

North West Bicester Exemplar

Economic Development Statement

April 2015

Introduction

This note provides an economic statement to accompany the revised planning application to be submitted to Cherwell District Council for the Exemplar local centre of the North West Bicester development. In April 2011 SQW produce an economic development strategy for the Exemplar. This statement provides a summary of the changes to the provision for jobs contained in the 2011 strategy, which result from the change in the quantum of mixes in the local centre from that originally approved as part of the hybrid application for Cherwell District Council.

Overview of the economic development strategy

The economic strategy for the Exemplar (and for the full NW Bicester Development) responds to and supports the Eco Towns criteria requiring “as a minimum that there should be access to one employment opportunity per new dwelling that is easily reached by walking, cycling and/or public transport” (Planning Policy Statement: Eco-Towns – para ET10, CLG, 2009).

The exemplar includes 393 homes and a variety of business and social uses. The economic strategy for the Exemplar phase explained how it will generate around 430 new jobs – which is in excess of the requirements of the Eco Towns guidance.

Explanation of employment implications of the Exemplar local centre

The table below provides a breakdown of the on-site job calculations for the original Exemplar local centre, taken from the Exemplar economic strategy produced in 2011. In total, this expected 320 permanent jobs to be created on site, in addition to construction jobs during the development phase and off-site jobs generated mainly by additional demand from the new residents on the Exemplar.

Table 1: Exemplar strategy assumptions

Use & Use Class	Floorspace (sqm)	Jobs
Eco-business centre	1,800	110
Other Office provision	1,100	90
Retail	770	32
Primary school	(90 places)	10
Eco-pub	400	6
Energy centre building	400	5
Visitors centre	(in eco business centre)	6

Use & Use Class	Floorspace (sqm)	Jobs
Nursery	350	4
Multi-faith / community centre	350	1
Green caretaker	n/a	1
Landscaping and on-site servicing	n/a	5
Homeworking	n/a	50
TOTAL on site jobs		320
<i>Construction jobs</i>		<i>50</i>
<i>Off-site jobs</i>		<i>60</i>
TOTAL for the Exemplar		430

Source: Exemplar Economic Strategy

The revised plans for the local centre now envisage a development comprising a 503 sqm convenience store (Use Class A1), 444 sqm of retail units (flexible Use Class A1/A3/A5), 664 sqm pub (Use Class A4), 523 sqm community hall (Use Class D1), 869 sqm nursery (Use Class D1), 614sqm of commercial units (flexible Use Class A2/ B1/ D1) with associated access, servicing, landscaping and parking.

Due to the change in the quantum of different uses in the local centre from that originally approved, SQW has revisited the job provision assumptions. The table below provides a revised detailed breakdown of the on-site job calculations for the Exemplar local centre. For those elements that were included in the Exemplar strategy, but which are not forming part of the revised planning application, for example the eco-business centre, the jobs created by these uses are assumed to remain the same.

In total, the local centre is expected to generate 323 jobs. The total includes:

- Approximately 37 jobs in offices
- Approximately 42 jobs in local retail provision based in the local centre.
- Approximately 29 jobs in the eco-pub and associated restaurant facility.
- A further 28 jobs in a nursery and community facility.

Table 2: Revised assumptions

Use & Use Class	GEA	GIA	NIA	Job density	Jobs
Other Office provision (B1)	614	465	442	12	37
Retail (A1)	947	787	748	18	42
Eco-pub & restaurant (A4)	664	543	516	18	29
Nursery (D1) – 90 places	869	611	n/a	24	25
Multi-faith / community centre (D1)	523	367	n/a	122	3
Eco-business centre incl visitor centre					116
Primary school					10

Use & Use Class	GEA	GIA	NIA	Job density	Jobs
Energy centre building					5
Green caretaker					1
Landscaping and on-site servicing					5
Homeworking					50
TOTAL on site jobs					323
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Construction jobs					50
Off-site jobs					60
TOTAL for the Exemplar					433

Source: Revised floorspace for local centre.

Notes on sources of jobs numbers and employment densities:

i) Job estimates for office provision, retail, and eco pub and restaurant are based on the latest national job density guidelines (per sqm NIA) contained in HCA/OffPAT Employment Densities Guide 2010.

ii) Nursery job estimates are based on government guidelines for the number of children per sqm and staff to child ratios.

Staff to child ratios vary according to the age mix of children, but a sample of staff and children numbers from daynurseries.co.uk give a figure of 1 staff per 3.6 staff members. We have therefore used the same ratio to calculate likely job numbers for the Exemplar nursery, which we are advised will accommodate 90 children. This leads to a job density of 24sqm NIA.

iii) Job estimates for the multi-faith/community centre are based on knowledge of similar uses elsewhere.

iv) Jobs created by uses not included in the revised planning application are assumed to remain the same.

Reasons for the change in jobs generated

The revised assumptions provide a change in the on-site job figures for a number of uses. There are two main reasons for these changes:

- The new plans for the local centre and the change in the quantum of mixes, which has led to new floorspace figures.
- We have used the most recent guidance on job densities in different uses to provide the most up to date estimates. This includes updated HCA/OffPAT guidance for job densities, and also recent government guidance on jobs in nurseries based on staff/children ratios. In some cases this has led to reduced job densities (e.g. in the community centre), in others an increase (e.g. in the nursery).