

SHORTCOMINGS IN THE ELS (Employment Land Study)

Ref: <http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=17014&p=0>

ELS SECTION 2.5 DEMAND ASSESSMENT – there is a potential shortcoming here as this is largely based on information provided by commercial property agents. However, as there are none located in the Deepings, they are unlikely to have sufficient local knowledge to reflect the true picture.

Commercial property or land tends to be advertised and interested parties apply. Businesses do not as a matter of course approach agents (based in other towns) to ask if they have premises / land available in the Deepings. A business will know the type, size and budget requirements and will look for what agents have advertised – for example on their websites and if a suitable premise is available in Peterborough but not the Deepings, that business may well choose the Peterborough option. Due to the relatively small size of the Deepings, local businesses tend to be aware of any commercial property that becomes vacant through knowledge.

There is not enough volume of transactions to accurately generate a pattern from past purchases.

The rental sector has more churn and so it may be possible to get an idea of demand by how quickly properties are let and the number of applicants per property but it is not usual for commercial agents to have long lists or prospective purchasers / tenants seeking properties just within the Deepings in the same way that residential agents do. If nothing suitable is available when a business needs to expand for example, they will relocate to somewhere that does have suitable premises. See two other background documents “Letter from Advanced Handling” and “Letter from Terry Wright Cycles”, these letters demonstrate this scenario.

Taking all the above points into account, the assumptions made in the ELS regarding demand for commercial premises in the Deepings are questioned.

The ELS does not mention that existing businesses (including the many hundreds currently operated from homes) have been consulted on their current or future requirements.

However, the **National Planning Practice Guidance NPPG (March 2014)** advises that in understanding the current market in relation to economic uses, plan makers should liaise closely with the business community to understand their current and potential future requirements.

To the best of the knowledge of the Deepings Business Club (representing approx. 55 local businesses), this has not been done.

ELS SECTION 5 -Errors in this section – see extract from table and maps below

But also, Frognall Industry not included which is substantial when you consider KYOTO, Garfords and Squirrels Lodge. Se separate background document “Hard’s Lane Justification”.

Table 5-1 Surveyed Employment Clusters –February/ March 2015

| AECOM Cluster No. | Employment Area/ Site Location/ Name of Cluster | South Kesteven Local Planning Policy Designation ¹³ | Land Use Typology | Employment Cluster Area (ha)(1) | Vacant Land (ha) (2) |
|-------------------|------------------------------------------------------------|----------------------------------------------------------------|----------------------------|---------------------------------|----------------------|
| EMP D1 | Extension to Northfields Industrial Estate, Market Deeping | DE2a [SAP] | Greenfield | 12.3 | 12.3 |
| EMP D2 | Spitfire Way, Market Deeping | DE2b / DE3 / ExE D2 [SAP] B8 / | Greenfield | 6 | 6 |
| EMP D3 | Northfields Industrial Estate, Market Deeping | ExE D1 [SAP] B1, | residential, community use | 21.2 | 1.6 |



The map to the left is not correct, not all of EMP D2 is allocated for employment land.

EMP D3 – we don’t believe there is any residential within this area? Community use is presumably the scout hut which is the only such building within the D3 area? There is more than D1 and B1 use classes – several retail businesses within D3 (significant footprint).

ELS SECTION 6 - DEMAND FORECAST – Shortcomings.

In part this is using historic trends but as pointed out above (comments on section 2) the actual demand may be incorrect and thus a projected trend based on this will be too.