	0.22			

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
0704.2	Fairford	Unit 28 Horcott Industrial Estate				B1	0.11	0.11
1595.1	Fairford	Former Tile Works, Claydon Pike, London Road				B2	1.02	1.02
3433	Lower Slaughter	The Old Stables, Manor Farm				B1	0.1	0.1
1558	Moreton in Marsh	Matcon Ltd Matcon House, London Road (detailed as B1, B2 - shown here as B1)				B1	0.28	0.16
						B2		0.12
2600	Moreton in March	Martin House, 25A High Street				B1	0.004	0.004
0200	Naunton	Cotswold Stone Quarry, Brockhill (Detailed as B1, B2, B8 - shown here as B1)	B8	0.69	0.69			
8147	North Cerney	The New Buildings Burcombe Woodmancote	B8	0.04	0.04			

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
0360.4	Poulton	Poulton Fields Farm	B1	0.62	0.62			
7578.2	Rendcomb	Cliffordine House, Cheltenham Road	B1	0.02	0.02			
8974	Sezincote	The Bull Pen, Home Farm	B1	0.1	0.1			
6641.1	Somerford Keynes	Water Lane, Tall Trees, Go-By-Cycle	B1 B8	0.68	0.18 0.5	B8	0.68	0.68
6641.3	Somerford Keynes	Mill Village, Lower Mill Lane	B1	0.003	0.003			
1151	Upper Slaughter	Unit 1, Manor Farm Buildings	B1 B8	0.06	0.02 0.04	B1	0.06	0.06
0386	Weston Subedge	W L Dingley And Co, Honeybourne Road	B1	1.09	1.09	B1	1.09	1.09
1263	Weston Subedge	Weston Industrial Estate, Honeybourne Road	B1	0.04	0.04			
1263.5	Weston Subedge	Land parcel at Weston Industrial Estate, Honeybourne Road	B1	0.04	0.04			

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
7930	Winstone	The Watershed Barn, Pike Road	B2	0.01	0.01	B8	0.01	0.01

BCLASS LAND COMPLETIONS 2013 TO 2014

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
3575	Barnsley	Carpenters Work Shop Barnsley Park	B8			B1	0.01	0.01
2179.3	Blockley	Unit B7 Draycott Business Village	B2	0.02	0.02			
6236	Bourton	Whitehill Electrical Unit 2A Bourton Link				B1	0.01	0.01
4734	Brimpsfield	The Leverets Haregrove	B1	0.11	0.11			
5752	Chipping Campden	The Wool Barn, Symes House, High Street				B8	0.003	0.003
1267	Cirencester	New Quarry Motors, Chesterton Lane				B1	0.29	0.29
1812.2	Cirencester	Unit 1 Stirling Works, Love Lane				B8	0.02	0.02
3903	Cirencester	The Old Barracks	B1	0.21	0.21			
3923	Cirencester	80 Dyer Street				B1	0.01	0.01

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
5016.2	Cirencester	Unit 18-14 Wilkinson Road (B1 and B2 - shown here as B2)				B1	0.02	0.01
						B2		0.01
9010	Cirencester	Unit 2 Beeches Workshop				B2	0.003	0.003
1881.2	Colesbourne	Colesbourne Estate Company, Unit 1 (c/u from B1 to A1/B8 - gain not shown as assume primarily retail - to confirm poss gain of .003)	B8	0.006	0.006	B1	0.01	0.01
0260	Fairford	Former Fairford Policy Station	B1	0.01	0.01			
0704.3	Fairford	Performance Auto Works, Horcott Industrial Estate	B2	0.02	0.02	B1	0.02	0.02
2565	Fairford	27a London Street				B1	0.04	0.04

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
6435	Lechlade	The Mews Kestrel House High Street				B1	0.01	0.01
2793	Moreton In Marsh	Sterling House Moreton Road Longborough	B8	0.12	0.12			
2387.2	Moreton In Marsh	Office/store rear of 16 High Street (B1,B8 shown here as B1)				B1	0.01	0.01
2485.1	Moreton In Marsh	Warner's Budgens, High Street						
0633	Northleach	Mandel House, The Olde Brewery Guggle Lane				B1	0.02	0.02
2341	Poulton	Frogmore, Bettys Grave	B8	0.07	0.07			
0348	Preston	Northcote Workshop, London Road	B2	0.01	0.01			
2475.2	South Cerney	Unit H Lakeside Business Park, Broadway Lane	B1	0.46	0.46			

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
9409	Stow on Wold	Flat above Christopher Clarke Antiques	B8	0.01	0.01			
1085	Tetbury	Former Matbro Buildings				B2	0.88	0.88
2828.1	Tetbury	Unit 2 Hampton Street Industrial Estate	B2	0.02	0.02	B1	0.02	0.02
2828.3	Tetbury	Unit 4 Hampton Street Industrial Estate				B8	0.08	0.08
4668	Tetbury	11 Close Gardens				B8	0.08	0.08
7828	Tetbury	Timberpride Ltd Quercus Road	B2	0.01	0.01			
8359	Westonbirt with Lasborough	Rough Grounds Westonbirt Road (mix B1, B2,B8 - shown here as B1)	B1	0.03	0.03			
1753	Willersey	Off Colin Lane	B1	0.04	0.04			

BCLASS LAND COMPLETIONS 2014 TO 2015

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
1648	Andoversford	Jade Events, Ethos House Gloucester Road	B1	0.43	0.43			
5121	Ampney Circus	Agricultural Building, Backs Lane				B8	0.06	0.06
0064.1	Avening	Avening Mill, Mill Lane	B2	0.01	0.01	B1	0.05	0.05
5201	Bagendon	The Old School				B8	0.13	0.13
1724	Beverstone	Unit 7 Babdown Airfield	B1	0.2	0.20			
4099	Blockley	Northwick Business Centre	B1	17.05	17.05			
4099	Blockley	Northwick Business Centre	B8	0.03	0.03	B1	17.05	17.05
3132.4	Bourton	Milspeed Ltd. 2 Willow Court, Bourton Industrial Park	B2	0.91	0.91	B1	0.1	0.10
0426	Cirencester	Unit 3 StirlingWorks Love Lane				B1	0.03	0.03
0489.2	Cirencester	Unit 7 Esland Place				B1	0.01	0.01
0959	Cirencester	Metric House Love Lane, Industrial Estate				B1	1.44	1.44
1220.2	Cirencester	6-20 Spitalgate Lane				B1	0.06	0.06
1583	Cirencester	Room 3 First Floor 25 Castle Street				B1	0.002	0.002
2145	Cirencester	Somerford Court, Somerford Road				B1	0.34	0.34
3638	Cirencester	13 Love Lane				B1	0.01	0.01

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross	
4084.2	Cirencester	Unit 15, 11 Wilkinson Road	B8	0.15	0.15				
4388.1	Cirencester	Vygon (UK) Ltd. Bridge Road				B8	1.65	1.65	
5373	Cirencester	12 Ashcroft Road Cirencester				B1	0.07	0.07	
5867	Coln St Alwyn	Akeman Barns, Cockrup Farm, Bibury Road				B1	0.04	0.04	
5867.1	Coln St Alwyn	Cockrup Farm				B1	0.4	0.40	
7770	Colesbourne	The Old Post Office				B1	0.04	0.04	
1523	Long Newton	The Wine Barn Church Farm, Crudwell Lane	B8	0.19	0.19	B8	0.19	0.19	
1558.2	Moreton in Marsh	Former Matcon House				B1	0.2	0.10	
						B2		0.10	
6397.1J	Moreton in Marsh	Cotswold Business Village	B8	0.08	0.08				
6397.5	Moreton in Marsh	7 Cotswold Business Village	B1	0.31	0.31	B8	0.10	0.10	
6397.6	Moreton in Marsh	Plot 1 Cotswold Business Village	B1	0.36					
			B2						0.12
			B8						0.12
6397.7	Moreton in Marsh	HPS Contract Furniture 6 Cotswold Business Village	B8	0.24	0.24	B8	0.11	0.11	

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
6397.8	Moreton in Marsh	Dekomte 6 Cotswold Link	B1	1.59	0.53			
			B2		0.53			
			B8		0.53			
6397.10	Moreton in Marsh	Cotswold Seeds Limited	B1	0.08	0.03			
			B2		0.03			
			B8		0.02			
0360.1	Poulton	Poulton Fields Farm	B1	0.62	0.62			
5238.1	Sapperton	Viaduct Barn, Fampton Mansell	B1	0.07	0.07			
7691	Sevenhampton	Barn at Benshill Park Lane	B2	0.09	0.09	B1	0.02	0.02
0645	South Cerney	Monier Redand Ltd., South Cerney Plant, Broadway Lane	B2	0.06	0.06			
2475.1	South Cerney	Plot B Lakeside Business Park Broadway Lane	B1	0.4	0.40			
4065	South Cerney	Butts Farm Cricklade Road	B8	0.43	0.43			
8986	Stow on the Wold	Storage Building Lower Park Street				B8	0.007	0.01
0393	Tetbury	55 Long Street	B2	0.02	0.02	B1	0.0214	0.02
1580	Upper Rissington	Land parcel at Upper Rissington				B1	3.678	3.68
1753.1	Willersey	Willersey Provisions Limited	B1	0.18	0.18			

Site No.	Parish	Site Name	Use Class Gained	Total Area Gained (ha)(gross)	Proportional area gained (ha) gross	Use Class Lost	Total Area Lost (Ha)	Proportional area lost (ha) gross
2682	Willersey	Unit 9 Willersey Industrial Estate	B2	0.02	0.02	B1	0.02	0.02
4931.3	Willersey	Foxhill Manor, Campden Lane				B1	0.07	0.07
7592	Withington	4 High Street				B2	0.09	0.09

APPENDIX B

CAMBRIDGE ECONOMETRICS – LAND REQUIREMENT CALCULATIONS

Cambridge Econometrics 2015						
Employment Sector	Forecast new jobs 11-31	Jobs requiring new B class floorspace	sqm per job	Total floorspace sqm	plot ratio .39	Land requirement Ha
Agriculture	140	7	12	84	0.39	0.02
Mining & quarrying	-11	0				
Manufacturing	-182	-182	36	-6,552	0.39	-1.68
Electricity, gas, water	-174	0	0			
Construction	2867	745	12	8,945	0.39	2.29
Distribution	739	355	70	24,830	0.39	6.37
Transport & storage	180	86	70	6,048	0.39	1.55
Accom & Food	2971	0		-		
Inform. & Communication	473	473	12	5,676	0.39	1.46
Finance & business service	2986	2986	12	35,832	0.39	9.19
Government services	441	97	12	1,164	0.39	0.30
Other services	1511	0				
Totals	11941	4568		76,028		19.49
Gross Total						21.17

OXFORD ECONOMICS – LAND REQUIREMENT CALCULATIONS

Oxford Economics 2015 2011 to 2031						
Employment Sector	Forecast new jobs 11-31	Jobs requiring new B class floorspace	sqm per job	Total floorspace sqm	plot ratio .39	Land requirement Ha
A : Agriculture, forestry and fishing	-361	-18	12	- 216	0.39	-0.06
B : Mining and quarrying	-47	0				
C : Manufacturing	-317	-317	36	- 11,412	0.39	-2.93
D : Electricity, gas	40	0				
E : Water supply; sewerage,	-257	0				
F : Construction	2203	573	12	6,876	0.39	1.76
G : Wholesale and retail trade	1034	496	70	34,720	0.39	8.90
H : Transportation and storage	274	132	70	9,240	0.39	2.37
I : Accommodation and food service	2156	0				
J : Information and comms	297	297	12	3,564	0.39	0.91
K : Financial and insurance activities	459	459	12	5,508	0.39	1.41
L : Real estate activities	746	746	12	8,952	0.39	2.30
M : Professional, scientific and technical	2979	2979	12	35,748	0.39	9.17
N : Administrative	583	583	12	6,996	0.39	1.79
O : Public administration	-127	-28	12	- 336	0.39	-0.09
P : Education	-904	0				
Q : Human health	357	0				
R : Arts, entertainment	828	0				
S : Other service activities	546	0				
Total Net Growth	10490	5903		99,640		25.55
Total B Class Gross Land requirement		6265		106,096		28.62