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Exeter Employment Study

Employment and Employment Land Evidence: Final Report

Prepared for Exeter City Council

August 2022

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Executive Summary

- i. This employment study will inform the Exeter Local Plan. The Local Plan will have at its heart the Liveable Exeter vision. The Liveable Exeter Strategy sets out a vision for a growing, thriving city region where significant housing delivery attracts major business investment and meaningful high-value jobs.
- ii. The Local Plan will be a statutory planning document. Once adopted, the Local Plan will supersede both the Core Strategy and the Exeter Local Plan First Review. The Exeter Core Strategy (adopted 2012) and the Exeter Local Plan First Review (adopted 2005) are likely to be fully superseded by the Local Plan.
- iii. The Local Plan will:
 - Allocate land for new development
 - Designate land for protection or safeguarding and identify land where specific policies apply
 - Contain development management policies that will be used to determine whether planning applications submitted to the Council should be granted planning permission
- iv. This study sets out evidence on the long-term employment changes and future employment land requirements in Exeter, which will underpin the above aspects of the Local Plan.

Economic context

- v. Exeter's population has grown strongly in recent years, and whilst getting older, the rate of ageing is less than in benchmark places¹. The population is well qualified.
- vi. Exeter is a relatively prosperous city, and its economy has been growing faster than all benchmarks over the last two decades. The city has a high jobs density, with more jobs than working-age residents, so serves a large hinterland or functional economic market area. The business growth rate is stronger than in benchmark areas. Whilst the competitiveness of the city's economy is slightly below the national average, it has increased in recent years.
- vii. Sectors which stand out as having *competitive advantages* are Education, Utilities², and Information & Communications based on their high levels of GVA, employment, and business activity, and growth in each of these in recent years. Professional, Scientific, & Technical Activities is a *high value* sector which is also important to the local economy, with high and growing levels of employment, and below average but growing GVA.

Demand for employment sites and premises

Economic forecasts

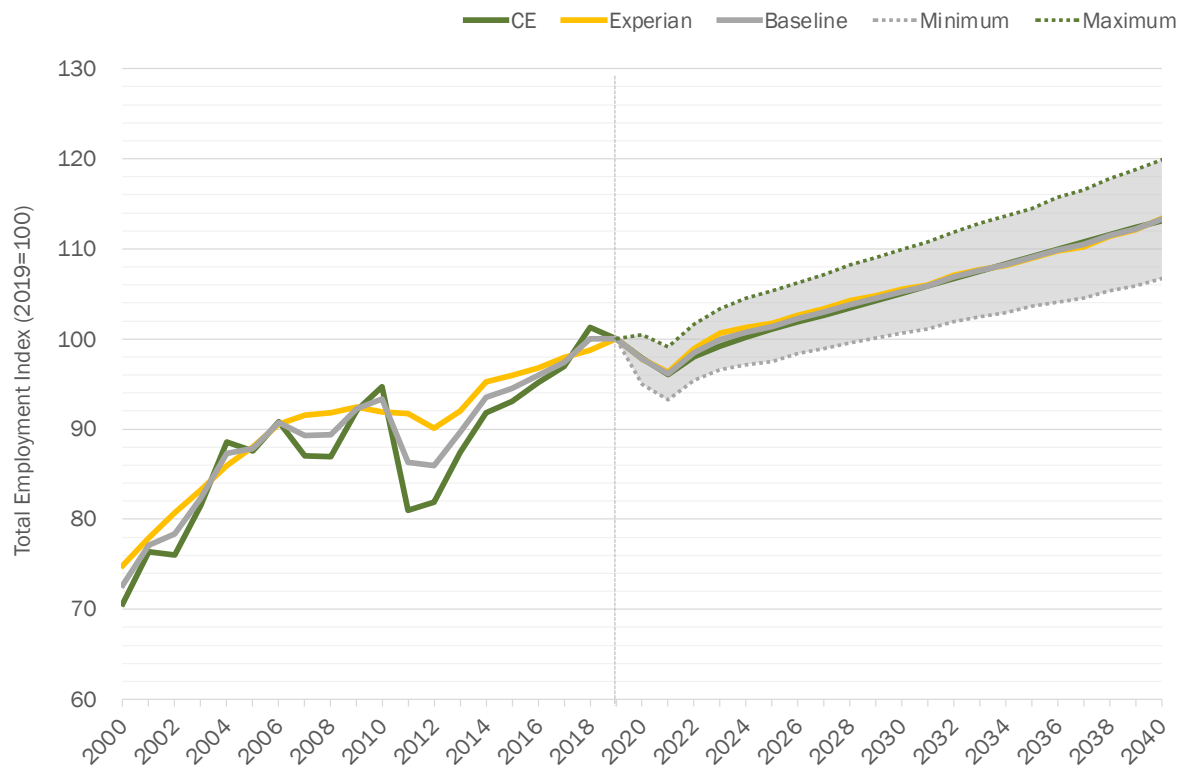
- viii. Economic forecasts for the Exeter economy to 2040 have been purchased from Cambridge Econometrics (CE) and Experian. Whilst there are variations in the forecasts, both are suggesting positive economic growth in Exeter between 2020 and 2040. Both forecasts take

¹ Benchmarking allows the performance of the study area (in this case Exeter) to be placed within the context of wider sub-regional (Devon), regional (South West), and national performance on the basis of the same indicators.

² Driven by Exeter having the headquarters of Western Power Distribution and South West Water (part of Pennon Group plc)

account of the impact of Covid, but there is still some uncertainty about the long-term effect of this on the economy.

Figure 1: Exeter employment historic and forecast, index (2019 = 100)



Source: HJA based on Cambridge Econometrics and Experian

- ix. To account for uncertainty, four economic growth scenarios have been modelled, based on the Experian and Cambridge Econometrics forecasts: a **Minimum** scenario which is based on selecting the baseline forecast with the lowest growth for each sector; a **Mid-point** scenario which takes the mid-point between the Cambridge Econometrics and Experian forecasts for every sector; a **Policy intent** scenario which applies an uplift to the *Information & Communications* and *Professional, Scientific & Technical Activities* sectors above the maximum baseline forecasts for these sectors – this is done in recognition of the Council's policy and strategy approaches that look to maximise growth in these sectors, as well as to reflect the recent strong performance of these sectors; and a **Maximum** scenario which is based on selecting the baseline forecast with the highest growth for each sector, plus accounting for the uplift in the Policy intent scenario. Between 2020 and 2040 Exeter is forecast to see employment growth of between 7,000 and 21,000 jobs across these scenarios.
- x. Due to the significant short-term impact of Covid-19 on employment we have used 2019 as the base year for modelling change across the plan period. This removes the potential for over-estimating increases in employment across the period 2020-2040.

Demand for employment sites and premises

- xi. Phase 1 of our assessment of the demand for employment sites and premises takes account of the demand driven by future changes in employment across the economy i.e. the economic forecasts discussed above. Phase 2 then takes account of:

- Replacement of existing premises that are no longer fit-for-purpose
 - The re-use of some redundant employment sites for new development
 - An allowance for choice and flexibility in the market
- xii. In aggregate, the replacement requirement is far more significant than the needs resulting from net changes in the economy
- xiii. Total demand to 2040 under the four scenarios mentioned above comprises:
- Demand for between 102,000 sq m and 145,000 sq m of office space. This falls to between 67,500 sq m and 111,100 sq m of office space if the decline in demand for offices leads to a reduction in the stock of office space by 10% during the plan period as a result of increased homeworking (hereafter referred to as homeworking+). Under the Mid-Point and Policy Intent scenarios, office land requirements range between 8 ha and 34 ha to 2040.
 - Up to 199,000 sq m of industrial/warehouse space, which equates to land requirements of between 46 and 53 ha under the Mid-Point and Policy Intent scenarios.
- xiv. Together, there is Mid-Point demand for up to 83 ha of employment land between 2020 and 2040.

Figure 2: Total estimated future sites and premises requirements (offices) combined with homeworking+ adjustment - all scenarios (sq m unless stated)

	ha
Demand Scenarios	
Minimum	7 – 25
Mid-point	8 – 30
Policy Intent	10 – 34
Maximum+	11 – 36

Source: HJA

Figure 3: Total estimated future sites and premises requirements (industrial) – all scenarios (sq m unless stated)

	ha
Demand Scenarios	
Minimum	43 – 49
Mid-point	46 – 53
Policy Intent	46 – 53
Maximum+	50 – 57

Source: HJA

Supply of sites and premises

- xv. There is a total of 12 ha of employment land available in Exeter, 9 ha of which is suitable for office development and 3 ha of which is suitable for industrial development. However, there are sites within Exeter's functional property market area, adjacent to the City Council area with available employment land. Sites on Exeter's fringe in East Devon and Teignbridge have been considered, and comprise 91 ha of employment land, 16 ha of which is suitable for offices and 75 ha which is suitable for office development.

Fit of demand and supply

- xvi. There is insufficient employment land currently available within the City of Exeter to accommodate the forecast demand for up to 83 ha over the Local Plan period. However, when the supply of sites in the wider study area, including sites on Exeter's fringe in East Devon and Teignbridge, is considered, there is a potential supply of more than 100 ha of employment land, so sufficient to meet the forecast demand for office and industrial land.
- xvii. Within the first five years of the plan period, there is sufficient land to meet the demand for office sites within the City of Exeter, but not to meet the demand for industrial sites. However, this demand can be met within the wider study area.

Employment strategy recommendations

- xviii. Employment strategy recommendations emerging from this report are:
 - Where appropriate, existing and established employment sites should be retained for employment use. If premises are no longer fit-for-purpose, then redevelopment of employment premises on site should be encouraged
 - Sites and premises outside of the established employment areas that are no longer suitable for employment use can be considered for change-of use
 - Where appropriate, sites with planning permission and allocations for future employment development should be protected for employment use
 - Policy should support growth in the Transformational Sectors
 - Policy should support flexible working within mixed-use development allocations
 - There should be a balance between residential and employment development across the functional economic market area (Greater Exeter). The Liveable Exeter proposals will see the development of new liveable neighbourhoods including new homes and employment within the city.
 - Exeter City Council needs to continue to work closely with the adjoining local authorities of East Devon and Teignbridge to ensure there is sufficient employment land available across the functional economic market area to meet demand over the period to 2040
 - Gains and losses of employment land should be monitored, and the balance of demand and supply reviewed at least every five years
- xix. The Liveable Exeter strategy sets out plans to increase residential development in Exeter, with some mixed-use development potentially taking place on current employment land. However, all Liveable Exeter sites will include workspace and workhubs. This redevelopment will only be partially delivered during the Local Plan period. As mentioned above, the demand forecast includes an allowance for the replacement of some existing employment sites, and the Liveable Exeter proposals planned for delivery during the Local Plan period can be accommodated within this.

1 Introduction

- 1.0.1 This study provides an employment and employment land study to inform the Exeter Local Plan. This will also support the Liveable Exeter vision to deliver new homes and support the economic growth potential of Exeter, in particular the growth of the transformational sectors.
- 1.0.2 The focus of this study is on the City of Exeter. However, it needs to be appreciated that the City of Exeter is part of a larger functional economic market area (FEMA), which includes the adjacent local authority areas of East Devon, Mid Devon and Teignbridge and therefore employment needs do not necessarily need to be met within its boundary.

1.1 National Policy and Guidance

- 1.1.1 In this section we have set out the most pertinent parts of National Planning Policy and Guidance, which relate to the preparation of this evidence.

National Planning Policy Framework

- 1.1.2 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. The underlying purpose of the Framework is to contribute to the achievement of sustainable development – this means meeting the needs of modern society without compromising future generations.
- 1.1.3 In order to achieve this, the NPPF sets out three overarching objectives for the planning system:
- Economic objective: *build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure.*
 - Social objective: *support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations.*
 - Environmental objective: *contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.*
- 1.1.4 As per the economic objective above, innovation and productivity are key themes the planning system needs to accommodate.
- 1.1.5 Paragraph 9 of the NPPF specifies that part of delivering sustainable development is ensuring that planning policies take account of local circumstances in order to represent the character, needs, and opportunities of the area in question.
- 1.1.6 Chapter 6 of the NPPF deals with 'Building a strong, competitive economy'. Paragraph 80 states that *"Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future."*

1.1.7 Paragraph 81 of the NPPF sets out that planning policies should:

- a. *set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration.*
- b. *set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period.*
- c. *seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment.*
- d. *be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.*

1.1.8 Paragraph 82 deals specifically with the spatial dynamic of some sectors. The first point highlights the need for provision to be made for clusters and networks of knowledge-based, creative, and high technology industries. The second point highlights the need for storage and distribution provision at varying scales in accessible locations.

1.1.9 Chapter 11 covers the topic of 'Making effective use of land'. Policies and decisions should reflect changes in land-use requirements. As such, where an application is unlikely to come forward for a site under its allocated use, the site should be reallocated under a more deliverable use which addresses an identified need. Where applications for alternative uses are brought forward before such a reallocation can take place, these should be supported if the proposed use would contribute to meeting an unmet need in the area.

Planning Practice Guidance

1.1.10 Published in March 2015 and last updated in July 2019, the Department for Levelling Up, Housing and Communities provide Planning Practice Guidance (PPG) to councils on housing and economic needs assessment³. PPG states that policy-making authorities are required to prepare a robust evidence base of existing business needs (Paragraph 025). It is important that the evidence base reflects local conditions, as national economic trends do not automatically translate across spatial scales. In preparing an evidence base, policy-makers should assess the following (Paragraph 026):

- *the best fit functional economic market area.*
- *the existing stock of land for employment uses within the area.*
- *the recent pattern of employment land supply and loss – for example based on extant planning permissions and planning applications (or losses to permitted development).*
- *evidence of market demand (including the locational and premises requirements of particular types of business) – sourced from local data and market intelligence, such as recent surveys of business needs, discussions with developers and property agents and engagement with business and economic forums.*
- *wider market signals relating to economic growth, diversification and innovation.*

³ <https://www.gov.uk/guidance/housing-and-economic-development-needs-assessments#economic-need> PPG is an online tool to enable frequent updates. The sections relevant to economic needs assessment were last updated in July 2019.

- *any evidence of market failure – such as physical or ownership constraints that prevent the employment site being used effectively.*

1.1.11 Paragraph 027 suggests that market signals should be used to inform decisions around future need. Policymakers should develop an idea of future needs based on a variety of data, including:

- *Sector-based employment forecasts which account for possible changes in skill requirements, giving an indication of future labour demand.*
- *Demographically derived assessments of current and future local labour supply.*
- *Past take-up of employment land and commercial property, along with future property market requirements.*
- *Qualitative findings from consultation with local stakeholders, and research into localised business trends.*

1.1.12 The Guidance recommends that the implications of alternative economic scenarios should also form part of the assessment.

1.1.13 Paragraph 031 provides guidance on how to assess need and allocate space for logistics. The Guidance emphasises the crucial role that logistics plays in enabling an “*efficient, sustainable and effective supply of goods for consumers and businesses, as well as contributing to local employment opportunities*”. There are distinct locational requirements that apply to the logistics sector above and beyond those relating to general industrial land. Consideration needs to be given to the need for strategic facilities that serve national or regional markets, as well as ‘last mile’ facilities that serve smaller, more local markets.

1.1.14 Paragraph 032 deals with addressing the specific locational requirements of specialist or emerging sectors. Allowing for certain industries to ‘cluster’ – particularly high tech, engineering, digital, creative, and logistics activities – can make an important contribution to the NPPF’s economic objective of increasing innovation, productivity, and sustainability.

1.2 Methodology

1.2.1 This research study draws together evidence to inform an independent and objective assessment of potential future needs for employment sites and premises across Exeter. The study method has been designed to align with the requirements of NPPF and PPG. This report therefore considers: the current economic situation; future employment scenarios; the potential employment land requirements associated with these; the current supply of employment land; the potential supply to meet future demand; and identification of new sites to meet unmet future demand.

1.2.2 As well as drawing together existing data, economic forecasts from two leading economic forecasting organisations – Cambridge Econometrics and Experian – have been purchased to inform the analysis. There has also been consultation with a number of local commercial property agents.

1.2.3 Further detail on the methodology applied at each stage is set out within each chapter and accompanying appendices.

1.2.4 Through the course of the study (and in the very recent past) a number of significant contextual changes have taken place, including:

- The Covid pandemic

- Extension to Permitted Development Rights
- Changes to the Use Classes Order, including creation of the new E Use Class with particular implications for employment premise
- Brexit

1.2.5 Each of these has been considered in terms of the potential implications for the economy and employment land demand and policy. However, such recent and significant changes create additional uncertainty. Whilst each is therefore commented upon within the relevant sections of this report, it will heighten the need for flexibility and good quality monitoring in the future as new evidence becomes available.

1.3 Report Structure

1.3.1 The remainder of this report is structured as follows:

- **Chapter 2** sets out relevant economic baseline conditions
- **Chapter 3** sets out analysis of economic forecasts for the Local Plan period
- **Chapter 4** sets out consideration of potential alternative scenarios to aid policy decision making
- **Chapter 5** sets out analysis of future employment sites and premises requirements for the area
- **Chapter 6** sets out analysis of the current baseline supply of employment sites and available premises
- **Chapter 7** sets out an assessment of the potential supply to meet future demand
- **Chapter 8** Employment Strategy Recommendations
- **Chapter 9** Conclusions

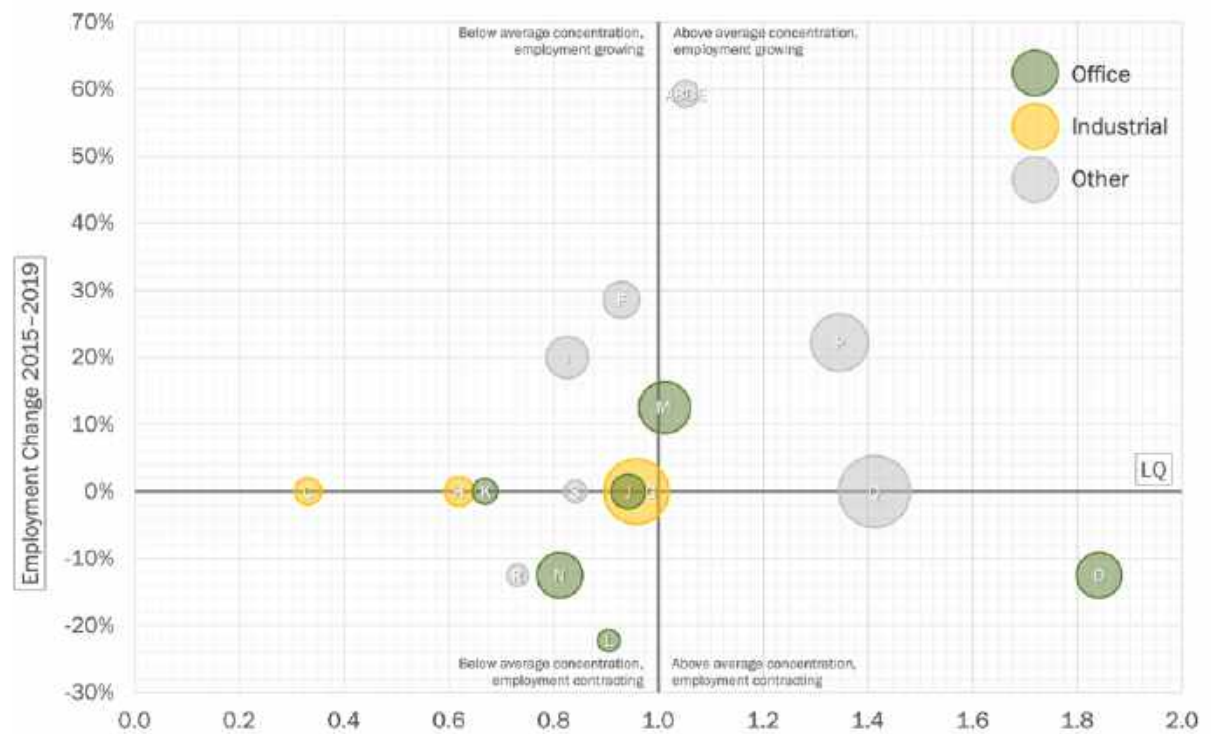
2 Analysis of Baseline Economic Conditions

- 2.0.1 This chapter sets out a baseline understanding of the study area, including recent trends. The data enables us to develop an overview of the local economy, to inform the assessment of the future growth prospects.

2.1 Employment

- 2.1.1 The most comprehensive measure of jobs in an area is provided via ONS Jobs Density data. This measure looks at employees, self-employed, government trainees, and HM Forces jobs. The number of jobs in Exeter has steadily increased since 2014, and stood at 110,000 total jobs in 2019. Exeter has a very high jobs density of 1.22 – much higher than the Devon (0.91) and England (0.88) figures. This indicates more jobs in Exeter than residents aged 16 to 64, which is a sign of in-commuting. Latest commuting data (from the 2011 Census) shows in-commuting of 37,200 and out-commuting of 11,000, so net in-commuting of 26,200, largely from East Devon, Teignbridge, and Mid Devon.
- 2.1.2 The Business Register and Employment Survey (BRES) provides the most robust, and detailed workplace-based measure of employment and is used for the following section. Analysis will be for the period 2015 to 2019 as there is a discontinuity with earlier data following the inclusion of PAYE only businesses in the dataset.
- 2.1.3 Total employment in Exeter in 2019 was approximately 97,000 according to BRES. This is lower than the Jobs Density measure as it does not effectively capture all of the self-employed, HM Forces, and government trainee figures. As per the Jobs Density measure, employment has been growing in Exeter since 2015. Exeter's employment has increased mostly in line with the rate seen in Devon and England.
- 2.1.4 The figure below sets out the contribution of each sector to Exeter's economy in terms of:
- **Magnitude:** the overall employment contribution of each sector – indicated by 'bubble' size. The larger the bubble, the greater that sector's employment contribution to the Exeter economy.
 - **Concentration:** the relative share of each sector's employment contribution – horizontal axis. Concentration is represented by Location Quotient (LQ) on the horizontal axis. LQ is a way of quantifying how concentrated a particular sector is in a specific location as compared to the national average. This is calculated by dividing the share of each sector's employment in a given area by the share of employment in the same sector in England. An LQ above 1 indicates an above average employment concentration, whilst an LQ below 1 indicates a below average employment concentration.
 - **Change:** each sector's employment change over the period 2014–2018 – vertical axis.
 - **Employment Premises:** an indication of the type of employment premises most likely to be occupied by each sector is provided through the use of colour coding.

Figure 2.1: Magnitude⁴ (2019), Concentration⁵ (2019), and Change⁶ (2015–2019) in Total Employment by SIC sector⁷, Exeter



2.1.5 The following assessment summarises the most significant sectors in terms of employment⁸.

Category 1: Above average employment concentration, employment growing (top right)

- **Professional, Scientific, and Technical Activities (M)**
- Education (P)
- Health and Social Work Activities (Q)⁹
- Agriculture and Utilities (ABDE)

2.1.6 These sectors exhibit significant employment levels, above average employment concentration, and show signs of strength given recent employment growth. As such, they should be considered as very important to Exeter's economy. Agriculture and Utilities (ABDE) has shown significant growth in employment, although employment levels in this sector make a relatively small contribution to Exeter's overall employment base.

⁴ Magnitude i.e. total employment, is represented in Figure 2.1 by the size of a sector's 'bubble'

⁵ Concentration is represented by Location Quotient (LQ) on the horizontal axis. LQ is a way of quantifying how concentrated a particular sector is in a specific area as compared to the national average. This is calculated by dividing the share of each sector's employment in a given area by the share of employment in the same sector in England. An LQ above 1 indicates an above average employment concentration, whilst an LQ below 1 indicates a below average employment concentration.

⁶ Change i.e. percentage change in total employment, is represented on the vertical axis.

⁷ ABDE: Agriculture and Utilities; C: Manufacturing; E: Water Supply; Sewerage, Waste Management and Remediation Activities; F: Construction; G: Wholesale and Retail; H: Transportation and Storage; I: Accommodation and Food Services; J: Information and Communication; K: Financial and Insurance Activities; L: Real Estate Activities; M: Professional, Scientific, and Technical Activities; N: Business Service Activities; O: Public Administration and Defence; P: Education; Q: Health and Social Work Activities; R: Arts, Entertainment, and Recreation; S: Other Service Activities.

⁸ Due to the way BRES data is reported in aggregate form, it is not uncommon for employment to remain unchanged over a period. In such cases it is unlikely employment has remained completely static, however it is an indication that employment has not changed significantly. Where a sector's employment hasn't changed over the period, they are included in the relevant 'employment growing' category with a footnote to indicate no change has occurred.

⁹ Employment in Health and Social Work Activities has not increased or decreased, but has stayed consistently high.

Category 2: Below average employment concentration, employment growing (top left)

- Information and Communication (J)¹⁰
- **Financial and Insurance Activities (K)**
- **Wholesale and Retail (G)¹¹**
- **Transportation and Storage (H)**
- **Manufacturing (C)**
- Construction (F)
- Accommodation and Food Services (I)
- Other Service Activities (S)

2.1.7 Although these sectors exhibit below average employment concentration, they do also exhibit robust employment levels and show signs of strength given recent employment growth (or consistently strong employment). As such, they should be considered as very important to Exeter's economy.

Category 3: Above average employment concentration, employment contracting (bottom right)

- **Public Administration and Defence (O)**

2.1.8 This sector exhibits significant employment levels, above average employment concentration, but is showing signs of weakness given the recent decrease in employment levels.

Category 4: Below average employment concentration, employment contracting (bottom left)

- **Real Estate (L)**
- **Business Service Activities (N)**
- Arts, Entertainment, and Recreation (R)

2.1.9 These sectors have exhibited negative employment growth over the period 2014–2018, and a below average employment concentration.

2.1.10 Although the Business Service Activities sector exhibits strong employment levels, it exhibits a below average employment concentration and is showing signs of weakness given the recent decrease in employment levels.

2.2 Gross Value Added

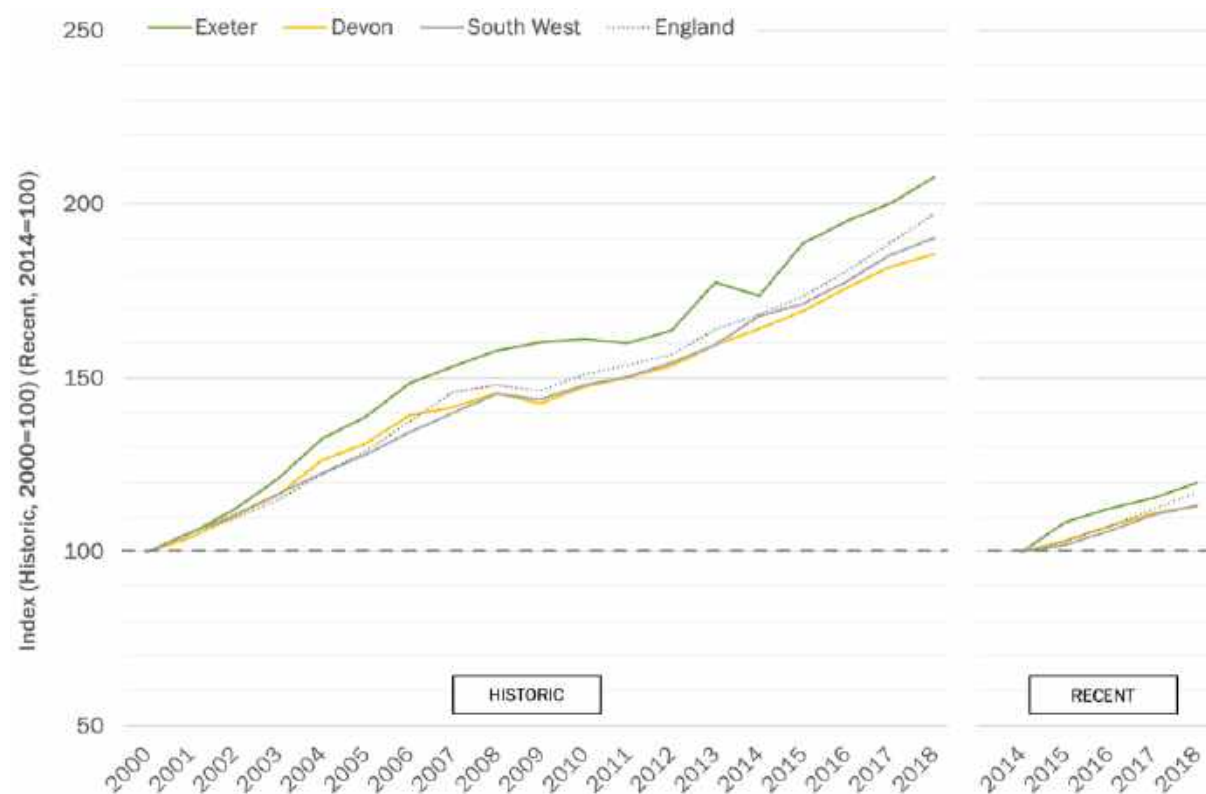
2.2.1 Gross value added (GVA) measures the contribution to an economy of an individual producer, industry, sector or region. The latest data available indicates that Exeter's economy contributes around £5.4 billion in GVA to the national economy based on current prices. This equates to around 21% of the Devon economy, and 0.6% of England's economy.

2.2.2 Since 2000, the growth rate of Exeter's GVA has consistently remained above both the Devon and England economies. This trend has persisted over the last five years for which ONS data is available (2014–2018).

¹⁰ Employment in Information and Communication (J) has not increased or decreased, but has stayed consistently high.

¹¹ Employment in Wholesale and Retail (G) has not increased or decreased, but has stayed consistently high.

Figure 2.2 Historic and Recent GVA Performance, Index

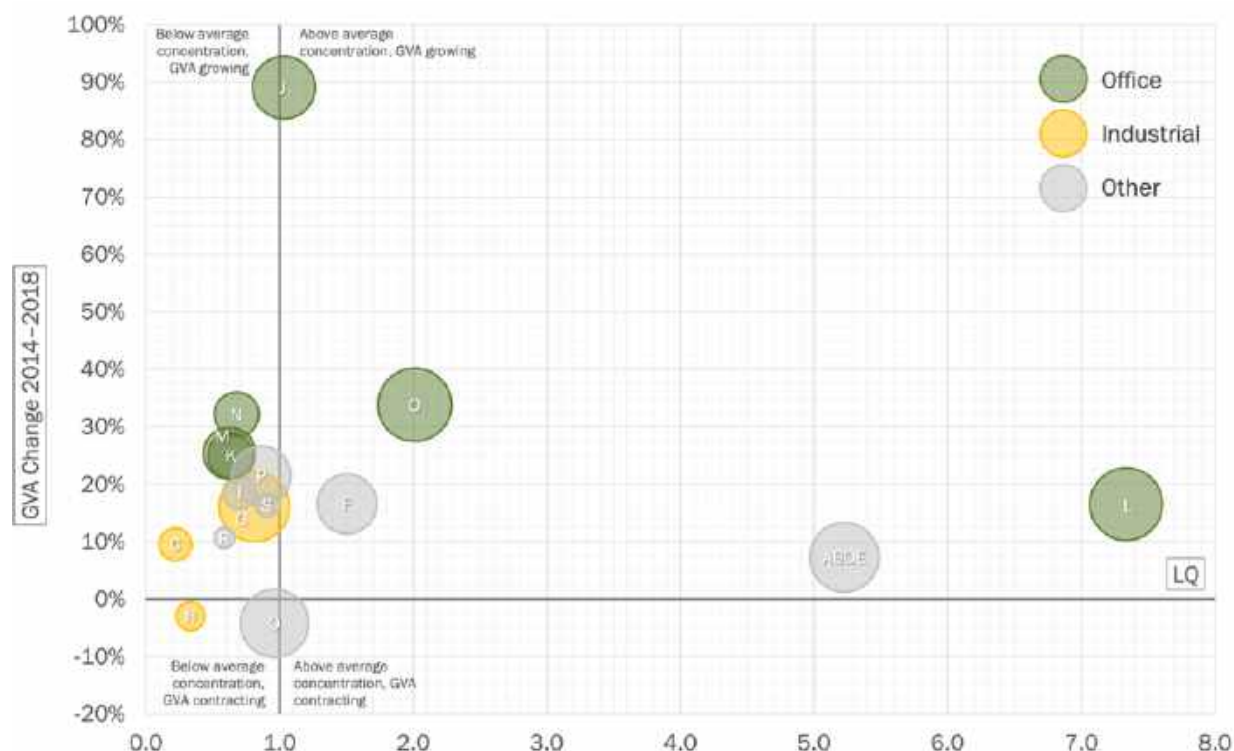


Source: HJA analysis of Regional gross value added (balanced) by industry: local authorities by NUTS1 region: UKK South West (ONS, published Dec 2019)

2.2.3 Figure 2.3 sets out the contribution of each sector to Exeter's economy in terms of:

- **Magnitude:** the overall GVA contribution of each sector – indicated by 'bubble' size. The larger the bubble, the greater that sector's GVA contribution to the Exeter economy.
- **Concentration:** the relative share of each sector's GVA contribution – horizontal axis. Concentration is represented by Location Quotient (LQ) on the horizontal axis. LQ is a way of quantifying how concentrated a particular sector is in a specific location as compared to the national average. This is calculated by dividing the share of each sector's GVA in a given area by the share of GVA in the same sector in England. An LQ above 1 indicates an above average GVA concentration, whilst an LQ below 1 indicates a below average GVA concentration.
- **Change:** each sector's GVA change over the period 2014–2018 – vertical axis.
- **Employment Premises:** an indication of the type of employment premises most likely to be occupied by each sector is provided through the use of colour coding.

Figure 2.3 Magnitude¹² (2018), Concentration¹³ (2018), and Change¹⁴ (2014–2018) in Total GVA by SIC sector^{15,16}, Exeter



Source: HJA analysis based on Regional gross value added (balanced) by industry: local authorities by NUTS1 region: UKK South West (ONS, December 2019)

2.2.4 The sectors can be divided into four categories, of which three are apparent in Exeter. These are discussed below.

Category 1: Above average GVA concentration, GVA growing (top right)

- Information and Communication (J)
- Real Estate (L)
- Public Administration and Defence (O)
- Agriculture and Utilities (ABDE)
- Construction (F)

2.2.5 These sectors exhibit significant GVA output, above average concentration, and show signs of strength given recent GVA growth. As such, they should be considered as very important to Exeter's economy.

¹² Magnitude i.e. total GVA, is represented in Figure 3 by the size of a sector's 'bubble'

¹³ Concentration is represented by Location Quotient (LQ) on the horizontal axis. LQ is a way of quantifying how concentrated a particular sector is in a specific area as compared to the national average. This is calculated by dividing the share of each sector's GVA in a given area by the share of GVA in the same sector in England. An LQ above 1 indicates an above average GVA concentration, whilst an LQ below 1 indicates a below average GVA concentration.

¹⁴ Change i.e. percentage change in total GVA, is represented on the vertical axis.

¹⁵ ABDE: Agriculture and Utilities; C: Manufacturing; E: Water Supply; Sewerage, Waste Management and Remediation Activities; F: Construction; G: Wholesale and Retail; H: Transportation and Storage; I: Accommodation and Food Services; J: Information and Communication; K: Financial and Insurance Activities; L: Real Estate Activities; M: Professional, Scientific, and Technical Activities; N: Business Service Activities; O: Public Administration and Defence; P: Education; Q: Health and Social Work Activities; R: Arts, Entertainment, and Recreation; S: Other Service Activities.

¹⁶ Explanatory notes on the activities covered under SIC 2007 coding can be found here:

<https://www.ons.gov.uk/methodology/classificationsandstandards/ukstandardindustrialclassificationofeconomicactivities/uksic2007>

Category 2: Below average GVA concentration, GVA growing (top left)

2.2.6 The majority of Exeter's sectors fall into this category:

- **Business Service Activities (N)**
- **Professional, Scientific, and Technical Activities (M)**
- **Financial and Insurance Activities (K)**
- **Wholesale and Retail (G)**
- **Manufacturing (C)**
- Education (P)
- Accommodation and Food Services (I)
- Arts, Entertainment, and Recreation I
- Other Service Activities (S)

2.2.7 Although these sectors exhibit below average concentration, they do also exhibit significant GVA output and show signs of strength given recent GVA growth. As such, they should be considered as very important to Exeter's economy, alongside those sectors listed in Category 1.

Category 3: Above average GVA concentration, GVA contracting (bottom right)

2.2.8 Although sectors in this category exhibit negative growth over the period 2014–2018, they do exhibit above average GVA concentration. There are no sectors in this category. The lack of sectors in the bottom sections of the chart overall indicates the strong performance of Exeter's GVA over recent years, reflecting the above average GVA growth in the city displayed in Figure 2.1.

Category 4: Below average GVA concentration, GVA contracting (bottom left)

- **Transportation and Storage (H)**
- Health and Social Work Activities (Q)

2.2.9 These sectors have exhibited negative GVA growth over the period 2014–2018, and a below average GVA concentration.

2.2.10 Although the Health and Social Work Activities sector exhibits significant GVA output, it is showing signs of weakness given the recent contraction in its GVA. Although the sector has a GVA concentration below the national average (0.96), this is still very close to the average.

2.3 Business Demography

2.3.1 Data on the number of businesses in a location is available from the ONS UK Business Counts dataset¹⁷. Data is available for both the number of enterprises¹⁸ and the number of local units¹⁹.

2.3.2 The number of enterprises in Exeter has increased since 2015, and in 2019²⁰ stood at 4,365. The rate of growth in Exeter (+14%) has been marginally above the national average (+13%), and well above the rate of growth seen in Devon (+5%).

2.3.3 Reflecting the national pattern, the vast majority of enterprises in Exeter are 'micro' enterprises, i.e. with fewer than ten employees. However, Exeter's share of enterprises that are micro (85%) is lower than the Devon (90%) and national (90%) averages. This difference is inversely reflected in

¹⁷ The UK Business Counts is an extract of the Inter Departmental Business Register (IDBR).

¹⁸ The overall business which can be made up of a number of sites or workplaces.

¹⁹ Individual sites such as a factory or shop associated with an 'enterprise'.

²⁰ Data for 2020 is available, but the period 2015–2019 has been analysed to allow for comparison with employment data.

the share of enterprises that are ‘small’ and ‘medium’ sized²¹ (SME). Exeter’s share of enterprises that are SMEs (15%) is higher than the Devon (10%) and national (10%) averages. Exeter’s share of ‘large’²² enterprises (0.7%) is also higher than the Devon (0.3%) and national (0.4%) averages. Although in percentage terms the difference is minimal, given the size of these ‘large’ enterprises in question, such a difference should be considered significant. In effect, Exeter has almost three times more large enterprises per business than the Devon average.

2.3.4 The three-year business survival rate²³ (for businesses born in 2014) in Exeter was 59%. This is below the Devon (65%) and national (61%) averages. The five-year business survival rate (for businesses born in 2014) in Exeter was 44%. This is also below the Devon (49%) average, but is above the national (43%) average.

2.3.5 Figure 2.4 sets out the contribution of each sector to Exeter’s economy in terms of:

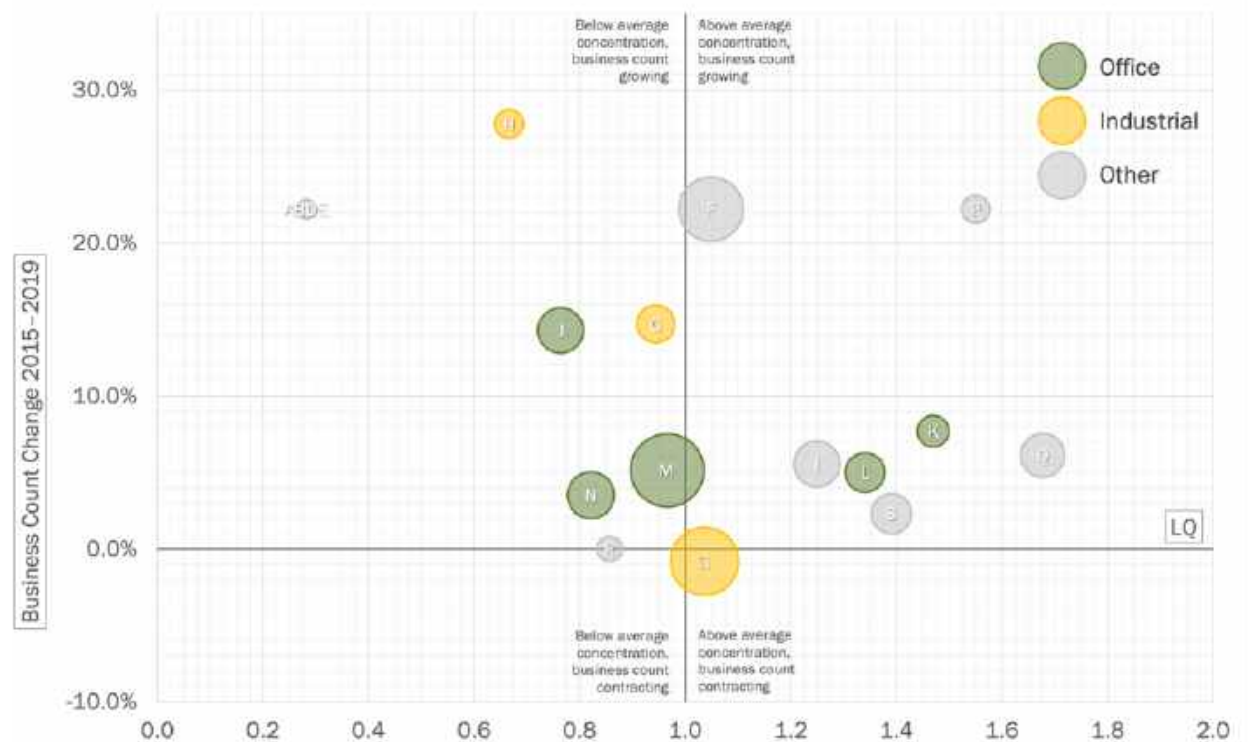
- **Magnitude:** the overall business base contribution of each sector – indicated by ‘bubble’ size. The larger the bubble, the greater that sectors’ business base contribution to the Exeter economy.
- **Concentration:** the relative share of each sector’s business base contribution – horizontal axis. Concentration is represented by Location Quotient (LQ) on the horizontal axis. LQ is a way of quantifying how concentrated a particular sector is in a specific location as compared to the national average. This is calculated by dividing the share of each sector’s business base in a given area by the share in the same sector in England. An LQ above 1 indicates an above average business base concentration, whilst an LQ below 1 indicates a below average business base concentration.
- **Change:** each sector’s business base change over the period 2014–2018 – vertical axis.
- **Employment Premises:** an indication of the type of employment premises most likely to be occupied by each sector is provided through the use of colour coding.

²¹ Between 10–250 employees.

²² More than 250 employees.

²³ Table 5.1a, ONS Business Demography 2019

Figure 2.4 Magnitude²⁴ (2019), Concentration²⁵ (2019), and Change²⁶ (2015–2019) in Business Count by SIC sector²⁷, Exeter



Source: HJA analysis based on UK Business Count (ONS, 2020)

Note: Public Administration and Defence (O) is not displayed. The very small number of businesses in this sector in Exeter means that little insight is gained from its inclusion, whilst making figure presentation less clear given the sector's impact on maximum/minimum axis values.

2.3.6 The following assessment summarises the most significant sectors in terms of business count.

Category 1: Above average business concentration, business count growing (top right)

- Real Estate (L)
- Financial and Insurance Activities (K)
- Construction (F)
- Accommodation and Food Services (I)
- Education (P)
- Health and Social Work Activities (Q)
- Other Services (S)

²⁴ Magnitude i.e. total business count, is represented in Figure 2.5 by the size of a sector's 'bubble'

²⁵ Concentration is represented by Location Quotient (LQ) on the horizontal axis. LQ is a way of quantifying how concentrated a particular sector is in a specific area as compared to the national average. This is calculated by dividing the share of each sector's business count in a given area by the share of business count in the same sector in England. An LQ above 1 indicates an above average business concentration, whilst an LQ below 1 indicates a below average business concentration.

²⁶ Change i.e. percentage change in total business count, is represented on the vertical axis.

²⁷ ABDE: Agriculture and Utilities; C: Manufacturing; E: Water Supply; Sewerage, Waste Management and Remediation Activities; F: Construction; G: Wholesale and Retail; H: Transportation and Storage; I: Accommodation and Food Services; J: Information and Communication; K: Financial and Insurance Activities; L: Real Estate Activities; M: Professional, Scientific, and Technical Activities; N: Business Service Activities; O: Public Administration and Defence; P: Education; Q: Health and Social Work Activities; R: Arts, Entertainment, and Recreation; S: Other Service Activities.

- 2.3.7 These sectors exhibit strong business counts, above average business concentration, and show signs of strength given recent business count growth. As such, they should be considered as very important to Exeter's economy. Although the Education (P) and Financial and Insurance Activities (K) sectors do not exhibit such strong business counts, these sectors have shown notable growth in business counts and exhibit above average business concentration.

Category 2: Below average business concentration, business count growing (top left)

- Information and Communication (J)
- Professional, Scientific, and Technical Activities (M)
- Business Service Activities (N)
- Manufacturing (C)
- Transportation and Storage (H)
- Agriculture and Utilities (ABDE)
- Arts, Entertainment, and Recreation

- 2.3.8 Although these sectors exhibit below average business concentration, they do also exhibit robust business counts and show signs of strength given recent business count growth. As such, they should be considered as important to Exeter's economy. It is worth noting that although the Professional, Scientific, and Technical Activities (M) sector is included in this category, its LQ of 0.97 means it is very close to being included in Category 1, which serves to emphasise this sector's importance to Exeter's economy.

Category 3: Above average business concentration, business count contracting (bottom right)

- Wholesale and Retail (G)

- 2.3.9 This sector exhibits a significant business count, but also exhibits relatively average business concentration. Unlike all other sectors in the Exeter economy, this sector has experienced a contraction in its business base over the period.

Category 4: Below average business concentration, business count contracting (bottom left)

- 2.3.10 It is worth noting there are no sectors in this category in Exeter (except for Public Administration and Defence (O), which for reasons noted at Figure 2.4 can be ignored for the purposes of business count analysis). This suggests that Exeter's business base has been in reasonably good health over the period 2015–2019.

2.4 Competitiveness

- 2.4.1 Data on the competitiveness of local economies can be found in the UK Competitiveness Index²⁸ (UKCI). The UKCI provides a benchmarking of the competitiveness of different spatial scales across the UK, namely local authorities, cities, LEPS, and regions (but not counties). It is designed to be an “*integrated measure of competitiveness focusing on both the development and sustainability of businesses and the economic welfare of individuals*” (p7). The report considers competitiveness to be the capability of an economy to ‘attract and maintain firms with stable or rising market shares in activity’ (p7), while maintaining stable or increasing standards for residents.
- 2.4.2 The competitiveness of places in the UK are measured according to a number of factors, which are summarised in Figure 2.5 below.

²⁸ Huggins et al. UK Competitiveness Index 2019.

Figure 2.5 Three Factor Model Underlying the UK Local Competitiveness Index

Input Factors	
Economic activity rates	
Business start-up rates per 1,000 inhabitants	
Number of business per 1,000 inhabitants	
Proportion of working age population with NVQ Level 4	
Proportion of knowledge-based business	
Output Factors	
Gross Value Added per head at current basic prices	
Productivity – output per hour worked	
Employment rates	
Outcome Factors	
Gross weekly pay	
Unemployment rates	

Source: Huggins et al (2019)

- 2.4.3 These factors are combined to produce a score of 100 for the UK. A score below 100 indicates a location that is less competitive than average, and a score above 100 suggests a location that is more competitive than average. Districts and unitary authorities are ranked from one (the most competitive) to 379 (the least competitive).

Figure 2.6 Summarised UK Local Competitiveness Index Findings, Exeter vs. LEP and Region

Geography	Location	2015		2019		Change	
		Score	Rank	Score	Rank	Score	Rank
City ²⁹	Exeter	98.7	15	99.0	12	+0.3	+3
Local Authority ³⁰	Exeter	98.7	132	99.0	127	+0.3	+5
Local Enterprise Partnership ³¹	Heart of the South West	87.8	34	86.6	36	-1.2	-2
Region ³²	South West	93.7	197	94.1	192	+0.3	+4.8

Source: Huggins et al (2019)

- 2.4.4 Within the context of the Heart of the South West LEP and the South West region, Exeter has performed well according to the UKCI between the 2015 and 2019 release. It has seen an increase in its score (+0.3) and rank (city +3, local authority +5). However, with a UKCI competitiveness score below 100, Exeter can be considered less competitive than average.
- 2.4.5 Exeter significantly outperforms the average for the Heart of the South West LEP. Its overall score is +12.4 above the LEP's, and whereas the LEP saw a decrease in its score and ranking between the 2015 and 2019 releases, as previously discussed Exeter saw an increase in both score and ranking.

²⁹ Ranks larger localities (with populations exceeding 100,000 people) of UK designated cities – total of 44 cities ranked.

³⁰ Total of 379 local authorities ranked.

³¹ Total of 44 LEPs ranked.

³² Highlights the average scores and ranks of local authorities based on their regional location – ranks are based on 379 local authority scores.

- 2.4.6 Exeter has also performed favourably compared the South West regional average. Its overall score is +4.9 above the South West's, and it ranks +65 places above the South West's average local authority ranking. Of 36 South West local authorities, Exeter ranks 10th.
- 2.4.7 Overall, of the 44 UK cities with populations over 100,000 that are ranked as part of the UKCI, Exeter is ranked 12th overall. Exeter is not ranked in the UKCI's 'extended core cities' category. However, in order to provide some context as to how Exeter performs in comparison to other benchmark cities across the UK, HJA has inserted Exeter into the rankings for 'extended core cities'.

Figure 2.7 UKCI index and rank for 'extended core cities'

Rank	Location	Score	2015		Change	
			Rank	Score	Score	Rank
1	Edinburgh	113.1	1	114.3	-1.1	±0
2	Bristol	106.0	2	105.6	+0.4	±0
3	Manchester	105.7	3	101.9	+3.8	±0
-	Exeter	99.0	-	98.7	-	-
4	Leeds	98.8	5	98.9	-0.1	+1
5	Glasgow City	98.7	4	100.3	-1.7	-1
6	Cardiff	96.8	6	96.6	+0.2	±0
7	Belfast	92.8	7	94.4	-1.6	±0
8	Newcastle upon Tyne	92.6	8	93.3	-0.7	±0
9	Birmingham	92.5	9	91.9	+0.6	±0
10	Liverpool	90.5	10	89.1	+1.4	±0
11	Sheffield	88.2	12	88.3	±0.0	+1
12	Nottingham	85.6	11	89.1	-3.5	-1

Source: HJA adapted from Huggins et al (2019)

- 2.4.8 This indicates that Exeter performs very well in comparison with other cities across the UK. It is some way behind Edinburgh, Bristol, and Manchester in UKCI index terms, however it is comparable to cities like Leeds and Glasgow, and outperforms cities like Cardiff, Belfast, Birmingham, and Liverpool (amongst others).

2.5 Labour Market Profile

Population

- 2.5.1 The population of Exeter was 131,400 in 2019³³. Exeter has seen steady growth in its population over the period 2015–2019 (+5,700, +5%). This rate of population growth is higher than both the Devon (+4%) and national (+3%) averages.
- 2.5.2 Exeter has a working age population of 89,900. In terms of age profile, the population of Exeter has become slightly older over the period 2015–2019. There has been a slight reduction in the share of the population that is of working age (–0.2%), and an increase in the share of the population aged over 65 years (+0.2%). However, this is reflective of trends in benchmark areas, and the rate of change is lower than the equivalent increase at the Devon (–1.0%, +0.9%) and national (–1.0%, +0.7%) levels.

³³ ONS Population Estimates (2021)

- 2.5.3 Exeter's working age population (16–64 years) increased (+3,633, +4%) at a much greater rate than the Devon (2%) and national (1%) averages.
- 2.5.4 As such, it can be said that Exeter's population is becoming 'older', but the rate of change is not at the levels seen in many parts of Devon and England.

Economic Activity Rate

- 2.5.5 Data on economic activity rates and resident-based employment are collected via the Annual Population Survey³⁴. As this is a survey, data from smaller areas tends to exhibit more volatility than data from larger areas due to smaller sample sizes. To account for this the data has been 'smoothed' to a three-year rolling average.
- 2.5.6 From 2015–2019, the economic activity and employment rates in Exeter decreased overall, and were consistently below the Devon average, which increased steadily over the same period. Exeter's economic activity and employment rates fluctuated either side of the national average throughout the period. Economic activity rates are lower in 2021 than 2019. Whilst caused by the Covid pandemic, it is not clear whether this is a temporary or long-term trend. A likely cause for the decline in economic activity rates is the recent increase of 50-64 year olds taking early retirement since the Covid pandemic.

Unemployment

- 2.5.7 Data for those who meet the international definition of unemployment³⁵ is gathered via the Annual Population Survey. Due to small sample sizes across local authority areas, direct estimates from this survey are generally not robust at this geographical level. To overcome this problem, a model-based estimate is generated by the ONS (Office for National Statistics) using a combination of Annual Population Survey data and, data from the Claimant Count³⁶.
- 2.5.8 In 2019 the unemployment rate for those aged 16+ in Exeter was 1.9%. Applying a three-year rolling average, over the period 2015–2019 Exeter's unemployment rate has been declining in-line with the rate of decline at the Devon and national levels. Exeter's unemployment rate has been consistently lower than the England rate, whilst remaining consistently above the Devon rate. The unemployment rate in Exeter in 2021 is higher than it was in 2019.

Skills and Qualifications

- 2.5.9 Exeter's share of working age residents qualified to NVQ4+ level was 39% in 2019. This is above the Devon (38%) average and below the national (40%) average. At NVQ3+ level (69%) Exeter performs much better than the Devon (63%) and national (59%) averages. In terms of residents with no qualifications, once again Exeter (3%) performs better than the Devon (4%) and national (8%) averages.

Earnings

- 2.5.10 The resident-based median gross annual earnings³⁷ in Exeter (£30,188) in 2019 was above the Devon average (£27,553), and below the national average (£31,766). As such, Exeter's residents earn more on average than their Devon counterparts, and earn less on average than elsewhere in England.

³⁴ Annual Population Survey (2021)

³⁵ Anybody who is not in work, available for work and has actively sought work (in the UK this is limited to within the last two weeks)

³⁶ This counts the number of people claiming benefits principally for the reason of being unemployed

³⁷ Annual Survey of Hours and Earnings – Resident Analysis (2021)

- 2.5.11 The workplace-based median gross annual earnings³⁸ in Exeter (£29,934) in 2019 was above the Devon average (£26,881), and below the national average (£31,777). As such, jobs based in Exeter pay more on average than their Devon counterparts, and pay less on average than elsewhere in England.

2.6 Property market

- 2.6.1 The following section is an assessment of Exeter's commercial property, based on data and analysis from CoStar (November 2020). The office market is divided into Exeter 'Central' i.e. city centre, and Exeter 'Fringe' i.e. the remainder of the city. More detailed analysis of the property market in the City of Exeter and Exeter Fringe is included in Chapter 6 and Appendices 5 and 6.

Exeter Central – Office Market

- 2.6.2 Exeter is an important regional centre for financial and business services, construction, and public sector employers. Large employers include the Met Office, University of Exeter, Royal Devon & Exeter Hospital, EDF Energy, Sitel, Devon County Council and Exeter City Council. There is also a fast-growing technology sector in the city.
- 2.6.3 CoStar uses 'absorption' as its measure of the change in occupancy over a given time period. Net absorption measures the total space occupied (move-in) less the total space vacated (move-out) over a given period. Exeter Central's office market has seen historical (2008 onwards) average annual net absorption of 944 sq ft (88 sq m). This has been supported by a positive demand for smaller space in recent years. Net absorption in Exeter Central over the last 12 months was minus 6,400 sq ft (minus 595 sq m), – a poor performance compared to the historical average. Leasing has weakened during the coronavirus pandemic, and only a 'handful' of offices have been let over the course of the pandemic. CoStar's forecast average net absorption stands at minus 1,730 sq ft (minus 161 sq m) per annum based on recent performance.
- 2.6.4 The last delivery of office space in Exeter Central was in 2012, and there has been a loss of more than 40,000 sq ft (3,700 sq m) of office floorspace to other uses in the last five years. The current development pipeline of office space is described by CoStar as 'tight'.
- 2.6.5 Vacancies have reduced significantly in recent years, with a vacancy rate of 1.5% at the end of 2020. This is down 2.6% year-on-year, and is well below the historical (2008 onwards) average vacancy rate of 4.9%. Vacancies in the highest quality accommodation (4 & 5 Star) stand at 0%. This trend is due in most part to supply-side losses, not strong demand from occupiers. This low vacancy rate is expected to continue over the coming years.
- 2.6.6 Permitted Development Rights (PDR) have placed pressure on the office market, with the large 16,000 sq ft (1,490 sq m) Trinity House and 14,000 sq ft (1,300 sq m) Darwin House office units having been converted to residential units in recent years. This trend is likely to continue, with Beech Hill House (5,750 sq ft/530 sq m) and Walnut House (3,900 sq ft/360 sq m) set to be redeveloped into student accommodation.
- 2.6.7 Rents in Exeter Central's office market have decreased over the last 12 months (minus 2.1%), which reflects the decline across the office market in general. Rents in Exeter Central over the four years previous has seen steady growth of 3.5% on average, above the historic (2008 onwards)

³⁸ Annual Survey of Hours and Earnings – Workplace Analysis (2021)

average of 1.1%. The average asking rents for office space in Exeter Central are around £13.50 per sq ft. This is around 10% above the market average.

Exeter Fringe – Office Market

- 2.6.8 Exeter Fringe's office market has seen historical (2008 onwards) average net absorption of 33,257 sq ft (3,090 sq m). However, the lack of available good-quality space has started to limit demand in recent years. Net absorption in Exeter Fringe over the last 12 months was 1,900 sq ft (180 sq m), – a very poor performance compared to the historical average. CoStar's forecast average net absorption stands at 504 sq ft (47 sq m) per annum, based on the recent performance.
- 2.6.9 The most significant delivery of floorspace in recent times was the 23,000 sq ft (2,100 sq m) development of Haven Banks. This was purpose built for the occupation of Liverpool Victoria. Despite relatively positive demand, developers have been reluctant to build new office accommodation. CoStar states that the current pipeline of office space supply continues to look 'tight' in upcoming years.
- 2.6.10 Vacancies reduced significantly on recent levels, with a vacancy rate of 1.0% at the end of 2020. This is down 0.1% year-on-year, and is well below the historical (2008 onwards) average vacancy rate of 2.6%. Vacancies in the highest quality accommodation (4 & 5 Star) stand at 0%. Recent vacancy rates are amongst the lowest in the Devon/Cornwall market. This low vacancy rate is due in part to a lack of good-quality (4 & 5 Star) options, as well as strengthening occupier demand creating increased competition for quality 3 Star accommodation. This vacancy rate is expected to remain relatively low over the coming years.
- 2.6.11 Rents in Exeter Fringe's office market have decreased over the last 12 months (minus 2.2%), which reflects the decline across the office market in general and is much worse than historical average (1.1%). Rents in Exeter Fringe over the four years previous had seen growth in recent years, with a strong 6.5% registered in early 2019. The recent slump coincides with lockdown measures introduced since March 2020. The average asking rents for office space in Exeter Fringe are around £14 per sq ft – the highest in the Devon/Cornwall market.

Exeter– Industrial Market

- 2.6.12 Exeter's industrial market has seen historical (2009 onwards) average net absorption of 7,133 sq ft (660 sq m). However, the lack of available good-quality space has started to limit demand in recent years. Net absorption in Exeter over the last 12 months was minus 7,000 sq ft, – a very poor performance compared to the historical average. CoStar's forecast average net absorption stands at 9,039 sq ft (840 sq m) per annum, based on recent trends.
- 2.6.13 Limited construction has taken place in Exeter's industrial market in recent years. Despite low vacancies and positive rent growth, developers have been reluctant to build new industrial accommodation. The current pipeline of office space supply continues to look 'meagre' in upcoming years. There are no significant schemes under construction except a 30,000 sq ft unit on Matford Way that was due to complete in late 2020.
- 2.6.14 Vacancies reduced significantly on recent levels, with a vacancy rate of 1.3% at the end of 2020. This is up 0.1% year-on-year, but is well below the historical (2009 onwards) average vacancy rate of 2.7%. Vacancies in light industrial accommodation – the strongest performing segment of the industrial market in terms of rents – currently stand at 0%. Recent vacancy rates are below the Devon/Cornwall market average. The absence of new supply is seen as the main reason for such

low vacancies. Vacancy rates are expected to increase over the coming years as a result of weakening occupier demand.

- 2.6.15 Some older stock has been converted to other uses in recent years. Most of the large industrial stock was constructed more than 30 years ago, which shows the age of Exeter's stock.
- 2.6.16 Rents in Exeter's industrial market have increased over the last 12 months (2.9%) at a greater rate than the historical average growth rate (1.4%). It is likely that low vacancies and a lack of supply supported recent strong rental growths. The average asking rents for industrial space in Exeter are around £6.50 per sq ft – amongst the highest in the Devon/Cornwall market. Prime industrial assets in Exeter command around a 25% premium on average space, which is reflective of limited availability in the market.

2.7 Summary

- 2.7.1 Exeter is home to a working age population of 89,900 persons and accommodates 110,000 jobs.
- 2.7.2 The area has seen strong population growth in recent years, with much stronger growth in the working age population than benchmark areas (Devon, South West, and England). Whilst there was a drop in working age residents as a share of the overall population, this was less pronounced than in benchmark areas.
- 2.7.3 Economic activity rates and employment rates are generally lower than the Devon average, and tend to reflect the national average. Unemployment tends to remain above the Devon average, but below the national average. The evidence suggests there is a degree of slack in the existing labour market to support future employment growth.
- 2.7.4 Exeter's population is very well qualified compared to benchmark areas.
- 2.7.5 Employment levels have been rising steadily in recent years. The area has a very high jobs density when considered against benchmark areas.
- 2.7.6 Exeter has a number of key sectors. *Education, Utilities, and Information & Communications* have shown strengths in GVA, employment, and business activity that sets Exeter's performance in these sectors apart from other local economies. These sectors are categorised as '**Competitive Advantage**' sectors as they present an opportunity for Exeter to distinguish itself from other local economies by capitalising on its strengths in these sectors.
- 2.7.7 The *Professional, Scientific, & Technical activities* sector is categorised as a '**High Value Sector**' – it does not exhibit the same competitive advantages as the three aforementioned sectors when compared to other local economies, but it is nonetheless a vital component of Exeter's economy. It is a sector that supports a significant level of high value GVA, employment, and business activity, and is growing across all three measurables.
- 2.7.8 *Health, Public Administration & Defence, Wholesale & Retail, Construction, and Administrative & Support Services* are categorised as '**Foundational Economy**' sectors. Overall these sectors do not exhibit a competitive advantage over other local economies, and they do not exhibit strong growth trends – however they support significant levels of GVA, employment, and business activity, albeit in lower value-added activities.

Figure 2.8: Exeter's key sectors



The property market

- 2.7.9 Historically, the office market in central and fringe Exeter central has seen high demand, particularly for smaller office spaces in recent years. Naturally, demand for offices fell during the Covid pandemic. There are very low office vacancy rates in Exeter which is mainly caused by supply side losses.
- 2.7.10 The industrial market has seen high demand historically, but a lack of good quality space has limited demand in recent years. Demand over more recent year has tended to focus on fringe areas of Exeter within East Devon.

3 Economic Forecasts

3.0.1 This chapter provides a review of baseline economic forecasts for the Exeter area, as well as consideration of alternative growth scenarios, taking account of available evidence.

3.1 Baseline Forecasts

3.1.1 Baseline forecasts were purchased from both Cambridge Econometrics and Experian. These are two of the leading economic forecasters for UK local and regional economies. These were produced in March 2022 – as a result they take explicit account of the impact of Covid and ‘Brexit’ on the economy.

3.1.2 There is a need to consider whether forecasts should be termed ‘policy on’, ‘policy off’, ‘baseline’ or ‘business as usual’. Each of these terms has helpful and unhelpful connotations. Nevertheless, there is a need to use some form of terminology within this report. We therefore clarify the following:

- The forecasts as initially provided by the forecasters are referred to in this report as *baseline* forecasts. This enables a contrast between the original forecast scenarios and any adjusted scenarios that are considered.
- The forecasters’ ‘baselines’ draw on historic economic performance of the area as one of the determining factors. They also draw on detailed analysis of national and sectoral economic potential. The forecasts are not therefore developed assuming a policy vacuum or absence. Whilst they are not developed with explicit reference to future local policy, the historic period on which they draw included efforts from national, regional and local economic development stakeholders to deliver a prosperous economy. A level of economic development action is therefore inherent within the forecasts.

3.1.3 To test the parameters of these baseline forecasts, the following scenarios have also been included as part of the analysis in this chapter:

- **Mid-point:** the mid-point of the two baseline forecasts
- **Minimum:** the ‘lowest’ growth scenario, based on selecting the baseline forecast with the lowest growth for each sector.
- **Maximum:** the ‘highest’ growth scenario, based on selecting the baseline forecast with the highest growth for each sector.

Headline Economic Performance

3.1.4 The analysis set out below considers the historic period 2000–2019 and the future forecast period 2019–2040.

3.1.5 Although the Plan period is 2020–2040, 2019 has been chosen as the baseline year for analysis in order to mitigate for the statistical risks associated with selecting a starting point (i.e. 2020) affected by the Covid pandemic.

3.1.6 Set out in this section is an analysis of three key indicators of headline economic performance:

- Total Employment – a measure of total jobs including employment and self-employment³⁹

³⁹ Note: this is presented as total jobs, not FTE jobs.

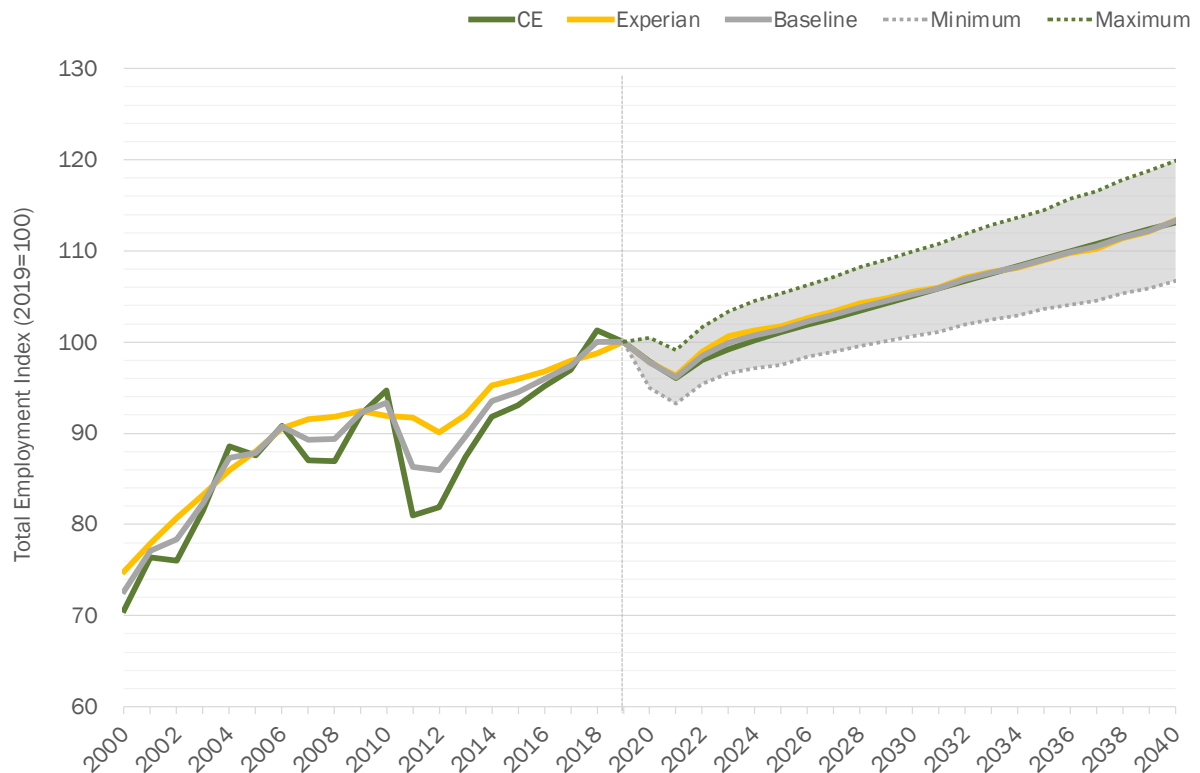
- Gross Value Added (GVA) – a measure of economic output
- Productivity – a measure of output per job

3.1.7 As a result of small discrepancies in the way data is modelled by the two forecasters the charts set out below use an index rather than absolute values. This ensures that the two datasets align at 2019 and makes it easier to interpret any divergence between the different approaches.

Total Employment

3.1.8 Both forecasters indicate ongoing growth in jobs in Exeter. As shown in Figure 3.1, Cambridge Econometrics and Experian anticipate similar levels of employment growth over the Plan period.

Figure 3.1 Exeter employment historic and forecast, index (2019 = 100)



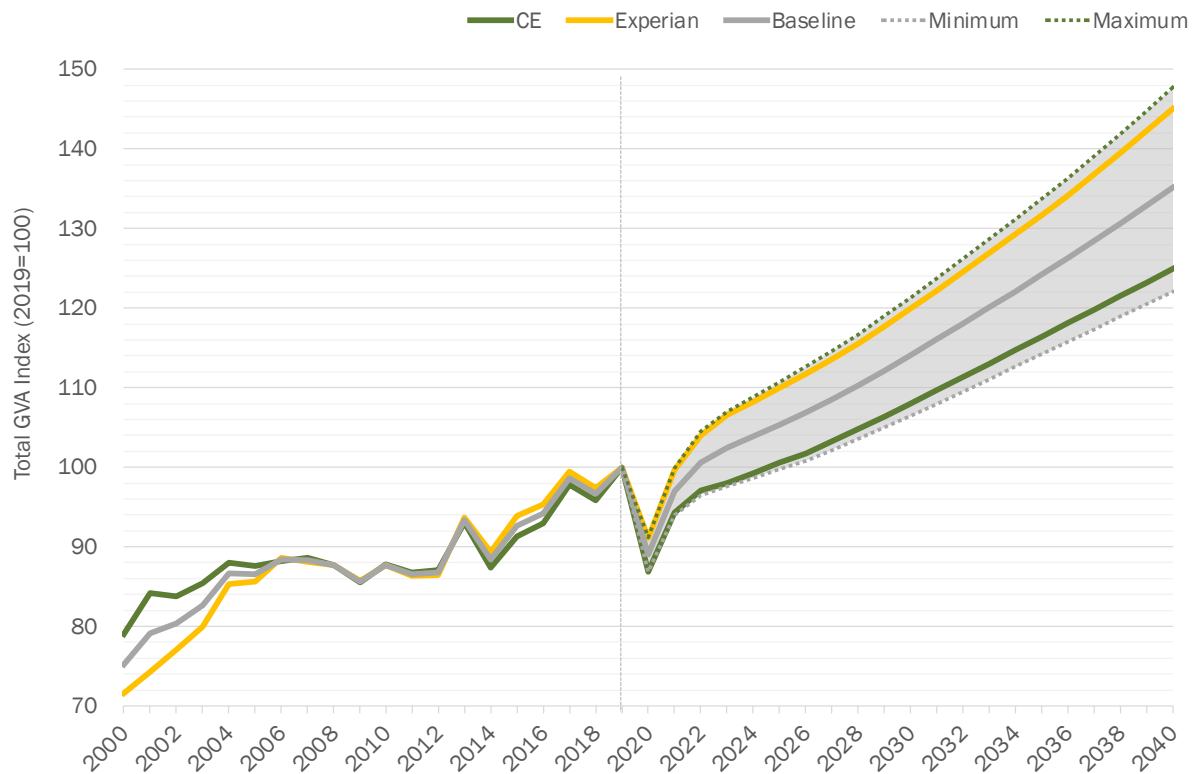
Source: HJA based on Cambridge Econometrics and Experian

- 3.1.9 Both forecasters anticipate a lower rate of jobs growth over the period 2019–2040 than historic growth. The assessment of historic employment change suggests growth of between 1,400 and 1,700 jobs per annum (+1.5% to +1.9% per annum). Both forecasts assess future employment growth of approximately 700 jobs per annum. This is significantly lower than historic growth.
- 3.1.10 Based on these average annual growth rates, in absolute terms over the plan period (2020–2040) Experian is forecasting a growth of +13,000 jobs and Cambridge Econometrics is forecasting growth of +14,000 jobs. The maximum scenario assesses growth of +20,000 jobs and the minimum scenario forecasts growth of +7,000.

Gross Value Added (GVA)

- 3.1.11 Both forecasters indicate ongoing growth in GVA above historic levels. However, as can be seen in Figure 3.2, Experian anticipates higher levels of growth than Cambridge Econometrics.

Figure 3.2 Exeter GVA historic and forecast, index (2019 = 100)



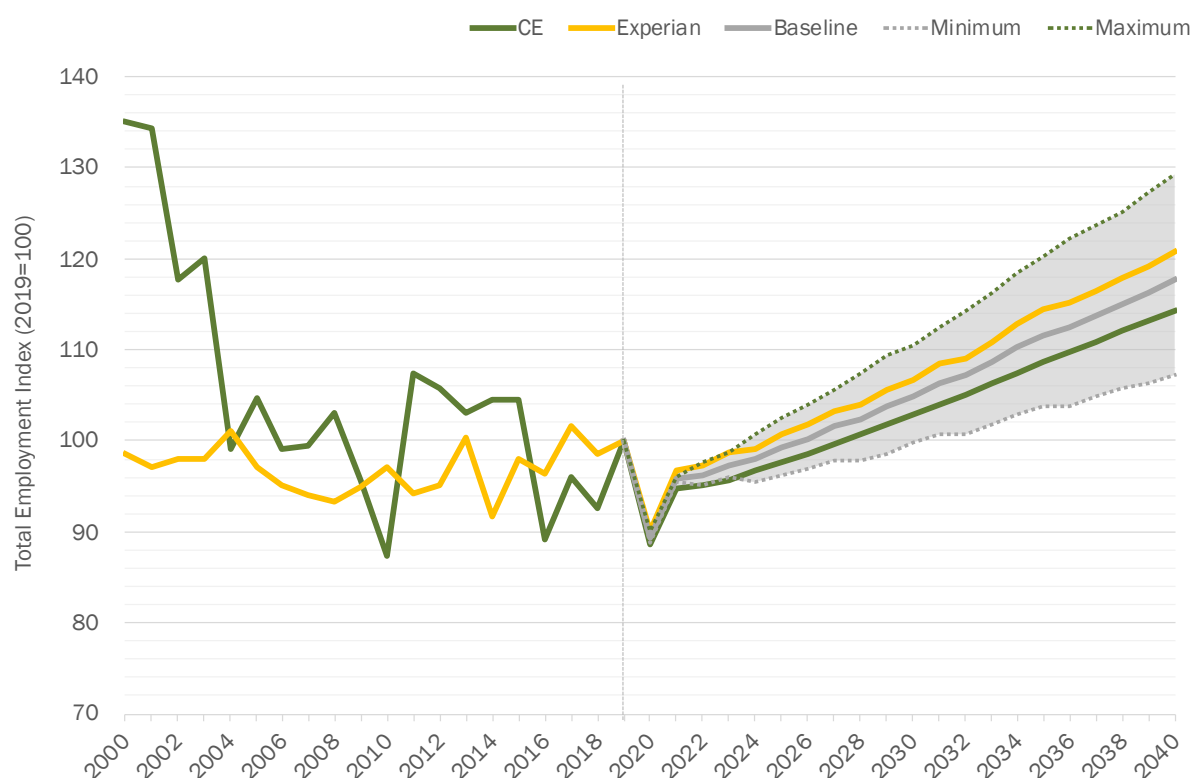
Source: HJA based on Cambridge Econometrics and Experian

- 3.1.12 The rationale behind selecting 2019 as the baseline year for analysis is most evident here – there is a significant drop in GVA performance in 2020. If 2020 was used as the baseline year for analysing change in economic performance, it would present an artificially inflated picture of how the economy is expected to grow by virtue of the sharp drop experienced between 2019 and 2020.
- 3.1.13 Over the historic period between 2000 and 2019 Cambridge Econometrics assessed GVA growth as +1.2% per annum, slightly lower than the +1.8% per annum assessed by Experian.
- 3.1.14 Looking forward over the period from 2019 to 2040 Cambridge Econometrics forecast GVA growth of +1.1% and Experian forecast growth of +1.8% per annum.
- 3.1.15 In both cases the forecasters are suggesting positive overall economic performance for Exeter from 2019 to 2040. However, both forecasters expect future growth rates to be consistent with or slightly below their assessed historic rates.
- 3.1.16 Looking at the alternative scenarios over the period from 2019 to 2040, the Mid-point scenario assesses GVA growth as +1.4% per annum, the Minimum scenario as +1.0% per annum, and the Maximum scenario as +1.9% per annum.

Productivity

- 3.1.17 Figure 3.3 sets out our analysis of headline productivity. This is an HJA calculation based on GVA per job from the two forecast outputs discussed above. This shows both Experian (+0.9% per annum) and Cambridge Econometrics (+0.6% per annum) forecasting similar future trends in productivity growth. Experian have higher growth expectations for productivity. Combined with Experian's marginally lower forecast of annual growth in employment, Experian's higher GVA annual growth rate is therefore likely to derive from productivity growth. The chart shows that productivity growth over the Local Plan period is likely to be in line with that of the last 20 years.

Figure 3.3 Exeter productivity historic and forecast, index (2019 = 100)



Source: HJA based on Cambridge Econometrics and Experian⁴⁰

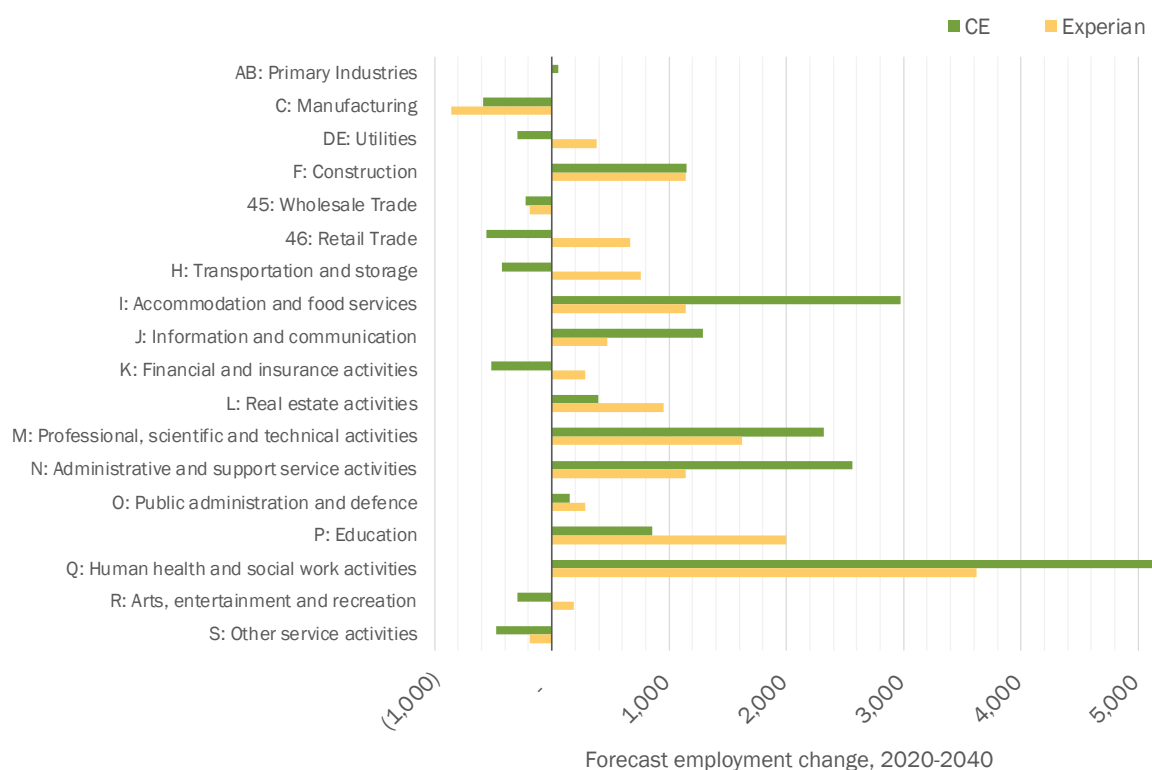
Sectoral Performance

- 3.1.18 A key determinant of the employment forecasts of both Cambridge Econometrics and Experian are sectoral expectations. This subsection sets out sectoral performance over the plan period (2020–2040) based on the average annual rate of change between 2019 and 2040. As previously discussed, 2019 has been chosen as the baseline year for analysis to mitigate against the statistical risks associated with selecting a starting point (i.e. 2020) affected by the Covid pandemic.
- 3.1.19 Figure 3.4 sets out the variation in sectoral employment. The overall direction of travel for the majority of sectors is consistent between the two forecasters, however, there are some major discrepancies in the expectations of sectoral employment growth between the two forecasters. There are discrepancies between forecasters in terms of direction of travel in a few sectors, including: *Utilities; Retail Trade; Transportation and Storage; Financial & Insurance activities; and*

⁴⁰ Note: because total productivity is not an aggregation of sector-by-sector performance but an weighted average, the Minimum and Maximum scenarios track the baseline forecast with the lowest/highest productivity across all sectors, respectively.

Arts, Entertainment and Recreation. However, the range between the forecasters in these sectors is small.

Figure 3.4 Employment change by sector 2020–2040

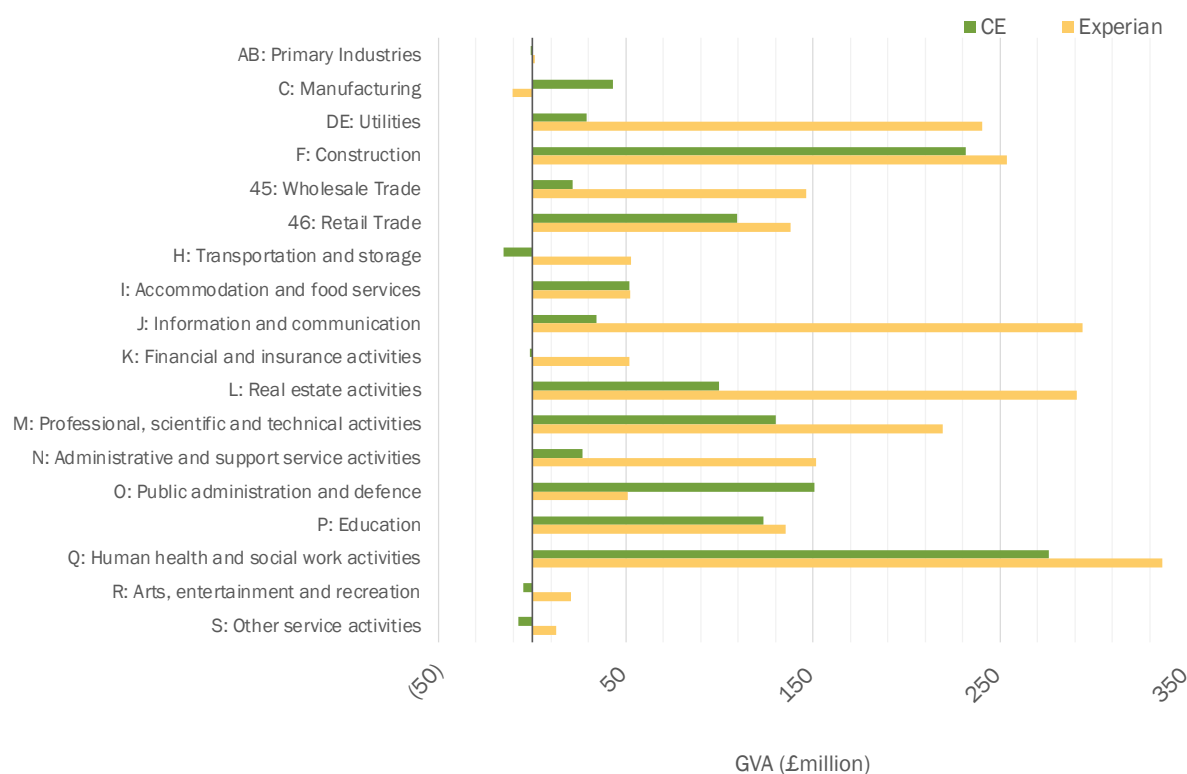


Source: HJA based on CE and Experian (negative values in parentheses)

3.1.20 Cambridge Econometrics has significantly more positive employment expectations than Experian in: *Accommodation & Food Services*; *Professional, Scientific & Technical activities*; *Administrative & Support Service Activities*; and *Health*. Experian has more positive expectations for the *Retail Trade*; *Transportation & Storage* and *Education* sector. For these sectors the scale of difference is more marked, partly because these are large sectors and hence the discrepancy can be emphasised, and partly because of different expectations on sectoral performance reached by the two sets of forecasters. However, few of these sectors have a direct effect on the demand for employment sites and premises.

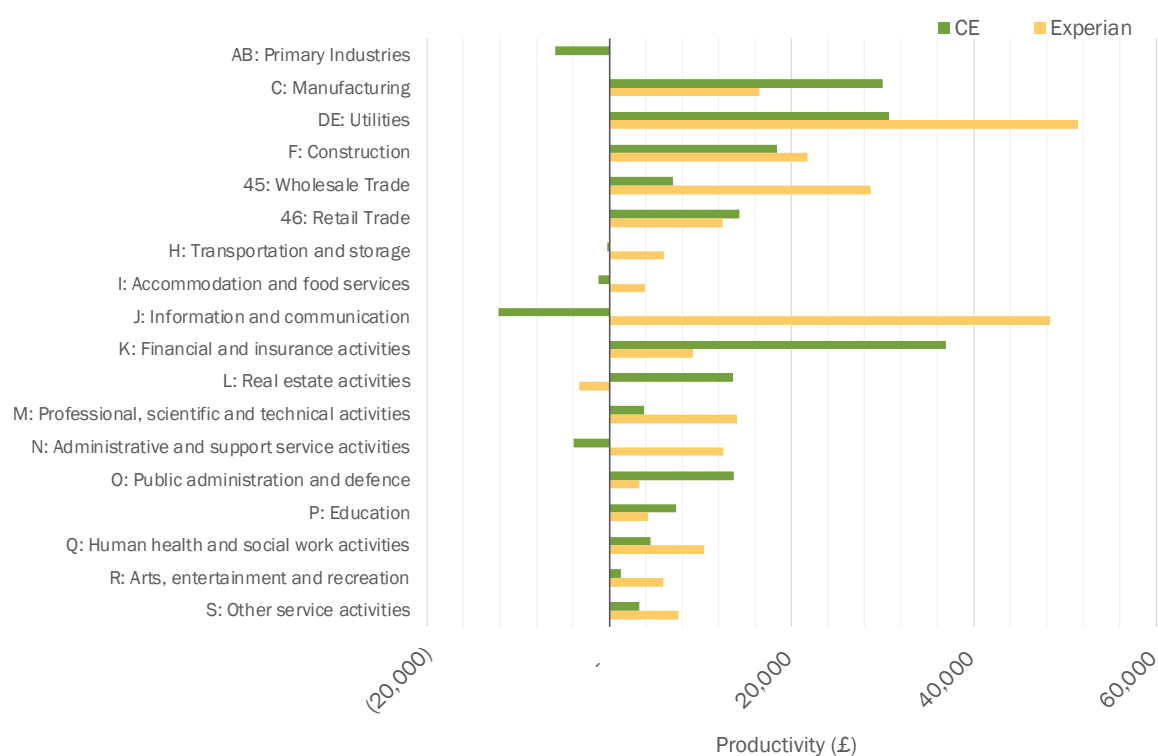
3.1.21 Figure 3.5 considers the change in GVA by sector. This shows that GVA is anticipated to grow for all sectors with the exception of *Manufacturing*; *Transportation & Storage*; *Arts, Entertainment & Recreation* and *Other Service Activities* which show very small declines from one forecast. There are some significant variations between the two forecasters, particularly for: *Utilities*; *Wholesale Trade*; *Information & Communication*; *Real Estate*; *Professional, Scientific & Technical Activities*; *Administrative & Support Service Activities* and *Public Administration & Defence*. Figure 3.6 shows the forecast change in productivity, with the change in the *Manufacturing* sector being driven by greater investment in equipment and automation.

Figure 3.5 GVA change by sector 2020–2040



Source: HJA based on Cambridge Econometrics and Experian (negative values in parentheses)

Figure 3.6 Productivity change by sector 2020–2040



Source: HJA based on CE and Experian

4 Selection of Alternative Employment Scenarios

- 4.0.1 In the previous section we have presented three employment scenarios: the midpoint of the two forecasts, and the minimum and maximum of each forecast. The following section examines some of the likely major influences on future levels of employment and demand for premises. This will determine whether these scenarios are the most appropriate for forecasting future demand for employment land, or whether additional or augmented scenarios should be considered.

4.1 Impact of Brexit

- 4.1.1 Both forecasting houses have considered the long-term impact of Brexit on the economy.

Cambridge Econometrics

- 4.1.2 CE has considered the overall impact of Brexit across a number of areas. It assumes that there will be long-term decline in the level of trade with the EU which will not be completely replaced by trade with other countries. The assumption is that the services sector will see the biggest long-term decline in exports as a result of Brexit, but that the impacts will be seen by those sectors that export goods first.
- 4.1.3 CE also assumes that there will be a decline in immigration, leading to a decline in the working-age population. This will lead to labour supply constraints across all sectors, with Manufacturing the hardest hit sector.
- 4.1.4 There is also assumed to be a decline in business investment across the majority of sectors in the UK as a result of Brexit.

Experian

- 4.1.5 Experian have also considered the impact of Brexit through various mechanisms. The model assumes an orderly transition from the European Union and a final change to full customs declarations and controls being introduction on 1st January 2022. Disruptions from delays at the border and increased paperwork as a result of this are considered to impact on the performance of the Manufacturing sector in the short term.

Summary

- 4.1.6 Whilst the Brexit process is not yet complete, much of the impact has already been accounted for in the forecasts. There is relative certainty around the final stage of Brexit (from January 2022) so no alternative scenarios need to be considered.

4.2 Impact of Covid

- 4.2.1 A Covid economic impact analysis was undertaken by Oxford Economics on behalf of the upper tier South West Councils⁴¹ in 2020. This considers the impact at UK, South West and county level, as well as providing some analysis at district level. Analysis for the South West region identifies it as amongst the hardest hit of all UK regions, with employment falling by 3.7% in 2020, and unemployment peaking at 4.5%⁴². Job losses over the 2020–2025 period are predicted to be heavily concentrated in *Manufacturing*, with *Agriculture* and *Transport & Storage* also expected to see notable job losses over the same period.

⁴¹ Coronavirus: Economic Impact Scenarios for Somerset. A report for South West Councils. Oxford Economics. July 2020.

⁴² However, the variation geographically is less pronounced than the effect by sector. The whole of the UK economy has experienced significant negative impact.

- 4.2.2 The analysis showed that Exeter has the highest forecast annual growth rate in GVA and jobs up to 2025. This is higher than the Devon, the South West, and the UK averages. This is particularly fuelled by Exeter's strong representation in private service sectors. The relatively small *Manufacturing* base in Exeter reduces the negative impacts forecast for this sector.
- 4.2.3 Clearly there is a short-term impact. However, in the long-term Oxford Economics note that the structure of the economy is unlikely to change significantly, with the structure by 2025 very similar to that of 2019.

Cambridge Econometrics

- 4.2.4 CE made adjustments to their forecasts in March 2021 based on the economic impacts of Covid. Whilst CE does not explicitly state what assumptions have been made on the sectoral impacts of Covid, the impacts are modelled at the national level and then disaggregated to the region and local level based on past trends. This means that the industrial structure of Exeter will be reflected in the forecasts.

Experian

- 4.2.5 Experian integrates core assumptions of the timeline of Covid related events into its modelling. The assumptions include dates of the removal of all Covid restrictions in July 2021 and the end of the furlough scheme in September 2021. GDP is not expected to recover to pre-pandemic levels until the end of 2022.
- 4.2.6 Substantial sectoral impacts have been captured within the Experian forecasts. For example, a downward trend has been accounted for in sectors such as Accommodation & Food Services, Recreation and other consumer-facing sectors. Conversely, a positive effect is shown for Pharmaceuticals and other sectors that have benefitted from pandemic related activities. For some sectors, there have been more permanent structural shifts which will continue to impact trends, for example the impact on the retail sector of changing consumer behaviours and working from home dynamics.

Summary

- 4.2.7 The impact of Covid on employment and GVA has been considered by both forecasters in-line with the Oxford Economics research. The ongoing impact of emerging new variants (such as Omicron) is uncertain, but it is possible that Covid could suppress economic growth in the future.
- 4.2.8 The Oxford Economics analysis draws attention to the implication of using 2020 as a base year for future forecasting. Given the significant declines in employment in 2020, using this as a baseline would lead to skewed analysis where growth in employment is over estimated.
- 4.2.9 The employment scenarios have used 2019 as a base year to account for this.

4.3 Climate Emergency

- 4.3.1 The Net Zero Strategy outlines the UK's route to net zero carbon emissions by 2050⁴³. The expected impact of the net zero transition on employment is varied. By 2030, net zero industries are expected to support 440,000 jobs nationwide, of which over half will be in the Heating and Construction industries in jobs such as retrofitting houses with heat pumps. Other sectors that are

⁴³ HM Government (2021) Net Zero Strategy: Build Back Greener

likely to require more workers or a reskilling of workers include Automotive Manufacturing due to rises in electric vehicle production, and Advanced Manufacturing.

- 4.3.2 There is also an expected decline in employment in fossil fuel related industries, as the government introduce skills initiatives such as the Heat Network Skills Programme to address the urgent need to reskill workers and ease their transition to green jobs.
- 4.3.3 Along with social pressure and changing market conditions, this evolving policy environment will increasingly encourage business and industry to reduce their environmental impact. This process could have a disruptive influence on Exeter's economy.
- 4.3.4 Exeter's Net Zero Plan⁴⁴ sets out proposals for how Exeter can achieve net zero carbon by 2030. This sets out four themes, 12 goals, and priority actions to achieve these. Areas of relevance to employment sites and premises include:
- Encouraging all organisations in Exeter to commit to reducing their energy use, including through demand reduction and improved insulation
 - Ensuring that local planning policy requires the highest energy efficiency standards in all new buildings
 - Ensuring that the Local Plan identifies new employment sites that can be served by quality public transport links, walking, and cycling
 - Encouraging all Exeter businesses to implement sustainable travel initiatives
 - Building a network of work hubs to reduce the need to travel into the city for work
 - Establish freight consolidation centres at key access points into the city to reduce the number of vehicles coming into the city centre
 - Undertaking regenerative design i.e. ensuring that planning and design enable significant carbon reduction
- 4.3.5 The implications of the climate emergency on the employment scenarios set out is uncertain. Much of the change will be related to activities within sectors, although there is much discussion about 'green jobs'. Both CE and Experian have considered the potential for structural changes as a result of the drive to net zero and wider environmental pressures within their forecasts. As a result, no quantitative change is made at this stage, but this should be monitored.

4.4 Labour Market

- 4.4.1 Population and economic activity data has not been supplied by the forecasting houses alongside their employment forecasts. However, these have been considered as part of their analysis.
- 4.4.2 ORS has undertaken modelling to understand the growth of the Exeter population over the period from 2020 to 2040 as part of their work on the Housing Needs Assessment. Their work indicates there will be 12,300 more economically active people in Exeter by 2040.
- 4.4.3 This is just below the bottom of the range of employment growth (13,000 – 14,000) forecast by CE and Experian. There is a relatively good fit between forecast jobs growth and the economically active population in Exeter. Jobs growth does not necessarily need to match growth in the economically active population 1:1 given that people can have multiple jobs.

⁴⁴ Exeter City Futures (2020) Net Zero Exeter 2030 Plan

- 4.4.4 Given that Exeter experiences reasonable levels of in-commuting we do not believe it is necessary to make any adjustments to the forecasts based on labour supply.

4.5 Policy and Strategy

- 4.5.1 This short review summarises the future growth plans and aspirations for Exeter, and considers the policy position within the context of the current national and regional policy environment.

Levelling Up White Paper

- 4.5.2 The UK Government's Levelling Up White Paper was published in February 2022. It has four missions, of which three are pertinent to this study:

- Boosting productivity, pay, jobs, and living standards by growing the private sector, in which the delivery of appropriate sites and premises to accommodate growth will be necessary
- Spreading opportunity, through actions including up-skilling, which will impact the future demand for employment and the appropriate sites and premises to accommodate this
- Restoring a sense of community, local pride, and belonging, in which the delivery of employment and mixed-use communities will improve residents' satisfaction

Heart of the South West

- 4.5.3 The Heart of the South West (HotSW) LEP's Local Industrial Strategy (LIS) sets out a pathway to realising the area's potential – capitalising on new and emerging technologies whilst reducing the area's carbon footprint, increasing social mobility, and protecting and enhancing the natural environment.

- 4.5.4 In developing the LIS, the LEP commissioned an independent review of the evidence to identify which parts of the economy had the greatest potential for delivering productivity improvements, as well as contributing to the national Grand Challenges. This review concluded there are three key areas for the 'Dynamic Heart' of the economy, where there are significant local assets and global potential: Energy, Engineering, and Digital.

- **Energy:** Exeter already has a world-class reputation in climate change and environmental research, but partners have an ambition to make Exeter globally recognised for a wider contribution to environmental futures. In addition to the Met Office, the city of Exeter has more contributors to the Intergovernmental Panel on Climate Change Fifth Assessment Report than any other area in the world.
- **Engineering:** One of a number of priorities in this key area relates to 'industrial digitisation' – to unlock productivity from the manufacturing sector through automation and harnessing of data, aligned with ambitions in the AI Sector Deal. The LIS highlights a number of actions that will help achieve the LEP's ambition with regard to engineering activities. These actions include:
 - Promoting the opportunity in photonics and microelectronics to attract inward investment in support of this cluster; and to ensure that potential FDI investors are aware of the range of opportunities⁴⁵.
 - Developing an overarching strategy to support South West Aerospace, with the aim of securing further development of the sustainable aviation cluster in Exeter and East Devon working with local and private sector partners.

⁴⁵ Exeter University offers a number of relevant photonics graduate courses as well as PhD courses through the internationally renowned Centre for Doctoral Training (CDT) in metamaterials.

- Create a low carbon technology cluster around strategic employment sites, including the acceleration of existing Enterprise Zones (including Exeter and East Devon), as well as further development of the aerospace, energy, marine and photonics clusters.
- **Digital:** This priority is focused on growth opportunities through harnessing data sets and the application of AI. To achieve its Digital ambitions, the LEP will work to:
 - Examine options to accelerate the economic growth opportunities from the Met Office in Exeter.
 - Continue to prioritise the development of Exeter Science Park and work to secure funding for the proposed Environmental Intelligence Accelerator for the Heart of the South West.
 - Accelerate development, commercialisation and dissemination of data analytics and AI technologies to reduce emissions from agriculture.

4.5.5 Headquartered in Exeter with regional hubs in Plymouth, Taunton, and Falmouth, the Accelerator will develop a region-wide network across the HotSW and Cornwall and Isles of Scilly LEP areas. The Accelerator would help to significantly enhance the R&D facilities and innovation capacity at the Exeter Science Park Building alongside the existing Big Data and Environmental Futures Impact Lab. The proposal will focus on developing Exeter Science Park as a place-based approach to meet the Heart of the South West's ambition for a sustainable, critical mass of innovative and entrepreneurial STEMM (science, technology, engineering, mathematics and medicine) businesses by 2027.

4.5.6 A health innovation ecosystem will be established across the Heart of the South West centred on Med-Tech in Exeter, and a Health Technology Innovation Campus in Plymouth. These will form two distinct parts of the Demonstrator, bringing together researchers, health and care businesses, academics, patient groups and health and care providers to test, refine and implement solutions to societal challenges.

4.5.7 These opportunities relate closely to the Grand Challenges of Artificial Intelligence and Data, Clean Growth, and the Future of Mobility (noting the demise of the UK Industrial Strategy in which these are featured). The demographic challenge within the Heart of the South West and the identified strength in digital and advanced manufacturing also offers an opportunity to address the Ageing Society Grand Challenge. The areas of overlap between these sectors offer links to wider parts of the Heart of the South West economy, as well as opportunities for innovation and cross-over which will be delivered through the lens of clean and inclusive growth.

Exeter

4.5.8 The Innovation Exeter Programme is setting a long-term framework for the future growth of Exeter's economy in terms of transformational changes towards a knowledge economy, based around its strengths as recognised by the Government's Science and Innovation Audit. These strengths are: applied environmental science, digital innovation, data analytics, and high performance computing. Exeter City Futures is also part of this overarching framework. The aim of the programme is to set the direction for future growth in the local economy, develop a smart city and focusing on areas such as data analytics, big data and the knowledge economy.

4.5.9 The Transformational Sectors Action Plan is focused on supporting the knowledge economy and identified transformational sectors. The rationale and recommended actions of this Action Plan are in line with extensive work undertaken by the Greater Exeter local authorities, the University of Exeter, and the Heart of the South West Local Enterprise Partnership, which has involved detailed

research and analysis of the local economic circumstances, and national and international market trends and opportunities.

- 4.5.10 The ambition set out in current short- and long-term economic growth strategies is to increase knowledge intensive employment and productivity by promoting research and innovation activities and build upon distinctive competitive and environmental advantages across the area.
- 4.5.11 The Liveable Exeter programme sets out plans for significant housing delivery across eight sites in Greater Exeter. The vision is for a growing and thriving city region with connected communities. The delivery of significant housing growth is intended to bring major investment to the city, which will in turn create thriving neighbourhoods with new homes and meaningful, high value jobs. The programme acknowledges that businesses need to be supported to respond to changing societal needs.
- 4.5.12 The Net Zero Exeter Plan is discussed in more detail above, and sets out proposals for how Exeter can move towards net zero carbon emissions by 2020.

4.6 Alternative scenarios

- 4.6.1 The preceding sections of this chapter set out a range of evidence on factors that may influence the baseline employment forecasts. All these factors, aside from local policy and strategy, have been accounted for in the CE and Experian forecasts.
- 4.6.2 There is a need to consider the employment forecasts presented in Chapter 3 and decide which of these to take forward for employment land forecasting. Additionally, there is a need to consider the impact of the local policy environment on future employment in the area.

Key Messages

- 4.6.3 The CE and Experian forecasts indicate a range of employment growth of between 13,000 and 14,000 jobs (employment in premises) over the period 2020–2040. The forecasts demonstrate a narrow range of possible levels of economic growth overall, but a moderate range in sub sector growth.
- 4.6.4 The process of the UK formally leaving the EU has been underway since January 2020, so the direction of travel is widely understood at this point, and has been accounted for in employment forecasts.
- 4.6.5 Consideration of the impact of Covid indicates that there will be a short-term jobs impact. However, it needs to be borne in mind that the ongoing emergence of new variants may weigh on growth in the future.
- 4.6.6 The forecast growth in the local economically active population is aligned with the total employment growth forecast for the period.
- 4.6.7 Regional and local policy seeks to drive growth in employment in the knowledge economy. This will need to be considered as part of scenario development as the forecasting houses do not account for this.

Alternative growth scenarios

- 4.6.8 Scenarios provide a very helpful tool in times of uncertainty, and also allow some sensitivity testing to see how variable key measures are to the alternative future trajectories. Given that there are a

number of factors pushing in opposite directions it seems sensible to consider a variety of scenarios from more negative to more positive.

4.6.9 To provide a robust evidence base, the following scenarios will be considered for the identification of floorspace requirements in Chapter 5:

- The '**Minimum**' scenario which is, based on selecting the baseline forecast with the lowest growth for each sector.
- The '**Mid-point**' scenario which takes the mid-point between the Cambridge Econometrics and Experian forecasts for every sector.
- A '**Policy intent**'⁴⁶ scenario which applies an uplift to the *Information & Communication* and *Professional, Scientific & Technical Activities* sectors above the maximum baseline forecasts for these sectors. It is anticipated the Council's future policy and strategy approaches will look to maximise growth in this sector. This uplift reflects the recent strong performance of these sectors in Exeter. This also covers the likely impact of 'clean growth' and the move towards net zero as set out in local and national policies, as Exeter's activity in these sectors is likely to be in the sectors listed above.
- A '**Maximum+**' scenario, which is based on selecting the baseline forecast with the highest growth for each sector, plus accounting for the uplift in the Policy intent scenario.

4.6.10 Figure 4.1 summarises the employment change by sector across these scenarios over the Plan period.

Figure 4.1 Forecast employment change scenarios by sector 2020–2040 (based on 2019–2040 average annual change)

Sector	Minimum	Mid-point	Policy intent	Maximum+
Primary industries	-	-	-	100
Manufacturing	(900)	(700)	(700)	(600)
Utilities	(300)	-	-	400
Construction	1,100	1,100	1,100	1,100
Wholesale	(200)	(200)	(200)	(200)
Retail	(600)	100	100	700
Transportation & storage	(400)	200	200	800
Accommodation & food	1,100	2,100	2,100	3,000
Information and communication	500	900	1,300	1,300
Financial and insurance	(500)	(100)	(100)	300
Real estate	400	700	700	1,000
Professional, scientific & tech.	1,600	2,000	3,000	3,000
Administrative and support serv.	1,100	1,900	1,900	2,600
Public administration & def.	200	200	200	300
Education	900	1,400	1,400	2,000
Health	3,600	4,400	4,400	5,100
Arts, entertainment & rec.	(300)	(100)	(100)	200
Other services	(500)	(300)	(300)	(200)
Total	7,000	13,000	15,000	21,000

⁴⁶ 'Policy On' has been avoided for reasons discussed in paragraph 3.1.2

Source: HJA based on Cambridge Econometrics and Experian. Figures may not sum due to rounding. Negative numbers in parenthesis

- 4.6.11 These figures will be taken forward to inform four scenarios for employment land demand in the following Chapter.

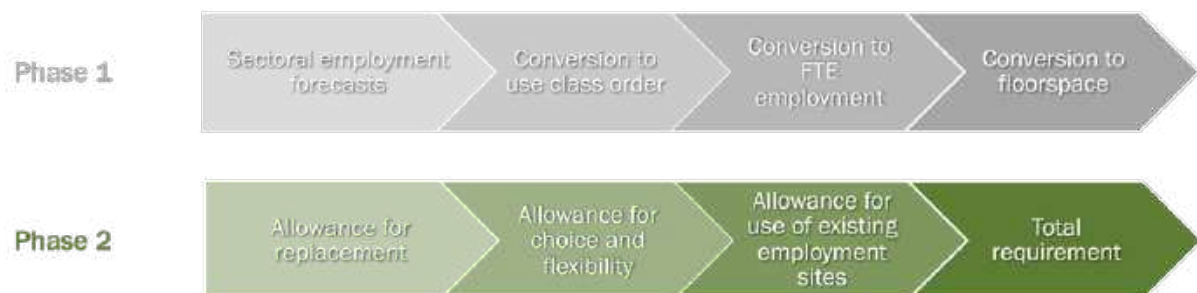
5 Assessment of Demand for Employment Sites and Premises

- 5.0.1 The preceding chapter considered potential economic and employment scenarios for Exeter. This chapter sets out analysis of the associated employment sites and premises requirement arising from future growth and to enable a strong local economy.

5.1 Approach

- 5.1.1 Figure 5.1 provides a summary diagram of the approach adopted to assess future sites and premises requirements.

Figure 5.1 Approach to assessing sites and premises requirements



- 5.1.2 **Phase 1** takes account of the net changes in the economy i.e. the growth and decline of particular sectors. The sectoral employment projections are converted to Use Classes. This provides an indication of the spread of future employment change across the full range of planning Use Classes and none. From that point onward the focus is upon Use Classes E(g)⁴⁷, B2, and B8, with other elements of the evidence base more suited to informing the detailed requirements for C, other E uses except for E(g), and Sui Generis. The net employment changes in the E(g), B2, and B8 Use Classes are then converted to property and land requirements using employment and development density assumptions.
- 5.1.3 **Phase 2** then considers wider market factors, particularly the need to recognise the churn in the economy and the associated need to replace and upgrade property stocks. For example, whilst the manufacturing sector as a whole has experienced well-documented decline in its employment base, there has been a continued demand for new premises within which to operate. This demand can be driven by existing companies needing more/less space, a different location, or a different type of premises. It can also be driven by new companies in the market, which may not find the right type of property available in the right location within the market. As a result, whilst overall a sector may be in decline (although this still applies to growing sectors too), there are changes beneath the surface that continue to drive demand. This can be a particular issue where existing stocks are ageing or where vacant sites are no longer in the locations that are suitable to modern occupiers. This also ensures provision is made for replacing sites that might be lost from employment use to other uses. Also, within Phase 2 the assessment builds in an allowance for

⁴⁷ In September 2020 the former B1 Use Class was changed to become part of a new E Use Class. For the purposes of this study, uses that were previously referred to as B1a, B1b and B1c are referred to by their new Use Classes E(g)(i-iii). In practical terms these Use Classes comprise office uses, research and development activities and light industrial activities.

choice and flexibility. This element needs to take account of offering location choice as well as choice in terms of the type of property and setting.

- 5.1.4 Within the detailed assumptions employed as part of this model, local evidence has been used to ensure the approach is appropriate to Exeter. These assumptions have been tested through consultations with commercial property market stakeholders. Results have been validated through the stakeholder engagement process.
- 5.1.5 Further details of the method are set out within the remainder of the chapter and supporting appendices. For ease of reading all figures are rounded throughout this chapter. As a result, some tables may not sum exactly.

5.2 Phase 1 – Net Additional Changes

Employment forecasts

- 5.2.1 Four employment change scenarios have been developed in Chapter 4: Minimum, Mid-point, Policy Intent, and Maximum+ scenarios. The overall range within the four scenarios is +7,000 to +21,000 jobs.

Conversion to use class order

- 5.2.2 Employment change by sector for each scenario (shown in Figure 4.1) is converted to use classes using the conversion matrix set out at Appendix 1. This matrix has been tailored to the Exeter economy using fine-grained employment data from the ONS BRES dataset.
- 5.2.3 Figure 5.2 sets out the employment change by use class across the plan period. This is helpful to understand a number of key points. Firstly, employment is spread across many use classes and none. Employment is not confined to the E(g), B2, and B8 use classes (traditionally referred to as the ‘employment’ use classes).
- 5.2.4 Across all scenarios a significant share of growth is forecast in the ‘none and homeworking’ category. This includes home-based workers who are considered as ‘100% homeworking’ with zero use class order implications. The ‘none and homeworking’ category also includes workers who work in the workplace of others (e.g. cleaners), or peripatetic workers that have ‘no fixed place’ of work (e.g. those who work in the construction industry who are active at multiple sites at any given time).
- 5.2.5 The core analysis draws on evidence of pre-pandemic levels of homeworking using ONS data derived from Annual Population Survey data on homeworking by industry. An indirect impact of the Covid-19 pandemic has been an increase in homeworking and flexible working. A full discussion on the implications of Covid on working practices is included in Appendix 2.

Figure 5.2 Change in employment by use class over Plan period (2020–2040) based on 2019–2040 average change per annum

Use Class	Description	Minimum	Mid-point	Policy intent	Maximum+
B2	General industrial	(740)	(600)	(600)	(460)
B8	Storage or distribution	(150)	-	20	150
C1	Hotels	160	280	280	400
C2	Residential institutions	2,310	2,840	2,840	3,370
C2a	Secure Residential Institution	10	10	10	20
E(a)	Display or retail sale of goods	(510)	220	220	940
E(b)	Sale of food and drink	570	1,030	1,030	1,480
E(c)(i)	Financial services	(130)	(30)	(30)	70
E(c)(ii)	Professional services	150	230	270	330
E(c)(iii)	Other services	-	-	-	-
E(d)	Indoor sport and recreation	(90)	-	-	100
E(e)	Medical or health services	940	1,160	1,160	1,380
E(f)	Creche, day nursery/centre	(30)	50	50	120
E(g)(i)	Offices	1,620	2,690	3,450	4,160
E(g)(ii)	Research and development	290	360	540	540
E(g)(iii)	Light industrial	10	20	20	40
F1(a)	Education	810	1,350	1,350	1,890
F1(b)	Display of works of art	-	-	-	-
F1(c)	Museums	-	10	10	20
F1(e)	Public halls or exhibition halls	10	10	10	20
F1(f)	Public worship or religious	(60)	(30)	(30)	(10)
F1(g)	Law courts	50	70	70	100
F2(a)	Small shops (isolated location)	-	-	-	-
F2(b)	Local community hall	10	10	10	20
F2(c)	Outdoor sports or recreation	(30)	10	10	50
F2(d)	Swimming pool or skating rink	(10)	10	10	40
SG	Excluded from classification	(120)	510	530	1,150
	None and homeworking	1,840	3,240	3,650	4,780
	Traditional 'employment' uses	1,000	2,500	3,400	4,400
	All other uses	5,900	11,000	11,500	16,300

Source: HJA analysis based on Cambridge Econometrics and Experian. Figures may not sum due to rounding. Negative numbers in parenthesis.

Conversion to FTE employment

- 5.2.6 Employment forecasts are then converted to FTE jobs by using ONS Annual Survey of Hours and Earnings data. This is to ensure the employment figures align with the floorspace per FTE figures provided in the Homes & Communities Agency's (HCA) Employment Density Guide (3rd edition).

Conversion to floorspace

- 5.2.7 Floorspace per FTE figures provided in the HCA's Employment Density Guide (3rd edition) are used to convert FTE employment by use class to floorspace demand figures.
- 5.2.8 The summary below provides high level analysis of floorspace by use class. All totals are reported as gross external area (GEA). The detail behind the assumptions is set out in Appendix 3.
- 5.2.9 The analysis assumes a direct link between employment and floorspace required. It is appropriate to caveat this approach with two important points.

- Firstly, if there is capacity within the existing stock of premises there will be the opportunity to accommodate some employment increases without the need for new space, and vice versa.
- Secondly, if there are changing working practices the ratio between workers and floorspace could change over time.

5.2.10 The first of these issues is dealt with via consideration of vacancy and under-utilisation, which has been tested through consultations. No specific evidence relating to under-utilisation has been cited in our research. It is therefore assumed that whilst some occupiers may well be under-utilising their current facilities others may well be operating above capacity. Over the course of the plan period there is an opportunity for adjustment. A frictional vacancy rate of 5% to 10% is typical to enable the efficient workings of the market. There is also the fact that some stock is unsuitable. The Covid-19 pandemic may lead to some business closures and release of floorspace onto the commercial market. As the employment scenario work factors in a full recovery in employment this should not be seen as permanent vacancy, although it could delay demand, which could delay delivery of new floorspace.

5.2.11 The second issue of changing working practices is considered in Appendix 2 as part of the discussion of the impact of Covid on homeworking. Prior to the Covid pandemic there was a long-term trend towards increasing occupation density in the office sector however, this was already beginning to level off. There is now additional reason to believe, at least in the short term, that densities will decrease as a result of social distancing.

5.2.12 We have used the standard densities set out in the Employment Density Guidance (2015)⁴⁸. Any updates to this guidance, or additional evidence of changing employment densities should be monitored in the future.

Phase 1 results: net additional floorspace demand

5.2.13 Figure 5.3 sets out the net additional demand for employment floorspace (Phase 1). As stated elsewhere, 2019 has been chosen as the baseline year for analysis in order to mitigate against the statistical risks associated with selecting a starting point (i.e. 2020) affected by the Covid-19 pandemic. As such, the average annual rate of employment change over the period 2019–2040 has been applied to the Plan period (2020–2040) to assess the following net additional demand figures.

⁴⁸ Homes & Communities Agency (2015) Employment Density Guidance 3rd ed.

Figure 5.3: Phase 1 results: Net additional demand for employment floorspace by use class over Plan period (2020–2040) (sq m)

Use Class	Description	Minimum	Mid-point	Policy intent	Maximum+
E(g)(i)	Offices	18,800	31,600	40,700	49,100
E(g)(ii)	Research and development	15,700	19,600	29,400	29,400
	Offices	34,500	51,200	70,100	78,500
E(g)(iii)	Light industrial	400	900	900	1,500
B2	General industrial	(27,000)	(22,000)	(22,000)	(16,900)
B8	Storage or distribution	(11,200)	(200)	1,000	10,900
	Industrial	(37,900)	(21,300)	(20,000)	(4,600)

Source: HJA analysis based on Cambridge Econometrics and Experian. Figures may not sum due to rounding. Negative numbers in parenthesis.

5.3 Phase 2 – Replacement, Churn, Flexibility

- 5.3.1 Phase 1 considered only the net changes in employment in E(g), B2, and B8 Use Class activity that need to be accommodated within the district. Phase 2 deals with the need to ensure the existing economy, and the on-going changes within it, are supported through the provision of sufficient employment stocks.
- 5.3.2 The methodology employed for estimating the level of replacement demand assumes that a proportion of the total existing stock of employment property needs to be replaced each year to ensure the overall stock of premises is sufficient and appropriate for modern needs, in terms of both building quality and site characteristics. This is particularly important for the manufacturing sector where on-going development of industrial premises has been observed, despite a decline in employment in the sector over many years.
- 5.3.3 With Permitted Development Rights (PDR) now in place and their reach broadened there is increasing pressure for redevelopment of office and light industrial stocks to other uses. The introduction of the E Use Class also carries the possibility of wider erosion of some former B1 stocks to other uses. There are also losses of employment property for other reasons, whether occupation by non-employment users (e.g. the growth in leisure occupiers) or redevelopment for non-employment uses. It is important that any potential losses of commercial employment stocks do not hamper the growth and ongoing performance of the economy.
- 5.3.4 HJA estimates a replacement requirement equivalent to 1–2% of stock per annum⁴⁹. Data on commercial property stocks is available up to 2020–2021. This indicated 341,000 sq m of offices⁵⁰ and 578,000 sq m of industrial⁵¹ premises in the district in 2020. Commercial stock data is only split by office and industrial, and does not therefore allow fine-grained analysis by Use Class. This estimate of commercial stocks is used to calculate replacement and upgrading requirements in the future. Figure 5.4 sets out the results of the analysis.

⁴⁹ See Appendix 4 for details.

⁵⁰ In the absence of detailed guidance, it is assumed that the VOA's definition of office space equates to E(g)(i) and E(g)(ii) in the new Use Class order.

⁵¹ In the absence of detailed guidance, it is assumed that the VOA's definition of industrial space equates to E(g)(iii), B2, and B8 in the new Use Class order.

Figure 5.4: Forecast replacement and churn requirement 2020-40 (sq m)

Use	Total Stock (2020–2021)	Annual Replacement	20 Year Plan Period Total
Office (1–2% pa)	341,000	3,400–6,800	68,000–136,000
Industrial (1–2% pa)	578,000	5,800–11,600	116,000–231,000

Source: HJA based on VOA (figures may not sum due to rounding).

- 5.3.5 In aggregate the replacement requirement is far more significant than the needs resulting from net changes in the economy; with up to +136,000 sq m of offices and +231,000 sq m of industrial (including light industrial and warehousing).

Reuse of Employment Sites

- 5.3.6 The analyses of both net additional and replacement requirements set out above do not consider whether the development activity takes place on existing employment sites (replacing or substantially refurbishing one building with another on the same plot of land) or whether currently unoccupied land needs to be made available. The evidence and market observation suggest there will be elements of both, particularly as some former employment sites are lost to alternative uses e.g. to residential uses through PDRs.
- 5.3.7 The Government's Energy White Paper published in 2020⁵² set out a commitment that rented commercial and industrial properties should reach EPC band B by 2030, where this is cost-effective. This could lead to significant investment in the refurbishment of premises or their replacement.
- 5.3.8 HJA has been unable to interrogate historic district level monitoring data to identify the degree to which E(g), B2, and B8 Use Class completions have been achieved on previously developed employment land. However, on the basis of conversations with industry experts and Council representatives, we have assumed that 10% of gross employment development activity can be achieved through reuse of previously developed office sites, and 20% from industrial sites. The office assumption is relatively low when compared with findings of HJA analysis in other parts of the south of England⁵³. However, Exeter's focus on housing development is likely to limit the amount of reuse for employment premises that can be achieved. The corollary of this is a need for the remaining 90% of gross requirements to be provided for through new office development land (this can include previously or currently allocated but not yet developed employment sites).

Choice & Flexibility

- 5.3.9 A percentage uplift of the combined requirement for net additional and churn/replacement is applied to ensure an allowance for range and choice is incorporated. This uplift also builds in some additional flexibility to allow the normal frictional movement in the market. As such, in line with industry standards, an uplift of 10% has been applied.

⁵²

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/945899/201216_BEIS_EWP_Command_Paper_Accessible.pdf

⁵³ Previous HJA analysis in the West of England, Hampshire, Wiltshire and Devon has identified a replacement rate of around 20% on B Use Class sites. Historic data for Taunton Deane (around 7%) and West Somerset (around 14%) indicates a figure in the region of 10% is appropriate. However there are some uncertainties in the data which may suppress this figure.

5.4 Total Requirement

5.4.1 This section brings together the various elements within the analysis to build a picture of future requirements, split by office and industrial/warehousing. Each of the tables highlights the relative importance of replacement requirements when compared to net additional changes.

Office requirements

5.4.2 Based on agents' feedback, replacement requirements are likely to be at the low end of the range (1% of stock per annum). Office land requirements are highlighted in red to indicate these figures should be interpreted carefully.

5.4.3 For offices, requirements are best reported in terms of floorspace for planning purposes, as varying development densities generated by different types of office developments can create large ranges e.g. the differing nature of multi-storey development 'in-town' (typically with a development density of 100%+) and fewer storeys 'out-of-town' (typically with development densities of ~40%). However, land requirements have been set out in this section to aid plan-making.

5.4.4 The low land requirement figures assume development density of 100% on all sites, and the high land requirement figures assume development density of 40% across all sites. Because these development density assumptions produce such a large range, a middle range has been set out assuming that half of all new development takes place at 100% development density, with the other half taking place at 40% development density.

5.4.5 Figure 5.5 shows the requirement for between 102,000 and 145,000 sq m of additional office premises. Assuming a middle range of development densities, the scenarios suggest a requirement of between 18 and 26ha of employment land for offices.

Figure 5.5 Total estimated future sites and premises requirements (offices) – all scenarios (sq m unless stated)

Offices and R&D	Minimum	Mid-point	Policy intent	Maximum+
Replacement provision (A)	68,000	68,000	68,000	68,000
Net additional requirement (B)	34,000	51,000	70,000	79,000
Gross requirement (C=A+B)	103,000	119,000	138,000	147,000
Flexibility allowance (D)	10,000	12,000	14,000	15,000
Net requirement (E=C+D)	113,000	131,000	152,000	161,000
Delivered on existing employment sites (F)	11,000	13,000	15,000	16,000
Total requirement (G=E-F)	102,000	118,000	137,000	145,000
Average annual requirement	5,100	5,900	6,800	7,300
Total land requirement (ha) – LOW⁵⁴	10	12	14	15
Total land requirement (ha) – MID⁵⁵	18	21	24	26
Total land requirement (ha) – HIGH⁵⁶	25	30	34	36
Average annual land requirement (ha) LOW	0.5	0.6	0.7	0.7
Average annual land requirement (ha) MID	0.6	1.1	1.2	1.3
Average annual land requirement (ha) HIGH	1.3	1.5	1.7	1.8

⁵⁴ 100% development density

⁵⁵ Combination of 40% and 100% development densities

⁵⁶ 40% development density

- 5.4.6 Based on the discussion in Appendix 2 on the impact of increased homeworking and flexible working on the demand for office space we have examined a 'Homeworking+' adjustment to the office requirement. This involves reducing the office requirement by 10% of the existing stock, or 34,100 sq m over the 20 year period. This leads to a reduction in the floorspace demand identified under each scenario as per Figure 5.6. This provides a range of 67,500 to 111,100 sq m of need for additional office premises. Assuming a mixture of densities, this suggests a land requirement of between 12 and 20ha over the plan period.

Figure 5.6: Total estimated future sites and premises requirements including 'Homeworking+' adjustment (offices) – all scenarios (sq m unless stated)

Offices and R&D	Minimum	Mid-point	Policy intent	Maximum+
Replacement provision (A)	68,000	68,000	68,000	68,000
Net additional requirement (B)	34,000	51,000	70,000	79,000
Gross requirement (C=A+B)	103,000	119,000	138,000	147,000
Flexibility allowance (D)	10,000	12,000	14,000	15,000
Net requirement (E=C+D)	113,000	131,000	152,000	161,000
Delivered on existing employment sites (F)	11,000	13,000	15,000	16,000
Homeworking+ adjustment (G)	34,100	34,100	34,100	34,100
Total requirement (H=E-F-G)	67,500	84,100	102,800	111,100
Average annual requirement	3,400	4,200	5,100	5,600

Total land requirement (ha) – LOW⁵⁷	7	8	10	11
Total land requirement (ha) – MID⁵⁸	12	15	18	20
Total land requirement (ha) – HIGH⁵⁹	17	21	26	28

Average annual land requirement (ha) LOW	0.3	0.4	0.5	0.6
Average annual land requirement (ha) MID	0.6	0.8	0.9	1.0
Average annual land requirement (ha) HIGH	0.8	1.1	1.3	1.4

- 5.4.7 The figure above provides an indication of the potential level of demand that would result from a decline in office space requirements as a result of increased homeworking and flexible working. This is a 'policy off' assessment and does not account for local policy considerations of the delivery of workhubs to facilitate changes in working practices. The delivery of workhubs near to people's homes may displace some office demand from more established office locations. If used flexibly and largely on a part-time basis, then these could provide workspace for more people than a traditional office.

Industrial requirements

- 5.4.8 Based on agent feedback, replacement requirements are likely to be at the upper end of the range (2% of stock per annum).
- 5.4.9 A site development density of between 35% and 40% is assumed for industrial premises development to reflect the different needs of occupiers. A large distribution warehouse will

⁵⁷ 100% development density

⁵⁸ Combination of 40% and 100% development densities

⁵⁹ 40% development density

typically have a development density of around 35% of the site, whilst most other industrial uses have closer to 40% development density.

- 5.4.10 The low land requirement figures assume development density of 40% on all sites, and the high land requirement figures assume development density of 35% across all sites. Figure 5.7 provides a range of 170,000–199,000 sq m of need for additional industrial premises, which equates to between **43 ha and 57 ha**.

Figure 5.7 Total estimated future sites and premises requirements (industrial) – all scenarios (sq m unless stated)

General industrial and warehousing	Minimum	Mid-point	Policy intent	Maximum+
Replacement provision (A)	231,000	231,000	231,000	231,000
Net additional requirement (B)	(38,000)	(21,000)	(20,000)	(5,000)
Gross requirement (C=A+B)	193,000	210,000	211,000	227,000
Flexibility allowance (D)	19,000	21,000	21,000	23,000
Net requirement (E=C+D)	213,000	231,000	232,000	249,000
Delivered on existing employment sites (F)	43,000	46,000	46,000	50,000
Total requirement (G=E-F)	170,000	185,000	186,000	199,000
Average annual requirement	8,500	9,200	9,300	10,000
Total land requirement (ha) – LOW⁶⁰	43	46	46	50
Total land requirement (ha) – HIGH⁶¹	49	53	53	57
Average annual land requirement (ha) LOW	2.1	2.3	2.3	2.5
Average annual land requirement (ha) HIGH	2.4	2.6	2.7	2.8

5.5 Validation

- 5.5.1 The figures set out above are largely drawn from desk-based analysis, but with testing at key points from local stakeholders. We have analysed historic jobs growth using ONS data to ensure the forecast employment growth is realistic.

Stakeholder Discussions

- 5.5.2 Consultation with local commercial agents explored issues related to demand for employment premises. The key local trends for each market segment are discussed below.
- 5.5.3 There was general agreement on the level of employment growth forecasted across all sectors. However, it was thought that some sectors are likely to diverge from the mid-point position. The Information & Communication sector is expected to have high employment growth in the coming years, which is a prediction based upon current demand for employees in the sector.
- 5.5.4 It was also noted the forecasted decline in Manufacturing employment might stem from an existing undersupply of manufacturing floorspace in the city which is proving a barrier to current growth, and will likely constrain future growth. Due to this undersupply of industrial sites and premises, manufacturing activity is being driven outside of the city boundary. Should more industrial sites be

⁶⁰ 40% development density

⁶¹ 35% development density

allocated in Exeter to serve the Manufacturing sector, employment in the industry may not contract to the extent indicated by the forecasters.

- 5.5.5 Another concern regarding the employment growth forecasted in the mid-point scenario was the nationwide tightening of the labour market that is likely to limit both business and employment growth. The reasons most relevant to Exeter's tightened labour force include: the unwillingness of workers to move closer to Exeter for work and the outward migration of European workers following Brexit. There is also the view that workers in declining sectors lack an understanding of the training opportunities that may be available to allow a career change.

Homeworking

- 5.5.6 Comment on the impact of homeworking and flexible working on office demand were mixed. Currently there is high demand for flexible work hubs in Exeter, whereby office space is retained but utilised in a more flexible way. However, there were varied views on whether this is a temporary change or if the trend will continue in the long term. The majority did believe that some level of homeworking and flexible working will persist, but the degree to which this would be the case was unknown.
- 5.5.7 It was also noted that due to the high demand for flexible office space in the city centre, many businesses are opting to relocate out of the centre into larger and more affordable spaces that can cater to their needs. Some consultees discussed the rise in second home purchases in the South West and predicted an increasing demand for more flexible office spaces as a result of this trend (the implication being those temporarily residing in second homes would want work remotely from flexible office spaces).

Policy Intent scenario

- 5.5.8 There was agreement regarding the employment growth forecast in this scenario. However, it was suggested that it may be helpful to separate the industries in the renewable energy sector from the wider Professional, Scientific & Technical Activities sector due to its anticipated growth. This approach has not been pursued given the significant and well-established challenges associated with attempting to define the renewable energy sector using the SIC system utilised in this study.

Historic Performance

- 5.5.9 Part of the sensitivity testing at this stage included comparing future employment forecasts with historic performance. Figure 5.8 sets out the per annum employment growth of the baseline forecasts and the alternative growth scenarios in comparison with ONS Jobs Density data between 2000–2019.

Figure 5.8 Exeter employment historic and forecast employment change vs. ONS Jobs Density historic performance

	2000–2019		2019–2040	
	Jobs per annum	% change per annum	Jobs per annum	% change per annum
Minimum	+1,600	+1.8%	+300	+0.3%
Experian	+1,400	+1.5%	+700	+0.6%
Mid-point/Homeworking	+1,500	+1.7%	+700	+0.6%
Policy intent/Hybrid	+1,500	+1.7%	+700	+0.7%
Cambridge Econometrics	+1,700	+1.9%	+700	+0.6%
Maximum	+1,400	+1.6%	+1,000	+0.9%
ONS Jobs Density	+1,700	+1.8%		

Source: HJA analysis based on Cambridge Econometrics and Experian

- 5.5.10 ONS Jobs Density data indicates that between 2000 and 2019 Exeter added approximately 1,700 jobs per annum. Taking account of discussions in Chapter 3 around uncertainties and external influences, this may be considered the upper limit of future performance – it would go against most predictions for future performance to outstrip pre-Covid historic performance. However, annual employment growth approaching this level is not an unrealistic target, especially given the intention for Exeter’s policy environment to facilitate growth.

5.6 Distribution of Demand

Net Zero

- 5.6.1 The Government Net Zero Strategy published in 2021⁶² promotes cycling and walking to work, which should lead to the co-location or closer location of homes and employment land.
- 5.6.2 The transition to electric vehicles (EVs) could impact on the location of commercial property in the future as the range of these vehicles and charging capacity at work locations needs to be considered, but the exact impact is not yet clear. A further consequence of this transition could be the decline in traditional motor vehicle servicing businesses and petrol stations which could release sites that could be used for employment land.
- 5.6.3 The Net Zero Exeter 2030 plan details priority actions that may impact the supply and demand for employment sites and premises. One priority is to allocate new employment sites in locations which can be served by existing transport links. Another priority that may affect the provision of employment premises includes building a network of work hubs in Exeter’s travel to work area to reduce the need to travel into the city centre for work. Finally, an aim to establish freight consolidation centres at key access routes to reduce the number of vehicles entering the city may also affect the provision of employment sites and premises.
- 5.6.4 Whilst the impact of these *priorities* on office or industrial spaces in Exeter is not yet clear, the Employment Strategy Recommendations (Chapter 8) pick up on some of the *measures* needed to deliver on these priorities.

Offices

- 5.6.5 Nationally there has been a shift of office requirements towards urban core locations, enabling improved access by public transport and access to amenities for workers. Out of town locations are having to adapt to offer similar benefits.
- 5.6.6 Being able to attract and retain workers is now critically important – location is therefore often more important than the property offer, or its cost. It was reported by local agents that for employers paying high wages – even those with moderate sized workforces – property costs are de minimis. It is not therefore possible to compete on property cost – the focus must be on workforce amenity. The implications of the Covid-19 pandemic on this are still to be fully realised, but it may increase the attractiveness of some areas that were previously viewed as secondary or tertiary locations where they offer high quality of life.

⁶² https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1028157/net-zero-strategy.pdf

- 5.6.7 Flexibility of workspace and tenure is increasing. This includes space being treated as a service rather than a commodity. This increasing flexibility means office space is also being found in non-traditional locations such as hotels and retail centres. Cafes are now frequently quasi-workplaces. There is therefore less clear 'zoning' of office areas. Notwithstanding, whilst there is increasing flexibility, and homeworking may be more prevalent, there is still value stored on interaction and collaboration which is seeing continued take up of office spaces. It may just be that these workspaces are far more flexibly designed, and feature more meeting spaces, breakout spaces and amenities as opposed to traditional work areas. There could also be a role for shared workspaces, meeting spaces, and work hub type settings in the future.

Industrial

- 5.6.8 Generally, the continued rise in automation and use of AI is impacting manufacturing space. In particular this is driving requirements for modern stock. In areas where stock renewal has been slow, with a preference for refurbishment, there is a potential need for significant replacement activity. The general trend nationally is towards smaller unit sizes and towards urban sites.
- 5.6.9 The potential requirement to form more resilient and sustainable supply chains will require businesses to reduce their carbon footprints by reducing consumption, improve energy and resource efficiency, and meet energy demands through renewables. It also could drive re-shoring activities and grow domestic manufacturing activity. However, the scale of this is uncertain and needs to be considered in the context of wider investment decision making post Brexit. Essentially the picture is unclear, but with strong indicators of local demand.

Storage, Distribution and Logistics

- 5.6.10 The market is split into two core segments, large regional distribution hubs, often requiring very large sites; and first mile/last mile local centres which require much smaller sites. There are trends towards densification, including multi storey development to maximise value from rising land costs in some locations. There is also a continuing increase in the need for data storage.
- 5.6.11 The more rapid move towards online retail, driven by the Covid-19 pandemic, is fuelling continued growth in logistics activity, coupled with desires for more resilient supply chains including stockpiling. Even where major strategic logistics activities are not appropriate there is high demand from final mile distributors.
- 5.6.12 Local agents suggested improvements to the A30 may strengthen market interest, but the M5 is thought to provide the strongest location for most of the large-scale requirements that will become more prevalent as e-commerce activity continues to accelerate. There were also expectations of strong demand from final mile operators requiring smaller, flexible premises in urban locations.

5.7 Summary and Conclusions

- 5.7.1 This chapter considers both the requirements for E(g), B2, and B8 sites and premises to accommodate the net changes in the economy, but also to ensure a sufficiently high-quality ongoing stock to meet the needs of the existing economy and the ongoing changes within it.
- 5.7.2 Changes in employment will be spread across a wide range of employment Use Classes and none, i.e. a significant proportion of additional jobs will not require sites and premises provision, either as a result of home-working, peripatetic working or accommodation within the workplaces of others. Substantial net additional job creation will fall within other parts of the E and C Use Classes. There is a mixed picture within the E(g), B2, and B8 Use Classes, with forecast losses in B2 general

industry activities, but gains in other industrial and office activities. In net terms, the scenarios forecast between +1,000 and +4,400 additional E(g), B2, and B8 Use Class jobs across the Plan period.

- 5.7.3 The scenarios provide a range of net additional floorspace requirements. For simplicity, we summarise the Mid-point scenario as follows: +31,600 sq m of E(g)(i) offices, an additional +19,600 sq m of E(g)(ii) research and development space, an additional +900 sq m of E(g)(iii) industrial processes space, a reduction of (–22,000) sq m of B2 premises, and a reduction of 200 sq m of B8 floorspace.
- 5.7.4 Between 68,000 and 136,000 sq m of office floorspace and between 116,000 and 231,000 sq m of industrial floorspace is anticipated to be needed to replace lost, dilapidated, or unsuitable premises within the existing portfolio.
- 5.7.5 It is estimated that approximately 10% of the total gross requirement can be achieved on previously developed B Use Class sites. However, the remainder and a suitable flexibility and choice buffer will need to be provided for through new sites. Given the wide range of potential scenarios, office requirements ranged from 106,000 to 163,000 sq m and industrial and warehouse requirements ranged from 170,000 to 199,000 sq m.
- 5.7.6 However, given the level of uncertainty caused by the Covid pandemic, accelerating a number of trends that may change the scale and nature of employment property occupation, it will be vital to ensure a flexibility of provision and to carefully monitor activity. After considering increased homeworking and flexible working trends in the Homeworking+ scenario, there is a reduction in requirements to between 67,500 and 111,100 sq m of office floorspace.

6 Assessment of Baseline Employment Sites and Premises Supply

6.0.1 The previous chapters have been concerned with forecasting employment land demand over the period from 2020 to 2040. This chapter turns to the supply of employment land and premises across Exeter (and close to the city – hereafter referred to as the ‘study area’) that are available to meet this demand. This work has been conducted by real estate adviser JLL and is set out in detail in Appendices 5 and 6. The following chapter provides an overview of the key findings from these reports.

6.1 Potential employment land supply

6.1.1 Appendix 5 sets out the quantum and location of sites in the study area⁶³, categorising them into established employment areas, existing employment areas and sites, sites with planning permission and undeveloped allocations. Each site has been defined as either office or industrial use and where both uses are present, the most dominant use is adopted.

6.1.2 Figure 6.1 shows the potential supply of employment land in the study area, comprising sites with planning permission and allocations. Overall, there is 103 ha of employment land available, of which 25 ha is suitable for office use, and 78 ha is suitable for industrial use.

Figure 6.1: Supply of sites within the study area by type

	City of Exeter	East Devon Exeter Fringe	Teignbridge Exeter Fringe	Total
Offices (ha)	9	16	0	25
Industrial (ha)	3	56	19	78
Total (ha)	12	72	19	103

Source: Exeter Employment Study, JLL 2021

6.1.3 The highest proportion of potential employment land is located in East Devon, with only 12ha of the total 103 ha of supply falling within the City of Exeter. Exeter has the lowest amount of industrial supply across the study area (with only 4 ha of supply) but, a little over one third of the total office land supply.

6.2 Quality and suitability of supply

6.2.1 It is important to consider the deliverability of the employment land supply as well as simply the quantum. Appendix 6 provides a qualitative assessment of the suitability and viability of sites for meeting future demand and a timeframe of deliverability for sites with planning permission.

6.2.2 To understand the deliverability of each site JLL has developed a set of criteria against which the site could be assessed. This includes:

- Market appeal/interest
- Scale relative to market interest
- Quality of accommodation
- Access to public transport links

⁶³ The study area is defined as the City of Exeter and areas in close proximity to the city that lie in the districts of East Devon and Teignbridge

- Access to trunk road network/motorway
- Access to labour
- Access to amenities and other services/facilities
- Proximity to other employment
- Prominence
- Quality of surroundings
- Topography
- IT connections/Power
- Expansion potential
- Environmental issues
- Sustainability issues
- Planning context
- Ownership
- Redevelopment/improvement potential

6.2.3 Based on these criteria, sites were rated as either *green*, *amber* or *red* (known as a RAG rating). Green sites are considered high quality with only minor issues and could meet future demand for employment land. Amber sites typically have moderate problems associated with them and are less able to meet future demand for employment land. Red sites are unlikely to be able to meet future demand for employment land.

6.2.4 A detailed summary of potential sites in each local authority area can be seen in Figures 6.2 to 6.4 below.

City of Exeter

Figure 6.2: Potential supply of sites in the City of Exeter

Name	Area (ha)	RAG Rating	Deliverability
Office			
City Point	0.37	Green	Within 5 – 10 years
Land off Grenadier Road, Exeter Business Park	0.94	Green	Within 5 years
Land Adj Aperture, Pynes Hill	0.84	Green	Within 5 years
Newcourt A	4.64	Green	Within 5 years
Newcourt B	1.82	Amber	Within 5 years
Sub- Total	8.61		
Industrial			
Site 1, Park Five, Falcon Way, Sowton	0.24	Green	Within 5 – 10 years
Site between Bakers Yard and RGB, Alphin Brook Road, Marsh Barton	1.09	Green	Within 5 years
Vospers Expansion Land, Matford Green Business Park	0.86	Green	Within 5 years
Phase 4, Matford Green Business Park	0.90	Green	Within 5 years
Sub-Total	3.09		
Total	11.70		

Source: Exeter Employment Study, JLL 2021

- 6.2.5 All but one of the sites in Exeter are rated as *green*. Newcourt B is rated as an *amber* site due to it being owned by a housing developer and located in a largely residential area.
- 6.2.6 If the one *amber* site is removed from the supply, then there is 9.88 ha of employment land supply in the City of Exeter, comprising 3.09 ha of industrial land and 6.79 ha of office land.

East Devon

Figure 6.3: Potential supply of sites in East Devon (Exeter Fringe)

Name	Area (ha)	RAG Rating	Deliverability
Office			
Exeter Gateway Office Park	1.48	Green	Within 5 – 10 years
Site 1, Exeter Science Park	0.95	Green	Within 5 years
Site 2, Exeter Science Park	1.42	Green	Within 5 years
Site 3, Exeter Science Park	1.75	Green	Within 5 years
Site 4, Exeter Science Park	6.52	Green	Within 5 years
Redhayes Clusters, Exeter Science Park	1.45	Green	Within 5 years
Site at Langaton Lane, Exeter Science Park	2.79	Green	Within 5 years
Sub-Total	16.36		
Industrial			
Exeter Logistics Park	21.08	Green	Within 5 years
Skypark Exeter	26.81	Green	Within 5 years
PowerPark Exeter, Long Lane, Exeter Airport	7.70	Green	Within 5 years
Sub-Total	55.59		
Total	71.95		

Source: Exeter Employment Study, JLL 2021

- 6.2.7 All sites in the East Devon portion of the study area are assessed as *green* and all but one is deliverable within the next 5 years.

Teignbridge

Figure 6.4: Potential supply of sites in Teignbridge (Exeter Fringe)

Name	Area (ha)	RAG Rating	Deliverability
Industrial			
Westex Business Park	18.59	Green	Within 5 – 10 years
Total	18.59		

Source: Exeter Employment Study, JLL 2021

- 6.2.8 Teignbridge has one large industrial site which has been rated as *green*.

7 Assessment of Potential Supply to Meet Future Demand

- 7.0.1 This chapter brings together the demand for employment land set out at the end of Chapter 5 and the supply set out in Chapter 6. This chapter provides a quantitative assessment of the fit between supply and demand.
- 7.0.2 The first step in this assessment is to look at the overall fit between demand and supply for employment land. We look at the fit between demand and supply across each of the four scenarios.
- 7.0.3 For each scenario we provide a range of demand with and without the ‘**Homeworking+**’ adjustment for offices and examine the low and high development densities for industrial land.

7.1 Overall Fit

- 7.1.1 The overall demand for employment land is shown in Figure 7.1 below, where the bottom of the range for each scenario is a combination of the lowest demand for offices in each scenario (the ‘**Homeworking+**’ adjustment figure at the highest development density) and the highest development density of industrial land.

Figure 7.1: Overall Employment Land Demand

	ha
Demand Scenarios	
Minimum	49 – 74
Mid-point	54 – 83
Policy Intent	57 – 87
Maximum+	61 – 93

- 7.1.2 The total supply of employment land (sites with planning permission and allocations) is compared to the overall demand in Figure 7.2. This shows that overall, there is sufficient employment land supply in the study area with a RAG rating of **green** to meet the forecast demand.

Figure 7.2: Overall Demand and Supply of Employment Land

	ha
Demand Scenarios	
Minimum	49 – 74
Mid-point	54 – 83
Policy Intent	57 – 87
Maximum+	61 – 93
Potential Supply	
Total	103
- RAG Rating Green	101
- Located within Exeter	12

7.2 Office and Industrial

Offices

- 7.2.1 There is demand for a total of between 8 ha and 34 ha of employment land for office development in Exeter over the plan period when considering the Mid-Point and Policy Intent scenarios. Figure 7.3 below shows how this compares to the supply in the study area.

Figure 7.3: Demand and Supply of Employment Land for Office Development

	ha
Demand Scenarios	
Minimum	7 – 25
Mid-point	8 – 30
Policy Intent	10 – 34
Maximum+	11 – 36
Supply	
Total	25
- RAG Rating Green	23
- Located within Exeter	9

- 7.2.2 There is insufficient supply to meet the top end of the demand spectrum for offices as set out in the 'Policy Intent' and 'Mid-Point' scenarios. However, the top end of the range reflects a land requirement where developments are built at a low density and require more land. A middle range of development densities would provide a good match between total supply and demand for these two scenarios.

Industrial

- 7.2.3 There is overall demand for 43–57 ha of employment land for industrial use. This is set out in Figure 7.4 below alongside the potential supply to meet this demand.

Figure 7.4: Demand and Supply of Employment Land for Industrial Development

	ha
Demand Scenarios	
Minimum	43 – 49
Mid-point	46 – 53
Policy Intent	46 – 53
Maximum+	50 – 57
Supply	
Total	78
- RAG Rating Green	78
- Located within Exeter	3

- 7.2.4 There is sufficient supply to meet demand across all the industrial demand scenarios. All of the industrial supply is RAG rated **green** however, the vast majority is located outside of the City of Exeter.

7.3 First five years

- 7.3.1 The supply and demand for employment land for office development over the first five years of the plan period is set out in the figure below.

Figure 7.5: Office Demand and Supply in the First Five Years

ha	
Demand Scenarios	
Minimum	1 - 3
Mid-point	1 - 6
Policy Intent	2 - 6
Maximum+	2 - 8
Potential Supply	
Total	23
- RAG Rating Green	21
- Located within Exeter	6

- 7.3.2 There is more than enough employment land for office development to meet demand in the next five years. There is sufficient supply located within the City of Exeter to meet the top of the range of demand in the 'Policy Intent' scenario.
- 7.3.3 The demand for industrial land over the first five years of the plan period is set out below.

Figure 7.6: Industrial Demand and Supply over the First Five Years

ha	
Demand Scenarios	
Minimum	6 - 7
Mid-point	8 - 10
Policy Intent	9 - 10
Maximum+	10 - 12
Supply	
Total	58
- RAG Rating Green	58
- Located within Exeter	3

- 7.3.4 As with the demand and supply for industrial employment land over the entire plan period there is more than enough supply in the study area to meet the forecast demand over the first five years. However, there is insufficient land located in the City of Exeter to meet even the lowest forecast requirement of industrial land.

7.4 Liveable Exeter Redevelopment Proposals

- 7.4.1 The Liveable Exeter strategy considers the redevelopment of some existing employment areas to mixed-use, leading to a net loss of some employment land in the City of Exeter. Initial high-level proposals for Marsh Barton set out plans for the replacement of the existing industrial area with a mixed-use development including 16,600 sq m of flexible commercial, light industrial, office, workshops, and retail. Workspace is likely to be delivered in a number of ways including work hubs, drop-in offices, and live-work units. Devon already has a network of Work Hubs that can be extended into the Liveable Exeter sites.

- 7.4.2 The northern part of the current Marsh Barton site (to the north of Alphin Brook) comprises 71 ha of industrial space, including E(g)i, B2, B8, and Sui Generis. The area includes 173,500 sq m of employment space (sourced from VOA) and 52,100 sq m of other premises. If the whole site is redeveloped, then this could lead to a net loss of 156,900 sq m of employment space within the City of Exeter (allowing for new employment development on the site). Emerging work suggests that redevelopment would happen over decades, so the loss of employment during the plan period would be significantly less than this.
- 7.4.3 Our methodology for calculating the forecast demand for employment space includes an allowance for the replacement of up to 231,000 sq m of current industrial premises (i.e. Use Classes B2 and B8) over the Local Plan period, with between 43,000 sq m and 50,000 sq m of new development on existing sites, so a demand for sites to accommodate a net replacement of between 181,000 sq m to 188,000 sq m of industrial premises. The potential loss from the redevelopment of Marsh Barton could be accommodated within this figure.
- 7.4.4 Other current employment sites affected by the Liveable Exeter strategy include the Sandy Gate proposal which encroaches on part of the Sowton Industrial Estate and at Water Lane. However, if redevelopment does take place a form of employment provision could be retained on site as part of any future mixed use developments. Furthermore, existing premises and sites at Water Lane are considered to be poor quality (with a red RAG rating) and many employment uses have already been lost from the area.

7.5 Conclusion

- 7.5.1 There is forecast demand for up to 93 ha of employment land in the City of Exeter over the Local Plan period from 2020 to 2040. The Mid Point and Policy Intent scenarios show a demand of between 54 ha and 87 ha. The currently available supply of sites in the City of Exeter amounts to 12 ha of employment land. However, when the supply of sites in the wider study area including some sites in East Devon and Teignbridge (on the fringe of Exeter) is considered, there is a potential supply of more than 100 ha of employment land, which is sufficient to meet the forecast demand.
- 7.5.2 Within the wider study area there is sufficient land allocated for office and industrial use to meet the respective demand from each of these categories.
- 7.5.3 Within the first five years of the plan period, there is sufficient land to meet the demand for office sites within the City of Exeter, but not to meet the demand for industrial sites. However, this demand can be met within the wider study area.
- 7.5.4 Given the balance of demand and supply in the study area, with potential to meet the forecast demand over the plan period, there is no need for further sites to be identified.

8 Employment Strategy Recommendations

8.0.1 This chapter sets out recommendations on future strategy for employment and employment land in Exeter, drawing on the research and findings set out in the preceding report.

8.1 Protection of established employment sites

8.1.1 Those established employment areas not proposed for redevelopment through Liveable Exeter should be retained for employment. If premises are no longer fit-for-purpose, then redevelopment of the site for employment should be encouraged. However outside the established employment areas, sites that are no longer suitable for employment can be considered for change of use. The demand assessment includes an allowance for replacement of some of the existing stock which may be developed for other uses (e.g. residential), so the loss of some sites is already accounted for. Again, effective monitoring of plans and actual losses will be important going forward.

8.2 Protection of sites with planning permission and allocations

8.2.1 Sites with planning permission and existing allocations should be protected as far as possible. The majority of the sites reviewed in this ELR are RAG rated green, so are considered deliverable, and should be protected for future employment use.

8.3 Support for the Transformational Sectors

8.3.1 The Transformational Sectors discussed earlier in this report are Applied Environmental Science; Digital Innovation; Data Analytics; and High Performance Computing. These are intended to increase knowledge and productivity by promoting research and innovation activities and building upon distinctive competitive advantages. The employment land implications of this are:

- Supporting appropriate development at the University
- Encouraging the development of laboratory and office premises for R&D, at the University, the Science Park, and in the city
- Supporting office development for R&D

8.4 Support for flexible working within mixed-use development allocations

8.4.1 Flexible working is becoming more important, so future development must enable this. This will include:

- Delivery of work hubs and collaborative workspace, including offices, creative spaces, and workshops
- Live-work units
- New homes with workspaces and the facilities to enable work, including high-capacity broadband

8.5 Balance between residential and employment development

8.5.1 There is a need to achieve balance between residential and employment development across the FEMA (i.e. Greater Exeter), but not necessarily within the administrative boundary of the City of Exeter.

- 8.5.2 Liveable Exeter, a transformational housing delivery strategy, suggests the redevelopment of some current employment areas for mixed-use, largely residential development. Nevertheless, proposals for the Liveable Exeter sites are clear that a mix of uses is essential within the redeveloped areas: *'The improvement and creation of liveable neighbourhoods, combining new homes with meaningful and high value jobs and services, is at the heart of this vision.'* (Vision for a Transformational Housing Delivery Programme, p.9).
- 8.5.3 The redevelopment of sites such as Marsh Barton will take several decades, extending beyond the Local Plan time-period. Our calculations show that the net loss of employment premises caused by the mixed-use redevelopment of Marsh Barton can be accommodated within the allowance for replacement which forms part of the forecast demand calculation.
- 8.5.4 To mitigate employment losses there is potential to incorporate work hubs, collaborative workspaces and live-work units into all Liveable Exeter proposals. This will ensure a truly liveable and sustainable environment and support the national shift to alternative ways of working.

8.6 Working with adjoining local authorities

- 8.6.1 The forecast demand for the employment land generated by growth of the economy of Exeter can be met within the functional property market area of Exeter. Exeter City Council should continue to work with the adjoining East Devon and Teignbridge District Councils to ensure there is sufficient employment land to accommodate future demand across the wider economic market area. There is close synergy and interdependence between Exeter and the adjoining local authority areas, which has long been the case and is the basis of the current development strategy for the area. The city is a major employment location for the functional economic market area but has insufficient land within the City Council area to accommodate forecast growth. There are sites in East Devon and Teignbridge, close to the city within the functional Exeter property market area, which can accommodate this growth.

8.7 Monitoring of gains and losses

- 8.7.1 This ELR shows a range of possible levels of growth to 2040. Effective monitoring of gains and losses of employment premises and sites in the City of Exeter should be carried out, and the balance of demand and supply reviewed regularly, at least every five years.

9 Conclusions

9.0.1 This chapter sets out the main conclusions of the study.

9.1 Recent economic performance

9.1.1 Exeter is home to a working age population of 89,900 persons and accommodates 110,000 jobs, so is an employment hub for the wider functional economic market area around it. Employment levels have been rising in recent years, the city has seen population growth, and qualification levels are high compared to benchmark areas. The *Education, Utilities, and Information & Communications* sectors are sectors with competitive advantages based on their high levels of GVA, employment, and business activity, and growth in each of these in recent years, and the *Professional, Scientific, & Technical activities* sector is a high value sector, which is also important to the local economy, with high and growing levels of employment, and below average but growing GVA.

9.1.2 The city centre office rental market is tight, with low vacancies, largely due to declining supply through conversion to residential and student accommodation. The last office development was in 2012, although there are proposals for a mixed-use development at City Point, including office space. The fringe office market is also tight, with little development taking place to ease this. Vacancy rates are also low here. The industrial market has seen little development in recent years, but rental levels are increasing, driven by the lack of supply.

9.2 Economic and employment growth forecasts

9.2.1 Baseline forecasts from CE and Experian are showing positive economic growth in Exeter between 2020 and 2040. Whilst they take account of the impacts of Brexit and Covid, the exact level of economic growth is uncertain⁶⁴. Employment is forecast to grow over this period.

9.2.2 To consider the impacts of uncertainty in future growth, four economic and employment scenarios have been modelled:

- A Minimum scenario which is based on selecting the baseline forecast (either CE or Experian) with the lowest growth for each sector
- A Mid-point scenario which takes the mid-point between the CE and Experian forecasts for every sector
- A Policy intent scenario which applies an uplift to the *Information & Communications* and *Professional, Scientific & Technical Activities* sectors above the maximum baseline forecasts for these sectors – in anticipation of the Council's future policy and strategy approaches that will look to maximise growth in these sectors, as well as to reflect the recent strong performance of these sectors
- A Maximum scenario which is based on selecting the baseline forecast (either CE or Experian) with the highest growth for each sector, plus accounting for the uplift in the Policy intent scenario.

⁶⁴ Forecasts are updated regularly and so will change. Alongside this ELR for Exeter, an Economic Development Needs Assessment (EDNA) is being prepared for the Greater Exeter area (i.e. the four Districts of East Devon, Exeter, Mid Devon, and Teignbridge). The EDNA study is being undertaken later so will use later forecasts. However, the methodological approach to the ELR and EDNA is the same

- 9.2.3 Between 2020 and 2040 Exeter is forecast to see employment growth of between 7,000 and 21,000 jobs across these four scenarios, with the Mid-point scenario of 13,000 new jobs.

9.3 Employment land demand

- 9.3.1 The demand for sites and premises is driven by the economic growth summarised above, and other factors, which include:
- Replacement of existing premises that are no longer fit-for-purpose
 - The re-use of some redundant employment sites for new development
 - An allowance for choice and flexibility in the market
- 9.3.2 We have also considered the impact of greater flexible working on the demand for offices. We have modelled the impact of 10% lower total demand for offices (applied after growth in office-occupying sectors has been calculated).
- 9.3.3 In aggregate the replacement requirement is far more significant than the needs resulting from net changes in the economy; with up to +136,000 sq m of offices and +231,000 sq m of industrial (including light industrial and warehousing).
- 9.3.4 Total demand to 2040 under the four economic and employment growth scenarios mentioned above comprises:
- Between 102,000 sq m and 145,000 sq m of office space (i.e. 5,100 sq m to 7,300 sq m per annum). This falls to between 67,500 sq m and 111,100 sq m of office space (3,400 sq m to 5,600 sq m per annum) if the stock of office space declines by 10% during the plan period. The total demand for sites will be between 12 ha and 20 ha to 2040 (between 0.6 ha and 1.0 ha per year) under the flexible working scenario
 - Up to 199,000 sq m of industrial/warehouse space (i.e. 10,000 sq m per year), requiring between 43 and 57 ha of employment land (i.e. 2.1 to 2.8 ha per year)
- 9.3.5 The national and local net zero strategies should ensure that employment land is accessible by public transport, and lead to the closer location of homes and employment land in the future, to reduce the distance of journeys to work. There is strong demand for major logistics premises close to the M5 motorway.

9.4 Ability to accommodate forecast demand

- 9.4.1 A review of the local property market undertaken by JLL has identified a total of 12 ha of employment land available within the City of Exeter (sites with planning permission and allocations), 9 ha of which is suitable for office development and 3 ha of which is suitable for industrial development. When the supply of sites in the wider study areas, including some Exeter fringe sites in East Devon and Teignbridge (i.e. sites within the functional property market area of Exeter) is considered, there is a potential supply of more than 100 ha of employment land, so sufficient to meet the forecast demand.
- 9.4.2 Within the first five years of the plan period, there is sufficient land to meet the demand for office sites within the City of Exeter. The demand for both offices and industrial sites and premises can be met within the wider study area i.e. the functional property market area of Exeter, which includes some sites in East Devon and Teignbridge, adjacent to the City.

- 9.4.3 The Liveable Exeter strategy sets out proposals for the redevelopment of some sites for mixed-uses, including the northern part of Marsh Barton. This could lead to the net loss of more than 150,000 sq m of employment premises over several decades, and certainly beyond 2040. The loss of premises at Marsh Barton to 2040 could be accommodated within the 231,000 sq m replacement allowance in the demand calculations.
- 9.4.4 With development taking place on sites outside but adjacent to the City of Exeter, there is currently no need for additional employment land allocations beyond those already in place.

9.5 Employment strategy recommendations

- 9.5.1 Existing and established employment sites in Exeter should be retained for employment (subject to major strategic policy decisions e.g. Liveable Exeter).
- 9.5.2 Sites with planning permission and existing allocations should be protected as far as possible.
- 9.5.3 Policy should support growth in the Transformational Sectors.
- 9.5.4 Policy should support flexible working within mixed-use development allocations.
- 9.5.5 There should be a balance between residential and employment development across the functional economic market area (Greater Exeter). The Liveable Exeter proposals will see the development of new liveable neighbourhoods including new homes and employment within the city.
- 9.5.6 Exeter City Council should continue to work closely with the adjoining local authorities of East Devon and Teignbridge to ensure there is sufficient employment land to accommodate future demand across the functional economic market area.
- 9.5.7 Gains and losses of employment land in the City of Exeter and the study area should be monitored, and the balance of demand and supply updated at least every five years.

Appendix 1 Standard Industrial Classification to use class matrix

	Percentage of total population by economic activity																												
	B2	B8	C1	C2	C2a	E(a)	E(b)	E(c)(I)	E(c)(II)	E(c)(III)	E(d)	E(e)	E(f)	E(g)(I)	E(g)(II)	E(g)(III)	F1(a)	F1(b)	F1(c)	F1(d)	F1(e)	F1(f)	F1(g)	F2(a)	F2(b)	F2(c)	F2(d)	SG	None + Homeworking
AB: Primary Industries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
C: Manufacturing	90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	9%
DE: Utilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	6%
F: Construction	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%
G (part): Wholesale	-	56%	-	-	-	3%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	35%	6%
G (part): Retail	-	2%	-	-	-	92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%	6%
H: Transportation and storage	-	16%	-	-	-	-	-	-	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	73%
I: Accommodation and food services	-	-	12%	-	-	7%	48%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	16%	16%
J: Information and communication	-	4%	-	-	-	-	-	-	-	-	-	-	-	38%	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	55%
K: Financial and insurance activities	-	-	-	-	-	-	-	26%	-	-	-	-	-	65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9%
L: Real estate activities	-	-	-	-	-	-	-	-	23%	-	-	-	-	62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%
M: Professional, scientific and technical activities	-	-	-	-	-	0%	-	-	4%	-	-	-	-	60%	17%	-	-	-	-	-	-	-	-	-	-	-	-	3%	17%
N: Administrative and support service activities	3%	3%	1%	8%	1%	8%	2%	-	0%	-	1%	4%	1%	18%	-	0%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	10%	32%
O: Public administration and defence	-	-	-	-	-	-	-	-	-	-	-	-	-	68%	-	-	-	-	-	-	-	-	27%	-	-	-	-	-	5%
P: Education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	-	-	-	-	-	-	-	-	-	-	-	6%
Q: Human health and social work activities	-	-	-	61%	-	-	-	-	-	-	-	25%	3%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5%
R: Arts, entertainment and recreation	-	-	-	-	-	-	-	-	-	-	37%	-	-	-	-	-	-	-	3%	3%	-	-	-	-	-	12%	8%	25%	13%
S: Other service activities	-	-	-	-	-	33%	-	-	-	-	-	-	29%	-	-	-	-	-	-	-	15%	-	-	-	-	-	-	4%	18%
Total	3%	4%	1%	12%	0%	11%	3%	1%	1%	-	1%	5%	1%	18%	2%	0%	10%	-	0%	0%	0%	0%	2%	-	0%	0%	0%	7%	18%

Appendix 2 Impact of Covid on Homeworking and Flexible Working

The Covid-19 pandemic and associated lockdowns led to a significant increase in the number of people working from home, with data from the ONS (via the Economic Observatory) indicating that homeworking peaked at 50% of the workforce during 2020. This number has fallen back significantly as lockdown restrictions have been relaxed and people are allowed to return to the workplace.

Some sectors are clearly more suited to homeworking than others. Broadly speaking, those that don't require access to specialist equipment to do their job, and non-customer facing roles are most suited to working from home. These tend to be those working in office-based sectors.

All the evidence to date indicates that there will be a long-term increase in the number of people permanently working from home and the number of people undertaking flexible working (working part-time in the office and part-time at home). This is driven by a number of factors including government policy (the Welsh Government has set a target for 30% of the workforce to work at, or near, home), employer preferences (often driven by the cost savings that can be realised by reducing floorspace) or, employee preferences to improve work-life balance.

This will have an impact on demand for employment land (particularly office space) in the future.

Impact on office space requirements

Those who work from home 100% of the time do not require any employment land provision as their home address is also their workplace. This is accounted for in our modelling using ONS data derived from Annual Population Survey data on homeworking by industry.

There is also a need to consider the impact of flexible working on floorspace requirements. Here, the impact on floorspace requirements are less clear as there are a number of factors to consider.

Those engaged in flexible working will still require desk space for those days when they go to work. There may be an increase in the use of 'hot desking' where a number of employees engaged in flexible working share a reduced number of desks between them. This would lead to a reduction in the overall floorspace requirement as there is no longer one desk per employee. However, there is anecdotal evidence of increasing demand for meeting spaces for collaboration by colleagues who previously worked together permanently in the office setting. This would suggest that rather than a reduction in floorspace requirements, there is a change in how the floorspace is used.

As a result of the Covid-19 pandemic there is also anecdotal evidence that some offices are decreasing the density of workers in the building to maintain social distancing. This will mean that although there is a reduced number of workers in the office there will be no reduction in the amount of floorspace required by the business.

Despite this, there is clear evidence that some businesses are reducing their footprint. This will take some time to be fully realised as businesses tend to have long-term leases on office space and so cannot move quickly to reduce their footprint. Data from a number of sources appears to be coalescing around a 10% reduction in the amount of office space take-up in the longer term.

Appendix 3 Floorspace by Use Class

Historic Use Class	New Use Class	Assumption
B1a Offices	E(g)(i)	The Employment Densities Guide (2015) provides estimates for a range of office functions ranging from 8–13 sq m per FTE (Net Internal Area). The higher end of this range relates to Corporate HQ and the lower end relates to call centres. Financial Services, Public Sector and Professional Services fall within the 10–12 sq m range. The Occupier Density Study (2013) indicates an average density of 10.9 sq m for the UK. On this basis, an assumption of 11 sq m per employee has been adopted, with a 20% uplift to provide Gross External Area (GEA). The utilised assumption is therefore 13.2 sq m per FTE.
B1b R&D	E(g)(ii)	The most recent (2015) best practice guidance sets out a range of 40–60 sq m (NIA) for R&D B1b premises. The midpoint of this range has been adopted and uplifted by 20% to convert to GEA. A figure of 60 sq m per FTE has been used within the analysis.
B1c Light Industry	E(g)(iii)	The most recent (2015) best practice guidance indicates a figure for B1(c) light industry at 47 sq m per FTE (NIA). Allowances are made to align to GEA (+20%) with a final assumption of 56.4 sq m per FTE (GEA).
B2 General Industry	B2	B2 General is estimated at 36 sq m per FTE (GIA). Allowances are made to align to GEA (+5%) with a final assumption of 37.8 sq m per FTE (GEA).
B8 Storage & Distribution	B8	Latest available estimates suggest a range of 70 – 95 sq m per FTE. 70 sq m per employee (GEA) for ‘final mile’ distribution centres and 95 sq m per employee (GEA) for national distribution centres. There is the potential for a mix of both and 80 sq m per FTE has been adopted for this analysis.

Appendix 4 Replacement Allowance

An allowance for replacement has been included within the methodology to encapsulate the wider changes in the economy not picked up in the employment projections. Working practices change, new technologies are adopted, and the sites and premises used by firms need to adapt to these new ways of working. There are also losses to other uses either through sales and lettings or redevelopment. As a result, there will be a need for some existing employment stocks to be replaced. There will also be instances where existing buildings are so dilapidated that they require complete reconstruction.

Developing a methodology to estimate the scale of replacement activity is not straightforward. As a result, the team at Hardisty Jones Associates, drawing on our experience of working with clients over a number of years, has developed a methodology which is robust in terms of its underpinning logic and the evidence used to derive assumptions.

Typically within the property sector, development appraisals on new buildings consider a 25–35 year time horizon. As a result, one may expect that after this period, a building would be ripe for replacement. However, data on the age of commercial employment buildings indicates a very different picture.

Data from 2004 (no more recent data has been published) for Exeter⁶⁵ (shown in the table below) indicates that only a small proportion of the existing stocks were built pre- 1940 and 43% pre-1970. This implies that the useful lifespan of just under half of Exeter's stock is considerable and beyond the 35-year development appraisal period.

Figure A5.4 Age of commercial stocks in Exeter

	% built Pre 1940	% built 1940-70	Total Pre 1970
Retail	25%	36%	61%
Office	19%	20%	38%
Factory	7%	38%	45%
Warehouse	5%	26%	32%
Total	14%	29%	43%

Source: Department for Communities and Local Government (CLG) archive – Total floorspace by LAD and age (2004)

If buildings were replaced every 30 years, one would expect around 3% of all commercial employment property stocks to be replaced each year. Due to the existence of a substantial stock of property aged pre 1970 (60% for office, factory and warehouse stocks) this assumption is not supported by the evidence and is too strong. A figure around 1–2% per annum is a sensible working assumption. This effectively equates to a replacement of the entire commercial employment stock every 50–100 years (clearly there will be some property which is not replaced and other buildings which could be replaced more than once).

For completeness, the available CLG data (as per the preceding table) indicates that 5% of commercial stocks are of uncertain age, 33% is 1971–1990 and 19% post 1990 (as at 2004).

⁶⁵ insufficient data is available for Exeter to make a useful analysis possible.

Appendix 5: Employment Sites

Exeter Employment Study

Prepared for Exeter City Council



October 2021

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Executive Summary

This report forms part of the wider Exeter Employment Study led by Hardisty Jones Associates on behalf of Exeter City Council. The report addresses Task C of the study. The objective of this task was to undertake a baseline assessment of Employment Land Supply in the City.

The identified quantum of supply has been split between ‘Established Employment Areas’, ‘Existing Employment Areas’, ‘Sites with Planning Permission for B1, B2 and B8’ and ‘Undeveloped Allocations’.

Sub-Area: Exeter		Total Area (ha)
Established Employment Area		313.86
Existing Employment Area		17.25
Site with Planning Permission		6.44
Undeveloped Allocations		6.46
Total		344.01

Sub-Area: East Devon Zone		Total Area (ha)
Existing Employment Area		132.37
Site with Planning Permission		64.25
Undeveloped Allocations		7.70
Total		204.32

Sub-Area: Teignbridge		Total Area (ha)
Existing Employment Area		5.28
Sites with Planning Permission		18.59
Undeveloped Allocations		0.00
Total		23.87

Background

1.0 Objectives

- 1.0.1 This report forms part of the wider Exeter Employment Study led by Hardisty Jones Associates on behalf of Exeter City Council.
- 1.0.2 The primary objective of the Exeter Employment Study is to provide an employment evidence base to inform the Exeter Local Plan and help deliver the Liveable Exeter vision. The study will also support the economic growth potential of Exeter, in particular the growth of the transformational sectors, and help to understand how inclusive growth can be delivered, benefiting the residents of Exeter.
- 1.0.3 This report addresses **Task C** of the study. The objective of task C was to undertake a baseline assessment of Employment Land supply in the City.

Methodology

2.0 Methodology

2.0.1 The predominant focus of the study is Employment Land, defined by the Core Strategy as:

All land and buildings which are used or designated for purposes within Use Class B1 (Business), Class B2 (General Industrial), and Class B8 (Storage and Distribution) and other uses of employment character or which generate substantial employment or economic benefits and which may include sui generis uses such as car showrooms.

Land currently in, or suitable for, these use classes (or their equivalent E classes) have therefore been the focus of this analysis.

2.0.2 Our approach to supply analysis has been based on widely accepted best practice principles, which required a significant amount of primary research. Key resources utilised included:

- Field Study
- Agency Data
- Exeter Employment Study 2007
- Employment Land Supply 2015
- Adopted Core Strategy
- Employment Land Review 2009

2.0.3 To establish the baseline supply of employment land, consideration was also given to fringe areas in neighbouring authorities rather than sticking strictly to the 'administrative' boundary of Exeter.

Methodology

The quantum and spatial assessment makes distinction between the following key sub-areas:

- Exeter City Centre
- Rest of Exeter
- East Devon
- Teignbridge

2.0.4 The total quantum of supply has been split between four categories, colour coded as below.



Established Employment Areas

Areas identified in the Exeter Employment Land Review 2009 as the key existing employment locations, now protected as Established Employment Areas by policy CP2 of the Exeter Core Strategy.



Existing Employment Areas and Sites

Sites with existing employment uses.



Sites with Planning Permission

Sites with planning permission for employment uses.

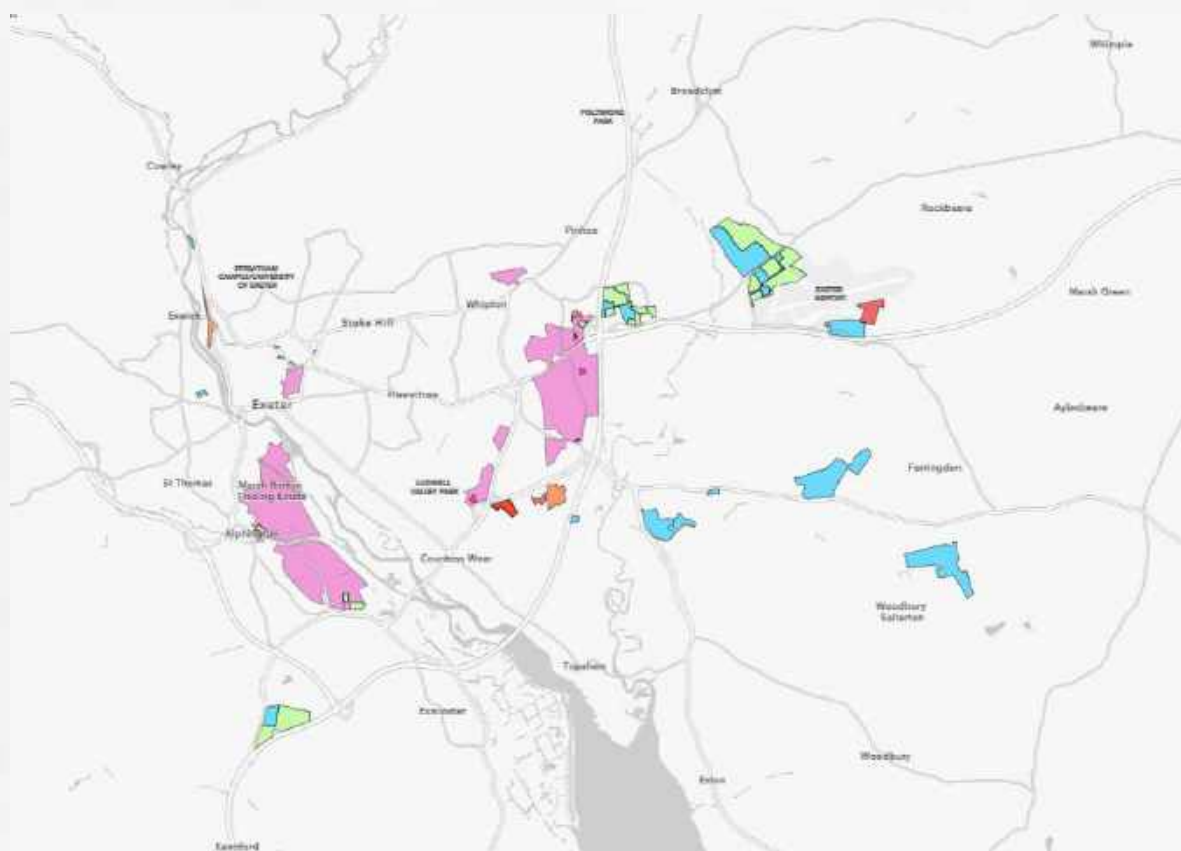


Undeveloped Allocations

Land allocated under planning policy for future employment uses.

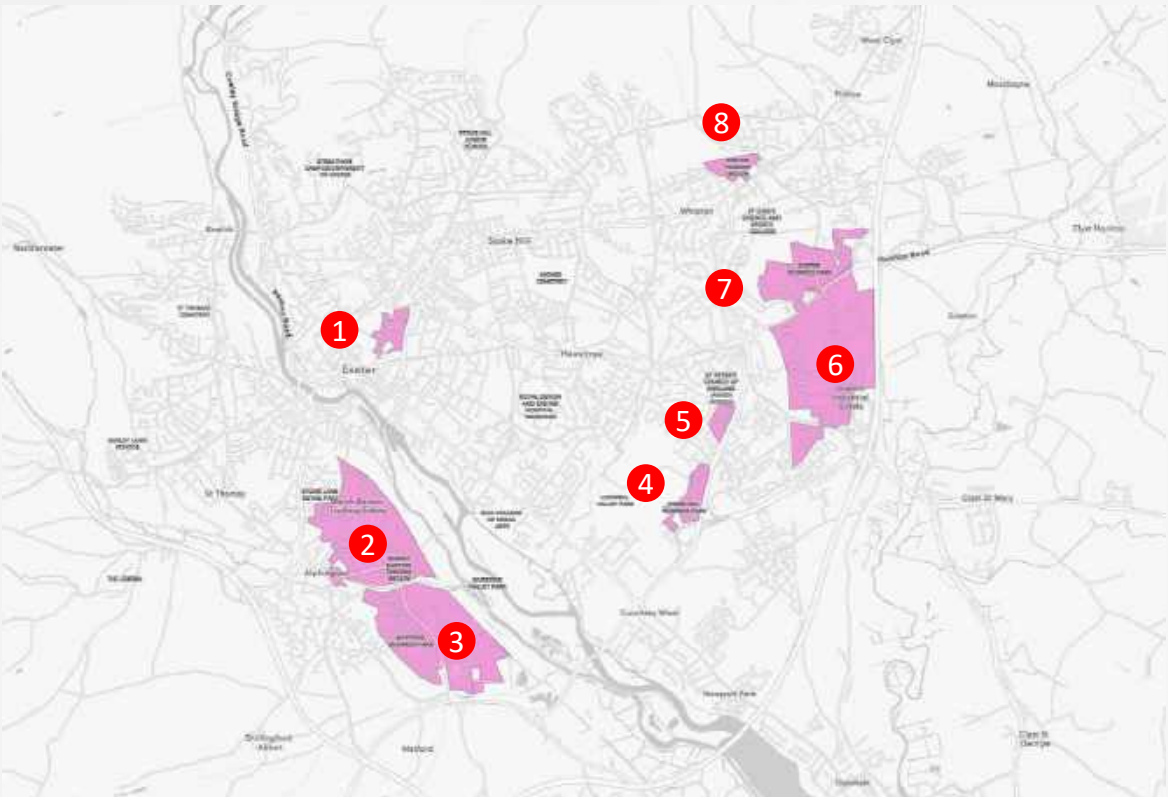
2.0.5 Each site or area has been defined as either ‘office’ or ‘industrial’ use. Where both uses are present, we have adopted the most dominant use.

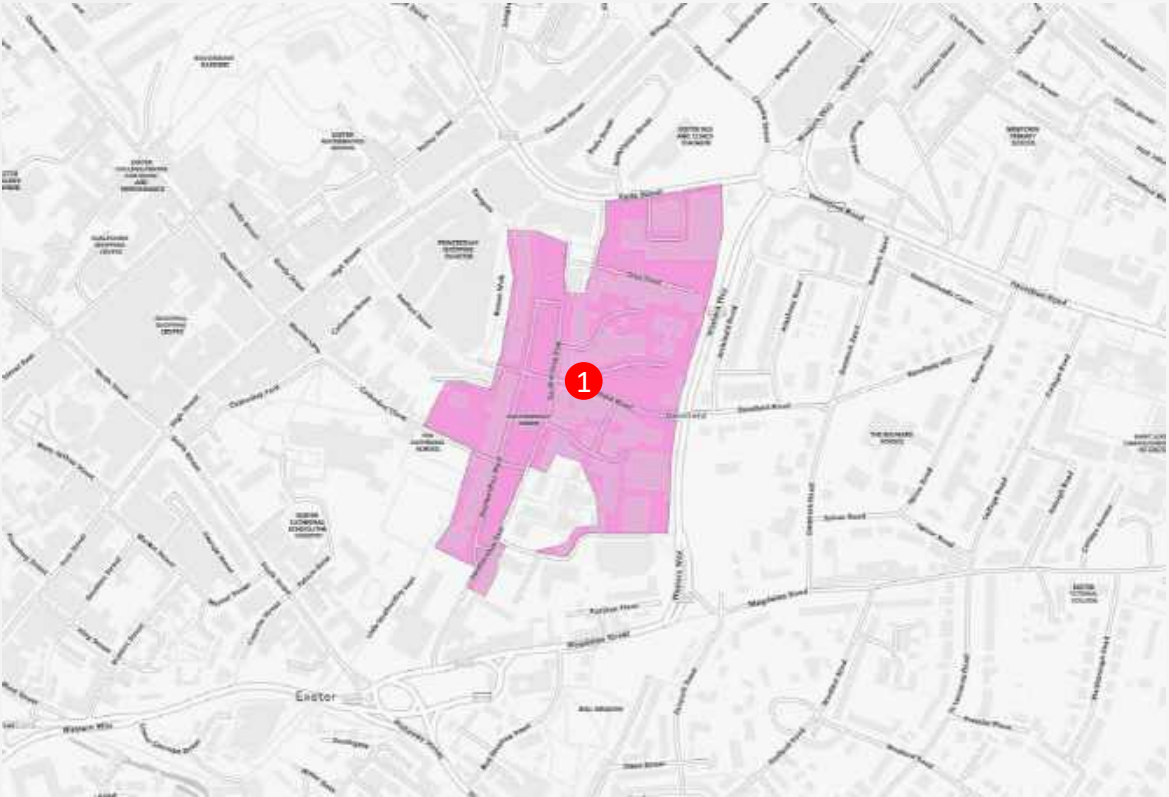




Exeter Employment Study – Established Employment Areas

Ref	Site	Local Authority	Use	Area (ha)
1	Southernhay	Exeter City Centre	Office	9.38
Sub-total: Exeter City Centre				9.38
2	Marsh Barton Trading Estate	Rest of Exeter	Industrial	71.34
3	Matford Business Park	Rest of Exeter	Industrial	78.06
4	Pynes Hill Business Park	Rest of Exeter	Office	11.16
5	Peninsula Business Park	Rest of Exeter	Office	4.85
6	Sowton Industrial Estate	Rest of Exeter	Industrial	99.03
7	Exeter Business Park	Rest of Exeter	Office	32.49
8	Pinhoe Trading Estate	Rest of Exeter	Industrial	7.55
Sub-total: Rest of Exeter				304.48
Total				313.86

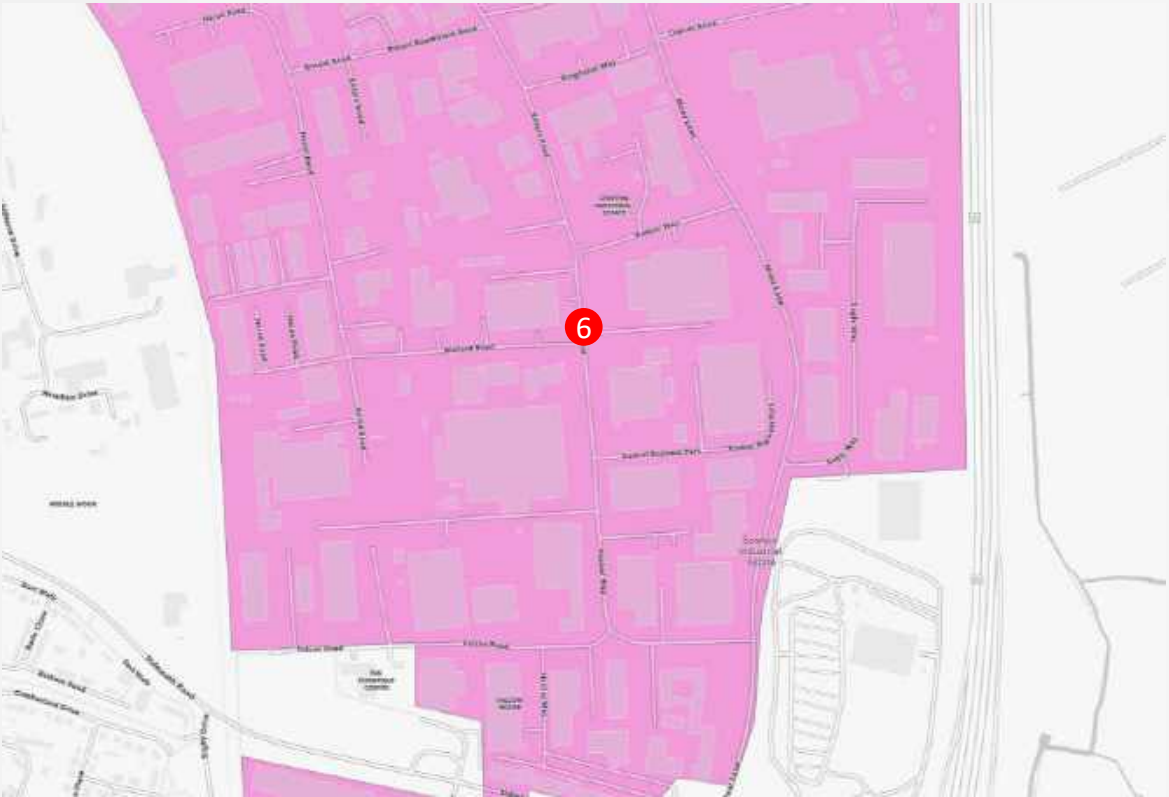








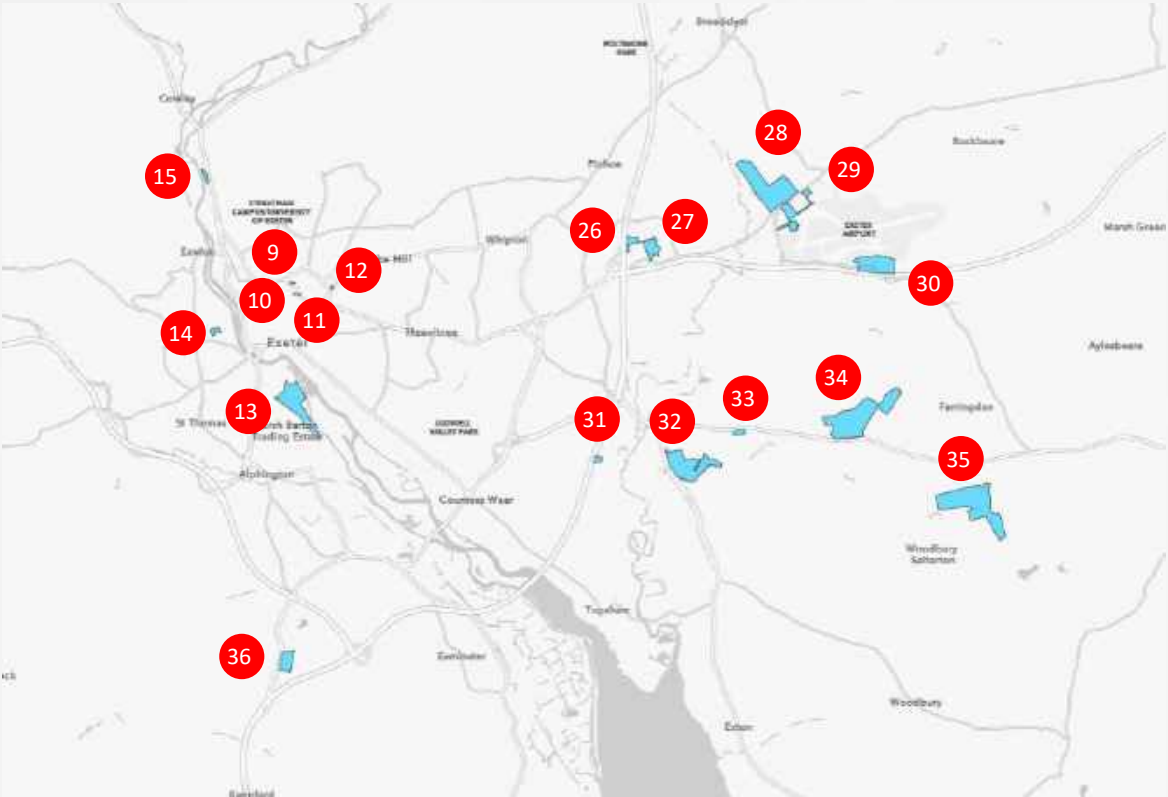
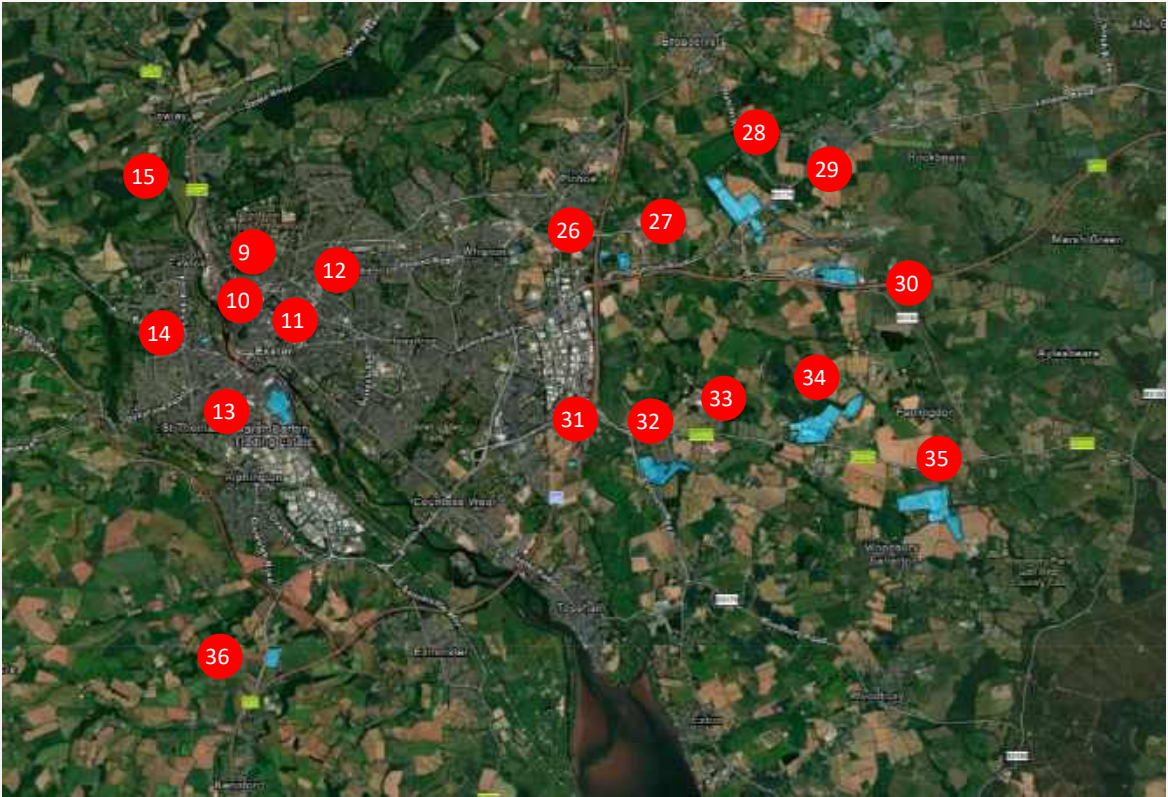


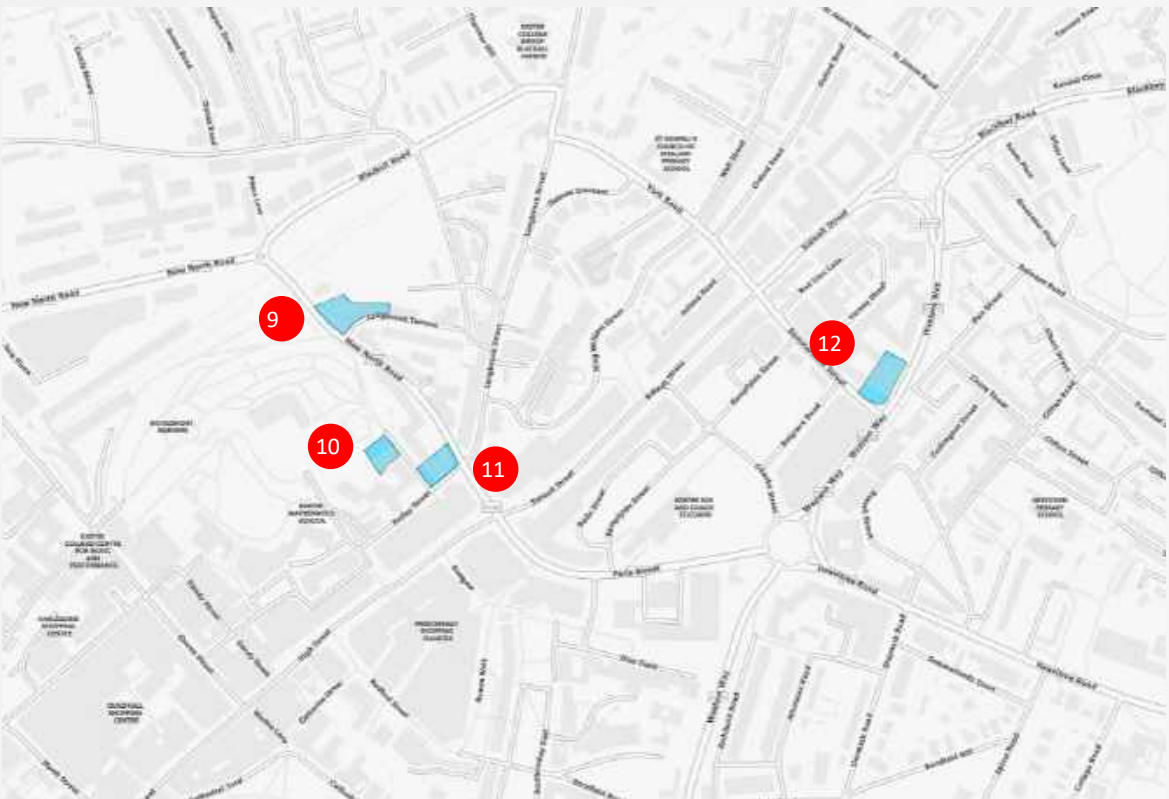
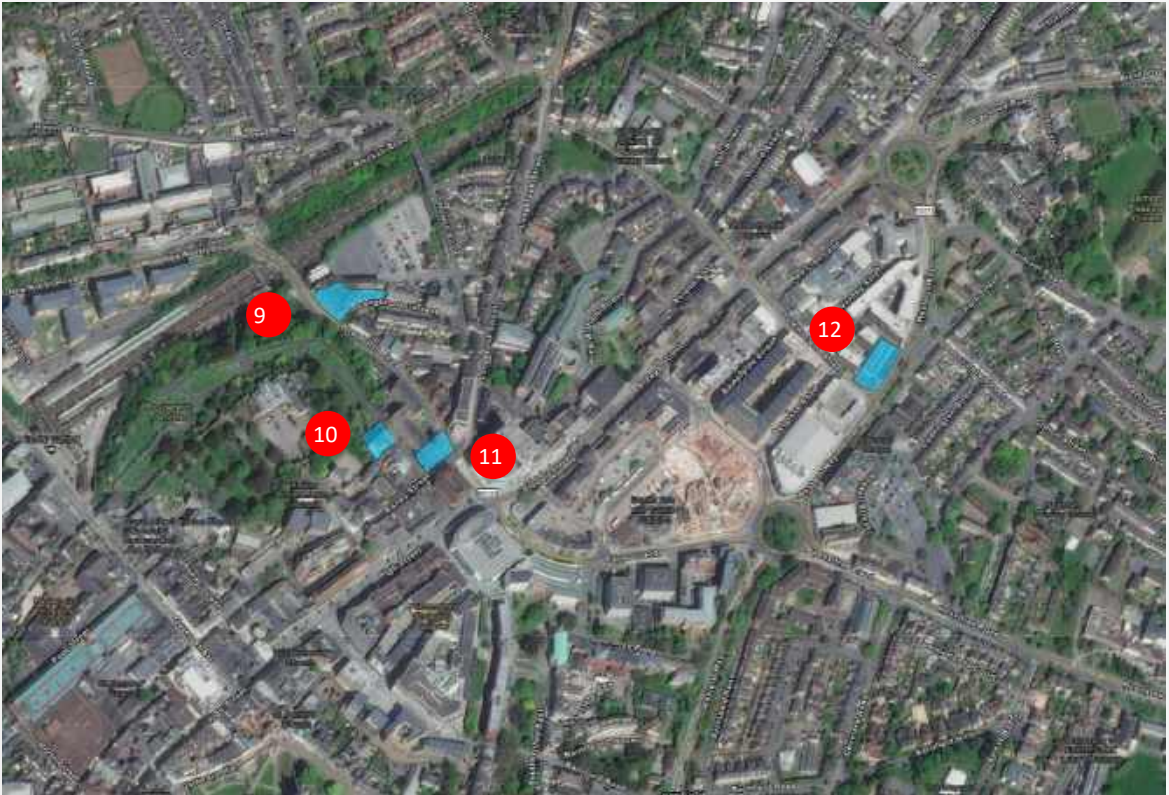




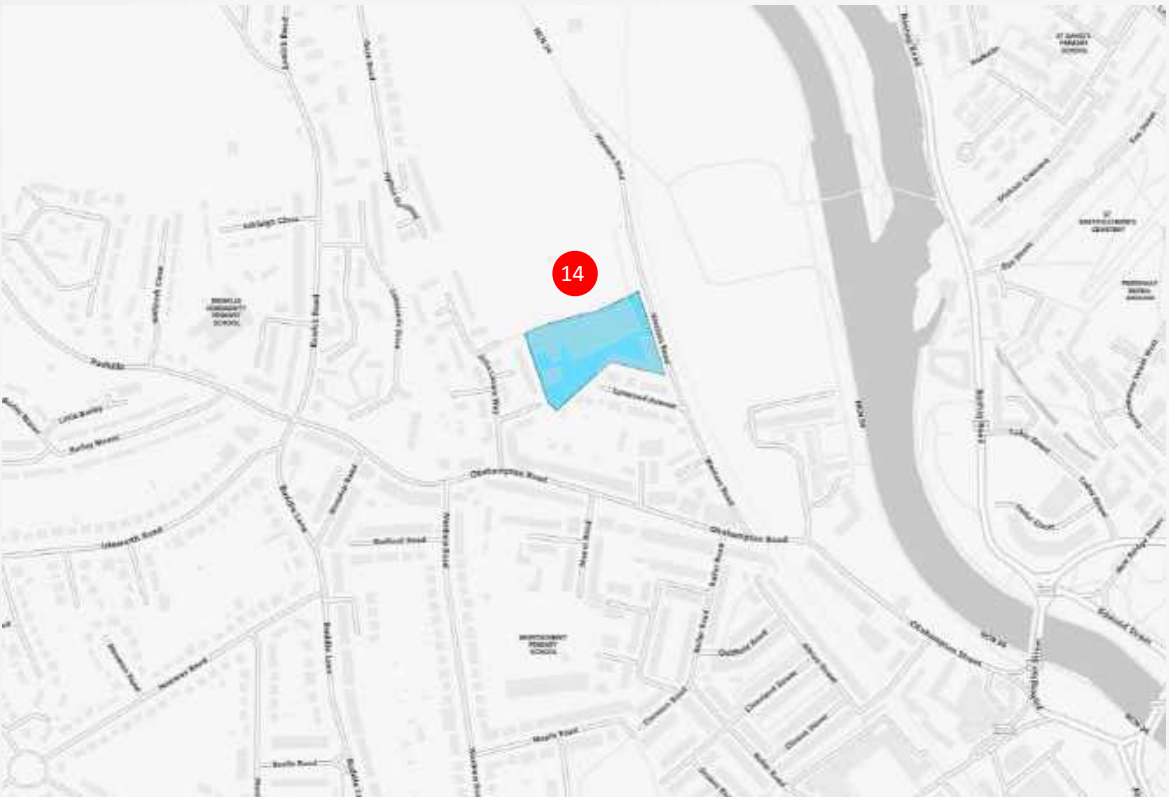
Exeter Employment Study – Existing Employment Sites

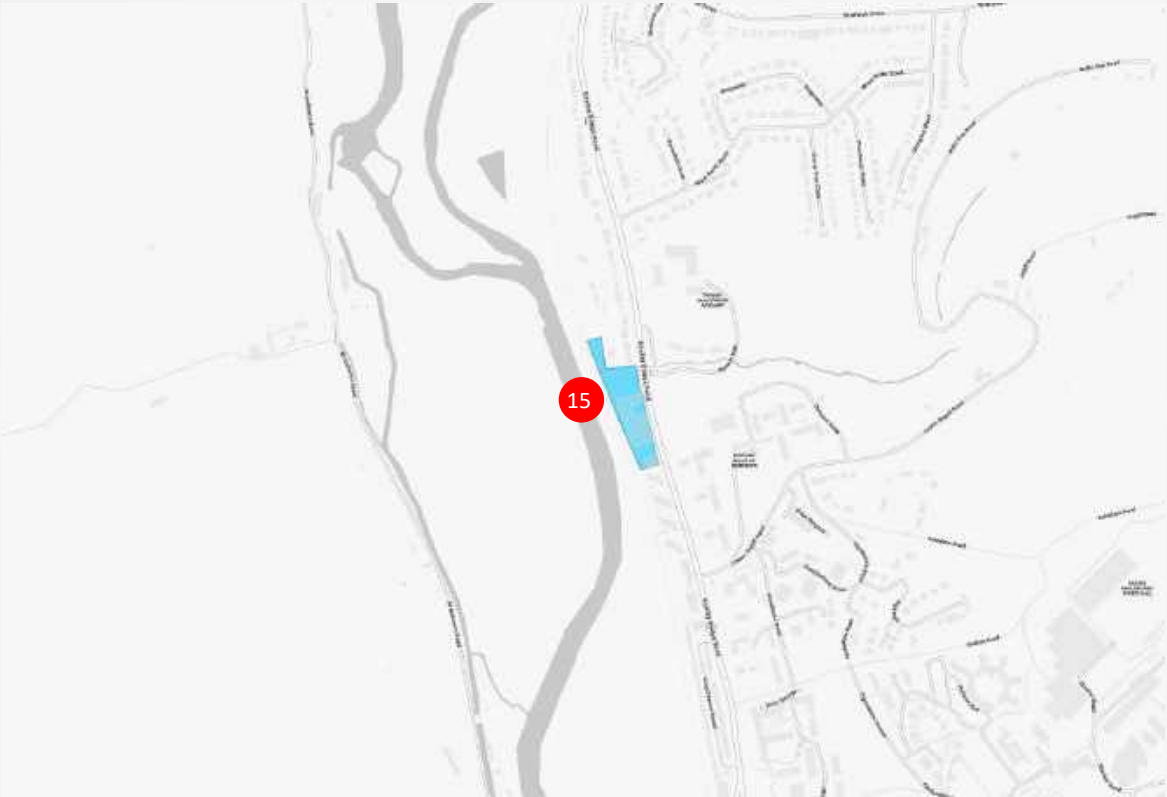
Ref	Site	Local Authority	Use	Area (ha)
9	Longbrook Street	Exeter City Centre	Office	0.16
10	Northernhay Place	Exeter City Centre	Office	0.08
11	Brittany House	Exeter City Centre	Office	0.10
12	Summerland Street Area	Exeter City Centre	Industrial	0.15
Sub-total: Exeter City Centre				0.49
13	Water Lane	Rest of Exeter	Industrial	15.09
14	Western Road, St Thomas	Rest of Exeter	Industrial	0.94
15	Former Johnsons, Cowley Bridge Road	Rest of Exeter	Industrial	0.73
Sub-total: Rest of Exeter				16.76
26	Exeter Science Park A (EES)	East Devon Zone	Office	2.06
27	Exeter Science Park B (EES)	East Devon Zone	Office	4.42
28	Exeter Logistics Park (EES)	East Devon Zone	Industrial	25.30
29	Skypark (EES)	East Devon Zone	Industrial	6.72
30	Exeter Airport Business Park (EES)	East Devon Zone	Industrial	12.23
31	Clyst Works, Blue Ball Road	East Devon Zone	Industrial	1.06
32	Winslade Park	East Devon Zone	Office	18.09
33	Langdons Business Park	East Devon Zone	Industrial	1.15
34	Hill Barton Business Park	East Devon Zone	Industrial	30.77
35	Greendale Business Park	East Devon Zone	Industrial	30.57
Sub-total: East Devon Zone				132.37
36	Peamore Industrial Estate	Teignbridge Zone	Industrial	5.28
Sub-total: Teignbridge				5.28
Total				154.90





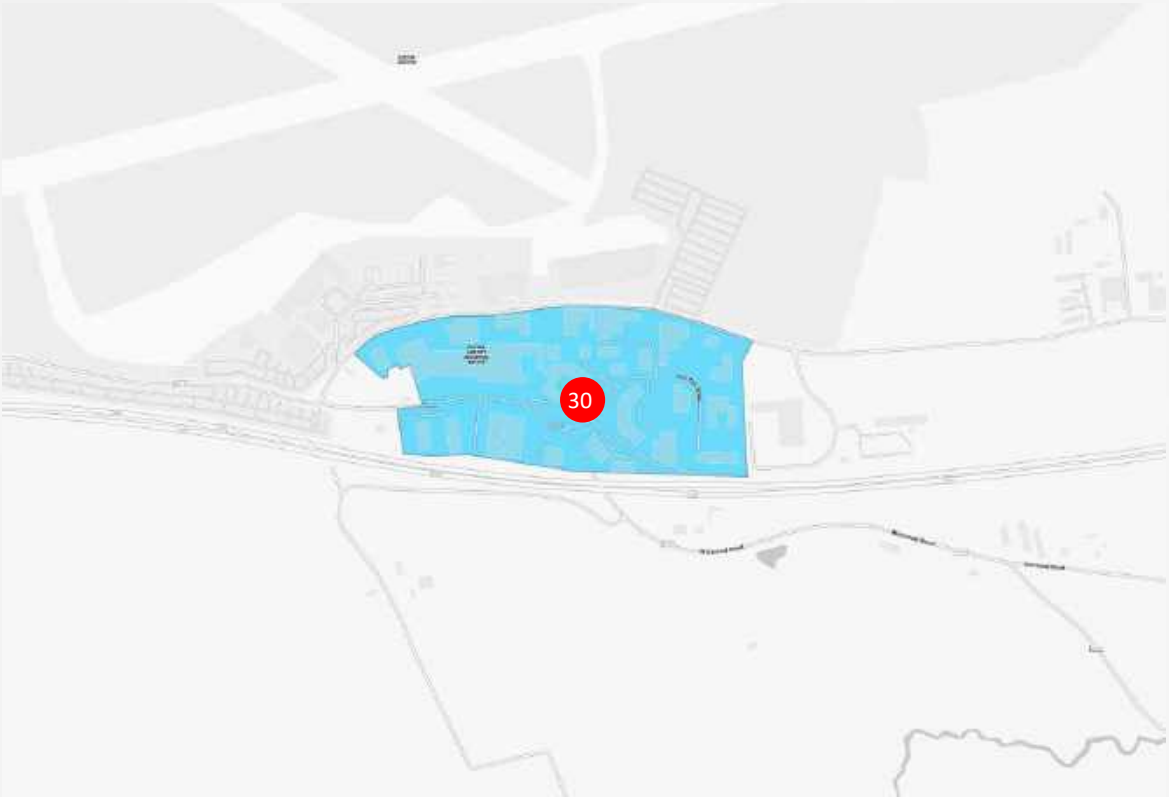


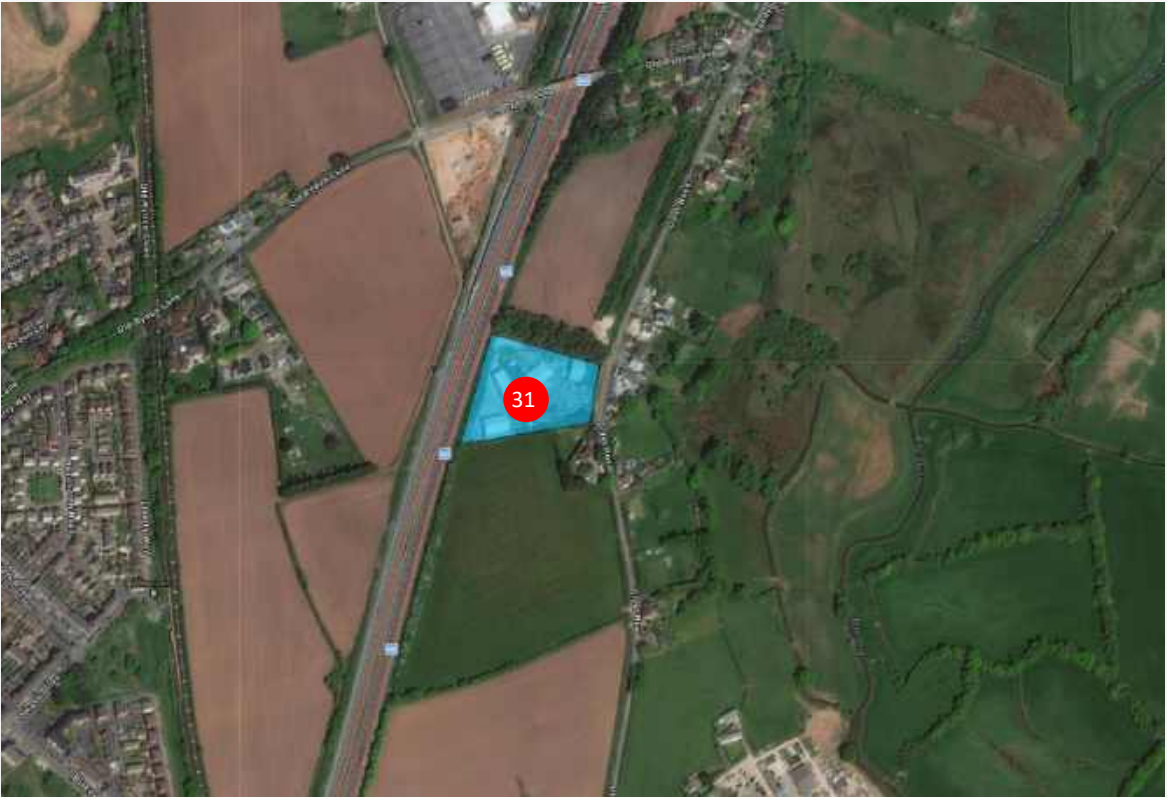














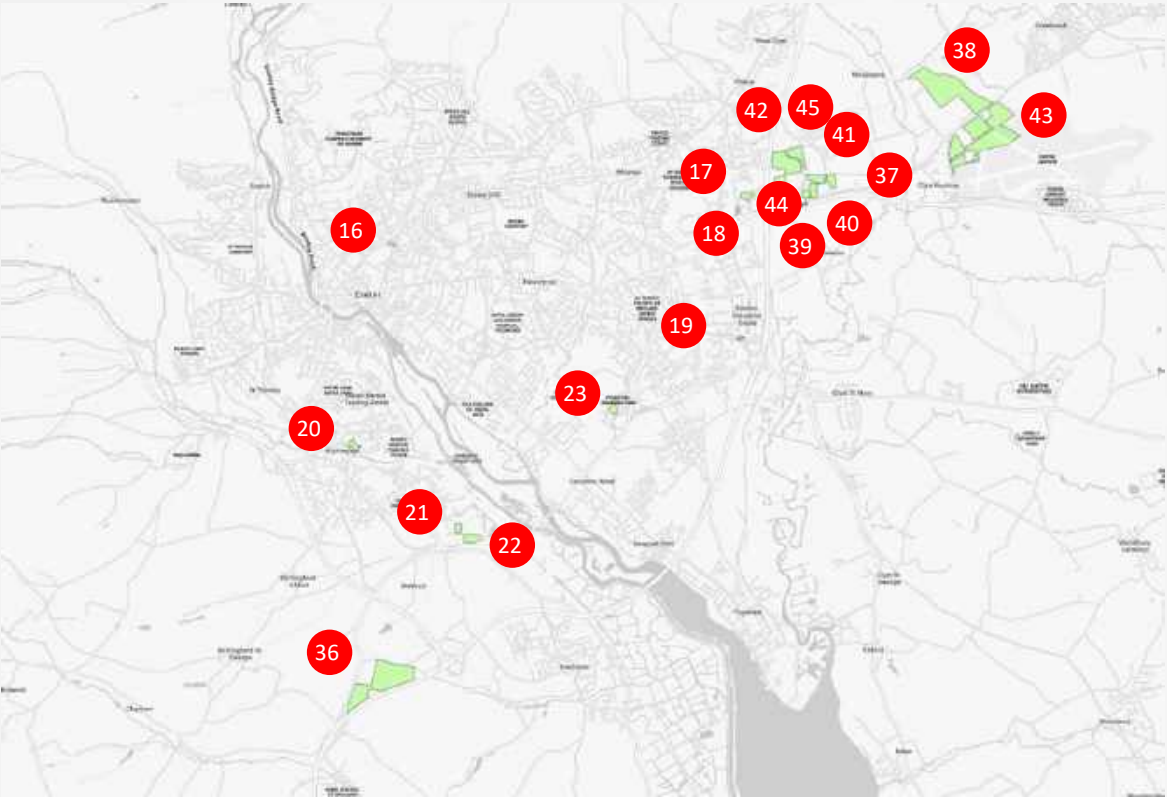
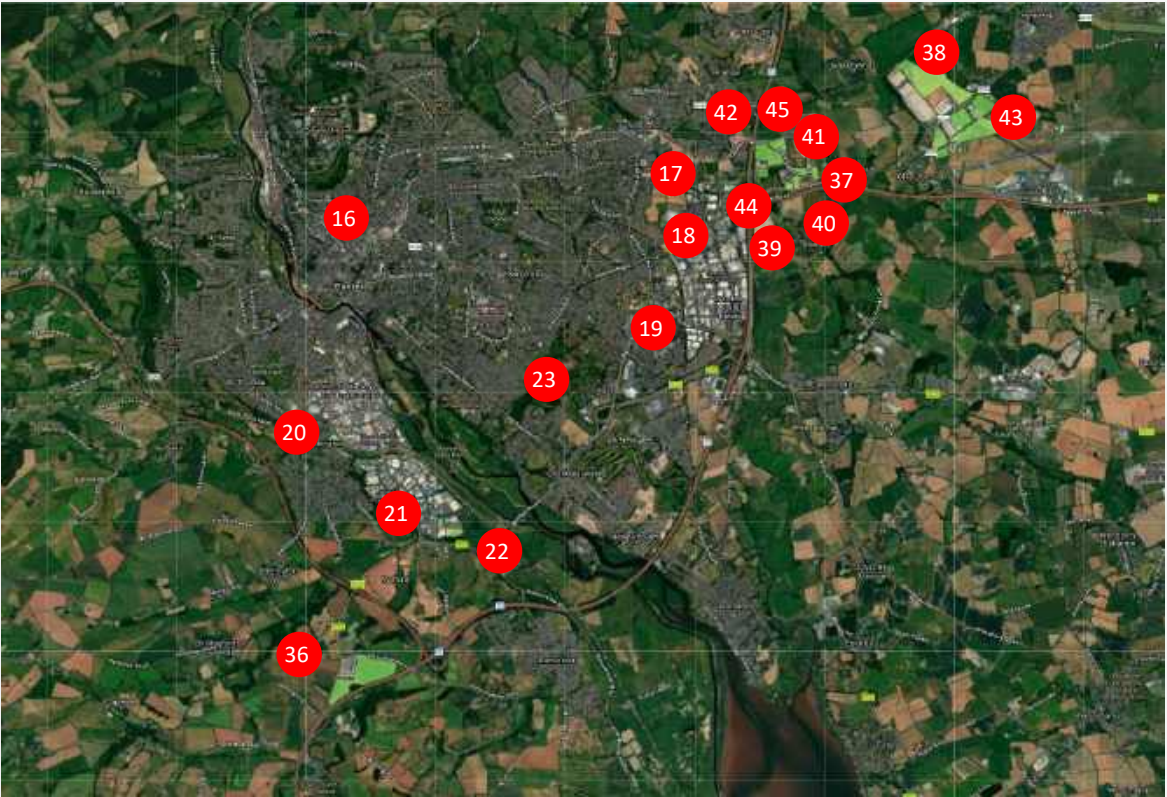


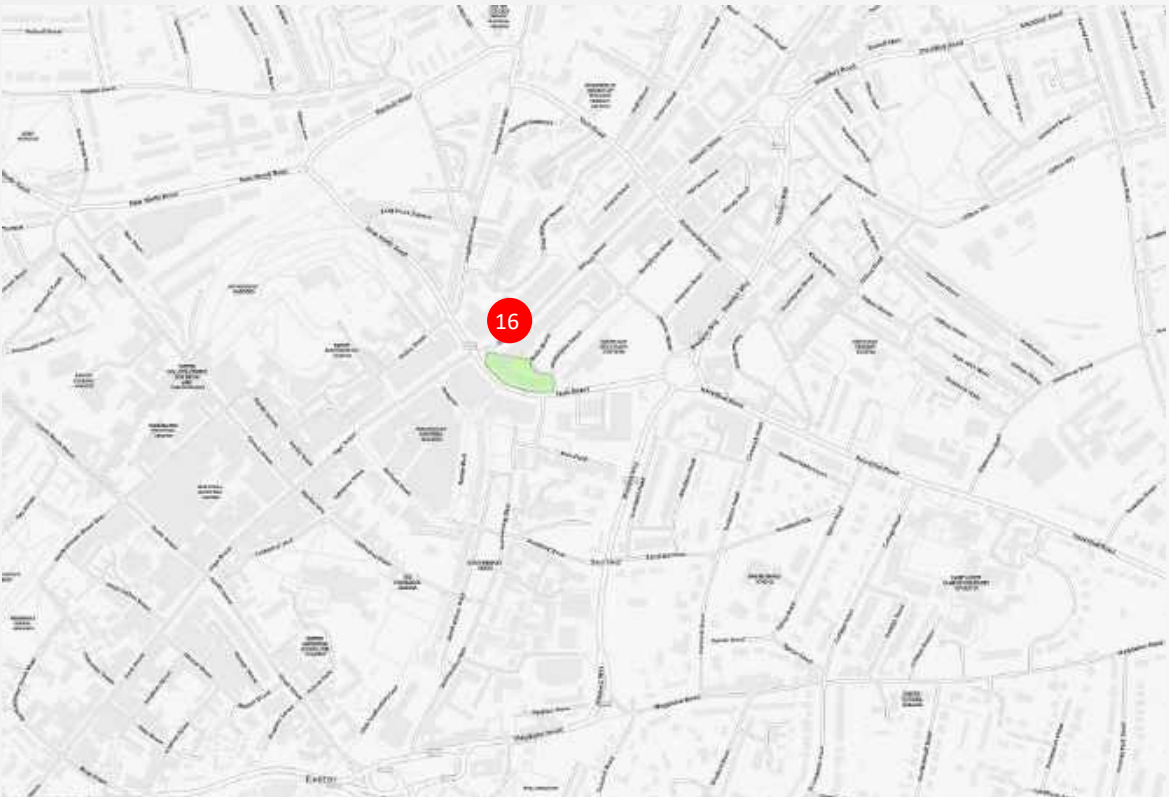


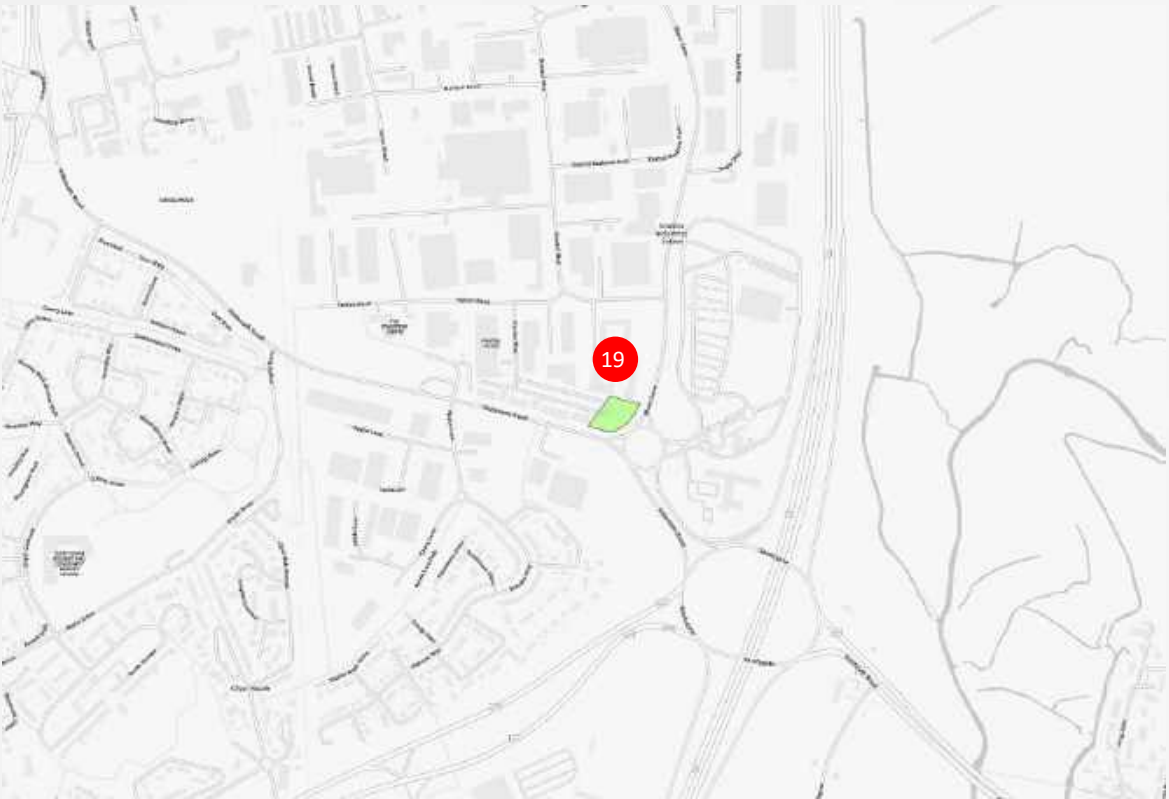
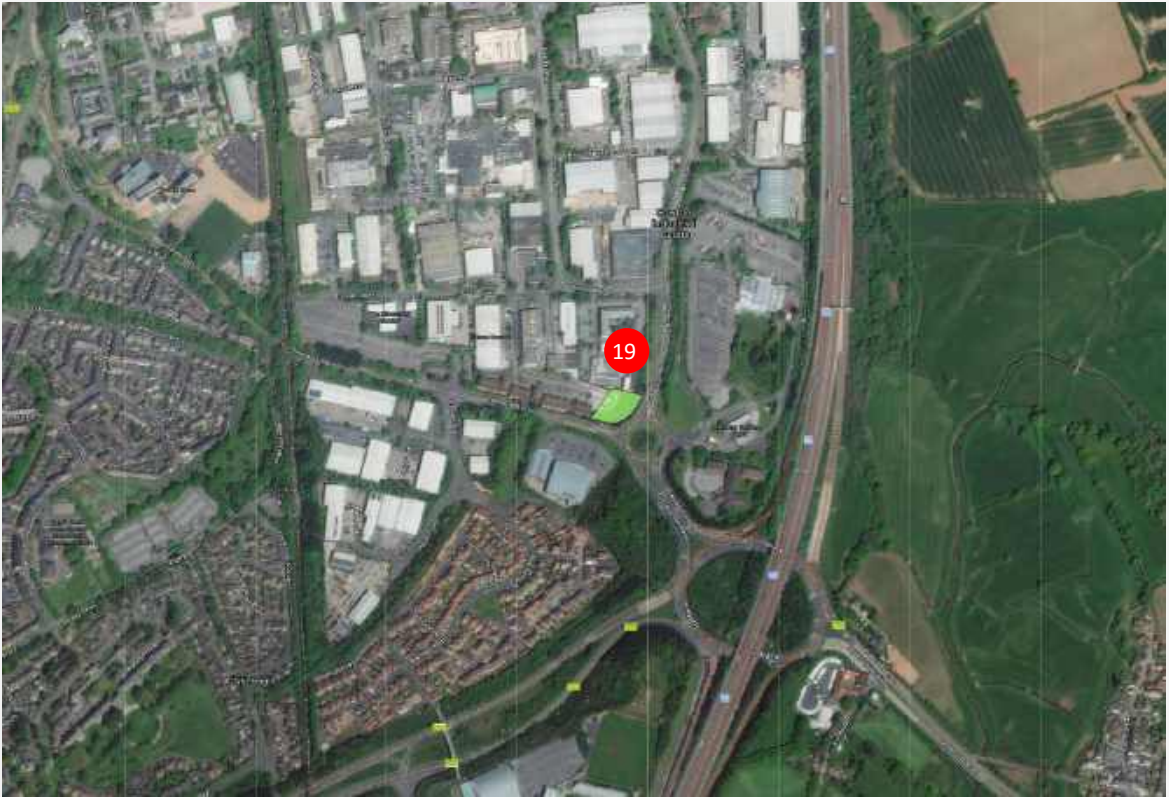


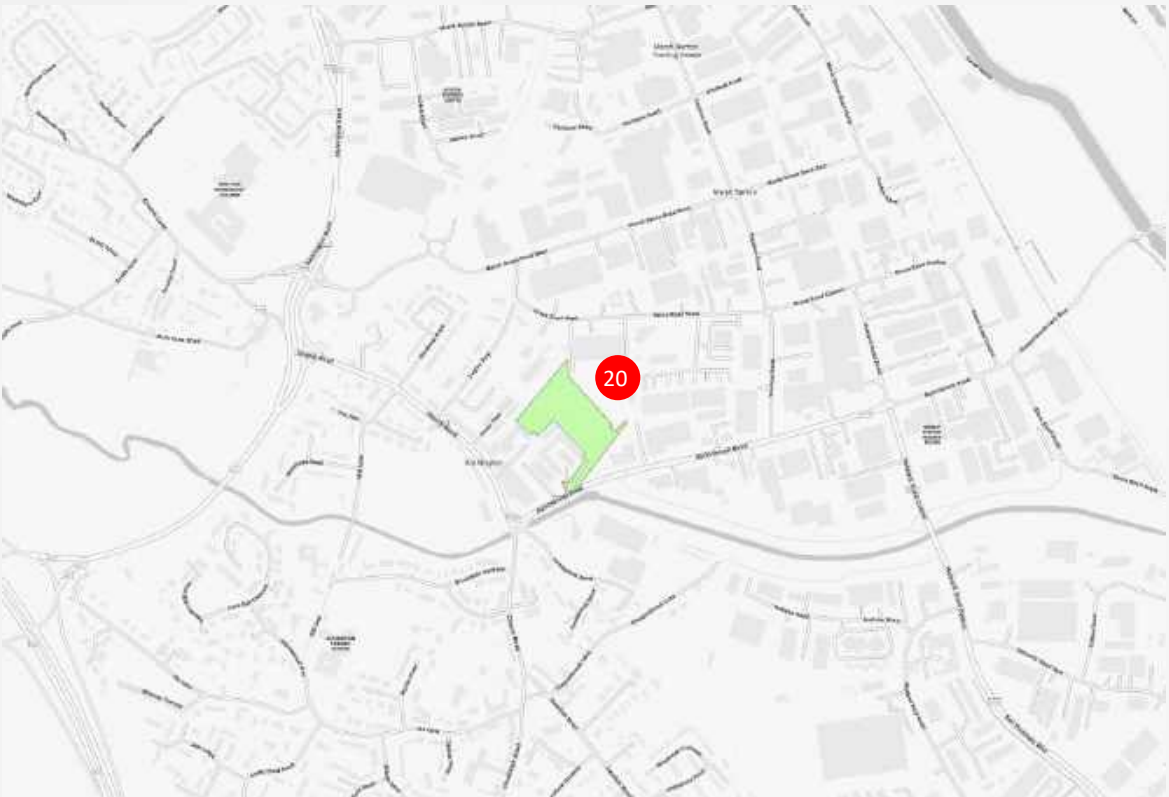
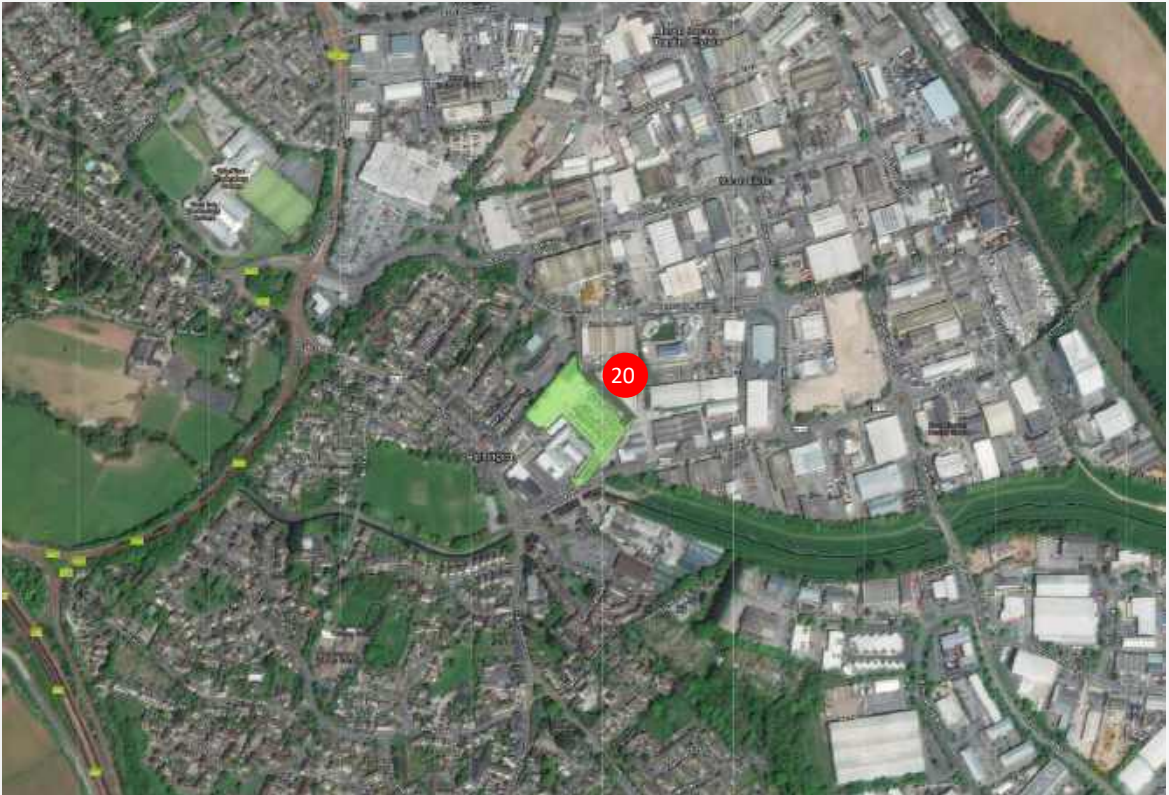
Exeter Employment Study – Site with Planning Permission

Ref	Site	Local Authority	Use	Area (ha)
16	City Point	Exeter City Centre	Office	0.37
Sub-total: Exeter City Centre				0.37
17	Land off Grenadier Road, Exeter Business Park	Rest of Exeter	Office	0.94
18	Lookout, Exeter Business Park	Rest of Exeter	Office	0.20
19	Site 1, Park Five, Falcon Way, Sowton	Rest of Exeter	Industrial	0.24
20	Site between Bakers Yard and RGB, Alphin Brook Road, Marsh Barton	Rest of Exeter	Industrial	1.09
21	Vospers Expansion Land, Matford Green Business Park	Rest of Exeter	Industrial	0.86
22	Phase 4, Matford Green Business Park	Rest of Exeter	Industrial	1.90
23	Land Adj Aperture, Pynes Hill	Rest of Exeter	Office	0.84
Sub-total: Rest of Exeter				6.07
37	Exeter Gateway Office Park	East Devon Zone	Office	1.48
38	Exeter Logistics Park	East Devon Zone	Industrial	21.08
39	Site 1, Exeter Science Park	East Devon Zone	Office	0.95
40	Site 2, Exeter Science Park	East Devon Zone	Office	1.42
41	Site 3, Exeter Science Park	East Devon Zone	Office	1.75
42	Site 4, Exeter Science Park	East Devon Zone	Office	6.52
43	Skypark Exeter	East Devon Zone	Industrial	26.81
44	Redhayes Clusters, Exeter Science Park	East Devon Zone	Office	1.45
45	Site at Langaton Lane, Exeter Science Park	East Devon Zone	Office	2.79
Sub-total: East Devon Zone				64.25
46	Westexe Business Park	Teignbridge Zone	Industrial	18.59
Sub-total: Teignbridge Zone				18.59
Total				89.28

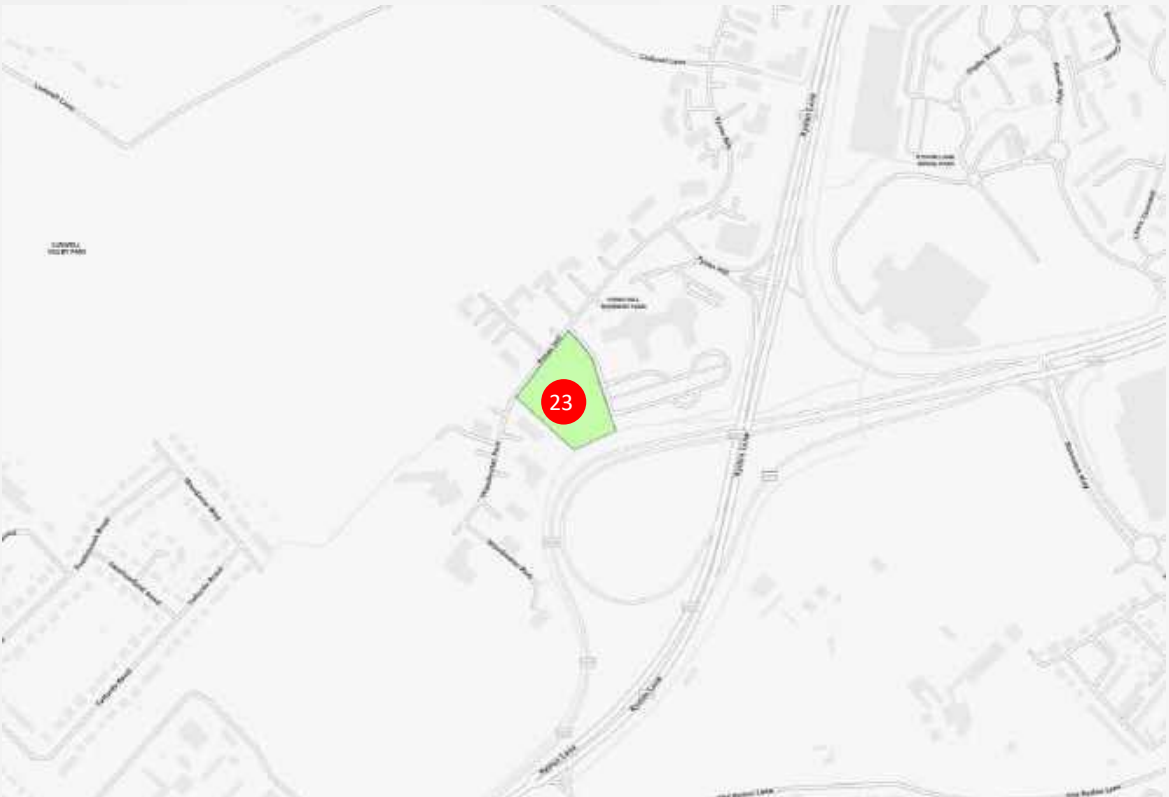


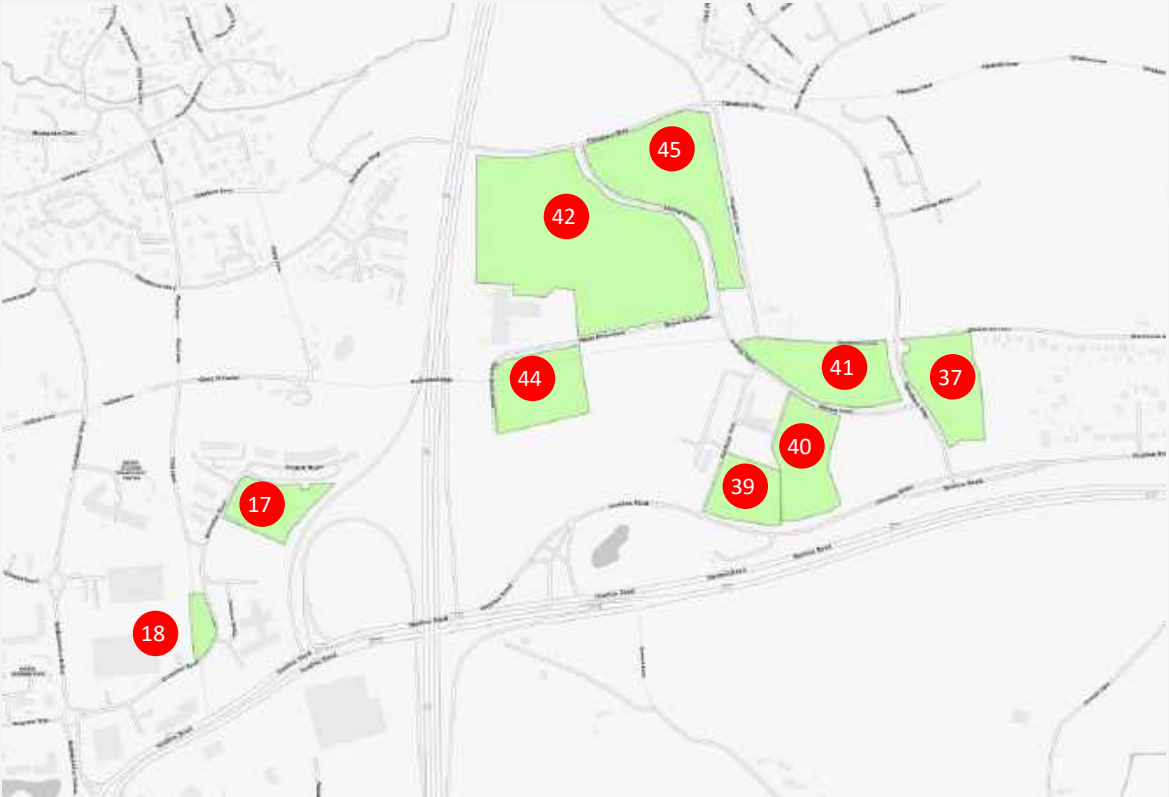










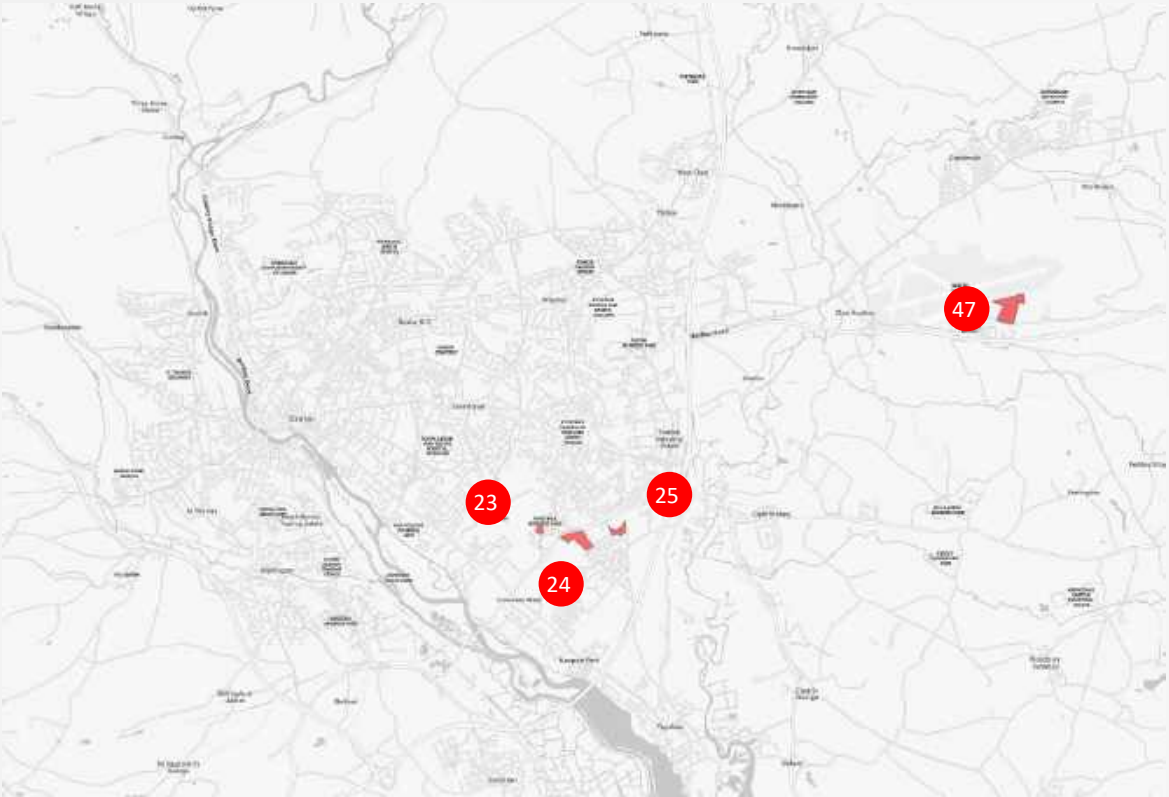






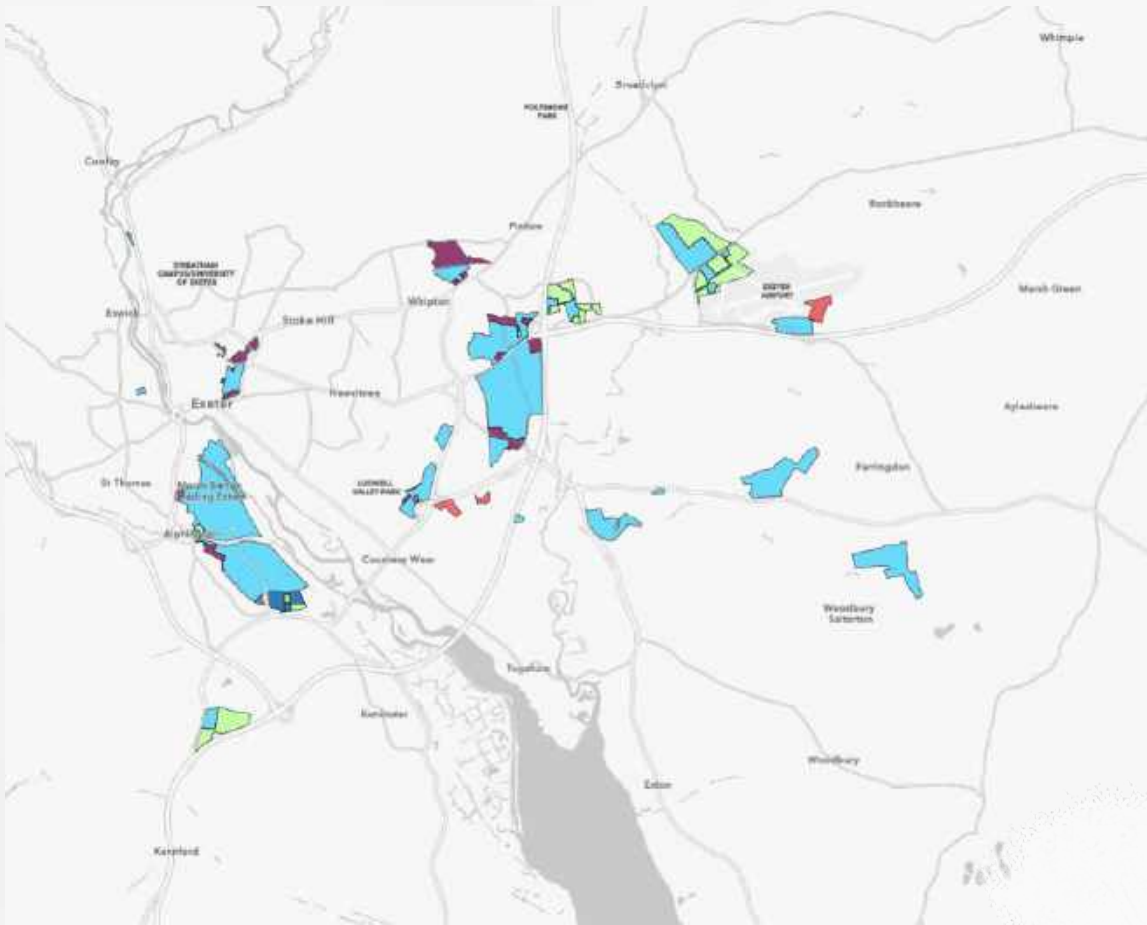
Exeter Employment Study – Undeveloped Allocations

Ref	Site	Local Authority	Use	Area (ha)
24	Newcourt A	Rest of Exeter	Office	4.64
25	Newcourt B	Rest of Exeter	Office	1.82
Sub-total: Rest of Exeter				6.46
47	PowerPark Exeter, Long Lane, Exeter Airport	East Devon Zone	Industrial	7.70
Sub-total: East Devon Zone				7.70
Total				14.16









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Appendix 6: Employment Sites Review

Exeter Employment Study

Prepared for Exeter City Council



November 2021

Executive Summary

This report forms part of the wider Exeter Employment Study led by Hardisty Jones Associates on behalf of Exeter City Council. This report addresses Task D of the study. The objective of Task D was to qualitatively assess the suitability and viability of the sites identified in Task C in terms of meeting future demand.

Ref	Name of site	Conclusion	Assessment (Red / Amber / Green)
	Exeter City Centre	Established Employment Area	
1	Southernhay	Exeter's main central business district with good connectivity to public transport and amenities. Contains a variety of accommodation and overall is a good quality established employment area which could continue to meet future demand for employment.	Green
	Rest of Exeter	Established Employment Area	
2	Marsh Barton Trading Estate	Exeter's largest commercial estate that contains a high proportion of auto-retail uses. The estate dates back from the 1950's and has been extended to the south, which is Matford. Some of the older buildings have been refurbished. An established employment area which could continue to meet future demand for employment. It is however understood that this area is being considered for mixed use redevelopment as part of the Liveable Exeter programme. A form of employment provision could be retained on site as part of future mixed use developments.	Green
3	Matford Business Park	The southern extension of Marsh Barton that was created in the late 1980's. This growth has allowed the creation of buildings with a lower density and suiting modern occupational requirements. A high proportion of auto-retail or quasi-retail uses. A modern and good quality established employment area which could continue to meet future demand for employment.	Green
4	Pynes Hill Business Park	Exeter's largest out-of-town, office park dating from 1980s. Accessible location to the road network and public transport nearby. Mixture of building sizes but no expansion potential. The business park could continue to meet future demand for employment.	Green
5	Peninsula Business Park	A well regarded, office campus dominated by South West Water's HQ. Accessible location within close proximity to local amenities and public transport. Opportunity to upgrade the accommodation, which is approaching over 35 years old. The business park could continue to meet future demand for employment.	Green
6	Sowton Industrial Estate	A substantial and popular established employment area with excellent accessibility to the strategic road network. The location means that employers can draw from a wide labour pool. The estate has no vacancies and is in strong demand especially from distribution occupiers. An established employment area which could continue to meet future demand for employment. It is however understood that part of the site is being considered for mixed use redevelopment as part of the Liveable Exeter programme. A form of employment provision could be retained on site as part of future mixed use developments.	Green
7	Exeter Business Park	A vital and established employment area, which has excellent accessibility to the local and regional strategic road network. The park has wide range of uses. The business park has no real expansion potential but some of the older buildings may need to be refurbished to suit modern requirements. The area could continue to meet future demand for employment.	Green

8	Pinhoe Trading Estate	This estate is different to other industrial estates in Exeter and suits small – medium sized businesses who serve the immediate area. Frontage plots have been redeveloped for food retail uses. Although tired and congested, there is the opportunity to improve the fabric of the older buildings. It is an established employment area which could continue to meet future demand for employment.	Green
	Exeter City Centre	Existing Employment Sites	
9-11	Longbrook Street / Northernhay / Brittany House	Historically, a popular city centre office area with large buildings housing large corporate or government offices. A number of the properties have been converted to alternative uses and therefore the employment use is fragmented. The loss of employment use could be considered if there are no good operational reasons for the businesses that occupy the site to remain; or it is unviable to refurbish the accommodation to meet modern occupational requirements and energy standards.	Amber
12	Summerland Street Area (Kwik Fit, Summerlands Street)	This is a legacy city centre site where all of the adjoining premises have been redeveloped for alternative uses, the site being part of the Grecian Regeneration Area identified in the Exeter Core Strategy. Lack of external areas is restrictive to its current use. The existing operation serves both local residents and employees but would arguably be better off located on a traditional industrial estate.	Amber
	Rest of Exeter	Existing Employment Sites	
13	Water Lane	This area forms the oldest collection of industrial-style buildings in the city. It is surrounded by residential development benefitting from the proximity to the city centre and canal setting. The area is allocated for mixed use development in the Exeter Local Plan First Review and is identified as the Water Lane Regeneration Area in the Exeter Core Strategy. The area is also being considered for mixed use redevelopment as part of the Liveable Exeter programme. The existing employment buildings and yard areas are of a poor quality. Occupiers could be encouraged to relocate to better standard buildings and locations within the city.	Red
14	Western Road, St Thomas (Beach Brothers)	A standalone property housing a manufacturing occupier who has been there since 1940. Despite being fairly centrally located, it is isolated and there are no other employment uses nearby. Accessibility to the road network is poor. The site adjoins residential use and this will restrict operations. The loss of employment use on this site could be considered.	Red
15	Former Johnsons, Cowley Bridge Road	An isolated site previously used as a commercial laundry remotely located in a mainly residential area away from Exeter's primary employment areas and major regional road connections. The adjoining employment use was redeveloped for student housing in 2009. Low-quality site and likely limited demand for employment purposes. The loss of employment use on this site could be considered.	Red
	Exeter City Centre	Sites with Planning Permission	
16	City Point	CityPoint is Exeter's largest city centre regeneration project and will comprise a mix of homes, business space, hotels and supporting uses. It is located at the north-eastern end of the High Street, close to public transport connections. The employment element will comprise mainly public sector and speculative Grade A offices and is part of a strategy to maintain a strong and vibrant central Exeter economy.	Green
	Rest of Exeter	Sites with Planning	
17	Land off Grenadier Road, Exeter Business Park	The last significant, consented site within the Exeter Business Park boundaries, suiting office development. Prominent position visible from the motorway and slip road. The site's ownership is connected to the Met Office and therefore provides expansion potential, alternatively the site could be developed for third-party	Green

		occupation as a whole or in a campus style. The site has potential to meet future demand for employment.	
18	Lookout, Exeter Business Park	The Lookout is a site that was formed by the extension to Grenadier Road on a relatively steep part of the Exeter Business Park. It has been marketed for some time without achieving a viable, office development solution. Planning consent was recently achieved by a medical operator, who intends constructing a purpose-built facility so the site will be developed for alternative use.	Amber
19	Site 1, Park Five, Falcon Way, Sowton	This very prominent site has laid vacant and undeveloped for around 30 years. One issue is that it can only be accessed from within the Park Five office development, this would need to be approved by the adjoining owner. At one point, a car dealership was planned but construction was halted. The location in relation to the strategic road network is excellent and the site would suit office or healthcare development. The site should be retained for employment uses. The site has the potential to meet future demand for employment.	Green
20	Site between Bakers Yard and RGB, Alphinbrook Road, Marsh Barton	This level site is owned by a regional car dealership and used for overflow car parking. The access for larger delivery vehicles is inferior and whilst the site could be redeveloped bespoke for the owner or a small industrial unit, the proximity to residential use would need to be considered. It is however understood that this site is being considered for mixed use redevelopment as part of the Liveable Exeter programme. A form of employment provision could be retained on the site as part of future mixed use developments.	Green
21	Vospers Expansion Land, Matford Green Business Park	This site is owned by Vospers and adjoins their large dealership complex. It forms the natural extension should they wish to expand. Alternatively, it was sold it could be developed for distribution, trade counter or manufacturing use. The site has potential to meet future demand for employment.	Green
22	Phase 4, Matford Green Business Park	This is the final plot of the last phase of Matford Park, which has attracted auto-retail and distribution uses. The site is level and consented and is in the single ownership of a developer, who intends building speculatively on part. The site has potential to meet future demand for employment.	Green
23	Land Adj Aperture, Pynes Hill	The last vacant plot within one of Exeter's biggest out-of-town office parks. Very accessible position that can accommodate a single occupier or multi-occupancy office users. The site has potential to meet future demand for employment.	Green
	Rest of Exeter	Undeveloped Allocations	
24	Newcourt A	The site is located in an accessible location on the eastern side of the city close to Junction 30, adjacent to the large Ikea retail store and is an undeveloped allocation. The new infrastructure built in the past five years, that serves the site, has also opened up large residential development. The A379 separates this area from Pynes Hill office development. The site's accessibility will be attractive to office occupiers or those involved with urban logistics. The site will be under pressure from residential development but has potential to meet future demand for employment.	Green
25	Newcourt B	The site is located in an accessible location on the eastern side of the city close to Junction 30, adjacent to the large Ikea retail store and is an undeveloped allocation. Although, the site has previously been granted planning permission for residential development (13/4524/OUT – now lapsed) and is the subject of a current application for residential development (21/0498/FUL). The new infrastructure built in the past five years, that serves the site, has also opened up large residential development. The A379 separates this area from Pynes Hill office development. The site's accessibility will be attractive to office occupiers but there is not	Amber

		currently demand for small-scale development for this use. It is an irregular shape, which will inhibit design and viability.	
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Criteria: Notes for Assessment

Criteria	Description
Use	Majority use class e.g., industrial or office.
Description	Site / area description.
History	History of the site / area.
Market appeal / interest	Is the site of interest to the market audience?
Scale relative to market interest	Is the site of a scale which meets the needs of current and future market demand?
Quality of accommodation	Assessment based on average age of buildings adapting to reflect overall mix and evidence of improvements.
Access to public transport links	Is the site accessible by public transport and how good is that public transport provision? Think about quality/frequency of service - whether several options are available – which option is best (train could be better than bus) – multi-modal transport can also be considered. Is there the potential for new/additional public transport provision?
Access to trunk road network/motorway	Is the site close to/easily accessible from the trunk road network?
Access to labour	Does the site have good access to the labour market (in terms of distance/time)? Is there potential for the site to be well related to new settlements/urban extensions?
Access to amenities and other services/facilities	Is there existing access to retail and leisure facilities? Is there potential for the site to be well related to new provision?
Proximity to other Employment	Is there a good relationship to existing or proposed employment areas? Important to achieve the benefits (economies of scale and network effects) that firms obtain by locating near each other i.e., agglomeration.
Prominence	Does the site have prominence to arterial routes, therefore suiting head quarter style buildings or those with ancillary retail? Does it provide the opportunity to construct / occupy a statement building?
Quality of surroundings	What is the suitability of the working environment that surrounds the site from an employee and operational perspective?
Topography / physical attributes	Is the topography appropriate for economic development? If any re-grading is needed is this likely to make the site unviable for development.
IT connections/Power	Is the site within an area with good internet speeds – Is the local transformer able to provide adequate power?
Expansion potential	Does the site, or adjoining area, offer the opportunity for an occupier to expand and grow?
Environmental issues	What, if any, are the key environmental constraints? Think about flooding, contamination etc.
Sustainability issues	Is the site brownfield or greenfield? Does the site have sustainable transport links? Are there sustainable power sources available? To what extent is the site capable of contributing to net zero carbon objectives?
Planning context	What is the current planning status? If unallocated, what is the likelihood of planning consent for employment uses being achieved?
Ownership	What are the aspirations of the site owner for the site? Are there any significant restrictive covenants impacting the site? How many different ownerships are within the area?
Redevelopment / improvement potential	Is the site appropriate for alternative uses or is there occupier / developer demand?

Ref No. 1	Southernhay	Established Employment Site
<p>Use class: Office.</p> <p>Description: Exeter's original office quarter. Large area comprising a combination of listed Georgian buildings converted into offices as well as purpose-built office accommodation constructed between 1970 and 2000. In addition, the Crown Courts adjoin the office campus.</p> <p>History: Recent developments include the refurbishment of Broadwalk House and Dean Clarke House. A number of office buildings have been converted to residential use.</p> <p>Market appeal / interest: Suitable. Majority of the office premises are occupied. This accommodation does compete with the out-of-town office market (e.g., Pynes Hill).</p> <p>Scale relative to market interest: Suitable. Variety of buildings and suites exist to suit all sizes.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Varies from converted period buildings to modern purpose-built office blocks. Some of the older buildings do not meet modern occupational standards.	Medium
Access to public transport links	Close to High Street (bus services) and Bus and Coach Station. Exeter Central Train Station within walking distance.	Good
Access to trunk road network/motorway	Reasonable access onto Western Way. Significant congestion on arterial access routes (e.g., Alphington Road, Topsham Road).	Medium
Access to labour	Accessible to large population pool although congestion into the city centre at peak times.	Good
Access to amenities and other services/facilities	Close to High Street, Princesshay, Sidwell Street and South Street which provide shops, leisure, hotels, and other amenities.	Good
Proximity to other Employment	Large employment area. Connectivity to smaller employment areas including Summerland Street, Northernhay and Longbrook Street.	Good
Prominence	Highly visible from Western Way and Paris Street. Good stature as central business district.	Good
Quality of surroundings	Attractive landscaping and historic architecture. Adjoins the Roman Wall, short distance from Exeter Cathedral and The Quay.	Good
Topography / physical attributes	Broadly level site.	Good
IT connections/Power	Good internet infrastructure. Power level consummate with the level required by office users.	Good
Expansion potential	Zero. No undeveloped sites.	Poor
Environmental issues	Site located in flood zone 1.	Good
Sustainability issues	Brownfield site. Good public transport links. Majority is older office stock so may be more challenging to upgrade accommodation to meet NZC requirements.	Medium
Planning context	Established employment area. PDR has allowed some office buildings to be converted into residential use.	Good
Ownership	Fragmented ownership.	Poor
<p>Redevelopment / improvement potential: Marked pressure on residential conversion. Opportunity to refurbish older office stock where viable (e.g., as has been completed on Broadwalk House).</p> <p>Conclusions: Exeter's main central business district with good connectivity to public transport and amenities. Contains a variety of accommodation and overall is a good quality established employment area that has the potential to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 2	Marsh Barton Trading Estate	Established Employment Area
<p>Use class: Industrial.</p> <p>Description: This employment area is Exeter's largest has been under continuous development since the 1950s extending to the south away from the City Centre. Main function is as trading estate and retail area. Use is intensive so that landscaping is limited, poor quality surroundings undermine parts. Access very much dependent on use of private car, although a new railway station which will serve Marsh Barton is under construction. In some places, there is traffic and parking congestion. Linkage with Water Lane is blocked by railway line. Accessibility is not ideal for warehouse use, but demand is strong reflecting the size of the estate and the range of opportunities it provides.</p> <p>History: Developed since the 1950's and pressure previously for non-employment uses especially retail. Extended south into Matford Park after drainage works were completed.</p> <p>Market appeal / interest: High percentage of occupiers involved with trade and automotive use so a focal point in the sub-region. In addition, there are distribution, offices, storage, and manufacturing users. Few long-term vacancies.</p> <p>Scale relative to market interest: Demand significantly outstrips supply. Variety of building sizes to suit demand profile.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Considerable variety across the estate.	Medium
Access to public transport links	Seven bus routes, which serve 34 bus stops (including Park and Ride service). New train station estimated to complete in winter 2022.	Good
Access to trunk road network/motorway	Traffic congestion along arterial access routes. Good access to the A30 and A38 Devon Expressway. M5 accessed via A30.	Good
Access to labour	Benefits from labour within Exeter as well as significant flows from neighbouring authority areas such as Teignbridge / Mid Devon.	Good
Access to amenities and other services/facilities	Not good although parts of the estate are within reasonable walking distance of Lidl and Sainsburys.	Poor
Proximity to other Employment	Large estate adjoining Matford area.	Good
Prominence	Prominent along major route into City.	Good
Quality of surroundings	Intensive development. Landscaping limited.	Poor
Topography / physical attributes	Broadly level site.	Good
IT connections/Power	Good internet infrastructure. Historically power deficiency issues.	Medium
Expansion potential	Zero.	Poor
Environmental issues	With limited exception most of Marsh Barton sits within flood zone 3.	Poor
Sustainability issues	Brownfield site. Good public transport links.	Medium
Planning context	Established employment area.	Good
Ownership	Fragmented ownership.	Poor
<p>Redevelopment / improvement potential: Significant potential to piecemeal enhance the fabric of the existing older buildings. No vacant plots. Redevelopment of larger, older buildings (e.g., Vospers, Polestar).</p> <p>Conclusions: Exeter's largest commercial estate that contains a high proportion of auto-retail uses. The estate dates back from the 1950's and has been extended to the south, which is Matford. Some of the older buildings have been refurbished. An established employment area which could continue to meet future demand for employment. It is however understood that this area is being considered for mixed use redevelopment as part of the Liveable Exeter programme. A form of employment provision could be retained on site as part of future mixed use developments.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 3	Matford Business Park	Established Employment Area
<p>Use class: Industrial.</p> <p>Description: Southerly continuation of the Marsh Barton Trading Estate, unlocked in the late 1980's but a flood relief scheme. As this area was formed after than the original estate, the buildings are of higher quality layout and building design. Comprises a mixture of occupiers including those involved with warehousing, offices, and quasi-industrial uses such as car showrooms. There is also a cash & carry and The Livestock Market.</p> <p>History: Primarily developed since late 1980's. Nearing completion with the final plots at Matford Green Trade Park now serviced and ready for development.</p> <p>Market appeal / interest: Strong reputation and levels of demand from occupiers involved with auto-retail, trade counter and storage use.</p> <p>Scale relative to market interest: Limited range of development sites and accommodation. Demand significantly outstrips supply.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	All of the buildings were constructed post 1985.	Good
Access to public transport links	Seven bus routes which serve 34 bus stops (including Park and Ride service). New train station estimated to complete in Q4 2022.	Good
Access to trunk road network/motorway	Traffic congestion along arterial access routes. Good access to the A30 and A38 Devon Expressway. M5 accessed via A30.	Good
Access to labour	Benefits from labour within Exeter as well as significant flows from neighbouring authority areas such as Teignbridge. New housing to south of Alphington.	Good
Access to amenities and other services/facilities	Poor.	Poor
Proximity to other Employment	Large estate adjoining Marsh Barton Trading Estate.	Good
Prominence	Prominence only from A379.	Medium
Quality of surroundings	Well laid out and extensively planted. Access to Matford Marshes nature trail.	Medium
Topography / physical attributes	Level site.	Good
IT connections/Power	Good internet infrastructure. Historically power deficiency issues.	Medium
Expansion potential	None.	Poor
Environmental issues	With limited exception most of Matford sits within flood zone 3.	Poor
Sustainability issues	No adverse effects.	Medium
Planning context	Established employment area.	Good
Ownership	Fragmented ownership.	Poor
<p>Redevelopment / improvement potential: Limited with largely modern accommodation.</p> <p>Conclusions: The southern extension of Marsh Barton that was created in the late 1980's. This growth has allowed the creation of buildings with a lower density and suiting modern occupational requirements. A high proportion of auto-retail or quasi-retail uses. A modern and good quality established employment area which could continue to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 4	Pynes Hill Business Park	Established Employment Area
<p>Use class: Office.</p> <p>Description: Modern office campus comprising number of buildings some divided into smaller units.</p> <p>History: Development started in 1990s and expanded south-west, this sub-section known as Woodwater Park.</p> <p>Market appeal / interest: One of the main out-of-town office offerings in the city. Occupiers include those involved with professional services, construction, and financial services.</p> <p>Scale relative to market interest: Good range of suites and accommodation. Suitable.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Modern buildings all post 1990, some being refurbished internally.	Good
Access to public transport links	Russell Way provides regular buses (1, H1, H2). No direct bus routes from key centres such as Pinhoe, Alphington and Exwick. Digby & Sowton Train Station within one mile of Pynes Hill.	Medium
Access to trunk road network/motorway	Fronts A3015 Rydon Lane, within two miles of M5 junction 30.	Good
Access to labour	Accessible to large population from within the city or wider.	Good
Access to amenities and other services/facilities	Tesco and Rydon Lane Retail Park within one mile of Pynes Hill but across busy road. Costa Drive-Thru recently developed at the entrance to Pynes Hill. Poor offering relative to scale.	Poor
Proximity to other Employment	Near to Peninsula Park.	Good
Prominence	Some parts prominent onto A3015 Rydon Lane.	Medium
Quality of surroundings	Pleasant, landscaped areas. Walks to Topsham Road.	Good
Topography / physical attributes	Slightly sloping site. Drops away on the north-eastern side but offices are set on terraces.	Good
IT connections/Power	Good internet infrastructure. Power level consummate with the level required by office users.	Good
Expansion potential	No scope for extension. One last plot at Aperture (0.84 hectares).	Medium
Environmental issues	Site located in flood zone 1. Road traffic noise.	Good
Sustainability issues	High proportion of workers access the site by car.	Medium
Planning context	Established employment area.	Good
Ownership	Large number of ownerships.	Poor
<p>Redevelopment / improvement potential: Potential for conversion to alternative uses such as healthcare and gym uses. Reconfiguration of suites to meet market demand and modern-day standards post Covid. Requirements of occupiers for NZC will mean that existing buildings will need to be upgraded.</p> <p>Conclusions: Exeter's largest out-of-town, office park dating from 1980s. Accessible location to the road network and public transport nearby. Mixture of building sizes but no expansion potential. The business park could continue to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 5	Peninsula Business Park	Established Employment Area
<p>Use class: Office.</p> <p>Description: Substantial office development comprising several large buildings within a self-contained business park. The business park is dominated by South West Water's HQ. The park adjoins a busy arterial route and is surrounded by residential units and a secondary school.</p> <p>History: Development started in late 1980s and has stayed in the same format since, with recycling of the smaller buildings.</p> <p>Market appeal / interest: There have been vacancies in the past, but these larger office buildings or suites have re-let. South West Water are the largest occupier on the park and completed a sale and leaseback a few years ago. The park has attracted occupiers involved with professional services and there is also a nursery.</p> <p>Scale relative to market interest: Suitable for the large office occupiers, although some of the accommodation needs refurbishing. The South West Water building would be too large for the local market.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Post 1980 campus style office buildings, some of which have been refurbished.	Medium
Access to public transport links	Rydon Park provides regular buses (J, H1). No direct bus routes from key centres such as Alphington and Pinhoe. Digby & Sowton train station is within 0.5 miles of Peninsula Park.	Good
Access to trunk road network/motorway	Fronts A3015 Rydon Lane, within two miles of Junction 30 M5. Rydon Lane is an important arterial route running north – south as an inner bypass for the city.	Good
Access to labour	Accessible to large population catchment with its proximity to the local road network.	Good
Access to amenities and other services/facilities	Tesco and Rydon Lane Retail Park are within walking distance but across the busy arterial road. Motel located at Middlemoor.	Medium
Proximity to other Employment	Close to Pynes Hill Business Park.	Good
Prominence	Prominence onto A3015 Rydon Lane.	Good
Quality of surroundings	Pleasant, landscaped areas within a campus-style development.	Good
Topography / physical attributes	Level site.	Good
IT connections/Power	Good internet infrastructure. Power level commensurate with the level required by office users.	Good
Expansion potential	No expansion potential.	Poor
Environmental issues	Site located in flood zone 1. Traffic road noise.	Good
Sustainability issues	High proportion of workers access the site by car. Opportunity to enhance the environmental performance of the accommodation as part of any refurbishment.	Medium
Planning context	Established employment area.	Good
Ownership	Condensed number of ownerships.	Medium
<p>Redevelopment / improvement potential: Opportunity to upgrade existing stock to meet modern occupier requirements and energy use standards.</p> <p>Conclusions: A well regarded, office campus dominated by South West Water's HQ. Accessible location within close proximity to local amenities and public transport. Opportunity to upgrade the accommodation, which is approaching over 35 years old. The business park could continue to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 6	Sowton Industrial Estate	Established Employment Area
<p>Use class: Industrial / Office.</p> <p>Description: Exeter's second largest employment area, adjacent to the M5 motorway. Not as densely laid out as other estates, Sowton is a popular location for distribution and larger manufacturing occupiers. Includes offices as well as industrial space, including Environment Agency's regional HQ, Park Five and Abbey Court.</p> <p>History: Development at Sowton commenced in the late 1970s between the two motorway connections. In the late 1980's, it started to expand into adjoining land to the north (Exeter Business Park) and to the south (Apple Lane) in the 2000's.</p> <p>Market appeal / interest: Wide range of accommodation. Strong interest from distribution, warehousing, and manufacturing occupiers. Demand significantly outstrips supply. Larger distribution or manufacturing occupiers are focusing on purpose-built projects around Exeter Airport.</p> <p>Scale relative to market interest: Provides a variety of sized buildings suiting market demand.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Considerable variety but majority built between 1970 and 2005.	Medium
Access to public transport links	Sowton has 11 bus routes which serve 16 bus stops (including Park and Ride service). Digby and Sowton Train Station accessible via walking from southern parts of the estate.	Good
Access to trunk road network/motorway	Excellent with close proximity to both Junctions 29 and 30 M5.	Good
Access to labour	Benefits from labour within Exeter as well as significant flows from the neighbouring authority areas of Teignbridge, East Devon, and Mid Devon.	Good
Access to amenities and other services/facilities	Relative to the scale of the estate, there are limited facilities in terms of retail and leisure, but the motorway services do offer convenience retail. There are three hotels within close proximity.	Medium
Proximity to other Employment	Large estate adjoining Exeter Business Park.	Good
Prominence	Parts front main routes to M5 junction 29 and 30.	Good
Quality of surroundings	Intensive employment development with limited landscaped areas.	Poor
Topography / physical attributes	Large parts of the estate are set on terraces sloping down towards the motorway.	Good
IT connections/Power	Good internet infrastructure and we are unaware of any power deficiencies.	Good
Expansion potential	None. Only one small undeveloped plot exists (0.24 hectares) on Park Five.	Poor
Environmental issues	With limited exception, the whole of Sowton is located in flood zone 1.	Good
Sustainability issues	No adverse effects.	Medium
Planning context	Established employment area.	Good
Ownership	Fragmented ownership.	Poor
<p>Redevelopment / improvement potential: Enhancement of older, existing buildings is only real improvement opportunity as there is no expansion potential. This process has started.</p> <p>Potential for redeveloped for residential / mixed use: Limited opportunities relative to the scale of the employment area. Any mixed use re-development should include a high proportion of retained employment due to the location's popularity and accessibility.</p> <p>Conclusions: A substantial and popular established employment area with excellent accessibility to the strategic road network. The location means that employers can draw from a wide labour pool. The estate has no vacancies and is in strong demand especially from distribution occupiers. An established employment area which could continue to meet future demand for employment. It is however understood that part of the site is being considered for mixed use redevelopment as part of the Liveable Exeter programme. A form of employment provision could be retained on site as part of future mixed use developments.</p>		

Assessment to meet future demand: **Green**

Ref No. 7	Exeter Business Park	Established Employment Area
<p>Use class: Industrial / Office.</p> <p>Description: One of Exeter's leading out-of-town developments in prominent location close to Junction 29 M5 and adjoining The Met Office. The park contains a wide variety of uses including offices, distribution, warehousing, medical, leisure and education.</p> <p>History: Rapid development since late 1980's being master planned as one business park. Significant housing growth to the north and new Monkerton Link now comes through the estate.</p> <p>Market appeal / interest: The estate has attracted high profile occupiers including EDF Energy, DHL, BT and Ashfords. The location and modern age of the accommodation mean that there would be strong demand if any buildings became available.</p> <p>Scale relative to market interest: Good variety of sized buildings and different use types. Suitable to the market.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	All buildings built in the late 1980's onwards so modern accommodation.	Good
Access to public transport links	Regular buses (4a, 4, 56, RED, FALC). Pinhoe Train Station is approximately one mile to the north and Digby & Sowton Train Station one mile to the south.	Good
Access to trunk road network/motorway	Park adjoins Junction 29 M5 so therefore excellent accessibility.	Good
Access to labour	Benefits from labour within Exeter as well as significant flows from the neighbouring authority areas of Teignbridge, East Devon, and Mid Devon.	Good
Access to amenities and other services/facilities	There is one hotel on the park and another within very close proximity. Limited retail offer but there is a Subway, Dominos and Starbucks within reasonable walking distance. No leisure offer.	Medium
Proximity to other Employment	Large area adjoining Sowton Industrial Estate.	Good
Prominence	Highly prominent on main route into city from Junction 29 M5.	Good
Quality of surroundings	Limited landscaping or areas of public open space.	Poor
Topography / physical attributes	Sloping site falling towards the south but built on terraces.	Medium
IT connections/Power	Good internet infrastructure. Power level commensurate with the level required by industrial and office users.	Good
Expansion potential	Limited expansion potential. Only two vacant plots on the estate.	Poor
Environmental issues	Site located in flood zone 1.	Good
Sustainability issues	No adverse aspects affecting sustainability.	Medium
Planning context	Established employment area.	Good
Ownership	Fragmented ownership.	Poor
<p>Redevelopment / improvement potential: Buildings are relatively modern so no commercial reason for redevelopment but potential for older buildings to be refurbished so as to be brought up to meet modern occupational requirements.</p> <p>Conclusions: A vital and established employment area, which has excellent accessibility to the local and regional strategic road network. The park has wide range of uses. The business park has no real expansion potential but some of the older buildings may need to be refurbished to suit modern requirements. The area could continue to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 8	Pinhoe Trading Estate	Established Employment Area
<p>Use class: Industrial.</p> <p>Description: Older style 1960's industrial estate close to high density residential area on the east side of the city with access to a main arterial route. Smaller estate than the likes of Marsh Barton or Sowton. Improved accessibility to the motorway via the Monkerton Link.</p> <p>History: The buildings are all warehouses and workshops although discount food retail units have replaced some of these industrial uses on the frontage. The adjoining brickworks has been redeveloped for mainstream private residential use.</p> <p>Market appeal / interest: Occupiers include mainly local businesses involved with manufacturing, auto repair and small-scale distribution uses.</p> <p>Scale relative to market interest: Variety of small to medium sized premises. Suitable for the indigenous market.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Variety of quality ranging from buildings constructed in 1960's onwards. High density environment.	Medium
Access to public transport links	Regular buses (1A, K, F2). Pinhoe train station is approximately one mile to the east.	Good
Access to trunk road network/motorway	Junction 29 M5 is situated 1.5 miles to the south east. Direct access to an important arterial route into the city and the inner bypass.	Good
Access to labour	Close to a large population mass and recently highways improvements provided better access to regional road network. Cranbrook and residential expansion around Pinhoe are providing a significant increase in local, working population.	Good
Access to amenities and other services/facilities	Aldi and Sainsbury's within walking distance. Hotels on Exeter Business Park are a short drive away. Limited leisure facilities.	Good
Proximity to other Employment	Isolated and smallish estate surrounded by predominantly residential uses. Separated from Exeter Business Park by recent housing developments.	Poor
Prominence	Prominent frontage onto Pinhoe Road.	Good
Quality of surroundings	Limited landscaping. The estate is congested and tired.	Poor
Topography / physical attributes	Partially sloping site falling southwards towards Pinhoe Road.	Medium
IT connections/Power	Good internet infrastructure. Power level consummate with smaller occupier demands.	Medium
Expansion potential	None. Intensely developed areas with many separate businesses.	Poor
Environmental issues	The majority of Pinhoe Trading Estate is located in flood zone 1. North eastern part of the site within flood zone 2 and 3. Proximity to residential.	Medium
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Established employment area.	Good
Ownership	Fragmented ownerships.	Poor
<p>Redevelopment / improvement potential: Redevelopment and improvement of existing buildings is a possibility. The land and buildings formerly comprising front part of Pinbrook Units have been purchased by Lidl.</p> <p>Conclusions: This estate is different to other industrial estates in Exeter and suits small – medium sized businesses who serve the immediate area. Frontage plots have been redeveloped for food retail uses. Although tired and congested, there is the opportunity to improve the fabric of the older buildings. It is an established employment area which could continue to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 9, 10, 11	Longbrook House, Northernhay Place, Brittany House	Existing Employment Area
<p>Use class: Office.</p> <p>Description: In town location comprising a mixture of office, student accommodation and private residential adjoining the city centre shopping centre. Immediately adjacent to Exeter Central train station. High density development.</p> <p>History: Development has been sporadic with main building periods early 1970s and early 1990s. A number of major employment buildings subsequently were converted to residential or student housing. Some offices have frequently had vacant space in the past.</p> <p>Market appeal / interest: Occupiers include Your Move, Optical Express and Working Links. Some of the accommodation does now not meet modern occupational requirements.</p> <p>Scale relative to market interest: Larger sole-occupancy buildings and individual suites with larger buildings. There is therefore a range to suit all of the demand profile.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Built from the early 1970s onwards, the purpose-built office accommodation is now tired and, in many instances, does not meet modern occupational requirements.	Medium
Access to public transport links	Adjoining Exeter Central railway station and close to High Street, the bus and coach stations.	Good
Access to trunk road network/motorway	Access can be difficult out to the motorway network due to congestion.	Medium
Access to labour	Accessible to central residential areas and university temporary labour. Congestion on arterial routes into City Centre does inhibit access for a wider labour pool during peak times.	Good
Access to amenities and other services/facilities	Close to High Street and its retail offering, leisure, hotels, and amenities.	Good
Proximity to other Employment	Fairly small area of employment, within convenient walking distance of Southernhay.	Medium
Prominence	Parts of this area front onto a busy local primary road.	Medium
Quality of surroundings	The buildings mainly front a busy road. No planting but some historical buildings. Close to Northernhay Gardens.	Poor
Topography / physical attributes	Slightly sloping site rising steeply to Northernhay Gardens.	Medium
IT connections/Power	Good internet infrastructure. Power level consummate with the level required by office users.	Good
Expansion potential	None.	Poor
Environmental issues	Longbrook House, Northernhay Place and Brittany House are located in flood zone 1. Poorly environmental performing buildings due to their age. Proximity to residential / student housing.	Medium
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Existing employment area.	Good
Ownership	Fragmented ownership.	Poor
<p>Redevelopment / improvement potential: Number of the offices have already been converted to private residential and student use. Potential for redevelopment for employment use would appear limited and would be unviable.</p> <p>Conclusions: Historically, a popular city centre office area with large buildings housing large corporate or government offices. A number of the properties have been converted to alternative uses and therefore the employment use is fragmented. The loss of employment use could be considered if there are no good operational reasons for the businesses that occupy the site to remain; or it is unviable to refurbish the accommodation to meet modern occupational requirements and energy standards.</p> <p>Assessment to meet future demand: Amber</p>		

Ref No. 12	Summerland Street Area (Kwik Fit, Summerlands Street)	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: This area is close to the city centre and developed post WWII into buildings for industrial use. The Exeter Core Strategy identified this area as the Grecian Regeneration Area. The last remaining unit that has not been redeveloped for other uses is occupied as a vehicle repair centre. The property has a high site cover with limited external areas.</p> <p>History: All of the adjoining, original industrial / storage accommodation has been converted or redeveloped to accommodate student housing, sorting office, night club and private residential.</p> <p>Market appeal / interest: If became vacant the site may be of interest to a local or national auto-servicing or repair occupier. \it may be that the buildings and layout are not fit for purpose.</p> <p>Scale relative to market interest: Suitable for that specific, existing use.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	1970's converted warehouse building with very small external area for parking or loading.	Poor
Access to public transport links	Close to High Street and bus and coach station. Exeter Central train station is within easy walking distance.	Good
Access to trunk road network/motorway	Good access onto Western Way with its connections to M5 and Outer Bypass. Congestion on arterial routes into City Centre inhibits access during peak times.	Medium
Access to labour	Accessible to central residential areas and university temporary labour. Congestion on arterial routes into City Centre does inhibit access for a wider labour pool during peak times.	Medium
Access to amenities and other services/facilities	Close to High Street and its retail offering, leisure, hotels, and amenities.	Good
Proximity to other Employment	This area is slightly isolated now because of the surrounding area being redeveloped but is relatively close to Southernhay office area.	Medium
Prominence	Very prominent on main arterial route that bypasses the city centre.	Good
Quality of surroundings	Mixed-use, high-density area with limited green space.	Poor
Topography / physical attributes	Slightly sloping site with the external areas being lower than	Medium
IT connections/Power	Good internet infrastructure. Power level consummate with size and use of the building.	Good
Expansion potential	No potential. Bounded by large student housing developments.	Poor
Environmental issues	Site located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Existing employment area. The use of the property currently is Class B2 of the Use Classes Order.	Good
Ownership	Single ownership and occupation.	Good
<p>Redevelopment / improvement potential: The whole surrounding area has been redeveloped save as to this plot. Outside of its existing use, it would not be viable (nor would there be sufficient demand) to redevelop the property for new-build offices.</p> <p>Conclusions: This is a legacy city centre site where all of the adjoining premises have been redeveloped for alternative uses, the site being part of the Grecian Regeneration Area identified in the Exeter Core Strategy. Lack of external areas is restrictive to its current use. The existing operation serves both local residents and employees but would arguably be better off located on a traditional industrial estate.</p> <p>Assessment to meet future demand: Amber</p>		

Ref No. 13	Water Lane	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: Level previously heavily industrialised area next to Exeter Canal. Ground pollution and flooding potential problems. Pockets of industry remain including an animal rendering plant, which is neither a good neighbour for housing nor easy to relocate. Older buildings generally, meeting the needs of small businesses who are attracted by lower rents and do not need quality buildings or good road access. Disjointed from the neighbouring Marsh Barton estate by the railway line.</p> <p>History: First developed at the beginning of the 20th Century to accommodate heavy industry and public utilities. Parts redeveloped for housing.</p> <p>Market appeal / interest: This area suits cost-sensitive occupiers or those involved with heavier manufacturing uses.</p> <p>Scale relative to market interest: Mostly smaller buildings and yards, which suit a local audience.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Older buildings many of which do not meet modern occupational standards.	Poor
Access to public transport links	Northern section accessible to Park & Ride bus services. Walking distance to Exeter St Thomas and proposed Marsh Barton train station.	Good
Access to trunk road network/motorway	Vehicular access only possible through residential area and then via busy Alphington Road. No access via Tan Lane into Marsh Barton, which is for buses only.	Poor
Access to labour	Central Exeter location but inhibited by poor vehicular access.	Medium
Access to amenities and other services/facilities	Northern area within easy walking distance to a convenience stores at Exe Bridges additional retail and leisure. Other facilities in the canal basin.	Good
Proximity to other Employment	Adjoining Marsh Barton but physically separated by the mainline railway.	Medium
Prominence	Low profile with poor access provision and embedded within mainly residential area.	Poor
Quality of surroundings	Overall setting with canal and river valley is good but area itself generally run down and unattractive. Popular cycle path route.	Medium
Topography / physical attributes	Level site.	Good
IT connections/Power	We are unaware of any deficiencies on IT connections or power.	Medium
Expansion potential	Limited with vacant sites earmarked for more residential use.	Poor
Environmental issues	Site located in flood zone 3. Potential contamination of the sites in this location.	Poor
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	The area is allocated for mixed use development in the Exeter Local Plan First Review and is identified as the Water Lane Regeneration Area in the Exeter Core Strategy.	Medium
Ownership	Fragmented ownership.	Poor
<p>Redevelopment / improvement potential: Much of the area is contaminated and subject to flood risk. Accessibility for road transport and larger delivery vehicles is a problem.</p> <p>Potential for redeveloped for residential / mixed use: The area is allocated for mixed use development in the Exeter Local Plan First Review and is identified as the Water Lane Regeneration Area in the Exeter Core Strategy. The area is also being considered for mixed use redevelopment as part of the Liveable Exeter programme. This area would suit a residentially led, mixed use development including ancillary leisure and retail.</p> <p>Conclusions: This area forms the oldest collection of industrial-style buildings in the city. It is surrounded by residential development benefitting from the proximity to the city centre and canal setting. The area is allocated for mixed use development in the Exeter Local Plan First Review and is identified as the Water Lane Regeneration Area in the Exeter Core Strategy. The area is also being considered for mixed use redevelopment as part of the Liveable Exeter programme. The existing employment buildings</p>		

and yard areas are of a poor quality. Occupiers could be encouraged to relocate to better standard buildings and locations within the city.

Assessment to meet future demand: Red

Ref No. 14	Western Road, St Thomas (Beach Brothers)	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: Standalone manufacturing site in single occupation with buildings dating from 1940. Close to the River Exe and surrounded by residential use and allotments. Poor vehicular access via Exe Bridges.</p> <p>History: The business relocated here from Kent in 1940 and additional buildings have been added or re-clad.</p> <p>Market appeal / interest: It is unlikely that employment occupiers would be interested in this property due to its age and location. It is isolated and surrounded by residential use.</p> <p>Scale relative to market interest: The buildings on site are large in the market context of a single occupier.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Long established premises which has been improved over time.	Medium
Access to public transport links	One bus service (P). Walking distance to Exeter St Thomas or Exeter St David's railway stations.	Good
Access to trunk road network/motorway	Poor access through a residential area and narrow road from Exe Bridges. Access to the regional road network (M5 and A30) can be slow due to congestion through the Alphington Road corridor.	Poor
Access to labour	Central location close to a large residential concentration. Accessibility to wider labour pool is inhibited by the road access.	Medium
Access to amenities and other services/facilities	Within 500m of Cowick Street retail centre. Hotel at Exe Bridges and Leisure Centre also within walking distance.	Good
Proximity to other Employment	No other employment in the vicinity.	Poor
Prominence	Low profile site only visible from the railway line.	Poor
Quality of surroundings	Pleasant environment close to the River Exe and surrounded to the west by allotments.	Good
Topography / physical attributes	Level and regular shaped site.	Good
IT connections/Power	We are unaware of any deficiencies with regard to connectivity and power.	Medium
Expansion potential	None. Surrounded by residential, allotments and railway line.	Poor
Environmental issues	Site located in flood zone 3. Proximity to residential will restrict operations.	Poor
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Geo-political issues	No issues that we are aware of which would affect the site within the context of the Employment Land Review.	Good
Planning context	Existing employment area.	Good
Ownership	Single ownership. Historically, the owner occupier has been reluctant to relocate to a more traditional, employment location.	Good
<p>Redevelopment / improvement potential: Redevelopment for employment use would not be justified because of its inferior location. There is the opportunity to improve the accommodation but that would be unviable.</p> <p>Conclusions: A standalone property housing a manufacturing occupier who has been there since 1940. Despite being fairly centrally located, it is isolated and there are no other employment uses nearby. Accessibility to the road network is poor. The site adjoins residential use and this will restrict operations. The loss of employment use on this site could be considered.</p> <p>Assessment to meet future demand: Red</p>		

Ref No. 15	Former Johnsons, Cowley Bridge Road	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: Early 19th century laundry on narrow site between busy road (Cowley Bridge Road) and the railway line. Fire destroyed the buildings in January 2020. Student housing and private residential developments on adjoining sites.</p> <p>History: Longstanding operation as a commercial laundry. January 2020 fire damaged the buildings beyond repair and the site has now been cleared. The occupier has relocated to modern premises on Matford Park. The site is now vacant. The adjoining plot, formerly occupied by a builders' merchant, was redeveloped in 2009 for student housing.</p> <p>Market appeal / interest: Limited for employment use because of its location on the west side of the city and residential / student housing surroundings.</p> <p>Scale relative to market interest: A site that would be of interest to the employment market if it was nearer the regional road network. Thin site restricts configuration.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Previously older buildings now demolished following fire damage. Vacant and clear site.	Good
Access to public transport links	Regular buses (55, 5C and 155). Exeter St David's train station is approximately one mile to the south.	Good
Access to trunk road network/motorway	With the local and regional road network on the east of the city, this makes accessibility for vehicles time consuming coming through the city centre or Alphington Road / Exe Bridges corridor.	Poor
Access to labour	Limited population in walking distance. Poor access to wider labour pool because of location.	Poor
Access to amenities and other services/facilities	Petrol filling station is only retail facility nearby. There are hotels next to Exeter St David's railway station.	Poor
Proximity to other Employment	Isolated from other employment uses.	Poor
Prominence	Prominent on local primary road.	Medium
Quality of surroundings	Narrow site between road and railway. Nice views across river valley.	Poor
Topography / physical attributes	Level and narrow site between busy road and mainline railway. Network Rail restrictions on building line and heights.	Medium
IT connections/Power	We are unaware of any impediments in terms of IT connectivity or power.	Medium
Expansion potential	No expansion potential as pinned in by the railway line, road and adjoining residential / student housing.	Poor
Environmental issues	Site located in flood zone 2 and 3. Proximity to residential.	Poor
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Existing employment site. Pre-application enquiry submitted to Exeter City Council which confirms that employment and residential uses (including specialist uses such as Purpose-Built Student Accommodation, Co-living and Build to Rent) are likely to be acceptable in principle for the site. Ancillary uses which seek to activate the ground floor frontage (such as a gym or a coffee shop) are likely to be acceptable as part of a wider scheme. However, retail led development is unlikely to be supported.	Poor
Ownership	Single ownership. Currently being marketed as development opportunity.	Good
<p>Redevelopment / improvement potential: Poor location, scale and layout of the site would not justify or be viable for redevelopment for employment purposes following the significant fire in 2020.</p> <p>Conclusions: An isolated site previously used as a commercial laundry remotely located in a mainly residential area away from Exeter's primary employment areas and major regional road connections. The adjoining employment use was redeveloped for student housing in 2009. Low-quality site and likely limited demand for employment purposes. The loss of employment use on this site could be considered.</p>		

Assessment to meet future demand: **Red**

Ref No. 16	CityPoint	Site with Planning Permission
<p>Use class: Office.</p> <p>Description: CityPoint is the regeneration project adjacent to the high street in the city centre. This will be a large mixed-use development including homes, leisure, and employment. CityPoint together with the adjoining St Sidwell's Point is effectively the redevelopment of the former coach station and Paris Street / Sidwell Street secondary retail area. The employment element is proposed to include highly dense, office-led development.</p> <p>History: Forms part of the site of the Exeter Bus and Coach Station and adjoining 1950's / 1960's secondary retail. The adjoining site is being developed as a leisure complex (St Sidwell's Point).</p> <p>Market appeal / interest: Occupiers are likely to be mostly from the public sector, but there will be opportunities for the private sector. Interest will be from professional and financial services companies.</p> <p>Scale relative to market interest: CityPoint is of a scale large enough to house a number of governmental organisations within a Civic hub. The scale of individual occupations is flexible at this stage.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as there are no buildings on this site.	-
Access to public transport links	Close to High Street and adjoining the re-designed bus station. Exeter Central railway station is within walking distance.	Good
Access to trunk road network/motorway	Significant congestion on arterial access routes (i.e., Alphington Road, Heavitree Road and Topsham Road) slow movement into the site.	Medium
Access to labour	City centre location is good for the immediate labour pool and those who use public transport. The wider, sub-regional population is harder to access due to the congestion at peak times. The site is close to the university and therefore that casual labour source.	Medium
Access to amenities and other services/facilities	Close to the retail areas of the High Street, Princesshay and Sidwell Street. The adjoining St Sidwell's Point and other in-town gyms provide leisure facilities and there are number of nearby hotels.	Good
Proximity to other Employment	The site is north of the nearby office areas of Dix's Field and Southernhay.	Good
Prominence	The scheme will have prominence to the High Street and surrounding streets.	Medium
Quality of surroundings	High density, urban development setting. Green space in Southernhay and Northernhay.	Medium
Topography / physical attributes	Broadly level site.	Good
IT connections/Power	We anticipate that the new development will have power and IT connectivity consummate with the level required by modern office users.	Good
Expansion potential	Limited opportunity once it is built as it is bounded by large student housing developments, St Sidwell's Point, the re-designed Exeter Bus station and retail units.	Poor
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	The master plan for the site has been agreed. Construction has commenced on the adjoining leisure complex and the new bus station opened in Q3 2021.	Good
Ownership	Condensed number of ownerships.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: CityPoint is Exeter's largest city centre regeneration project and will comprise a mix of homes, business space, hotels and supporting uses. It is located at the north-eastern end of the High Street, close to public transport connections. The employment element will comprise mainly public sector and speculative Grade A offices and is part of a strategy to maintain a strong and vibrant central Exeter economy.</p>		

Assessment to meet future demand: **Green**

Viability / Deliverability Timescale: **Within 5-10 years**

Ref No. 17	Land off Grenadier Road, Exeter Business Park	Site with Planning Permission
<p>Use class: Office.</p> <p>Description: Sloping, greenfield site part of the Exeter Business Park original planning consent. Site is position between two large HQ style buildings occupied by EDF Energy and Atass respectively.</p> <p>History: Undeveloped, greenfield site within an established employment area. Sold by the developer to the owner occupier of Oxygen House, which is the adjoining HQ for Atass.</p> <p>Market appeal / interest: The new-build office market remains challenging with a lack of demand. The site provides options for Grenadier Estates who can construct a new HQ building for their sister company (Atass). If brought to the open market, its location will attract office occupiers seeking new-build accommodation.</p> <p>Scale relative to market interest: Suitable as a site for an office HQ style development or smaller buildings within a campus - style development.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site. Adjoining buildings built to a high standard.	-
Access to public transport links	Regular buses (4a, 4, 56, RED, FALC). Pinhoe Train Station is approximately one mile to the north and Digby and Sowton Train Station is one mile to the south.	Good
Access to trunk road network/motorway	Excellent access through the business park to Junction 29 M5.	Good
Access to labour	Accessible to large population via good road connections and from within Exeter.	Good
Access to amenities and other services/facilities	Subway, Dominos and Starbucks within reasonable walking distance. Hotels on the park. No leisure facilities.	Medium
Proximity to other Employment	Located with the Exeter Business Park and next to Sowton Industrial Estate.	Good
Prominence	Highly prominent from the northbound slip road from Junction 29.	Good
Quality of surroundings	Attractive landscaping. Some sites with good views across the estate to the south. Noise from nearby motorway.	Good
Topography / physical attributes	Site slopes to the east towards the motorway slip.	Medium
IT connections/Power	Good internet infrastructure. Power level consummate with the level required by office users.	Good
Expansion potential	With the Lookout at Exeter Business Park represents the expansion potential of Exeter Business Park. No opportunity to expand this site.	Poor
Environmental issues	Site located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Site with planning permission for office development forming part of the original Exeter Business Park consent.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: The last significant, consented site within the Exeter Business Park boundaries, suiting office development. Prominent position visible from the motorway and slip road. The site's ownership is connected to the Met Office and therefore provides expansion potential, alternatively the site could be developed for third-party occupation as a whole or in a campus style. The site has potential to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p> <p>Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 18	Lookout, Exeter Business Park	Site with Planning Permission
<p>Use class: Office.</p> <p>Description: Sloping, greenfield site part of the Exeter Business Park original planning consent. Narrow and linear site opposite large EDF Energy building. Recently sold to a medical occupier on a subject to planning permission basis. That planning has now been granted.</p> <p>History: Undeveloped greenfield site within an established employment area, which has recently received consent for an alternative use.</p> <p>Market appeal / interest: The property has been marketed for some time seeking a design & build occupier transaction. The shape and topography for the site has made development unviable for employment use. In addition, there have been other 'easier to develop' sites available.</p> <p>Scale relative to market interest: Suitable scale of site relative to the market.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site. Adjoining buildings built to a high standard.	-
Access to public transport links	Regular buses (4a, 4, 56, RED, FALC). Pinhoe Train Station is approximately one mile to the north and Digby and Sowton Train Station 1 mile to the south.	Good
Access to trunk road network/motorway	Immediate access to Junction 29 M5.	Good
Access to labour	Accessible to large population via road network and from within Exeter.	Good
Access to amenities and other services/facilities	Subway, Dominos and Starbucks within reasonable walking distance. Hotels on the park. No leisure facilities.	Medium
Proximity to other Employment	Located within the large established employment area that is Exeter Business Park and adjoins Sowton Industrial Estate.	Good
Prominence	No prominence.	Poor
Quality of surroundings	Attractive landscaping with the park.	Good
Topography / physical attributes	Sloping and thin site.	Poor
IT connections/Power	Good internet infrastructure. Power level consummate with the level required by office users.	Good
Expansion potential	No expansion potential as it is a site bounded by roads, hedges, or other buildings.	Poor
Environmental issues	Site located in flood zone 1.	Good
Sustainability issues	No adverse aspects.	Medium
Planning context	Previously with planning permission for office development but recently alternative of use (medical) planning consent granted.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: The Lookout is a site that was formed by the extension to Grenadier Road on a relatively steep part of the Exeter Business Park. It has been marketed for some time without achieving a viable, office development solution. Planning consent was recently achieved by a medical operator, who intends constructing a purpose-built facility so the site will be developed for alternative use.</p> <p>Assessment to meet future demand: Amber</p> <p>Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 19	Site 1, Park Five, Falcon Way, Sowton	Site with Planning Permission
<p>Use class: Office.</p> <p>Description: This small site overlooks the Exeter Services roundabout, which links Junction 29 M5 with Sowton Industrial Estate. It is only accessed through the Park Five office development scheme. The site has advertising hoardings on its south-eastern boundary.</p> <p>History: Development at Sowton commenced in the late 1970's between the two motorway connections. The Park Five office development was constructed in the 1980's and this site was earmarked for a Porsche car dealership. Construction started but then was halted.</p> <p>Market appeal / interest: Due to the access restrictions through the office park, this restricts the type of occupier that could be situated there. Office use would sympathetic but industrial use, with larger delivery vehicles, would not.</p> <p>Scale relative to market interest: The small scale of the site would suit an office development for local occupiers.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as there are no buildings on this site.	-
Access to public transport links	Sowton has 11 bus routes which serve 16 bus stops (including Park and Ride service). Digby & Sowton train station is within walking distance.	Good
Access to trunk road network/motorway	Excellent with very close proximity to Junctions 29 and 30 M5.	Good
Access to labour	Benefits from labour within Exeter as well as significant flows from the neighbouring authority areas of Teignbridge, East Devon, and Mid Devon.	Good
Access to amenities and other services/facilities	Relative to the scale of the estate, there are limited facilities in terms of retail and leisure, but the motorway services do offer convenience retail. There are hotels within close proximity.	Medium
Proximity to other Employment	This site is within the confines of the Sowton Industrial Estate, which is one of Exeter's largest estates.	Good
Prominence	Very prominent position fronting a busy roundabout.	Good
Quality of surroundings	Intensive employment development within the Sowton Industrial Estate. Limited landscaped areas.	Poor
Topography / physical attributes	Broadly level site.	Good
IT connections/Power	Good internet infrastructure and connections to power consummate with the requirements for office development.	Good
Expansion potential	No expansion as the site is bordered by neighbouring office developments or roads.	Poor
Environmental issues	Site located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Site with planning permission.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: This very prominent site has laid vacant and undeveloped for around 30 years. One issue is that it can only be accessed from within the Park Five office development, this would need to be approved by the adjoining owner. At one point, a car dealership was planned but construction was halted. The location in relation to the strategic road network is excellent and the site would suit office or healthcare development. The site should be retained for employment uses. The site has the potential to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p> <p>Viability / Deliverability Timescale: Within 5 -10 years</p>		

Ref No. 20	Site between Bakers Yard and RGB, Alphin Brook Road, Marsh Barton	Site with Planning Permission
<p>Use class: Industrial.</p> <p>Description: This site is located at the western end of the Marsh Barton Trading Estate, which dates back from the 1950's. It is accessed off Alphin Brook Road. The site has been cleared and is currently used for vehicle parking by Wellington Motors.</p> <p>History: Bakers Yard itself dates back from the mid-1950's. Some of these have been cleared and others refurbished. The property has recently been sold to a regional car dealership as overflow car parking. There has also been a land swap with RGB, the neighbouring owner, to mutually improve the shape and access of their respective ownerships.</p> <p>Market appeal / interest: Occupiers include mainly those involved with trade and automotive use. In addition, would suit other open storage uses or be developed for distribution, warehousing, or manufacturing.</p> <p>Scale relative to market interest: Demand significantly outstrips supply for open storage sites at present. Also, the site could accommodate small-medium sized industrial units, which would suit the market.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as there are no buildings on this site.	-
Access to public transport links	Seven bus routes which serve 34 bus stops (including Park and Ride service). New train station estimated to complete in late 2022.	Good
Access to trunk road network/motorway	Traffic congestion along arterial access routes. Good access to the A30 and A38 Devon Expressway. M5 accessed via A30 at Junction 31.	Good
Access to labour	Benefits from labour within Exeter as well as significant flows from Teignbridge and Torbay, as neighbouring authorities.	Good
Access to amenities and other services/facilities	The site is opposite a Lidl food store and within walking distance of Sainsbury's. Limited leisure amenities on the estate. Hotel at the southern end of Matford.	Good
Proximity to other Employment	The site is within the Marsh Barton Trading Estate curtilage.	Good
Prominence	The site is set back from Alphin Brook Road, so no prominence.	Poor
Quality of surroundings	Intensive development. Landscaping is limited but the nearby flood relief scheme has a pleasant footpath walk.	Poor
Topography / physical attributes	Level site. Tight highway access of Alphin Brook Road.	Good
IT connections/Power	Good internet infrastructure. Historically power deficiency.	Medium
Expansion potential	No expansion possible of this site with adjoining commercial or residential uses. The builders' merchant to the east is of low-density development.	Poor
Environmental issues	Site is located in flood zone 2. Residential use to the north-west of the site.	Medium
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Consented for employment uses and previous pre-app discussions on small unit scheme development. New owner intends building a small valet building.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: This level site is owned by a regional car dealership and used for overflow car parking. The access for larger delivery vehicles is inferior and whilst the site could be redeveloped bespoke for the owner or a small industrial unit, the proximity to residential use would need to be considered. It is however understood that this site is being considered for mixed use redevelopment as part of the Liveable Exeter programme. A form of employment provision could be retained on the site as part of future mixed use developments.</p> <p>Assessment to meet future demand: Green</p> <p>Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 21	Vospers Expansion Land, Matford Green Business Park	Site with Planning Permission
<p>Use class: Industrial. Office.</p> <p>Description: This rectangular site is located within a cul-de-sac within Matford. This greenfield land is the expansion land of Vospers as owner-occupiers of a large car showroom and workshop complex on the adjoining plot.</p> <p>History: This land was purchased by Vospers after previously receiving consent for employment uses.</p> <p>Market appeal / interest: This part of the estate has a strong reputation and levels of demand from occupiers involved with auto-retail and distribution uses. Demand significantly outstrips supply for this type of opportunity for occupiers or developers.</p> <p>Scale relative to market interest: This site would suit the expansion of Vospers or if offered for mainstream industrial or distribution use.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as there are no buildings on this site.	-
Access to public transport links	Seven bus routes which serve 34 bus stops (including Park and Ride service). New train station estimated to complete in winter 2022.	Good
Access to trunk road network/motorway	Traffic congestion along arterial access routes. Good access to the A30 and A38 Devon Expressway. M5 accessed via A30.	Good
Access to labour	Benefits from labour within Exeter as well as significant flows from neighbouring authority areas such as Teignbridge. Significant, new housing being built to south of the estate.	Good
Access to amenities and other services/facilities	Limited access to retail or convenience offerings. Devon Hotel nearby is a restaurant and hotel.	Poor
Proximity to other Employment	Site is within the Matford Park development, which includes a high proportion of auto-retail uses.	Good
Prominence	The site is visible from the A379.	Good
Quality of surroundings	Well laid out and extensively planted. Access to Matford Marshes nature trail.	Good
Topography / physical attributes	Level site.	Good
IT connections/Power	Good internet infrastructure. Historically power deficiency in this location.	Medium
Expansion potential	This is the expansion land of the adjoining dealership occupier (Vospers).	Poor
Environmental issues	Site is located in flood zone 3.	Poor
Sustainability issues	No adverse aspects in terms of sustainability.	Medium.
Planning context	Planning consent previously granted for the whole of phase 4 of Matford Park.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: This site is owned by Vospers and adjoins their large dealership complex. It forms the natural extension should they wish to expand. Alternatively, it was sold it could be developed for distribution, trade counter or manufacturing use. The site has potential to meet future demand for employment.</p> <p>Assessment to meet future demand: Green Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 22	Phase 4, Matford Green Business Park	Site with Planning Permission
<p>Use class: Industrial.</p> <p>Description: Southerly continuation of Marsh Barton Estate but to a higher quality layout and building design. Comprises predominantly warehousing, offices and quasi-industrial uses such as car showrooms as well as a Cash and Carry and Livestock Market.</p> <p>History: Primarily developed since 1990. Nearing completion with the final plots at Matford Green Trade Park shortly to be under construction.</p> <p>Market appeal / interest: Strong reputation and levels of demand from occupiers involved with auto-retail, distribution and storage use. Demand significantly outstrips supply.</p> <p>Scale relative to market interest: Limited range of development sites and accommodation.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as there are no buildings on this site.	-
Access to public transport links	Seven bus routes which serve 34 bus stops (including Park and Ride service). New train station estimated to complete in winter 2022.	Good
Access to trunk road network/motorway	Traffic congestion along arterial access routes. Good access to the A30 and A38 Devon Expressway. M5 accessed via A30.	Good
Access to labour	Benefits from labour within Exeter as well as significant flows from neighbouring authority areas such as Teignbridge. New housing to south of Alphington.	Good
Access to amenities and other services/facilities	Limited access to retail or convenience offerings. Devon Hotel nearby is a restaurant and hotel.	Poor
Proximity to other Employment	Site is within the Matford Park development, which includes a high proportion of auto-retail uses.	Good
Prominence	No visibility from the A379.	Poor
Quality of surroundings	Well laid out and extensively planted. Access to Matford Marshes nature trail.	Good
Topography / physical attributes	Level site.	Good
IT connections/Power	Good internet infrastructure. Historically power deficiency in this location.	Medium
Expansion potential	This site represents the last plot of the last phase of Matford Park and therefore no expansion potential beyond that plot.	Poor
Environmental issues	Site is located in flood zone 3. This adds to construction costs as the finished floor levels must be higher.	Poor
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Outline consent and reserved matters approved on an industrial building on part of the site.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement to meet occupier demands.</p> <p>Conclusions: This is the final plot of the last phase of Matford Park, which has attracted auto-retail and distribution uses. The site is level and consented and is in the single ownership of a developer, who intends building speculatively on part. The site should be retained for employment uses.</p> <p>Assessment to meet future demand: Green</p> <p>Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 23	Land Adj Aperture, Pynes Hill	Undeveloped Allocation
<p>Use class: Office.</p> <p>Description: Undeveloped plot of 0.84 hectares adjacent to a large 1990's office building on Pynes Hill, which is a large office campus comprising number of buildings some divided into smaller units.</p> <p>History: This site remains undeveloped but in recent times, the landowner (who also owns Aperture) has started considering developing .</p> <p>Market appeal / interest: Located on a park that this one of Exeter's main out-of-town office offerings. Occupiers nearby include those involved with professional services, construction, and financial services. This development would therefore suit those sectors.</p> <p>Scale relative to market interest: Relatively small plot that could accommodate a good range of suites and accommodation. Suitable.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site. Adjoining office buildings date between 1990 and 2005.	-
Access to public transport links	Russell Way provides regular buses (I, H1, H2). No direct bus routes from key centres such as Pinhoe, Alphington and Exwick. Digby & Sowton Train Station within one mile of Pynes Hill.	Medium
Access to trunk road network/motorway	Fronts A3015 Rydon Lane, which leads into Junction 30 M5 within in two miles.	Good
Access to labour	Accessible to large population using road network or public transport.	Good
Access to amenities and other services/facilities	Tesco and Rydon Lane Retail Park within one mile of Pynes Hill but across busy road. Costa Drive-Thru recently developed at the entrance to Pynes Hill. Poor relative to scale of the business park.	Poor
Proximity to other Employment	Sat within the Pynes Hill Business Park so surrounded by other office development.	Good
Prominence	No prominence.	Poor
Quality of surroundings	Pleasant, landscaped areas. Adjacent to Ludwell Valley Park.	Good
Topography / physical attributes	Slightly sloping site to the west.	Good
IT connections/Power	Good internet infrastructure. Power level consummate with the level required by office users.	Good
Expansion potential	No scope for extension as bordered by existing developments. This is the last vacant plot on the business park.	Poor
Environmental issues	Site located in flood zone 1.	Medium
Sustainability issues	No adverse points. Opportunity to enhance the design of the new building.	Medium
Planning context	Undeveloped site.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Undeveloped site therefore does not require redevelopment or improvement.</p> <p>Conclusions: The last vacant plot within one of Exeter's biggest out-of-town office parks. Very accessible position that can accommodate a single occupier or multi-occupancy office users. The site has potential to meet future demand for employment.</p> <p>Assessment to meet future demand: Green Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 24	Newcourt A	Undeveloped Allocation
<p>Use class: Industrial / Office.</p> <p>Description: Undeveloped plot to the west of the Ikea retail store, bounded by the A379 to the north, a garden centre and nursery to the west and new residential development to the south.</p> <p>History: The sites form part of a larger development in the Newcourt, which is residential led but also includes the large Ikea retail store.</p> <p>Market appeal / interest: The site suit out-of-town office development or could be of interest to distribution companies involved with urban logistics. Consideration must though be given to the to the site's proximity to a large residential concentration to the south and east.</p> <p>Scale relative to market interest:</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site.	-
Access to public transport links	Regular buses (I, J, H1 and H2). Newcourt railway station is within easy walking distance.	Medium
Access to trunk road network/motorway	The plots front the A379, which is an upgraded road that leads into Junction 30 M5, less than one mile away.	Good
Access to labour	Accessible to large population using road network or public transport.	Good
Access to amenities and other services/facilities	Tesco and Rydon Lane Retail Park in walking distance. The plot adjoins IKEA with David Lloyd and Sandy Park to the east.	Good
Proximity to other Employment	Close but separated by the road system to Pynes Hill Business Park. The site is one mile to the west of Sowton Industrial Estate.	Good
Prominence	Very prominent from the A379, which is an important arterial route within the city.	Good
Quality of surroundings	Mainly new retail and housing development.	Medium
Topography / physical attributes	The site slopes slightly to the south.	Good
IT connections/Power	We anticipate that both power and IT connectivity were introduced at the right level when the development was started.	Good
Expansion potential	Limited, but the site could be expanded into the adjoining garden centre and nursery.	Medium
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Undeveloped allocation.	Medium
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: The site is located in an accessible location on the eastern side of the city close to Junction 30, adjacent to the large Ikea retail store and is an undeveloped allocation. The new infrastructure built in the past five years, that serves the site, has also opened up large residential development. The A379 separates this area from Pynes Hill office development. The site's accessibility will be attractive to office occupiers or those involved with urban logistics. The site will be under pressure from residential development but has potential to meet future demand for employment.</p> <p>Assessment to meet future demand: Green</p> <p>Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 25	Newcourt B	Undeveloped Allocation
<p>Use class: Office.</p> <p>Description: Undeveloped, crescent shaped plot to the east of the adjoining Ikea. Close to the A379 to the north with and new residential development to the south.</p> <p>History: The site forms part of a larger development in the Newcourt, which is residentially led but also includes the large Ikea retail store. The site has previously been granted planning permission for residential development (13/4524/OUT - now lapsed) and is the subject of a current application for residential development (21/0496/FUL).</p> <p>Market appeal / interest: The site could suit small-scale out-of-town office development, but consideration must though be given to the to the site's proximity to a large residential concentration to the south.</p> <p>Scale relative to market interest: This is an irregular shaped site that would be relatively narrow after the inclusion of an access road (continuation of Ikea Way). Small-scale, office development is not in great demand.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site.	-
Access to public transport links	Regular buses (I, J, H1 and H2). Newcourt railway station is within easy walking distance.	Medium
Access to trunk road network/motorway	The plot sits back from the A379, which is an upgraded road that leads into Junction 30 M5, less than one mile away.	Medium
Access to labour	Accessible to large population using road network or public transport.	Good
Access to amenities and other services/facilities	Tesco and Rydon Lane Retail Park in walking distance. The plot adjoins IKEA with David Lloyd and Sandy Park to the east.	Good
Proximity to other Employment	Close but separated by the road system to Pynes Hill Business Park. The site is one mile to the west of Sowton Industrial Estate.	Medium
Prominence	The site is close but not very prominent onto the A379.	Medium
Quality of surroundings	Mainly new retail and housing development.	Medium
Topography / physical attributes	The site slopes slightly to the south.	Good
IT connections/Power	We anticipate that both power and IT connectivity were introduced at the right level when the development was started.	Good
Expansion potential	Limited. There is former highways land to the north, up to the A379, that could be included.	Medium
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Geo-political issues	No issues that we are aware of which would affect the site within the context of the Employment Land Review.	Good
Planning context	Undeveloped allocation.	Medium
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: The site is located in an accessible location on the eastern side of the city close to Junction 30, adjacent to the large Ikea retail store and is an undeveloped allocation. Although, the site has previously been granted planning permission for residential development (13/4524/OUT – now lapsed) and is the subject of a current application for residential development (21/0498/FUL). The new infrastructure built in the past five years, that serves the site, has also opened up large residential development. The A379 separates this area from Pynes Hill office development. The site's accessibility will be attractive to office occupiers but there is not currently demand for small-scale development for this use. It is an irregular shape, which will inhibit design and viability.</p>		
Assessment to meet future demand: Amber		Viability / Deliverability Timescale: Within 5 years

Exeter Employment Study

Prepared for Exeter City Council



November 2021

Executive Summary

This report forms part of the wider Exeter Employment Study led by Hardisty Jones Associates on behalf of Exeter City Council. This report addresses Task D of the study. The objective of Task D was to qualitatively assess the suitability and viability the sites identified in Task C in terms of meeting future demand.

Ref	Name of site	Conclusion	Assessment to meet future demand (Red / Amber / Green)
	East Devon Zone	Existing Employment Sites	
26 - 27	Exeter Science Park A (EES) and Exeter Science Park B (EES)	Strategic facility in the context of Exeter and the sub-region. Public sector ownership and funding support has created high-quality and environmentally sustainable buildings for STEMM occupiers. Strict use restrictions (Gateway Policy) provide focus and clustering. Ambitious plans to grow using surrounding development plots. An important, established employment area that should be retained for employment use.	Green
28	Exeter Logistics Park (EES)	Exeter's premier distribution park attracting national occupiers in a high-quality environment. Very accessible to the local and regional road network. Development plots available to attract high level of latent demand in the distribution sector. Therefore, should be retained for employment use.	Green
29	Skypark Exeter (EES)	This is a regionally significant and leading employment site in an accessible location. It is in public ownership and is focused on offices and high-quality manufacturing. The development forms part of the Growth Point area and has already attracted high profile office occupiers, a distribution facility, and Ambulance Operations centre. This established area of employment should be protected.	Green
30	Exeter Airport Business Park (EES)	An existing employment area that has grown in popularity following the upgrade of Junction 29 M5. The estate caters for medium-sized occupiers and will be extended to the east by further development. The park should be retained for employment use.	Green
31	Clyst Works, Blue Ball Road	This small-scale business park is in a very accessible and prominent location just south of Junction 30 M5. Despite its isolation from other employment areas, it suits local and indigenous industrial and office occupiers. It is a useful existing employment area that should be retained for employment use.	Green
32	Winslade Park	This former office HQ has recently changed ownership and is going through a major refurbishment to sub-divide the accommodation. The standards of that refurbishment are very high, and this is attracting out-of-town office demand. There is a focus on amenity -provision to make it a work-live-play destination. It is very accessible to the local and regional road network. It is being enhanced as a high-quality existing employment area that should be retained for employment use.	Green
33	Langdon's Business Park	A poor quality, small existing employment site in a very accessible position close to the regional road network. The buildings are tightly configured but could be improved with investment. The existence of the adjoining AD plant may be off-putting but also could provide direct power links. The site has consistently been occupied so should be retained for employment use.	Green
34	Hill Barton Business Park	A popular estate that grew rapidly in the past 15 years as there were limited occupier solutions on the main Exeter estates. Good accessibility to the regional road network but at peak times the A3052 corridor is congested. Most of the accommodation is modern and is occupied by medium to large-scale distribution or storage occupiers.	Green

		The park suits this upper end of occupier demand and as an existing employment area, should be retained for employment use.	
35	Greendale Business Park	A popular business park, suiting a wide range of industrial occupiers. The park has expanded rapidly over the past 15 years as the supply of opportunities in traditional estates within Exeter reduced. The site's isolation has been beneficial to occupiers involved with 24/7 distribution or recycling. The single ownership allows occupiers to move within the estate. An existing employment area that should be retained for employment use.	Green
	Teignbridge Zone	Existing Employment Sites	
36	Peamore Industrial Estate	This is an established but isolated business park, with its tenants focused on transportation and logistics uses. The park offers small to medium-sized buildings or open storage / parking facilities suiting the market. These could be upgraded. Highways access to the north is compromised but this is a medium quality existing employment area that should be retained for employment use.	Green
	East Devon Zone	Sites with Planning Permission	
37	Exeter Gateway Office Park	An accessible, office development site Exeter Science Park could accommodate either smaller multi-let or single occupier HQ office. A number of other out-of-town development sites that would compete to attract office occupier interest.	Green
38	Exeter Logistics Park	Exeter's premier distribution park attracting national occupiers in a high-quality environment. Very accessible to the local and regional road network. Development plots available to attract high level of latent demand in the distribution sector. Therefore, should be retained for employment use.	Green
39 - 42 and 44 - 45	Site 1, Site 2, Site 3, Site 4, Redhayes Cluster and Site at Langaton Lane, Exeter Science Park	Science Park development providing high-specification office and laboratories. Strategic facility in the context of Exeter and the sub-region. Public sector ownership and funding support has created high quality buildings for STEM occupiers. Restricted by Gateway Policy provides a focus. Ambitious plans to grow using surrounding development plots. A high-quality established employment area that should be retained for employment use.	Green
43	Skypark Exeter	Located in a very popular area for modern business occupiers. Very accessible to the local and regional road network. The business park has excellent sustainability credentials and has already attracted national and regional occupiers. The remaining development plots need to be re-master planned as there is a move away from pure office development.	Green
	Teignbridge Zone	Sites with Planning Permission	
46	Westex Business Park	A large, consented site in a very prominent position but with high costs associated with servicing the land and dealing with the topographical issues. Significant highway improvements are required. If the site can be delivered, then it will suit medium-sized, distribution businesses and therefore it should be retained for employment use.	Green
	East Devon Zone	Undeveloped Allocations	
47	PowerPark Exeter, Long Lane, Exeter Airport	This site's accessibility is being enhanced by Long Lane road improvements. The recent change of ownership has been the catalyst for an upgrade to a new planning consent and the site will suit smaller to medium sized industrial buildings. The site is likely to come forward in mid-2022. The site is suitable for employment meeting current demand.	Green

Criteria: Notes for Assessment

Use: Majority use class e.g., industrial or office.

Description: Site / area description.

History: History of the site / area.

Market appeal / interest: Is the site of interest to the market audience?

Scale relative to market interest: Is the site of a scale which meets the needs of current and future market demand?

Quality of accommodation: Assessment based on average age of buildings adapting to reflect overall mix and evidence of improvements.

Access to public transport links: Is the site accessible by public transport and how good is that access. Think about quality/frequency of service - whether several options are available – which option is best (train could be better than bus) – multi-modal transport can also be considered. Is there the potential for new/additional public transport provision?

Access to trunk road network/motorway: Is the site close to/easily accessible from the trunk road network and/or motorway?

Access to labour: Does the site have good access to the labour market (in terms of distance/time)? Is there potential for the site to be well related to new settlements/urban extensions?

Access to amenities and other services/facilities: Is there existing access to retail and leisure facilities? Is there potential for the site to be well related to new provision?

Proximity to other Employment: Is there a good relationship to existing or proposed employment areas? Important to achieve the benefits (economies of scale and network effects) that firms obtain by locating near each other i.e., agglomeration.

Prominence: Does the site have prominence to arterial routes, therefore suiting head quarter style buildings or those with ancillary retail? Does it provide the opportunity to construct / occupy a statement building?

Quality of surroundings: What is the suitability of the working environment that surrounds the site from an employee and operational perspective?

Topography / physical attributes: Is the topography appropriate for economic development? If any re-grading is needed is this likely to make the site unviable for development.

IT connections/Power: Is the site within an area with good internet speeds – Is the local transformer able to provide adequate power?

Expansion potential: Does the site, or adjoining area, offer the opportunity for an occupier to expand and grow?

Environmental issues: What, if any, are the key environmental constraints? Think about flooding, contamination etc.

Sustainability issues: Is the site brownfield or greenfield? Does the site have sustainable transport links? Are there sustainable power sources available? To what extent is the site capable of contributing to net zero carbon objectives?

Planning context: What is the current planning status? If unallocated, what is the likelihood of planning consent for employment uses being achieved?

Ownership: What are the aspirations of the site owner for the site? Are there any significant restrictive covenants impacting the site?

Redevelopment / improvement potential: Is the site appropriate for alternative uses or is there occupier / developer demand?

Ref No. 26 and 27	Exeter Science Park A (EES) and Exeter Science Park B (EES)	Existing Employment Area
<p>Use class: Office.</p> <p>Description: Located in a prominent position overlooking the A30 and Junction 29 M5, Exeter Science Park is a modern development focused on a specific area of the employment market. The first building, the Science Park Centre, was developed in 2015 and this plus other detached buildings provided very high-specification office and laboratory space. The Met Office has taken space on the park for their Supercomputer.</p> <p>History: Previously greenfield site, the land was consented as a whole and first building opened in 2015. A land swap with a neighbouring landowner has tidied up the ownership configuration.</p> <p>Market appeal / interest: The target market is restricted to STEMM uses and a strict Gateway Policy is adhered to. There are good levels of market interest with the sub-region expanding as a location for tech business, some of whom of relocating from the larger UK cities following the pandemic.</p> <p>Scale relative to market interest: Flexible office and laboratory space suiting a wide range of STEMM businesses. This to include pure offices for established businesses, incubator, and grow-on space.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	High quality, office buildings that can be adapted for laboratory use.	Good
Access to public transport links	Regular buses (4, 56 and K5). Some distance from nearest train station at Cranbrook.	Medium
Access to trunk road network/motorway	Situated adjoining Junction 29 M5 and direct access onto the A30. So excellent access to motorway and regional network.	Good
Access to labour	Excellent with local and regional road network. Cranbrook and Pinhoe residential expansion.	Good
Access to amenities and other services/facilities	There is a small onsite café. Additional provision planned as the park expands. No leisure facilities. Hotels at Exeter Airport and Exeter Business Park.	Medium
Proximity to other Employment	Growing employment area is close proximity to Exeter Business Park, only separated by the motorway.	Good
Prominence	Parts are very prominent from the M5 motorway and A30.	Good
Quality of surroundings	Extensive landscaping. Pleasant aspect with views to the south and east.	Good
Topography / physical attributes	Sloping site. Electricity pylons cross the site. On airport flight path.	Medium
IT connections/Power	Excellent connectivity and power connections.	Good
Expansion potential	Significant expansion potential on the vacant building plots, which are serviced and consented.	Good
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	Provision of net-zero carbon for operation energy offices.	Good
Planning context	Existing employment area. Close to Exeter Airport and therefore safeguarding requirements.	Good
Ownership	Single ownership with public sector shareholders.	Good
Redevelopment / improvement potential: Modern buildings post 2015 therefore do not require redevelopment or improvement.		
<p>Conclusions: Strategic facility in the context of Exeter and the sub-region. Public sector ownership and funding support has created high-quality and environmentally sustainable buildings for STEMM occupiers. Strict use restrictions (Gateway Policy) provide focus and clustering. Ambitious plans to grow using surrounding development plots. An important, established employment area that should be retained for employment use.</p>		
Assessment to meet future demand: Green		

Ref No. 28	Exeter Logistics Park (ESS)	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: Effectively Phase 2 of the Exeter Gateway development, with Phase 1 being the Lidl Regional Distribution Centre. Part serviced with highway access off London Road.</p> <p>History: Formerly agricultural use with development commencing in 2018.</p> <p>Market appeal / interest: Exeter Logistics Park has already attracted Amazon and DHL.</p> <p>Scale relative to market interest: Significant scale which can accommodate medium to large distribution occupiers.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Modern, high quality detached distribution buildings.	Good
Access to public transport links	Regular buses (4A, 4 and 56). 25 minutes' walk to Cranbrook railway station.	Good
Access to trunk road network/motorway	One mile from A30 and two miles from M5 Junction 29.	Good
Access to labour	Excellent with local and regional road network. Cranbrook and residential expansion around Pinhoe are providing a significant increase in local, working population.	Good
Access to amenities and other services/facilities	No leisure or retail provision nearby. Future retail planned at Cranbrook.	Poor
Proximity to other Employment	Large and growing employment area adjoining Skypark.	Good
Prominence	Fronts onto London Road, a busy route between the A30 and Cranbrook.	Good
Quality of surroundings	Landscaped areas. Pleasant views to the north.	Good
Topography / physical attributes	Slightly sloping site.	Good
IT connections/Power	IT is good. Limited power availability from nearby energy centre.	Medium
Expansion potential	Vacant development plots can accommodate expansion. Recently built premises.	Good
Environmental issues	Northern boundary there is existing residential use (Station Road). The majority of the site is located in flood zone 1, towards the northern part of the site areas are included within flood zone 2 and 3.	Medium
Sustainability issues	Occupiers encouraged to have a high concentration of EV charging facilities and other sustainability criterion. Connections available to district heating.	Good
Planning context	Existing employment area. Restricted to Class B8 use in terms of planning.	Medium
Ownership	Condensed number of ownerships with the vacant development plots owned by same landowner.	Medium
<p>Redevelopment / improvement potential: Modern buildings post 2019 therefore do not require redevelopment or improvement to meet occupier demands.</p> <p>Conclusions: Exeter's premier distribution park attracting regional and national occupiers in a high-quality environment. Very accessible to the local and regional road network. Development plots available are attracting robust levels of latent demand in the distribution sector.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 29	Skypark Exeter (EES)	Existing Employment Area
<p>Use class: Industrial / Office.</p> <p>Description: High profile development within the Exeter and East Devon Growth Area. Owned by Devon County Council with St Modwen as the development partner. Of the original 104 gross acres, the undeveloped but serviced sites extend to 66 acres. That will reduce when the Stovax and Burrington Estates developments are completed. Restrictive covenant preventing warehousing or distribution use.</p> <p>History: Formerly part of Exeter airport, encompassing part of the cross runway. Separated from the airport and consented as a business park. The first building development completed in 2012, excluding the EON Energy Centre.</p> <p>Market appeal / interest: Attracted a range of occupiers already, including Troy UK, Oneserve, LiveWest and DPD. Recent transaction secured for a large manufacturing building for Stovax Heating Group. Burrington Estates have developed terraces of small business units and plan to complete further phases.</p> <p>Scale relative to market interest: Opportunity to accommodate a significant variety of sized buildings.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Modern buildings built to a high-quality and environmental standard.	Good
Access to public transport links	Regular buses (4A, 4 and 56). The railway station at Cranbrook is approximately 30 minutes' walk.	Good
Access to trunk road network/motorway	Excellent being only one mile from A30 and 2 miles from Junction 29 M5.	Good
Access to labour	Excellent with local and regional road network allowing draw from a wide labour pool. Cranbrook and residential expansion around Pinhoe are providing a significant increase in local, working population.	Good
Access to amenities and other services/facilities	No leisure or retail provision nearby. Future retail planned at Cranbrook.	Poor
Proximity to other Employment	Growing employment area opposite Exeter Logistics Park.	Good
Prominence	Fronts onto London Road, a busy route between the A30 and Cranbrook.	Good
Quality of surroundings	Landscaped areas. Trim trail incorporated into the landscaping.	Good
Topography / physical attributes	Level site.	Good
IT connections/Power	IT is good. Limited power availability from nearby energy centre. Proposals to upgrade the power supply	Medium
Expansion potential	Vacant development plots can accommodate expansion.	Good
Environmental issues	Site is located in flood zone 1. Proximity to Exeter Airport.	Good
Sustainability issues	Connections available to district heating. Occupiers encouraged to have a high concentration of EV charging facilities and other sustainability criterion.	Good
Planning context	Existing employment area. Planning focusses on office and manufacturing use. Restrictive covenant against Class B8 uses. New LPO being considered.	Good
Ownership	Condensed number of ownerships. Remaining vacant development land in single ownership.	Medium
<p>Redevelopment / improvement potential: New builds therefore do not require redevelopment or improvement.</p> <p>Conclusions: This is a regionally significant, employment site in an accessible location. It is in public ownership and is focused on offices and high-quality manufacturing. The development has already attracted high profile office occupiers, a distribution facility, and Ambulance Operations centre. This established area of employment should be protected.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 30	Exeter Airport Business Park (EES)	Existing Employment Area
<p>Use class: Industrial / Office.</p> <p>Description: Mixed use business park adjoining Exeter Airport. Includes a mix property sizes. Recent conversion of the Flybe training academy to the Exeter College Skills Centre. Borders A30 dual carriageway and has excellent access back to Junction 29 M5.</p> <p>History: A number of the buildings and plots were originally related to the airport in WW2. Further development started in 1980's and onwards. Further growth is planned to the east including PowerPark Exeter and the Askew land.</p> <p>Market appeal / interest: In high demand because of its accessibility to the road network and modern nature of the accommodation.</p> <p>Scale relative to market interest: Suitable although an increasing number of occupiers require low density plots for logistics use.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Buildings are modern dating from 1980's onwards. Most of the estate has been intensively developed. This creates on-street parking issues.	Medium
Access to public transport links	One bus service (P). No convenient access to train network.	Medium
Access to trunk road network/motorway	One mile from A30 and 2.5 miles from M5 Junction 29. Therefore, excellent access to local, regional, and national road network.	Good
Access to labour	Excellent with local and regional road network allowing draw from a wide labour pool. Cranbrook and residential expansion around Pinhoe are providing a significant increase in local, working population.	Good
Access to amenities and other services/facilities	Hampton by Hilton hotel on the park but otherwise poor retail and leisure provision.	Medium
Proximity to other Employment	Medium sized employment area, with Exeter Logistics Park and Skypark Exeter nearby on the other side of the airport.	Good
Prominence	Some of the buildings are visible from the A30.	Good
Quality of surroundings	Landscaped street scene but otherwise limited green space.	Good
Topography / physical attributes	Broadly level site. Limited capacity with mains drainage system.	Good
IT connections/Power	Internet infrastructure and power level consummate with size.	Good
Expansion potential	Fully developed within business park but to the east is PowerPark Exeter and the Askew land, these land holdings provide opportunity for the business park to grow.	Good
Environmental issues	Road noise from the A30 affects adjoining occupiers. Site is located in flood zone 1.	Medium
Sustainability issues	Potential to link onto wider district heating system.	Medium
Planning context	Existing employment area. Close to Exeter Airport and therefore safeguarding requirements.	Good
Ownership	Fragmented ownership.	Poor
<p>Redevelopment / improvement potential: Redevelopment and improvement of existing buildings. Infrastructure upgrades are in progress on Long Lane, which will unlock development land.</p> <p>Conclusions: An existing employment area that has grown in popularity following the upgrade of Junction 29 M5. The estate caters for medium-sized occupiers and will be extended to the east by further development. The park should be retained for employment use.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 31	Clyst Works, Blue Ball Road	Existing Employment Area
<p>Use class: Industrial / Office.</p> <p>Description: A small business park built in 1980's / 1990's just south of Junction 30 M5. Collection of multi-let, industrial and office buildings that are very visible from the motorway. Isolated location relative other employment uses.</p> <p>History: Small-scale business park that has developed over the past 40 years based around an owner-occupier.</p> <p>Market appeal / interest: The premises suit small-scale manufacturing, office and service-related occupiers include mainly from the local and indigenous market.</p> <p>Scale relative to market interest: Suitable.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Good quality, functional industrial and office buildings within a relatively tight and enclosed business park.	Medium
Access to public transport links	Bus connection from Sidmouth Road, near the motorway junction, within walking distance. Newcourt railway station, on the Exmouth branch line, also within walking distance.	Good
Access to trunk road network/motorway	Excellent access to Junction 30 M5, which is only 0.5 miles north.	Good
Access to labour	Good accessibility for population driving or using public transport.	Good
Access to amenities and other services/facilities	No nearby, walkable retail or leisure offer. Blue Ball Inn on the same road and new hotel being constructed at Sandy Park, on the west side of the motorway.	Poor
Proximity to other Employment	Isolated location in relation to other employment uses.	Poor
Prominence	Very prominent position visible from the M5 motorway.	Good
Quality of surroundings	Adjoins motorway, so significant traffic noise. Rural location with low density residential and agricultural land close to the River Clyst.	Medium
Topography / physical attributes	Broadly level and regular shaped site.	Good
IT connections/Power	Reasonable internet infrastructure. Power level commensurate with size.	Medium
Expansion potential	Potential to expand into adjoining fields (north and south), subject to planning.	Poor
Environmental issues	Site is located in flood zone 1. Significant noise and reduced air quality due to proximity to motorway.	Medium
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Existing employment area.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: The existing buildings are built within the last 30-40 years and in time could be refurbished. It is likely to be unviable to redevelop the site for employment use.</p> <p>Conclusions: This small-scale business park is in a very accessible and prominent location just south of Junction 30 M5. Despite its isolation from other employment areas, it suits local and indigenous industrial and office occupiers. It is a useful existing employment area that should be retained for employment use.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 32	Winslade Park	Existing Employment Area
<p>Use class: Office.</p> <p>Description: Former HQ of financial services business (London & Manchester, which employed over 3,000 people. 1980's office buildings situated around a 19th century mansion. The office accommodation is going through a programme of refurbishment. It is located close to Junction 30 M5.</p> <p>History: The original mansion was connected to the 1980's offices. There are separate (large-scale) office blocks in the grounds. The sale to Burrington Estates sparked a comprehensive refurbishment programme to provide modern offices and leisure facilities. Part of the grounds have received consent for new homes.</p> <p>Market appeal / interest: The office accommodation is in high demand and are, post Covid, attracting a wide range of office occupiers.</p> <p>Scale relative to market interest: On offer is a complete range of office accommodation, individual suites, or co-working / serviced offices.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	The refurbishment programme of the previously tired accommodation is being completed to a very high standard.	Good
Access to public transport links	Bus services from the A3052 corridor within walking distance. Plans to increase bus routes into the park as it matures. No nearby train station.	Medium
Access to trunk road network/motorway	Excellent with traffic light junction onto the A376, which links into Junction 30 M5 within one mile.	Good
Access to labour	No population mass nearby by the site is easily accessible to a wider (driving) labour pool, especially from East Devon.	Medium
Access to amenities and other services/facilities	Onsite restaurant, additional provision planned as the park expands. This will include a cafeteria, gym, and leisure health club.	Good
Proximity to other Employment	No adjoining employment use but situated one mile from Sowton Industrial Estate.	Medium
Prominence	The entrance is prominent from the A376. The wider park is earning a reputation as a work / leisure destination.	Medium
Quality of surroundings	Surrounded by attractive landscaping and parkland.	Good
Topography / physical attributes	Broadly level site with areas of irregularity to the north east.	Good
IT connections/Power	Good internet infrastructure, which has been upgraded recently. Power level consummate with requirements for office occupiers.	Good
Expansion potential	Opportunity to infill between buildings, build on car parks or greenfield areas within the park.	Good
Environmental issues	The majority of the site is located in flood zone 1, part of the southern boundary is within flood zone 2 and 3. Proximity to residential.	Medium
Sustainability issues	No adverse aspects. Plans to construct a solar farm on greenfield land to the east, which will serve the office campus.	Medium
Planning context	Existing employment area.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Currently undergoing a programme of redevelopment and improvement. Opportunity to infill between buildings, build on car parks or greenfield areas within the park.</p> <p>Conclusions: This former office HQ has recently changed ownership and is going through a major refurbishment to sub-divide the accommodation. The standards of that refurbishment are very high, and this is attracting out-of-town office demand. There is a focus on amenity provision to make it a live / work / play destination. It is very accessible to the local and regional road network. It is being enhanced as a high-quality existing employment area that should be retained for employment use.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 33	Langdon's Business Park	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: Small business park located on the A3052 opposite Westpoint. Close to Junction 29 M5. Industrial style buildings dating from the 1980's plus open storage / vehicle parking. Anaerobic energy plant adjoins the site.</p> <p>History: The estate is in a largely rural setting beside the busy Sidmouth Road.</p> <p>Market appeal / interest: Occupiers include Dartline Coaches and South West Kitchens.</p> <p>Scale relative to market interest: Suitable for the local and indigenous market.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Dated industrial accommodation in a highly dense development. Poor configuration impedes flexibility.	Poor
Access to public transport links	Regular buses (9 and 9A) along the Sidmouth Road. No nearby railway station.	Medium
Access to trunk road network/motorway	Excellent access to Junction 30 M5, which is one mile to the west.	Good
Access to labour	No nearby residential concentration but good accessibility by road to a wider labour pool including from East Devon	Medium
Access to amenities and other services/facilities	Small convenience retail offering in Clyst St Mary, which is within walking distance. No leisure facilities with nearest hotel by Junction 30.	Poor
Proximity to other Employment	Isolated location with the nearest employment sites at Winslade Park and Hill Barton Business Park.	Poor
Prominence	Good prominence to the busy A3052 road.	Good
Quality of surroundings	Predominantly rural setting but alongside a busy road, so traffic noise. Adjoining anaerobic digestion plant provides environmental downside.	Medium
Topography / physical attributes	Level site.	Good
IT connections/Power	Internet infrastructure and power level consummate with size.	Good
Expansion potential	Surrounded by agricultural land to the south but any expansion would require planning consent and additional highway works.	Medium
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	No adverse aspects but opportunity to draw power from adjoining AD plant.	Good
Planning context	Existing employment area.	Good
Ownership	Condensed number of ownerships.	Medium
<p>Redevelopment / improvement potential: Opportunity to reshape and improve the existing buildings on site.</p> <p>Conclusions: A poor quality, small existing employment site in a very accessible position close to the regional road network. The buildings are tightly configured but could be improved with investment. The existence of the adjoining AD plant may be off-putting but also could provide direct power links. The site has consistently been occupied so should be retained for employment use.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 34	Hill Barton Business Park	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: A large business park, within a rural setting fronting the A3052 but good access back to Junction 30 M5. The majority is in single ownership and includes converted, agricultural buildings through to modern high-bay warehouses. There is a large recycling plant on site, and this is where the Energy from Waste plant is proposed. Mostly detached industrial-style buildings but there is a large car storage compound at the front of the estate.</p> <p>History: Formerly agricultural land that has developed over the past 30 years into a business park.</p> <p>Market appeal / interest: The business park attracts a range of manufacturing and distribution occupiers including DHL, Still and John Lewis. It has also attracted Mercedes for their regional vehicle storage facility. It is a popular estate.</p> <p>Scale relative to market interest: Mostly larger buildings suiting established local or national companies. There is a variety of medium to large-scale buildings.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Mostly buildings developed over the past 20 years so relatively modern, and occupier needs. Some of the older (former agricultural) buildings have been refurbished.	Good
Access to public transport links	Regular buses (9 and 9A) along the A3052 corridor. No train stations until back into Sowton.	Medium
Access to trunk road network/motorway	Good being three miles from Junction 30 M5, although the A3052 corridor can become congested at peak times, especially around Clyst St Mary.	Medium
Access to labour	Good access to driving population and a wider pool from East Devon.	Medium
Access to amenities and other services/facilities	Walking distance to Greendale Farm Shop and a very small café onsite but otherwise no retail or leisure amenities nearby.	Medium
Proximity to other Employment	Isolated site. Greendale and Langdon's business parks are the next nearest employment sites between around one mile to the east.	Poor
Prominence	Prominence on the A3052, which is a busy road.	Medium
Quality of surroundings	Landscaped areas within the estate and agricultural use surrounding the business park.	Good
Topography / physical attributes	Slightly sloping across the business park but topography has not been detrimental to development historically.	Good
IT connections/Power	Internet infrastructure and power level consummate with size and uses on site.	Good
Expansion potential	Surrounded by greenfield land currently in agricultural use.	Medium
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability. The planned Energy from Waste plant at the rear of the same park may, in time, provide heat and power.	
Planning context	Existing employment area.	Good
Ownership	Condensed number of ownerships.	Medium
<p>Redevelopment / improvement potential: Redevelopment and improvement of existing buildings, where required but majority of the buildings are modern. The large car storage facility at the front of the estate could be developed on if they were to leave.</p> <p>Conclusions: A popular estate that grew rapidly in the past 15 years as there were limited occupier solutions on the main Exeter estates. Good accessibility to the regional road network but at peak times the A3052 corridor is congested. Most of the accommodation is modern and is occupied by medium to large-scale distribution or storage occupiers. The park suits this upper end of occupier demand and as an existing employment area, should be retained for employment use.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 35	Greendale Business Park	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: Large collection of detached buildings constructed over the past 30 years. This estate is approximately four miles from Junction 30 M5 accessed via the A3052 Sidmouth Road. Many of the buildings are basic and functional. It is in single ownership and set back from the road, at a lower level, so no prominence.</p> <p>History: Formerly agricultural land and buildings, this site has grown rapidly in the last 15 years with development of detached industrial buildings and open storage yards.</p> <p>Market appeal / interest: Strong interest for the business park attracts distribution occupiers including DHL and FedEx plus those involved with recycling and warehousing.</p> <p>Scale relative to market interest: The variety of sizes within the estate suit market demand.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Mixed quality of industrial buildings and open storage yards developed over the past 30 years.	Medium
Access to public transport links	Regular buses (9 and 9A) along the A3052 corridor. No train stations until back into Sowton.	Medium
Access to trunk road network/motorway	Good being four miles from Junction 30 M5, although the A3052 corridor can become congested at peak times, especially around Clyst St Mary.	Medium
Access to labour	Good access to driving population and a wider pool from East Devon.	Medium
Access to amenities and other services/facilities	Walking distance to Greendale Farm Shop and a small café onsite but otherwise no retail or leisure amenities nearby.	Medium
Proximity to other Employment	Isolated site. Hill Barton and Langdon's business parks are the next nearest employment sites between around one mile to the north west.	Poor
Prominence	The entrance has prominence onto the A3052, but the business park is hidden.	Poor
Quality of surroundings	Pleasant rural setting in a valley. No landscaped areas within the estate.	Medium
Topography / physical attributes	Main part of the business park at the base of the valley is level but otherwise sloping with development on terraces.	Medium
IT connections/Power	Internet infrastructure and power level consummate with size.	Good
Expansion potential	Surrounded by greenfield land so potential but sensitivity from neighbouring residential occupiers.	Medium
Environmental issues	Majority of the site within flood zone 1, small central area within flood zone 2 and 3.	Medium
Sustainability issues	No adverse aspects in terms of sustainability. The planned Energy from Waste plant at Hill Barton may, in time, provide heat and power.	Medium
Planning context	Existing employment area. Local sensitivity in terms of the expansion of the business park into rural areas.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Opportunity to upgrade the older accommodation on site and to infill where sites currently used for open storage can accommodate buildings.</p> <p>Conclusions: A popular business park, suiting a wide range of industrial occupiers. The site's isolation has been beneficial to occupiers involved with 24/7 distribution or recycling. The single ownership allows occupiers to move within the estate. An existing employment area that should be retained for employment use.</p> <p>Assessment to meet future demand: Green</p>		

Ref No. 36	Peamore Industrial Estate	Existing Employment Area
<p>Use class: Industrial.</p> <p>Description: Existing industrial estate on the southern outskirts of Exeter comprising existing industrial units, storage compounds, offices, petrol station, lorry parking spaces and self-storage. Many older-style, poor quality buildings. Very visible site close to where the A38 meets the motorway at Junction 31 M5. Adjoining, consented development land, which has issues to overcome on services and highways.</p> <p>History: A truck stop facility that has grown over time and now comprises a significant number of tenants.</p> <p>Market appeal / interest: Occupiers are predominantly involved with transportation and logistics, which is in high demand and hence why no vacant space on site. Some occupiers will find the accommodation too basic and densely situated.</p> <p>Scale relative to market interest: A variety of small to medium-sized buildings and yard spaces on offer, suitable for the market.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	The majority of the industrial and office buildings date back from the 1970's and are in relatively poor condition relative to modern occupier standards.	Medium
Access to public transport links	Regular buses (39 and 7). No railway stations nearby.	Medium
Access to trunk road network/motorway	Direct access to A38 (southbound only) from the A379. Compromised access travelling north.	Medium
Access to labour	Benefits from labour within Exeter as well as significant flows from neighbouring authority areas to the south such as Teignbridge and Torbay.	Good
Access to amenities and other services/facilities	Filling station on site has a very small convenience offering otherwise limited. No leisure facilities. Hotel to the south at Kennford.	Poor
Proximity to other Employment	Isolated location with the nearest employment area (Matford) being located 1.5 miles to the north east.	Poor
Prominence	Very prominent position visible from A38 Devon Expressway and the A379.	Good
Quality of surroundings	Surrounded by agricultural land, but significant noise from nearby dual carriageway.	Medium
Topography / physical attributes	Slightly sloping to the south east. No mains drainage connection.	Medium
IT connections/Power	Good internet infrastructure. Power deficiency.	Medium
Expansion potential	Opportunity to infill. There is 18.59 hectares of consented development land to the east and south.	Good
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	No adverse aspects from a sustainability perspective.	
Planning context	Existing employment area.	Good
Ownership	Single ownership.	Medium
<p>Redevelopment / improvement potential: There will be an opportunity to redevelop and improve the existing buildings on site to meet modern occupational standards.</p> <p>Conclusions: This is an established but isolated business park, with its tenants focused on transportation and logistics uses. The park offers small to medium-sized buildings or open storage / parking facilities suiting the market. Most of the buildings are poor but these could be upgraded. Highways access to the north is compromised but this is a medium quality existing employment area that should be retained for employment use.</p> <p>Assessment to meet future demand: Amber</p> <p>Viability / Deliverability Timescale: Within 5-10 years</p>		

Ref No. 37	Exeter Gateway Office Park	Site with Planning Permission
<p>Use class: Office.</p> <p>Description: Rectangular and relatively level, greenfield site adjacent to Exeter Science Park and new Park & Change facility. The site is earmarked for office development and has very good accessibility to the motorway and regional road network.</p> <p>History: Currently in agricultural use but is consented for office development. The site forms part of the Exeter and East Devon Growth Point.</p> <p>Market appeal / interest: The site has been marketed for some time and the level of new-build office demand is weak, exacerbated by the pandemic. The site's prominence and location would suit a headquarters style building.</p> <p>Scale relative to market interest: The site is flexible as it could accommodate a range of occupiers from small multi-let through to single owner-occupiers.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site. Adjoining buildings on Exeter Science Park built to a very high standard.	-
Access to public transport links	Regular buses (4, 56 and K5). Some distance from nearest train station. Park and change facility recently installed adjacent.	Good
Access to trunk road network/motorway	Situated just east of Junction 29 M5 and therefore excellent access to the motorway and A30 trunk road.	Good
Access to labour	Excellent with local and regional road network allowing draw from a wide labour pool. Cranbrook and residential expansion around Pinhoe are providing a significant increase in local, working population.	Good
Access to amenities and other services/facilities	Exeter Science Park has an onsite café but only for their own occupiers. Additional provision (including leisure) planned as the science park expands, which could be open to the public.	Poor
Proximity to other Employment	Growing employment area as part of Exeter and East Devon Growth Point with close proximity to Exeter Business Park.	
Prominence	When a building is constructed at the front of the site, it would be visible from the A30.	Medium
Quality of surroundings	Extensive landscaping and green lung for immediate area. Pleasant aspect with views to the south and east.	Good
Topography / physical attributes	Slightly sloping. Electric pylons nearby.	Good
IT connections/Power	High-capacity fibre connections and power being upgraded.	Good
Expansion potential	No expansion to the site once developed.	Good
Environmental issues	To the northern boundary, there is new residential development. The site is located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability.	Good
Planning context	Close to Exeter Airport and therefore potentially safeguarding requirements.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: An accessible, office development site Exeter Science Park could accommodate either smaller multi-let or single occupier HQ office. A number of other out-of-town development sites that would compete to attract office occupier interest.</p> <p>Assessment to meet future demand: Green Viability / Deliverability Timescale: Within 5 – 10 years</p>		

Ref No. 38	Exeter Logistics Park	Site with Planning Permission
<p>Use class: Industrial.</p> <p>Description: Large-scale, 55-acre development site located to the north of Exeter Airport. Adjacent to the Lidl regional distribution centre, the site is focused on distribution and logistics. The site is single ownership with a joint venture with a national developer. Bordered to the east by residential properties on Station Road.</p> <p>History: Formerly agricultural use, which received planning consent in 2015 and development commenced in 2018.</p> <p>Market appeal / interest: Exeter Logistics Park has already attracted Amazon and DHL. The site is a focal point for distribution and logistics occupiers looking for purpose-built facilities in the Exeter area.</p> <p>Scale relative to market interest: Significant scale, which can accommodate medium to large distribution occupiers.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site. Adjoining buildings built to a very high standard.	-
Access to public transport links	Regular buses (4A, 4 and 56). These buses link into the nearest train station at Cranbrook.	Medium
Access to trunk road network/motorway	One mile from A30 and two miles from Junction 29 M5.	Good
Access to labour	Excellent with local and regional road network allowing draw from a wide labour pool. Cranbrook and residential expansion around Pinhoe are providing a significant increase in local, working population.	Good
Access to amenities and other services/facilities	No convenience retail or leisure amenities nearby.	Poor
Proximity to other Employment	Large and growing employment area adjoining Skypark and the Lidl RDC.	Good
Prominence	Fronts onto London Road, a busy route between the A30 and Cranbrook.	Good
Quality of surroundings	Landscaped areas.	Good
Topography / physical attributes	Site slopes slightly to the north.	Good
IT connections/Power	IT is good. Power constraints limited by the nearby energy centre.	Medium
Expansion potential	No expansion of this site when developed out.	Good
Environmental issues	Majority of the site located in flood zone 1, part of the north eastern boundary in flood zone 2 and 3.	Medium
Sustainability issues	The site is connected to district heating system that is fed from the nearby energy centre.	Good
Planning context	Outline consent on the whole but restricted to Class B8 use.	Good
Ownership	Condensed number of ownerships. The remaining plots are in the same ownership with a joint venture with a national developer.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: Exeter's premier distribution park attracting national occupiers in a high-quality environment. Very accessible to the local and regional road network. Development plots available to attract high level of latent demand in the distribution sector. Therefore, should be retained for employment use.</p> <p>Assessment to meet future demand: Green Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 39, 40, 41, 42, 44 and 45	Site 1, Site 2, Site 3, Site 4, Redhayes Cluster and Site at Langaton Lane, Exeter Science Park	Site with Planning Permission
<p>Use class: Office.</p> <p>Description: These sites represent the undeveloped (but serviced) sites within the growing Exeter Science Park, which formed in 2011. The park is public sector / university owned and has created high-quality, sustainable buildings for STEMM uses.</p> <p>History: Previously greenfield site, consented as a whole with the first building opened in 2015. Forming part of the Exeter and East Devon Growth Area.</p> <p>Market appeal / interest: The target market is restricted to STEMM uses because of Gateway Policy. Good levels of market interest from tech business, some local start-ups and some relocating from the larger UK cities following the pandemic.</p> <p>Scale relative to market interest: Flexible, office and laboratory space suiting a wide range and size of STEMM businesses. Incubator and grow-on space. Undeveloped plots can accommodate significantly large buildings.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site. Adjoining buildings built to a very high standard.	-
Access to public transport links	Regular buses (4, 56 and K5). Some distance from nearest train station. Park and change facility recently installed.	Medium
Access to trunk road network/motorway	Adjacent to Junction 29 M5 and therefore excellent access to the motorway and A30 trunk road.	Good
Access to labour	Excellent draw from a wide labour pool. Cranbrook and residential expansion around Pinhoe are providing a significant increase in local, working population.	Good
Access to amenities and other services/facilities	Exeter Science Park onsite café. Additional provision (including leisure) planned as the park expands.	Medium
Proximity to other Employment	Growing employment area as part of Exeter and East Devon Growth Point with close proximity to Exeter Business Park.	Medium
Prominence	Parts prominent from M5 motorway and A30.	Medium
Quality of surroundings	Extensive landscaping and green lung for immediate area. Pleasant aspect with views to the south and east.	Good
Topography / physical attributes	Slightly sloping. Electric pylons nearby.	Good
IT connections/Power	High-capacity fibre connections and power being upgraded.	Good
Expansion potential	Represents the expansion potential of the wider site.	Good
Environmental issues	Northern boundary there is existing residential use (Station Road). The majority of the size is located in flood zone 1, towards the northern part of the site areas are included within flood zone 2 and 3.	Good
Sustainability issues	Planned development of net-zero carbon for operation energy offices.	Good
Planning context	Adjoining existing employment area. Close to Exeter Airport and therefore safeguarding requirements.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement to meet occupier demands.</p> <p>Conclusions: Science Park development providing high-specification office and laboratories. Strategic facility in the context of Exeter and the sub-region. Public sector ownership and funding support has created high quality buildings for STEM occupiers. Restricted by Gateway Policy provides a focus. A high-quality established employment area that should be retained for employment use.</p> <p>Assessment to meet future demand: Green</p> <p>Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 43	Skypark, Exeter	Site with Planning Permission
<p>Use class: Industrial / Office.</p> <p>Description: High profile development within the Exeter and East Devon Growth Area. Owned by Devon County Council with St Modwen as the development partner. Business Park focused on industrial and office uses. Of the original 104 gross acres, the undeveloped but serviced sites extend to 25 acres. Restrictive covenant preventing warehousing or distribution use.</p> <p>History: Formerly part of Exeter airport, encompassing part of the cross runway. Separated from the airport and consented as a business park. The first building development completed in 2012.</p> <p>Market appeal / interest: Attracted a range of occupiers already, including Oneserve, LiveWest and DPD. Recent transaction secured for a large manufacturing building for Stovax Heating Group. Burrington Estates have developed terraces of small business units.</p> <p>Scale relative to market interest: Opportunity to accommodate a significant variety of sized buildings.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site. Adjoining buildings built to a high standard.	-
Access to public transport links	Regular buses (4A, 4 and 56). These buses link into nearby train stations including Cranbrook.	Good
Access to trunk road network/motorway	Very good being only one mile from the A30 and two miles from Junction 29 M5.	Good
Access to labour	Excellent with local and regional road network allowing draw from a wide labour pool. Cranbrook and residential expansion around Pinhoe are providing a significant increase in local, working population.	Good
Access to amenities and other services/facilities	No convenience or leisure amenities nearby. A trim trail has been included in the business park.	Poor
Proximity to other Employment	Growing employment area adjoining Exeter Logistics Park.	Good
Prominence	Fronts onto London Road, a busy route between the A30 and Cranbrook.	Good
Quality of surroundings	Landscaped areas.	Good
Topography / physical attributes	Level site.	Good
IT connections/Power	IT provision is good but there are power constraints and limitations.	Medium
Expansion potential	Represents the expansion potential of the wider site.	Good
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	Site is connected to the district heating system supplied by the adjoining Energy Centre.	Good
Planning context	Outline planning consent from 2009 and potential upgrade to a Local Development Order to re-masterplan the remaining plots.	Good
Ownership	Condensed number of ownerships within the estate but the vacant plots are in single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: Located in a very popular area for modern business occupiers. Very accessible to the local and regional road network. The business park has excellent sustainability credentials and has already attracted national and regional occupiers. The remaining development plots need to be re-master planned as there is a move away from pure office development.</p> <p>Assessment to meet future demand: Green</p> <p>Viability / Deliverability Timescale: Within 5 years</p>		

Ref No. 46	Westexe Business Park	Site with Planning Permission
<p>Use class: Industrial.</p> <p>Description: The site consists of two sloping, greenfield plots of currently in agricultural use surrounding the existing Peamore Industrial Estate. Access to the site would be off A379 via a new roundabout with currently accessibility to the north being compromised. Recently been rebranded as Westexe Business Park.</p> <p>History: Greenfield site that was initially refused by the Local Planning Authority but overturned at appeal. The site has permission for industrial and office floor space development.</p> <p>Market appeal / interest: Location is very accessible and if the highways solution can be found then it would be of interest to occupiers predominantly involved with distribution and logistics uses.</p> <p>Scale relative to market interest: Suitable. The topography of the site will potentially limit the size of floor plates so therefore suiting smaller to medium-sized buildings.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site.	-
Access to public transport links	Regular buses (39 and 7). No railway stations nearby.	Medium
Access to trunk road network/motorway	Direct access to A38 (southbound only) from the A379. Compromised access travelling north.	Medium
Access to labour	Benefits from labour within Exeter as well as significant flows from neighbouring authority areas to the south such as Teignbridge and Torbay.	Medium
Access to amenities and other services/facilities	Filling station on site has a very small convenience offering otherwise limited. No leisure facilities. Hotel to the south at Kennford.	Good
Proximity to other Employment	Isolated location with the nearest employment area (Matford) being located 1.5 miles to the north east.	Poor
Prominence	Very prominent position visible from A38 Devon Expressway and the A379.	Poor
Quality of surroundings	Pleasant rural setting but close to busy roads with considerable traffic noise.	Good
Topography / physical attributes	Considerable slope on the main part of the site.	Poor
IT connections/Power	Significant investment is required to bring in the required electricity supply and other services.	Poor
Expansion potential	No expansion potential to the north, south or east.	Poor
Environmental issues	Site is located in flood zone 1.	Good
Sustainability issues	No adverse aspects in terms of sustainability.	Medium
Planning context	Was initially refused by the Teignbridge District Council but overturned at appeal so therefore now has outline consent.	Good
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: A large, consented site in a very prominent position but with high costs associated with servicing the land and dealing with the topographical issues. Significant highway improvements are required. If the site can be delivered, then it will suit medium-sized, distribution businesses and therefore it should be retained for employment use.</p> <p>Assessment to meet future demand: Green Viability / Deliverability Timescale: Within 5 – 10 years</p>		

Ref No. 47	PowerPark Exeter, Long Lane, Exeter Airport	Undeveloped Allocation
<p>Use class: Industrial.</p> <p>Description: Greenfield site located south of Exeter Airport and opposite a hotel and training academy.</p> <p>History: Recently purchased by a developer / investor. Road improvements to Long Lane will enhance the access (completing Q2 2022). Enterprise Zone status and allocated. The new owners have started progressing a Local Development Order.</p> <p>Market appeal / interest: Suitable. Good location and the site can accommodate industrial development for manufacturing or distribution use.</p> <p>Scale relative to market interest: Suitable. Site can accommodate up to around 250,000 sq ft in a variety of sizes.</p>		
Criteria	Notes	Good / Medium / Poor
Quality of Accommodation	Not applicable as no buildings on site.	-
Access to public transport links	One bus service (P). No convenient access to train network.	Medium
Access to trunk road network/motorway	One mile from A30 and 2.5 miles from M5 Junction 29. Excellent access to local, regional, and national road network.	Good
Access to labour	Accessible to a large population because of the road links.	Good
Access to amenities and other services/facilities	Hampton by Hilton hotel on the estate but otherwise poor retail and leisure provision nearby.	Poor
Proximity to other Employment	Adjoining Exeter Airport Business Park.	Good
Prominence	No prominence.	Poor
Quality of surroundings	Pleasant surroundings with agricultural land to the east.	Good
Topography / physical attributes	Relatively level site and slopes slightly down to the eastern boundary.	Good
IT connections/Power	Understood to be suitable for employment development on this site.	Good
Expansion potential	After the development of this site, yes, the Askew land is to the east and surrounds the hotel, extending to circa 40 acres.	Good
Environmental issues	Site is located in flood zone 1. Road noise from nearby A30.	Good
Sustainability issues	Potential restrictions on use of solar panels with airport safeguarding issues.	Medium
Planning context	Allocated site in the Local Plan. New owners are working with EDDC to deliver a Local Development Order on the site including industrial development up to around 250,000 sq ft.	Medium
Ownership	Single ownership.	Good
<p>Redevelopment / improvement potential: Planned development therefore does not require redevelopment or improvement.</p> <p>Conclusions: This site's accessibility is being enhanced by Long Lane road improvements. The recent change of ownership has been the catalyst for an upgrade to a new planning consent and the site will suit smaller to medium sized industrial buildings. The site is likely to come forward in mid-2022. The site is suitable for employment meeting current demand.</p> <p>Assessment to meet future demand: Green</p> <p>Viability / Deliverability Timescale: Within 5 years</p>		