



LONG MARSTON AIRFIELD
NEW SETTLEMENT
TECHNICAL STATEMENT:
FEASIBILITY
ADDENDUM REPORT - JULY 2015



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Long Marston Airfield

Feasibility Assessment - Addendum

CALA Homes

July 2015

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1.0 Introduction

1.1 This addendum report, prepared by Nathaniel Lichfield & Partners (NLP) on behalf of CALA Homes (Midlands) Ltd (“CALA”), provides updated evidence on the feasibility and deliverability of the proposed 3,500 dwelling new settlement at Long Marston Airfield (LMA).

1.2 It provides an updated position to that set out in the ‘Technical Statement - Feasibility’ produced in July 2014 (“the July 2014 assessment”), drawing upon new information and more detailed work that has been undertaken over the past twelve months both in relation to the new settlement proposals but also in relation an outline planning application submitted in December 2014 for 400 dwellings and associated uses on part of the Long Marston Airfield site (14/03579/OUT).

1.3 It does not wholly replace the earlier feasibility work, but selectively focusses on further information now available and areas where the proposed development and mitigation has evolved. Therefore, this addendum report should be read in conjunction with the July 2014 assessment. Where detail remains unchanged to that previously presented, the July 2014 assessment continues to be a relevant statement of the current position. For example this specifically includes:

- a the gas pipeline;
- b junction improvements and other transport improvements outside of the South Western Relief Road;
- c social infrastructure outside of education;
- d archaeology and heritage; and
- e the viability assessment.

1.4 This feasibility assessment addendum draws upon a wide range of technical evidence that continues to be evolving around the scheme. These supporting ‘technical statements’ provide baseline information and assess the impacts of, and proposed mitigation for, the proposed new settlement. This assessment seeks to bring that information together. In line with the July 2014 assessment, this addendum again represents a snapshot in time assessment based upon currently available information. As the masterplan and detailed design elements develop and evolve this assessment will similarly develop and evolve.

1.5 The addendum report is set out as follows:

- **Section 2.0** sets out updated information on the infrastructure and mitigation measured required and is split into two sections:
 - An update on the deliverability of the **South Western Relief Road** proposals; and
 - An update on the **Long Marston Airfield** site and the constraints and hurdles present and mitigation and solutions proposed.

- **Section 3.0** sets out updated information on the evolving development proposal, the likely phasing and trajectory and validates the previous headline viability assessment undertaken for the scheme; and
- **Section 4.0** provides a summary and conclusion of the updated position as at June 2015.

2.0 **Delivering Infrastructure and Overcoming Constraints**

2.1 Since the July 2014 assessment, further detailed work has been undertaken particularly in respect of the South Western Relief Road and the technical feasibility of providing the bridge crossing over the River Avon along with the assessing the impacts of this. Alongside this, continued engagement with statutory consultees has been ongoing both in relation the outline application pending for 400 dwellings on a part of the Long Marston Airfield site as well as the wider proposals for the 3,500 dwellings new settlement (for which those 400 dwellings might form a first phase). Set out as follows is the position on the South Western Relief Road and the Long Marston Airfield site.

South Western Relief Road

2.2 The South Western Relief Road (SWRR) is a necessary piece of infrastructure linked to the new settlement in order to ameliorate the traffic impacts from the development upon the centre of Stratford-upon-Avon. In July 2014, CALA had prepared an indicative alignment and identified a high level cost based on a pro-rata from other similar schemes. Since then, more detailed work has been undertaken on the proposed SWRR within the 'Bridge Opportunities and Constraints Study' prepared by Amec Foster Wheeler (AMF) for CALA. This work included looking at the constraints and opportunities for the Western Relief Road and the associated bridge over the River Avon, to confirm the feasibility of providing an alignment that is: technically deliverable; within reasonable costings; and without any 'showstopper' impacts in respects of constraints and potential mitigation.

2.3 The SWRR is reliant on the completion of the West of Shottery Relief Road (or Western Relief Road – "WRR") to provide the link through to the A46. The WRR is also an identified infrastructure item necessary to deliver Stratford-on-Avon's proposed strategy as set out in the emerging Core Strategy (including the West of Shottery strategic site); it is already committed and assumed to be deliverable by the Council. Our understanding, which is shared by WCC, is that delivery of the road is forthcoming, with Bloor Homes (promoters of the site) currently in detailed design stage with Warwickshire County Design Services (see minutes of meeting with WCC at Appendix 1) and that it is therefore reasonable to assume that the WRR will be delivered in tandem with the West Shottery site in the early part of the plan period.

2.4 An update on the feasibility of the SWRR is set out as follows.

Testing Reasonable Alternatives

2.5 The SWRR has been defined as the most appropriate highway network mitigation for LMA following a process of testing alternatives and discounting them.

2.6 In December 2013 a high level analysis of the LMA proposals (at that point for an assumed 3,000 dwellings) was undertaken by Mode Transport Planning, in consultation with Warwickshire County Council (WCC). At that time an Eastern Relief Road (ERR) was being considered as a strategic option for unlocking any potential growth to the south of Stratford-upon-Avon. The Stratford-on-Avon District Core Strategy - New Proposals Consultation in August 2013 (ED1.3) summarised the earlier Strategic Transport Assessment from June 2013 (ED4.7.5) thus:

“This study focused on the options for a new settlement at Gaydon/Lighthorne Heath and an urban extension at southeast Stratford-upon-Avon, possibly linked to some additional development at Long Marston. The urban extension is considered reliant on the provision of an eastern relief road via a new bridge crossing of the River Avon at Tiddington. It is not possible to mitigate the traffic impacts of a substantial development south of Stratford-upon-Avon without providing the relief road or something similar.”

2.7 The analysis undertaken by Mode considered the ERR against the SWRR, noting that the earlier Strategic Transport Assessment had already discounted a ‘do nothing’ scenario as a reasonable alternative due to its traffic impacts on the centre of Stratford-upon-Avon. The high level comparison between the ERR and SWRR concluded the following:

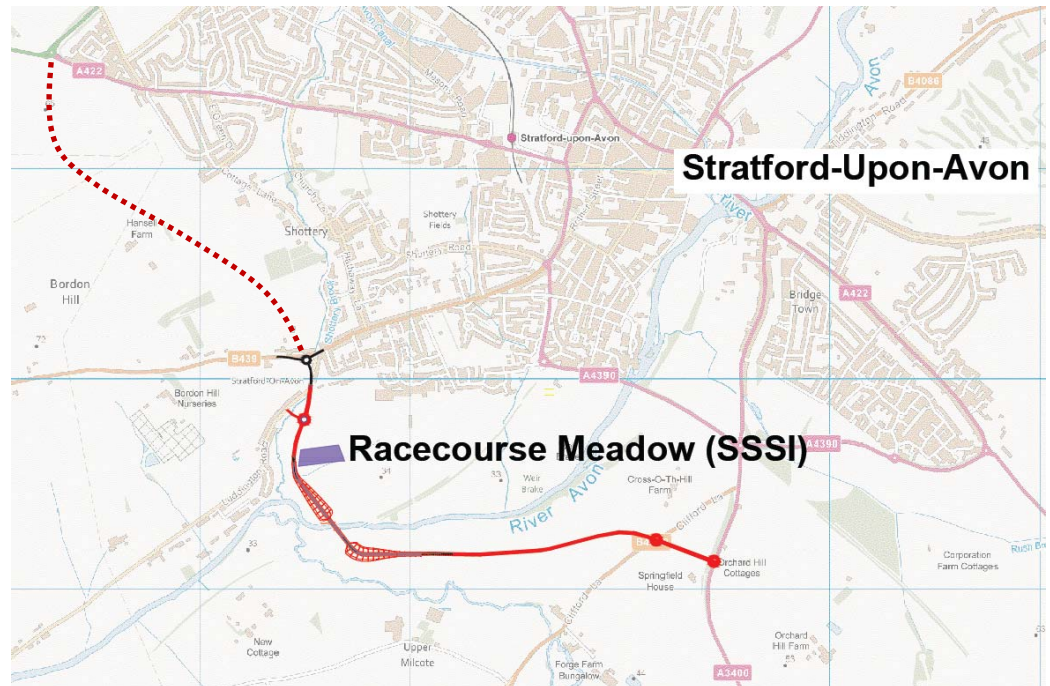
- Average speeds in the model were lower in the ERR model run;
- Average delays were greater in the ERR model run;
- There were more problematic junctions in the ERR model run; and
- There were more uncompleted trips in the ERR model run.

2.8 What the transport modelling showed is that neither of the relief roads alone mitigated all of the forecast traffic issues (hence the wider mitigation strategy proposed for LMA), but that the SWRR performed better than the ERR. This was also concluded noting that ERR proposals is approximately twice the length of the SWRR and was accompanied by some doubt as to its deliverability due to costs in some of the councils early option testing reports¹. As such the SWRR was progressed to a greater level of detail going forwards. In summary, in mitigating the transport impacts of the LMA development, this high level testing concluded the only solution which represents a reasonable alternative is the SWRR.

2.9 Figure 2.1 and Figure 2.2 illustrate high level indicative alignments for the SWRR and ERR.

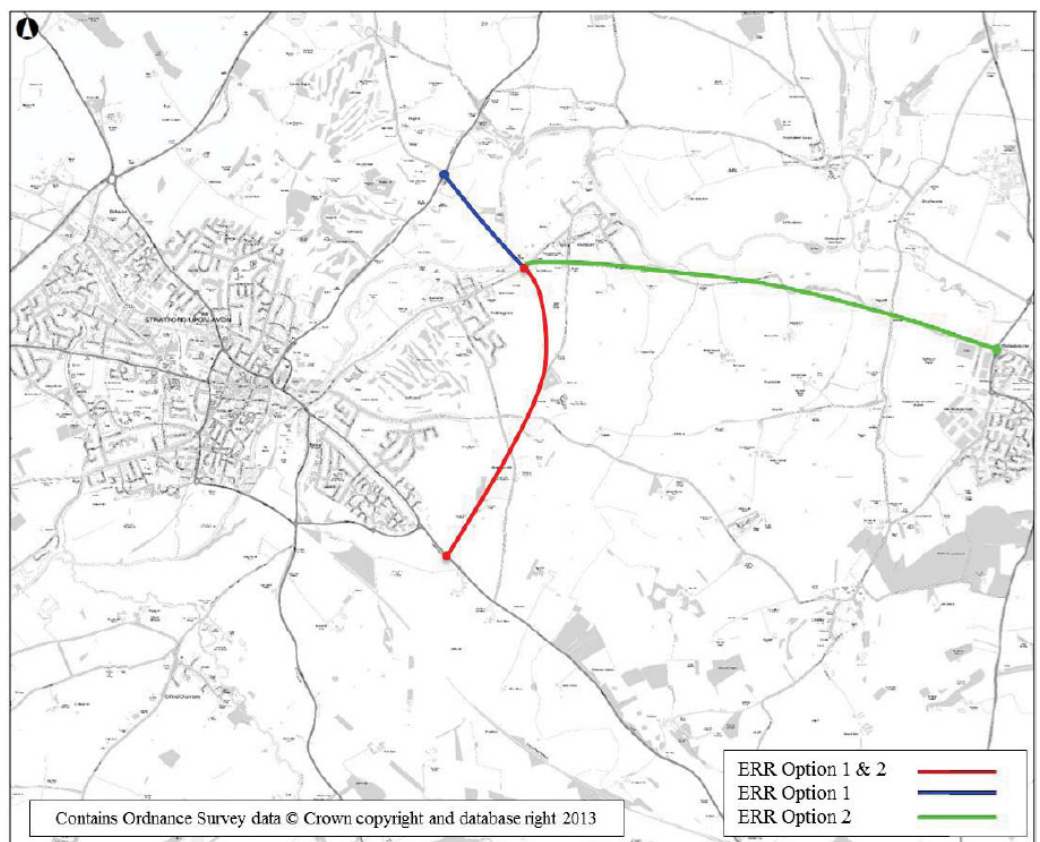
¹ For example, Stratford Strategic Transport Assessment (October 2012) paras 6.7.6-6.7.10 (ED ED.4.7.7)

Figure 2.1 Indicative Alignment for WRR (approved West of Shottery relief road indicated by red dashed line)



Source: Amec Foster Wheeler / CALA Homes

Figure 2.2 Indicative Alignment & Options for ERR



Source: Warwickshire County Council, Stratford Strategic Transport Assessment: Phase 2

2.10 Table 2.1 provides a high level comparison between the options assessed as potential highway mitigation for the LMA new settlement. It captures the fact that not providing a relief road would be unable to adequately mitigate the highway impacts of the development and would have significant traffic impacts upon Stratford town centre, including impacts upon the historic core. In respect of the impacts arising from the SWRR and ERR, these face similar issues, with both having to cross the River Avon and floodplain and both generating a potential landscape impact. Notwithstanding, the ERR performs significantly worse in terms of the actual highway mitigation solution it would provide for LMA.

Table 2.1 Comparison of Alternatives for LMA

	No Relief Road	SWRR	ERR
Provides adequate transport mitigation for LMA (in combination with Town Centre Improvements)	xx	✓✓	~
Protect and enhance historic and cultural features.	xx	✓✓	✓✓
Protect and enhance landscape and townscape.	✓	x	x
Protect and enhance ecology and biodiversity.	✓✓	x	~
Reduce the risk of flooding.	✓✓	x	x
Indicative Cost (excl. land costs)	£-	£29m	£44m ²
Considered a Reasonable Alternative for further testing?	No	Yes	No

Source: NLP / Mode Transport Planning (xx – major negative outcome to ~ neutral to ✓✓ major positive outcome)

2.11 In addition, the ERR is almost twice the length of the SWRR with indicative costs c.50% greater. It is for this reason that the SWRR is considered the only suitable alternative relief road scheme to mitigate the impacts of LMA.

Ownership

2.12 CALA has been assembling the land required to deliver the South Western Relief Road. The indicative alignment as currently proposed would cross five land ownerships. CALA has completed agreements in place with four of the five landowners and is at an advance stage with the final landowner, the racecourse, with whom heads of terms have been agreed. It is CALA's expectation that the final contract will be in place imminently and before any finalised allocation or planning application for the 3,500 new settlement. This will ensure that the deliverability of the SWRR is entirely within CALA's control.

Technical Feasibility

2.13 The 'Bridge Opportunities and Constraints Study' prepared by AMF examined in greater detail the technical feasibility of providing the Western Relief Road

² Strategic Transport Assessment - October 2012

and particularly the bridging structure which will need to elevate the road over the River Avon and the Stratford Greenway, the latter at a level which would continue to allow reinstatement of the route as a rail line.

- 2.14 The study concludes that the bridge structure is technically feasible and that, whilst further detailed work on design and costings will be undertaken, initial scoping indicates that costs would not be prohibitive to delivery in the context of the previously assumed budget within the July 2014 assessment.

Mitigating the SWRRs Impacts

- 2.15 As part of the 'Bridge Opportunities and Constraints Study' further work has been undertaken to scope potential impacts and the proposed mitigation, including consultation with statutory consultees. This is summarised as follows.

Flooding

- 2.16 The SWRR will inevitably need to cross the River Avon and associated floodplain. A stepped design process and parameters have been agreed with the Environment Agency in order to minimise flood risk, address surface water drainage and mitigate any impacts.³ Initial correspondence with the Environment Agency (EA) has not raised any in-principle barriers at the current time subject to a suitable design which either minimises and avoids any flood risk, and/or compensatory measures which alleviates and mitigates any impacts. Full and detailed flood modelling of the design options would be necessary in order to confirm a concluded proposed design is appropriate in flood risk terms.⁴ In order to show that there are no barriers to achieving an appropriate design solution, two alternative design options have been produced and provided to Stratford-on-Avon District Council. This responds to potential flood risk issues raised by the EA and demonstrates a degree of flexibility in the road design. It should be noted that the full design for the road will in due course need to be supported by detailed flood modelling to demonstrate no increase in flood risk elsewhere. This modelling will be undertaken at the detailed design stage, but given that the area of land identified for floodplain compensation is, in its entirety, within the control of CALA Homes and can be utilised for this purpose there is no reason to conclude that this would represent a constraint or prevent the WRR from being deliverable.

Ecology

- 2.17 The habitats affected by the proposed alignment of the relief road to the south of the River Avon, which form the largest area of land effected by the proposals, are dominated by intensively managed farmland. These habitats provide limited ecological interest and mitigation / enhancements for

³ Bridge Opportunities and Constraints Study – page 11 and 12

⁴ Bridge Opportunities and Constraints Study – see correspondence with EA in Appendix B.

biodiversity can be provided on land surrounding the proposed route of the relief road.

2.18

The relief road and the proposed alignment, at the northern end of the route, is located close to one statutorily designated site (the Racecourse Meadow SSSI) and five non-statutory designated sites. The baseline work undertaken in respect of the potential ecology impact are summarised as follows, drawing upon the 'Bridge Opportunities and Constraints Study'⁵ and an accompanying 'Initial Habitat Assessment' carried out by FPCR Environment and Design Ltd⁶ which has included on-site surveys:

- a Racecourse Meadow SSSI, designated for its unimproved flood meadow grassland, lies adjacent, but untouched, by the indicative route of the SWRR. It is considered that there will be no direct impact on the SSSI, albeit both loss of buffering habitat and changes in hydrology may have indirect impacts (the latter may be positive or negative). The detailed design stage will seek to either maintain or enhance hydrology for the SSSI to maintain or enhance the species present, which, when combined with appropriate long term management of buffering habitats (as follows), would mitigate any impacts and potentially provide benefits to the SSSI;
- b There are five non-statutory designated sites which the SWRR might impact upon:
 - i The River Avon Local Wildlife Site (LWS) and the Greenway Dismantled Railway proposed Local Wildlife Site (pLWS) will both be bridged over by the SWRR, with subsequent impacts unlikely to be significant following appropriate design and mitigation;
 - ii The Shottery Brook ecosite is unlikely to be affected pursuant to an appropriate construction management plan (ensuring its conservation status is unaffected in the construction phase);
 - iii The Seven Meadows pLWS has been assessed against the LWS criteria following survey and is considered unlikely to meet LWS standard, with the consequence that no impact will result against a non-statutory designated site; and
 - iv There would be some loss to the Steeplechase Meadow LWS where the road would bisect the site. It is proposed that appropriate mitigation would be put in place to create a species rich floodplain meadow in the retained part of the LWS along with similar enhancements to the retained area of the pLWS and grasslands surrounding the SSSI. Stitching this together and placing the area into a long term management plan will ensure that the suite of grasslands can function in perpetuity as a coherent ecological network.

⁵ Bridge Opportunities and Constraints Study – Section 4.1 (page 15)

⁶ Bridge Opportunities and Constraints Study – Appendix C

- 2.19 Overall, where there are likely to be impacts, more detailed work undertaken by CALA has suggested that these can be mitigated to ensure a net-benefit, particularly improving the quality of buffer habitats for the SSSI.

Noise and Air Quality

- 2.20 An initial scoping of both noise and air quality considerations has been undertaken⁷ concluding that whilst impacts may result from the construction and operation of the road, this could be mitigated through design and implementation and would also be potentially accompanied by improvements within Stratford-upon-Avon where any reduction in traffic against a baseline case could lead to positive impacts on noise and air quality in those locations.

Landscape, Visual Impact and Heritage

- 2.21 Initial assessment of landscape and visual impact concludes that the majority of impacts will be on views from close range, with the zone of visual influence defined as being limited. There would be few distant views of the proposed road, however, a landscaping plan combined with field boundaries are likely to minimise any distant views.
- 2.22 In respect of heritage, the Grade II listed Springfield Bridge over the Stratford-Moreton tramway bed will be in close proximity to the SWRR's junction with the A3400. Design and final alignment of the road will need to ensure the physical preservation of this asset and its setting. In addition, the road will likely generate impacts on archaeological remains, with further surveys necessary. Notwithstanding, neither are considered likely to represent a clear constraint to the delivery of the relief road.

Overall Deliverability of the SWRR

- 2.23 Overall, the more detailed work on design and initial work on the scoping of impacts set out within the 'Bridge Opportunities and Constraints Study' does not indicate any fundamental constraints or technical barriers to the delivery of the relief road along the indicative alignment shown. There are a range of impacts that will need to be considered with appropriate mitigation implemented within the detailed design of the scheme. However, in combination, the impacts as scoped do not currently indicate that the SWRR could not come forward in an acceptable manner; merely that the design of the bridge will need to be refined and tested to minimise any impacts later in the design process. In particular, this will involve detailed flood modelling to determine how much of the crossing is on an embankment and how much is provided as bridged spans on piers. Two alternative design options have been provided, illustrating the alternative design solution available (see Appendix 2).
- 2.24 Taking into account the more detailed information on bridge design, alignment and required mitigation, it is considered that the previously assumed budget for the SWRR and its land assembly remains a reasonable estimate of costs

⁷ Bridge Opportunities and Constraints Study – Section 4.3 and 4.4 (pages 30 to 36).

including contingency. This conclusion has been drawn in comparison with the Rugby Relief Road and the Barford by-pass scheme as set out in the July 2014 assessment. The 6km Rugby Relief Road, which included several bridges over a river and active railway line cost a total of £61 million including fees and land; £10.1m per kilometre. The 2km Barford by-pass included a 4 span bridge over the River Avon and flood plain, with a total cost including fees and land of £11 million; equivalent to £5.5m per kilometre. By way of comparison, the headline budget for the 2.5km SWRR on the same basis is £17.6 million per kilometre, providing sufficient headroom within any viability assessment to accommodate the full mitigation works necessary (and on a worst case scenario basis). The issue of viability is considered in more detail in section 3.0.

Long Marston Airfield

- 2.25 The Long Marston Airfield site has already been identified by Stratford-on-Avon District Council as a suitable and deliverable location for a new settlement. Notwithstanding, CALA has continued to undertake further detailed work scoping the necessary mitigation measures and consulting with Statutory Consultees in order to gain a common understanding of the implications of the proposed development.

Transport

- 2.26 The SWRR is the single largest part of the package of transport mitigation proposed. However, work is ongoing with Warwickshire County Council (WCC) on transport modelling following further work carried out by WCC on the strategic transport model. The outcome of this ongoing work with WCC is not available as at July 2014. However, detailed transport modelling work has been carried out as part of the outline application for 400 dwelling units on the LMA site which has confirmed that with 400 dwellings on LMA, combined with other committed development in the area, the need for the SWRR will not be triggered. The exact trigger point for the SWRR will be determined through further modelling following the completed re-build of the Warwickshire model by WCC, which will feed into the Stratford-on-Avon Core Strategy Main Modifications process once available. In the meantime, the identified transport mitigation measures previously identified by CALA are considered to continue to be appropriate and deliverable: as reflected by the Statement of Common Ground between CALA and WCC and Highways England (Appendix 5)

Ecology

- 2.27 The ecology work undertaken by FPCR has continued to be updated as new surveys on the LMA site have been completed, including those that have informed the Environmental Statement for the outline application for 400 homes on the site. The ecological circumstances of the site and proposed mitigation measures have not fundamentally altered since the July 2014 assessment, albeit more detail is now available in respect of the specific ecological receptors on the site. The principal area where the position has

changed is in relation the existing proposed Local Wildlife Site (pLWS) designation that remains present on the site due to the previously identified potential for grassland habitats and overwintering birds.

- 2.28 The guidance for identifying and designating Local Wildlife Sites is set out within *'The Green Book – Guidance for the Selection of Local Wildlife Sites in Warwickshire, Coventry and Solihull'* ("The Green Book"). A pLWS designation is made based on either records or the Warwickshire Habitat Biodiversity Audit Phase 1 data, with further detailed survey work required to be undertaken and submitted to a selection panel before it is approved or rejected as a Local Wildlife Site designation. The LMA site has been identified as a pLWS for a significant time (with the site originally designated a potential Site of Importance for Nature Conservation - pSINC - in 1973) without the necessary surveys having been undertaken as part of the Local Wildlife Site Project to determine whether it is LWS quality. It has never been established that the site is an appropriate Local Wildlife Site.
- 2.29 The Green Book advises that third parties should not undertake their own assessments against the LWS criteria. However, Warwickshire County Council (the statutory consultee for ecology) has confirmed in response to the outline application for 400 dwellings on the site, that CALA Homes can, and should, provide an assessment of the pLWS against the Green Book criteria (Appendix 7). This has been further discussed with Warwickshire County Council, with a view to sharing the ecological surveys undertaken in order that the selection panel can make a decision on whether the site merits LWS designation.
- 2.30 The initial outcomes of this work show that pLWS designation that exists on Long Marston Airfield does not meet the criteria for a LWS and as such should be removed. This is on the basis that the site is neither of sufficient quality in terms of grasslands nor does it meet the criteria for a British Trust for Ornithology (BTO) site for breeding birds. In respect of the latter, the British Trust for Ornithology and the County Bird Recorder have confirmed that neither organisation have records of the site being listed as a BTO site. This further detailed work has identified that there are local ecological features on small areas of the wider site. Initial findings are, however, that these are confined to areas of the indicative masterplan that are not currently identified for development (being retained as open areas) and could be addressed through appropriate avoidance and mitigation strategies.
- 2.31 This work and assessment is subject to the finalisation of survey data, but will be submitted to Stratford-on-Avon District Council as part of an addendum to the Environmental Statement for the outline application on the site (14/03579/OUT). This is due to be complete by mid-July, with the intention that it will be taken to a future selection panel with the intention of securing the removal of the current pLWS designation.
- 2.32 Notwithstanding, it remains the position that through the enhancement to biodiversity on the site by introducing significant new areas of semi-natural

open space, alongside appropriate retention and management of habitats, it is considered that the development will have a net positive effect on ecology.

Drainage and Wastewater

- 2.33 Whilst the Stratford Water Cycle Study (2014) indicated constrained capacity at Long Marston Wastewater Treatment Works (WwTW), Severn Trent Water has already commenced feasibility work on a solution involving pumping all flows to Stratford (Milcote) WwTW. Due to be operational by the end of 2017 in order to accommodate existing committed growth in the area, this could also serve a new settlement at Long Marston Airfield. This is reflected in an updated position statement from Severn Trent Water issued May 2015 (Appendix 3).
- 2.34 In advance of the solution becoming operational at the end of 2017, the outline planning application for 400 dwellings includes an interim solution that any new foul flows from site would be temporarily treated onsite prior to discharge to the minor ordinary watercourse along the southern boundary of the airfield. Whilst this would be subject to necessary Environment Agency (EA) consents, the statutory consultee response from the EA has not raised any objection to this approach.
- 2.35 In addition, the Environment Agency sets out in respect of the 3,500 dwelling new settlement, that they *“do not have any major concerns in relation to fluvial flood risk”* and that in relation to foul disposal (wastewater), based upon the Severn Trent Water mitigation set out, *“the principle of 3500 houses in this location... is an acceptable one”*. (See letter of 21 May 2015 - Appendix 4).
- 2.36 There are no technical drainage or wastewater constraints that would affect the fundamental deliverability and feasibility of Long Marston Airfield.

Schools and Education

- 2.37 The principle of a two primary school and one secondary school solution to the education needs arising from the proposed new settlement, alongside other developments in the local area, has been ratified by Warwickshire County Council. A statement of common ground has been agreed between WCC Education and CALA Homes which sets out the current position (Appendix 6). The main change since the July 2014 assessment is a more detailed description of the schools to be provided on site, with it anticipated that both early years as well as post-16 provision would be included within the relevant schools to be delivered on the site.
- 2.38 Whilst Warwickshire County Council has indicated at this stage that the exact tipping point for provision of new school capacity is yet to be established and subject to more detailed assessment, it is known that secondary school capacity has limits in this part of the District. The phasing of schools provision is to be agreed with WCC, albeit flexibility in the delivery model for schools may mean that schools can be delivered earlier and more effectively (either through early release of land, or through delivery in-kind). Overall, WCC consider that the provision of the schools on site will be able to be

appropriately phased and that the school provision would meet the educational needs arising from the new settlement as well as make a significant contribution towards the delivery of new education provision in this part of the District to address current limitations.

Ground Conditions

- 2.39 Recent, more detailed, work by CALA on ground conditions and contamination continues to conclude that the site is likely to include land that is contaminated. Potential contamination sources are most likely to be associated with the former airfield (aviation fuel/de-icing agents); the areas of made ground; areas of open material storage; nearby areas of landfill; and localised contaminants from crashed/scrapped planes, infilled/raised areas and unexploded ordnance. Long-term decontamination and management of the site will be needed and the scheme will secure favourable use of such land.
- 2.40 The bund and large amounts of concrete from existing structures on site will need to be broken-up and moved. However, initial investigations indicate this could be retained for use associated with the project, including creating new levels and generating subsurface hardcore for building uses.

Existing Uses and Economic Impact

- 2.41 The existing uses on site as set out in the July 2014 assessment remain largely present at the current time. The principal change in circumstance is that the promoters of Global Gathering - the largest of the festivals held on the site - announced that the festival will not take place in 2015, for reasons wholly unrelated to the development proposal at LMA. CALA understands that a decision on the future of Global Gathering at Long Marston Airfield is yet to be made, but the landowner has advised that:
- there is no current lease agreement for the festival;
 - he has not been contacted regarding future festivals by the music promoters; and
 - his understanding is that the promoters are looking to move the event's long term home.

As such, the current assumption is that the event will not return to the LMA whatever happens to the potential development of the site.

- 2.42 Further work has also been carried out on the economic impact of the loss of Long Marston Airfield as a consideration in the feasibility of the new settlement. This is set out in a note provided to Stratford-on-Avon District Council on the 'Economic Aspects and Phasing' of the new settlement (Appendix 8). It sets out that the airfield currently supports 24.5 Full Time Equivalent (FTE) jobs within permanent uses on the uses and supports an estimated c.10-20 FTE jobs additionally through the occasional uses and festivals, totalling c.35-45 jobs supported by the current operations on the site. By contrast, the proposed development would support more jobs than this and thus the conclusion is that

the development of LMA will make a significant net beneficial contribution to the economic role of the site through provision of new employment opportunities.

Summary

2.43

CALA has continued to investigate the detail surrounding the works and mitigation required to deliver a new settlement on the Long Marston Airfield site, proportionate to a Local Plan process. These further technical assessments validate the conclusions of the earlier July 2014 assessment and continue to demonstrate that there are no fundamental barriers to the delivery of the site.

3.0 **Development Proposal & Phasing**

- 3.1 The broad vision and detailed proposals for the Long Marston Airfield site have continued to evolve since the July 2014 assessment. In particular, the submission of an outline planning application for 400 dwellings on part of the site in December 2014 means a wide range of further information and survey work for the site has been assimilated within the Environmental Statement accompanying that application. The outline application is brought forward on its own merits, but could form a first phase of the wider new settlement scheme were it to be allocated, with the flexibility in the outline permission sought fully allowing for this eventuality in order to create a seamless and holistic new settlement.

Proposed Uses and Vision

- 3.2 The vision, parameters and overall proposed scale of development on the Long Marston Airfield site has not been altered. The proposal continues to comprise, 3,500 new homes, including 1,225 affordable homes (35% and fully compliant with policy), two primary schools, early years provision, a secondary school, a new neighbourhood centre with community facilities, an employment hub and significant provision of new open space. This will all be delivered within similar character and layout principles as identified in the New Settlement Vision (February 2014).

Delivering Employment

- 3.3 One area where further work has been undertaken is in exploring further what the proposed employment uses could entail, based upon a high level testing of the market and consideration of how an employment park could develop on the site. Analysis of this is included in the 'Long Marston Airfield Employment Land and Job Generation' note (Appendix 9) also containing further evidence from Bruton Knowles on the employment space market set out in a letter. In summary these conclude:
- a The proposed employment elements of the new settlement are included in order to create the opportunity for a genuinely mixed-use settlement, co-locating homes and employment;
 - b The exact nature of the employment to be delivered is deliberately left flexible to respond to market demand, but it is currently envisaged that it would be a Rural Business Cluster of predominantly B1(a-c) uses in the form of small to medium scale, modern, high quality employment premises for office and light industrial uses. B2 and B8 uses might also be acceptable on the site, providing appropriate design and mitigation can ensure acceptable impacts in terms of mitigation and traffic (alongside others). It is considered all employment premises would be provided at a range of affordable rental levels with sufficient car parking facilities.

- c The employment land would help in meeting the existing and projected business needs over the 20 year delivery period (and beyond the plan period). In the short term, it is not intended that the site would act as a driver/catalyst for significant inward investment and thus would not represent employment growth over and above that already assumed by the Stratford-on-Avon Core Strategy; and
- d The market analysis undertaken by Bruton Knowles demonstrates a demand for light industrial starter units; courtyard office schemes; a business incubator unit; and campus style research and development space. Each of these being the type of employment compatible with the location at LMA.

Development Trajectory and Phasing

- 3.4 The phasing and anticipated timescales for the delivery of the new settlement are drawn from consideration of:
- the lead-in time;
 - the build rate; and
 - the trigger points for new infrastructure.

3.5 Each of these is addressed in turn below.

Lead-in times

- 3.6 The lead-in times for the development on the Long Marston Airfield site are primarily associated with the planning process. The whole airfield remains in single ownership, with vacant possession achievable as soon as required for development. There remain no obstacles for CALA to open up the site once planning permission is achieved.
- 3.7 The current outline planning application for a 400 dwelling scheme on the 'front' part of the site facing Campden Road was submitted in December 2014. The Planning Performance Agreement for this application is currently agreed to be targeting a September 2015 committee, meaning outline planning permission would be in before the end of 2015. With reserved matters approval and discharge of conditions, the scheme could deliver completions in early 2017. The site could thus make contribution to housing supply within the next five years. The 400 dwelling scheme is proposed on its own merits and put forward as a stand-alone scheme, but can equally function as a first phase of the larger 3,500 dwelling new settlement, with the parameter plans designed to seamlessly accommodate this.

Build rates

- 3.8 CALA considers that 2,400-2,500 homes can be delivered from the site by the end of the Core Strategy period (2031). The remaining c.1,000 homes would be delivered in the period beyond 2031. This would represent an average

build rate of 175 homes per annum across the 20 year build period of the new settlement.

- 3.9 Build rates on sites are dictated by a number of factors, including sales rates, affordable housing levels, physical build constraints and number of outlets/frontages. In respect of the immediate outline application for 400 dwellings, it is anticipated that this will be delivered by two outlets delivering c.40-50 homes per annum each, with the 35% affordable housing being delivered on top of this. This would deliver a peak of c.140 dwellings, albeit ramping up to that level in the first years. CALA Homes has achieved rates of 40-50 homes per annum per outlet on similar schemes within the area recently. As the new settlement generates its own mass, additional outlets would be added to deliver peak rates of c.200 per annum overall (both market and affordable) for the remainder of the new settlements delivery. This rate is consistent with rates achieved on other large scale development projects.

Trigger points

- 3.10 The trigger points for the main infrastructure required to be delivered will not impact upon the build rates and trajectory. There is a low infrastructure hurdle to overcome in order to unlock delivery of the 400 dwelling first phase, which will provide sufficient time to deliver the other significant infrastructure items necessary to progress the remainder of the new settlement scheme. The trigger points, as currently identified, are set out as follows.
- **South Western Relief Road** – Initial modelling in 2014 suggested the trigger point for the SWRR was c.1,000 units over existing commitments in this part of the District. Since then Meon Vale has been permitted for an additional 550 dwellings, which, on the existing modelling, would leave some headroom above the 400 dwelling outline scheme before the relief road is triggered. However, further transport modelling is underway following a re-build of the WCC transport model, with initial indications suggesting there is further headroom than previous estimates.

The relief road will have a lead-in time but will be delivered concurrent with the first phase of delivery on the new settlement; it would not represent a pinch point within the phasing. The precise timing of the SWRR is also related to the West of Shottery relief road which is scheduled to be complete before the need for the SWRR is triggered (see Section 2.0).
 - **Wastewater Treatment** – For the initial 400 dwelling outline scheme a temporary discharge solution has been agreed with the EA, prior to the ‘Long Marston STW transfer project’ (pumping to Milcote STW) providing a long term solution with full capacity to accommodate the new settlement. This is anticipated to be operational by the end of 2017 and as such will place no constraint on delivery.

- **Schools** – CALA Homes is in discussion with WCC Education on the exact timings required for the transfer of land and delivery of the schools by WCC. The initial discussion has not identified any firm triggers and this is reflected in the statement of common ground with WCC. In the short term, development at LMA will be reliant on capacity from other schools in the network, but it is not considered that school capacity will have a fundamental effect on the phasing/delivery of the new settlement with the on-site schools to be introduced in a phased manner with the growth of the settlement.

3.11 The above represent the main infrastructure triggers, with all other infrastructure requirements able to be delivered and phased in an appropriate manner without having any impact upon the ability of the trajectory to be delivered.

Development Trajectory

3.12 Drawing the above together, the current proposed development trajectory is set out in Table 3.1.

Table 3.1 Proposed Indicative Phasing

Timescale	400 Outline Application (Potential First Phase of LMA 3,500)	3,500 dwelling new settlement
2015: September	Outline permission granted	Allocation within Core Strategy known.
2016: Spring	Reserved matters submitted/approved	Masterplan ensuring LMA400 sits within LMA3500.
2016: Summer	Opening up of site	
2017: Early	First completions	
2017-2021	4-5 year build period at an annual delivery rate of between c.80-140 dpa.	Application for remainder of full new settlement / relief road.
2021-2037		Complete relief road. c.16 year build period for remaining 3,100 homes at an annual delivery rate of up to c.200 dpa.

Source: NLP/CALA

Deliverability and Viability

3.13 The July 2014 assessment included a high level viability appraisal to demonstrate the financial deliverability of the scheme. This was prepared on a comparative basis to that in Stratford-on-Avon District Council's own evidence base for the Core Strategy. Taking into full account the further, more detailed, information brought together in this addendum report, a new settlement at Long Marston Airfield is considered to continue to remain a fundamentally deliverable and viable scheme.

A Financially Viable Scheme

- 3.14 The further work on feasibility has provided more detail on the scale of infrastructure and mitigation required to deliver the scheme and the costs associated. This work continues to support the cost estimates provided within the July 2014 assessment, with none of the further work identifying factors that would alter the viability appraisal as previously set out.
- 3.15 The SWRR represents the costliest single item of infrastructure necessary to support the new settlement. Further design and costing work is ongoing. However, initial work suggest there are design options which are technically deliverable, fully address or offset any potential impacts (e.g. flooding) and can be delivered within the £44 million budget (including land costs and contingency) assumed for the road and bridge. Although not currently considered to be necessary, even in the event that the construction cost exceeds the currently estimated figure of £29m, the additional cost could be offset against the land value, meaning the headline viability of the scheme remains unchanged. On this basis, the viability assessment does not need to be revisited, with the previous (July 2014) assessment continuing to represent a robust assessment of the current viability of the scheme based on best information and is consistent with CALA's internal financial and development assumptions.

Flexibility in the Mechanisms for Delivering Infrastructure

- 3.16 Reflecting the current stage of the planning process, CALA has not yet agreed with the respective delivery partners the precise mechanism for delivery of all items of infrastructure. There is the flexibility to pursue different approaches in collaboration with the key consultees and stakeholders as appropriate. Broadly, it is considered that a mix of approaches will be utilised and would be reflected in any s106 agreement, s278 agreement and/or CIL charging schedule. These include:
- Delivery 'in-kind' whereby CALA fully delivers the infrastructure and then hands it over to the Council/end user. This could be used to deliver infrastructure items 'on-site' (or where CALA owns the land). For example, it is currently assumed CALA will directly deliver the SWRR and this approach could, with the agreement of stakeholders, also be used to deliver on-site community buildings, green infrastructure or one or more of the schools;
 - Through financial contribution, with CALA Homes providing land as required for any specific infrastructure item along with a monetary contribution to delivery. This could be agreed either through:
 - s106/s278 agreements; or
 - CIL if it is an item of infrastructure included on the Regulation 123 list related to the development.
- 3.17 The exact mechanism for delivery of an individual piece of infrastructure is left open for discussion and agreement with the Council and other statutory bodies

in order to provide flexibility. But it is assumed that all £120m worth of infrastructure would be delivered in total through these mechanisms.

4.0 **Conclusions**

- 4.1 All further work carried out since the July 2014 assessment continues to support the conclusion that the vision for a new settlement at Long Marston Airfield is a viable, deliverable and self-financing project.
- 4.2 Since July 2014, CALA has continued to engage with statutory consultees and technical stakeholders in order to achieve a common understanding of the practical barriers to overcome in delivering a new settlement at this location. Through this process, none of the stakeholders have raised in-principle objections to a housing-led new settlement development at LMA. The current position on a range of topics is recorded in a number of statements of common ground with statutory consultees included as appendices to this addendum report. This provides sufficient clarity, evidence and confidence that, in the event of Long Marston Airfield being allocated, the scheme would be deliverable. This has been further underlined by the positive response to the pending outline application for 400 dwellings and associated uses on part of the Long Marston Airfield site (14/03579/OUT).
- 4.3 The financial viability of the scheme has not altered since the July 2014 assessment. Further detailed investigation and discussion on infrastructure delivery associated with the development has not identified any increases in costs from those previously budgeted, with the necessary solutions to enable the development consistent with a financially viable development.
- 4.4 CALA remains committed to the creation and delivery of an exceptional new community at Long Marston Airfield. The site represents a feasible option for allocation through the Stratford-on-Avon Core Strategy in order to meet the acute housing needs of the District and housing market area.

Appendix 1 Minutes of SWRR Meeting with WCC

Minutes

mode

transport planning

Cornwall Buildings
45 Newhall Street
Birmingham
B3 3QR

☎ 0121 213 4880

✉ birmingham@modetransport.co.uk
modetransport.co.uk

Meeting name LMA 3500: Design of Southern Relief Road

Job number J322089

Date 15/06/2015

Time 10:00

Location WCC

Noted by David Frisby

Present Katherine Snell - Amec FW
Nick Dauncey)
Ben Simm) - Warwick County Highways
Adrian Hart)
Neil Bennison)
David Frisby - mode

Apologies Reuben Bellamy - Cala

Item & discussion	Responsibility	Due date
<p>1. Shottery Western Relief Road Update</p> <p>AH confirmed that Bloor have started Junction designs and Alignment utilising Warwickshire County Design Services</p> <p>Some land assembly issues have emerged but these do not seem to be insurmountable, as such the design is progressing positively</p> <p>AH asked what happens if Shottery SWRR does not come forward (although that seems unlikely); DF replied that the LMA 3500 strategy is reliant upon the delivery of the SWRR</p>		
<p>2. Design Elements of LMA Extension</p>		



<p>KS presented design parameters:</p> <ul style="list-style-type: none">• 50 mph Design Speed• 7.3 metre carriageway,• 3 metre shared ped and cycle on one side• 2metre ped footpath on other side• 1m verges either side• 180m long, 4 span structure to cross Stratford Greenway and River Avon. Assumed steel composite construction• 5m clearance above Rail Line (Greenway) <p>DF highlighted that the WCC traffic model had assumed a 40 mph road; but the design was 50mph to ensure a higher order road could be delivered if required.</p> <p>NB asked if Cala happy to release to WCC Design Services? DF confirmed that would not be an issue for preliminary/high level input from WCC Highways Design Team</p> <p>AH Questions asked about flooding, KS confirmed discussions with EA had commenced and were on-going; nothing that was considered insurmountable at this prelim stage</p> <p>AH asked if Cala controlled all the land for delivery, DF suggested that Cala did, but DF/Cala would confirm under separate cover</p> <p>BS stated that a single combined cycle/foot way on one side would be sufficient to accommodate peds and cyclists (minimise the impact of road width by 2metres)</p> <p>DF pointed out that the impact of the design could be</p>	<p>Amec/mode</p> <p>Mode/Cala</p>	<p>20/06/15</p> <p>20/06/15</p>
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<p>minimised further with a lower order road (40mph); this would reduce the visual impact and allow for lower gradients and road alignments. It would also reduce the size of the embankments and therefore reduce the impact on the floodplain and the amount of compensation required; it was agreed by all parties that this should be explored further</p> <p>DF suggested initial design comments from WCC, once agreed work up the larger alignment i.e. junctions and alignment refinement; which should be sufficient for an “in principle” support from WCC in the form of a SoCG</p> <p>AH stated that WCC would be prepared to work with Cala to obtain a SoCG on the road alignment and design in advance of EiP2</p> <p>ND supported a revised mode run once the speed, alignment and junctions had be refined (in advance of EiP2)</p>	Amec/mode WCC	ASAP ASAP
<p>3. Further Actions</p> <p>Before the design progress too far contact should be made with the following WCC departments/offices consultations need to be undertaken:</p> <ul style="list-style-type: none">• Anne-Marie Grace PROW officer• Peter Barnett Rail officer• Michael Green SECTION 38 (flooding on highway)• David Lowe SSSI discussions	Amec/mode	
<p>Date of next meeting</p> <p>Not discussed at this stage</p>		

Appendix 2 Alternative Design Options for SWRR



Briefing Note

Our ref 13817/MS
Date 3 July 2015
To Stratford-on-Avon DC (Paul Harris)
From NLP
Copy CALA Homes

Subject **Western Relief Road - Flooding and Design**

1.0 **Introduction**

1.1 This briefing note considers and provides confirmation, following receipt of the Environment Agency's (EA) most recent response, that design solutions exist which address flooding concerns associated with the construction of the Western Relief Road (WRR) which passes through the floodplains of the River Avon and the Shottery Brook. It also confirms that these design solutions are viable and deliverable in the context of the implementation of a 3,500 dwelling new settlement at Long Marston Airfield, and thus that any Core Strategy policies allocating LMA and the WRR would be effective, in line with the NPPF.

2.0 **Environment Agency Response**

2.1 The relief road will inevitably need to cross the River Avon and associated floodplain. This was discussed and acknowledged in consultation with the Environment Agency (EA) (Martin Ross and Sarah Kirkman) by Amec Foster Wheeler (AFW) on 26 May 2015 on a conference call. The minutes of the conference call were agreed by the EA.

2.2 Within this conference call a stepped design process and parameters were agreed with the EA in order to minimise flood risk, address surface water drainage and mitigate any impacts.¹ This initial correspondence with the EA did not raise any in principle barriers at the time subject to a suitable design which either minimises and avoids any flood risk, and/or compensatory measures which alleviate and mitigate any impacts. However, it was agreed that full and detailed flood modelling of the design options would be necessary in due course in order to confirm any proposed design is appropriate in flood risk terms.² The Bridge Opportunities and Constraints Study was therefore prepared on this basis and in full knowledge of both the EA and the LMA team

¹ Bridge Opportunities and Constraints Study – page 11 and 12

² Bridge Opportunities and Constraints Study – see correspondence with EA in Appendix B.

that further detailed work would be necessary to specify a final design later in the process.

2.3 The EA response in relation to the WRR, send to SoADC on 29 June 2015 states:

“Essentially, we are unable to say that we have no objections to this scheme at the moment, as we have had no information to demonstrate that the developer are prepared to meet our minimum requirements from a flood risk point of view.

Therefore, whilst we do not have an ‘in principle’ objection to this, it appears that it comes down to financial viability from their perspective. We are not prepared to agree to a scheme for a road that is likely to flood every few years and may cause an increase in flood risk to third parties as are the present outline plans.”

2.4 CALA Homes’ view is that the EA’s latest position has been arrived at in advance of the detailed flood modelling that both parties had agreed would be necessary to understand and shape the detailed design of the bridge (at a later stage in the process). Nevertheless, CALA commissioned further technical work from AFW to respond to the latest EA position.

3.0 **Alternative Design Option and Viability**

3.1 AFW were asked by CALA to undertake additional work to identify an alternative design that would meet the EA’s minimum requirements in terms of flood risk using the following parameters:

- Redesigning the road in the region of the bridge and the embankments for 40mph to reduce the footprint of the embankment (as embankments have much greater implications for managing flood waters);
- Increasing the number of piers (which has a lesser impact on flood risk); and,
- revising the level of the road to ensure that it remains above the flood level.

3.2 The revised design also includes the removal of one of the footways and reduces the width of the parapet walls. (The drawing of the redesigned bridge is attached.) Although increasing the number of piers increases the construction cost relative to use of embankments, the other amendments/ revisions to the design help to off-set these cost increases.

3.3 It should be noted that the new design would in due course still need to be supported by detailed flood modelling to demonstrate no increase in flood risk elsewhere. This modelling will be undertaken at a later point in the design process (to do so at the Core Strategy preparation stage would not represent a proportionate evidence base) but given that the area of land identified for floodplain compensation is, in its entirety, within the control of CALA Homes

and can be utilised for this purpose there is no reason to conclude that this would represent a constraint or prevent the WRR from being deliverable.

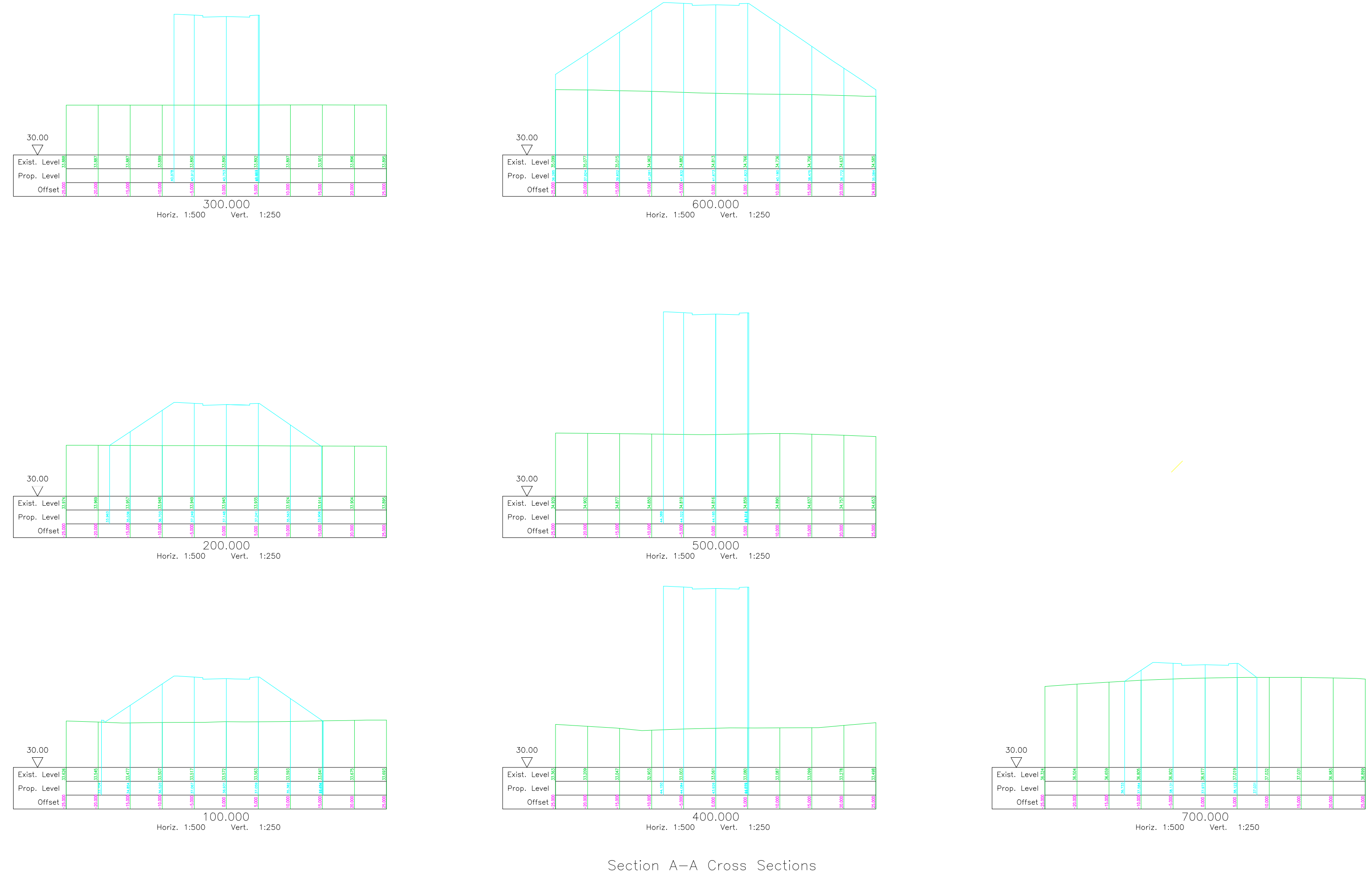
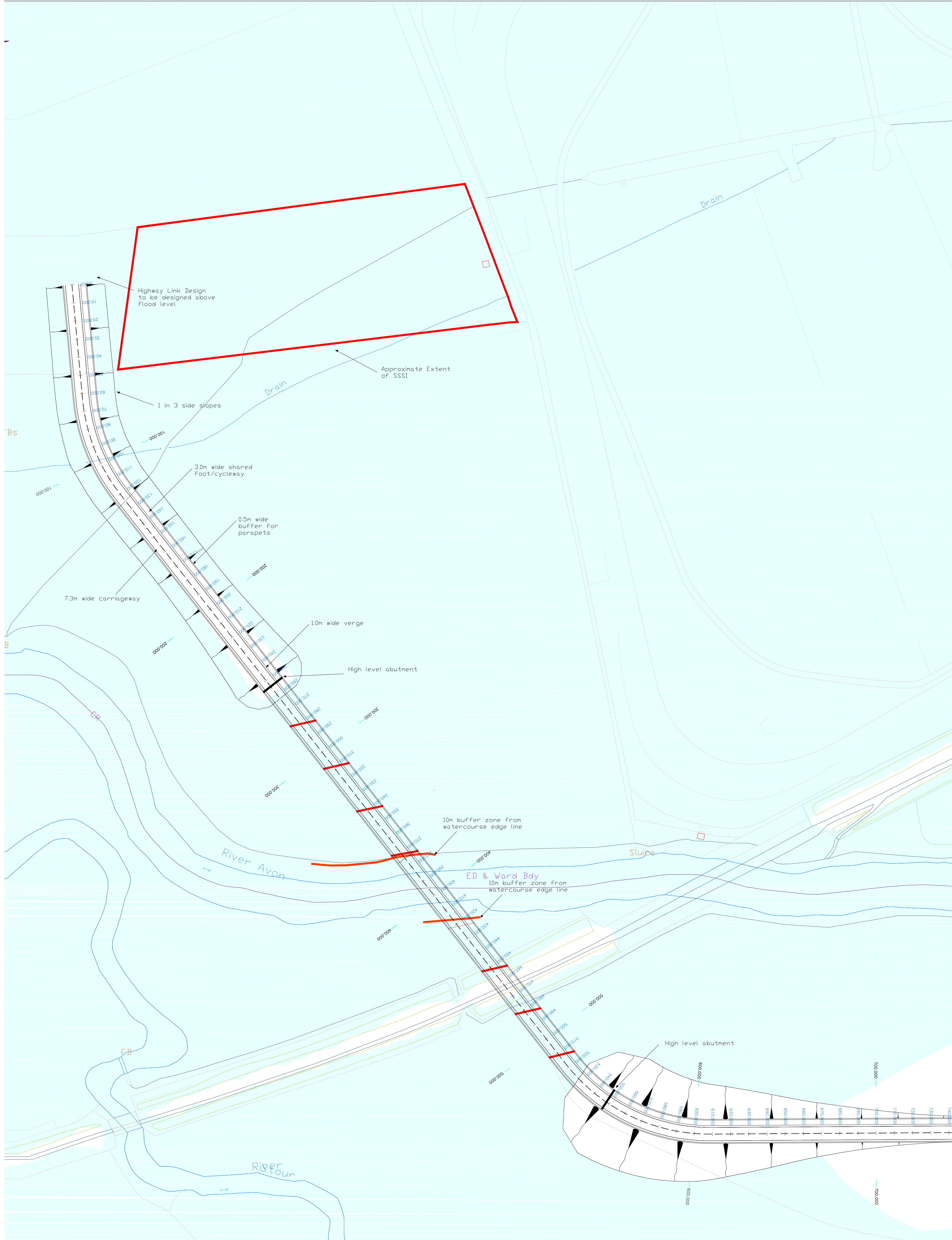
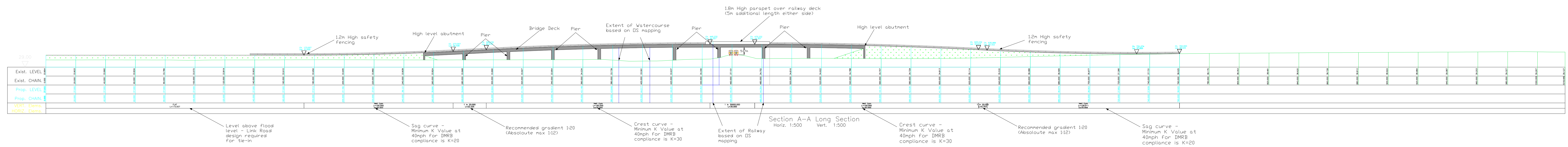
- 3.4 AFW are currently compiling the cost estimates associated with the revised design and this work will be completed shortly. However, initial findings suggest that it will be possible to construct the bridge within the current estimate of £29 million. Even in the unlikely event that the construction cost did exceed this budget, CALA is able if required to offset the additional cost against the land value. As the results of the feasibility study show, there is no reason to conclude this would in any way adversely impact deliverability of the scheme.

4.0 **Concluding Comments**

- 4.1 Based on the information set out above and in the attached plan, CALA Homes can confirm that a feasible alternative design solution exists that mitigates against potential flooding and as such meets the minimum requirements of the EA from a flood risk point of view.

- 4.2 CALA Homes can also confirm that the alternative design is financially viable in the context of the LMA scheme (both in terms of the current identified budget and the ability of the scheme to tolerate a change to this budget in the unlikely event one proved necessary). As such, there is no reason for any party to have concerns that financial viability is in any way a barrier to implementation of the WRR as part of LMA development.

- 4.3 Discussions with the EA (and other statutory consultees) will obviously continue throughout the design process to arrive at a detailed specification for the WRR that is acceptable in technical terms, and the full modelling work will obviously be part of this process in due course. However, at this stage, the Core Strategy could choose to allocate LMA in the confidence that a technically acceptable WRR solution exists and is compatible with both the current budget for the road and the financial viability parameters of the LMA scheme.



		DESCRIPTION			
REV	DATE	INFORMATION ONLY	DWN	CHK	APP
-	JUL15		STOOD	SNELK	SNELK
		REVISIONS			
REV	DATE		DWN	CHK	APP

NOTES:


- SSSI BOUNDARY
- 10m BUFFER ZONE FROM RIVER EDGE
- AREA SHOWN TO BE IN FLOOD ZONE 2 - BASED ON FLOOD MAP FOR PLANNING PREPARED 07 MAY 2015 REF S14W-9918 PRODUCED BY THE ENVIRONMENT AGENCY - EMBANKMENTS SHOW A MAXIMUM FLOOD LEVEL OF 36.5M AOD
- FURTHER INVESTIGATION OF FLOODING WOULD NEED TO BE UNDERTAKEN TO INFORM ROAD LEVELS THROUGH TO THE CONNECTION POINTS.

SCALES: AS SHOWN

PROJECT TITLE:
STRATFORD BYPASS

DRAWING TITLE:
STRATFORD BYPASS ALIGNMENT DESIGN
LONG SECTION AND CROSS SECTIONS
FOR A 40MPH DESIGN SPEED

CLIENT:



GABLES HOUSE
KENILWORTH ROAD
LEAMINGTON SPA
WARWICKSHIRE
CV32 6JX



DRAWING No. 37119-LEA-003

Rev. -

Appendix 3 Position Statement from Severn Trent Water (May 2015)

Position statement regarding foul sewerage provision to accommodate strategic development proposals for 3500 dwellings at Long Marston Airfield, Warwickshire.

Overview

It is understood that the independent inspector examining the submitted Stratford on Avon District Council Core Strategy has requested that the Council re-assess the overall housing requirement for the District. In light of this Stratford on Avon District Council are reviewing all the strategic options which could include a potential allocation on Long Marston Airfield.

This document is intended to provide an overview of the potential foul sewerage issues which could arise from a strategic allocation of 3,500 residential units, schools and commercial development on Long Marston Airfield.

It is envisaged that surface water from the development will not be connected to the public sewerage system but will be discharged to local water features through use of sustainable surface water management solutions.

Existing Catchment Overview (Please refer to Appendix A).

The current Long Marston sewage treatment works serves an equivalent population of around 2400 people serving the village of Long Marston to the west and the villages on Lower and Upper Quinton to the south-east (pumped via Station Road SPS). At present the current treatment consent there is theoretical spare capacity at Long Marston STW to accommodate a further 1200 dwellings without significant improvements.

As the Long Marston Airfield strategic site is located immediately adjacent to Long Marston STW there would not be any impact on the existing sewerage system. Due to topography several pumping stations are expected as part of the new on-site drainage in order to connect to the treatment works.

Existing Planning Proposals

Severn Trent is already aware that planning permissions have been submitted for 1000 or so residential units and commercial development within the Long Marston Storage Depot site as well as smaller developments within Long Marston village (approximately 50 dwellings). Consequently should these be approved there will be effectively no spare treatment capacity available to accommodate further strategic allocation on the Long Marston airfield site. A further 3500 dwelling allocation on Long Marston Airfield would increase population by a further 8000.

Irrespective of these planning permissions there would not be sufficient spare capacity to accommodate a further 3500 dwellings without significant upgrades to Long Marston STW. There may also be volumetric and water quality constraints within the Gran Brook which may restrict the ability to discharge this increased treated effluent but at this stage these environmental constraints have not discussed this with the Environment Agency.

Capacity Options

Based on the existing development profiles for Long Marston (excluding the 3500 strategic development), Long Marston STW is forecast to use up its spare headroom during 2018.

In light of this, and other operational drivers, Severn Trent has already commenced feasibility work on a project which proposes the abandonment of Long Marston STW and pumping of all flows to Stratford (Milcote) STW, which lies around 4.7km to the north east.

To accommodate confirmed development we are planning for the Long Marston STW transfer project to be commissioned by the end of 2017. As part of these works additional capacity could be provided to accommodate the additional 3500 dwelling strategic site.

Additional capacity improvements are also planned at Stratford (Milcote) STW to cope with the transferred flows and we aim to provide this by re-commissioning current mothballed treatment asset by the end of 2017. This additional capacity would be able to accommodate an further 3500 dwellings in addition to the existing transfer flows.

Summary

Severn Trent are already proposing to abandon Long Marston STW and pump flows to Stratford (Milcote) STW in order to accommodate existing planned development.

Should Stratford on Avon District Council determine the allocation of a further 3500 dwelling strategic development on Long Marston Airfield then additional capacity would be provided as part of the transfer project.

Due to the project milestones for the Long Marston STW transfer project it a decision on whether Long Marston Airfield is going to be included in the Core Strategy will be required by late 2015 to ensure additional capacity is included in the detailed design.

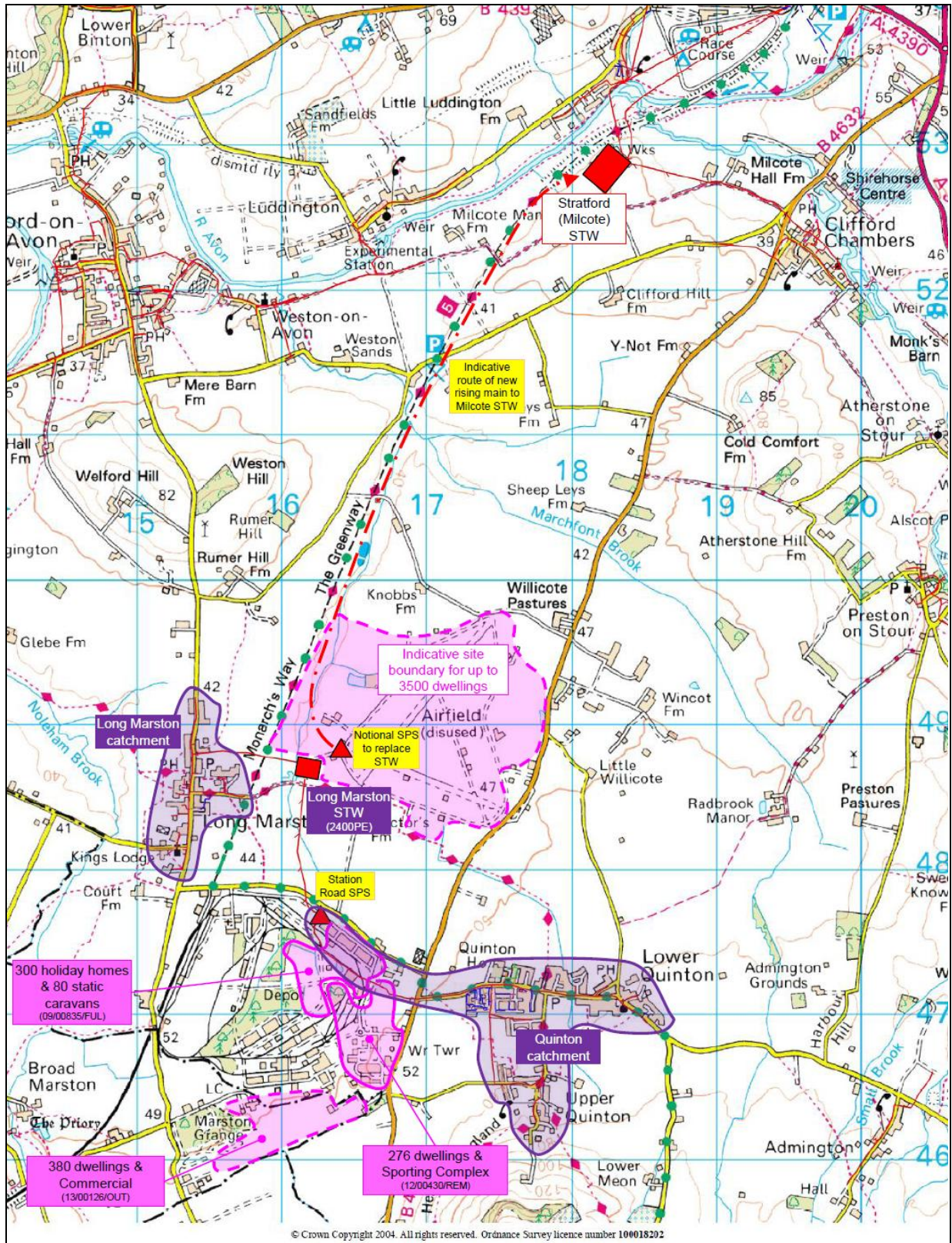
Meanwhile, due to the ongoing uncertainty regarding Long Marston Airfield ongoing feasibility work is due to consider scenarios with/without the additional 3500 dwellings to inform whether to oversize the main and pumping station.

In summary, Severn Trent does not envisage any foul sewerage issues should Long Marston Airfield be included in the Core Strategy. Due to the current capacity constraints at Long Marston STW it is essential that the transfer project is operational by the end of 2017 and so determination is requested as soon as possible to ensure this project is not delayed.

15 May 2015

Paul Hurcombe
Severn Trent Water
Waste Water Strategy

Appendix A – Overview of development location in relation to the existing sewerage system



Appendix 4 Letter from Environment Agency (May 2015)

JNP Group
4-12 Morton Street
Leamington Spa
Warwickshire
CV32 5SY

Our ref: UT/2015/114263/01-L01
Your ref: 3500 Residential
Date: 21 May 2015

Dear Sir,

LONG MARSTON AIRFIELD FEASIBILITY 3500 DWELLINGS

LONG MARSTON AIRFIELD CAMPDEN ROAD LOWER QUINTON

Thank you for your enquiry which we received on 6 May 2015.

We have been asked to provide comment and a confirmation of 'no objection' on the potential inclusion of 3500 further dwellings in Stratford's Local Plan at Long Marston. Specifically, the request relates to fluvial flood risk and potential foul sewage capacity/disposal from the site.

Fluvial Flood Risk

There are a couple of relatively minor watercourses in the development area with some floodplain associated with them. There are large areas of standoff or easement that should take account for any floodplain once detailed modelling has been undertaken.

Therefore, we do not have any major concerns in relation to fluvial flood risk.

Foul Disposal

We would not support a discharge of the size that would be from 3500 homes going to the Gran Brook. The volumes involved would be likely to cause issues in the receiving water course impacting on both water quality and morphology.

We would be in favour of the proposed Severn Trent plan, resulting in flows being diverted to their Stratford (Milcote) works.

So whilst we cannot guarantee 'No Objections' as such at the planning stage, the principle of 3500 houses in this location from the aspects discussed above, is an acceptable one.

Environment Agency
9, Sentinel House Wellington Crescent, Fradley Park, Lichfield, WS13 8RR.
Customer services line: 03708 506 506
www.gov.uk/environment-agency

Cont/d..

Yours sincerely

Mr Martin Ross
Planning Technical Specialist

Direct dial 01543 405047

Direct e-mail martin.ross@environment-agency.gov.uk

End

2

Appendix 5 Statements of Common Ground
on Transport with Highways
England and Warwickshire
County Council (January 2015)

Statement of Common Ground

1. This Statement of Common Ground has been prepared in order to set out points of agreement between Warwickshire County Council (WCC) Transport Planning and CALA Homes (Midlands) Ltd (the applicant) in relation to the highways and transportation issues surrounding the delivery of development at Long Marston Airfield (LMA).
2. To date a high level analysis of the transport related issues and options has been carried out on behalf of the applicant using the WCC S-PARAMICS Stratford-upon-Avon traffic model. In carrying out these high level assessments the applicant has used an agreed series of parameters as follows:
 - Trip Generation rates;
 - Modal Shift assumptions;
 - Trip Internalisation assumptions; and
 - Trip Distribution.
3. These parameters are considered to represent an extremely robust basis for undertaking the aforementioned analysis; however, it is acknowledged that WCC will require that these assumptions be revisited and justified as necessary should a planning application be forthcoming for the site.
4. The development proposals comprising 3,500 dwellings, 50,000sqm employment (assumed to be B1 for the purposes of this assessment) and associated education, community and retail land uses have been considered. The results of the high level analysis indicate that this level of development can be accommodated alongside the delivery of key items of highway infrastructure as follows:
 - A single carriageway Southern Extension to the approved Western Relief Road (WRR) linking the B439 Evesham Road with the B4632 Clifford Lane and the A3400 Shipston Road;

- Delivery of the Stratford Transport Package (STP) which consists of a series of junction and link improvements predominantly located in Stratford-upon-Avon Town Centre; and
 - Localised junction improvements not covered as part of the STP and refinements to the currently proposed STP.
5. These improvements, as well as any further impacts in other off-site locations have not been subject to detailed design checks or road safety audits to date; however, it is envisaged that the above suite of improvements will be revisited as part of any subsequent planning application in consultation with WCC and the Highways Agency.
6. Further high level testing of the impacts of the phased delivery of the development have been carried out by the applicant in order to determine approximate milestones for the delivery of key transport related infrastructure.
7. This analysis indicated that key junctions in the town centre area, correlating with those identified as part of the STP will start to suffer from increased levels of congestion as increasing increments of development are considered. In summary:
- Up to 500 dwellings – provision of access as well as localised junction improvements including elements of the STP;
 - After 500 dwellings – introduction of the remainder of the town centre elements of the STP and other localised junction improvements ; and
 - Before 1,000 dwellings – delivery of the Southern Extension to the Western Relief Road.
8. The exact trigger points for key infrastructure items would be explored in detail as part of any subsequent planning application.
9. The applicant understands that further analysis will be required in order to ascertain the cumulative impacts of the development proposals in relation

to other potential allocations and/or committed development sites. It is envisaged that these tests will be carried out in order to support any subsequent planning application.

10. In conclusion, the applicant is committed to the delivery of the Southern Extension to the Western Relief Road, the STP and other improvements works proportionate and fair to the traffic impacts of the development proposals.

11. The applicant is also committed to the delivery of a comprehensive package of on and off-site walking, cycling and public transport measures to compliment the wide range of land uses proposed on the site. This includes (but is not reliant upon) the possible reopening of Stratford Greenway to Public Transport (most likely to be light or heavy rail), which would potentially increase the modal shift and sustainability of the LMA site.

12. With the provision of the strategic transportation measures outlined above, the development proposals comprising 3,500 dwellings and 50,000sqm employment at Long Marston Airfield are considered to be acceptable in principle, subject to the outcome of more detailed analysis at Transport Assessment stage in support of any subsequent planning applications which may come forward for the site.

I accept the content of this statement of common ground as an accurate reflection of consultation, analysis and agreements carried out to date.

Signed on behalf of the applicant



.....

Signed on behalf of Warwickshire County Council



.....

Statement of Intent between the Highways Agency and CALA Homes in respect of Long Marston Airfield

This Statement of Intent has been prepared between the Highways Agency (HA) and CALA Homes (Midlands) Ltd (the applicant) in relation to the highways and transportation issues surrounding the delivery of the development at Long Marston Airfield (LMA).

The HA acknowledges that strategic housing and employment growth requirements in Stratford-on-Avon District have the potential to impact on the Strategic Road Network (SRN). In focused consultation by the district council in March 2014 consultees were asked to express a preference for the strategic housing site options presented by the council. The HA expressed a preference for the option that would have the least operational impact on the SRN. The HA also indicated that of the five options consulted on, Option C Long Marston Airfield would have the least operational impact on the SRN.

In response to the council the HA also acknowledged that there are many factors that the district council have to consider in determining their preferred options for allocation and as a result are committed to continued work with the district council and Warwickshire County Council (WCC) highways in order to determine what mitigation, and supporting evidence, will be required to minimise traffic impacts to ensure the safe and efficient operation of the SRN.

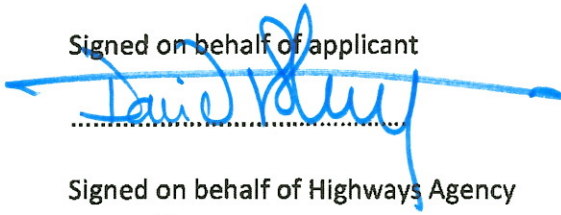
The HA has recently been advised by the applicant that a high level analysis of the transport related issues and options has been carried out on behalf of the applicant using the WCC S-PARAMICS Stratford-upon-Avon traffic model which includes the A46 (T) to include Wildmoor, Bishopton and Marraway junctions, but not the M40 J15; to the west it includes the A46 to Alcester.

It is understood that there is a broad measure of agreement between the applicant and WCC in respect of impact on the local highway network. The HA was not consulted during, or on completion of, this analysis work.

The applicant accepts that further more detailed analysis will be required in order to ascertain the cumulative impacts of the development proposals in relation to other potential allocations and/or committed development sites. It is envisaged that these tests will be carried out in order to support any subsequent planning application. These tests will determine the extent of any mitigation that may be required on the SRN.

If LMA is selected as a strategic housing site within Stratford District the HA will be willing to work with the applicant and WCC through the planning application process to deliver the site in the most sustainable manner and the identification of any mitigation that will be required to minimise the traffic impact of LMA on the safe and efficient operation of the SRN..

Signed on behalf of applicant

A handwritten signature in blue ink, written over a horizontal dotted line. The signature is stylized and appears to be "David King".

Signed on behalf of Highways Agency

A handwritten signature in black ink, written over a horizontal dotted line. The signature is stylized and appears to be "L. Moore".

Appendix 6 Statement of Common Ground on Education with Warwickshire County Council (June 2015)



Statement of Common Ground

Date 24 June 2015
Parties CALA Homes
Warwickshire County Council

Subject Long Marston Airfield - Education Provision

- 1.1 This Statement of Common Ground (SoCG) sets out the shared position between CALA Homes (Midlands) Ltd. (CALA) and Warwickshire County Council (WCC) relating to education provision associated with the proposed development of a new settlement comprising up to 3,500 dwellings at Long Marston Airfield (LMA).
- 1.2 The site is located within Stratford-on-Avon District which lies in the South Warwickshire school admission area. In terms of education planning area, Long Marston Airfield is currently located within Shipston on Stour.
- 1.3 There are a number of committed schemes in the area that will impact on education provision and will need to be considered alongside LMA. A schedule identifying the relevant, committed schemes (as at 15 June 2015) is included at Appendix 1.
- 1.4 Paragraph 72 of the National Planning Policy Framework (NPPF) states:
"The Government attaches great importance to ensuring that a sufficient choice of school places is available to meet the needs of existing and new communities. Local planning authorities should take a proactive, positive and collaborative approach to meeting this requirement, and to development that will widen choice in education. They should:
- *give great weight to the need to create, expand or alter schools; and*
 - *work with schools promoters to identify and resolve key planning issues before applications are submitted."*
- 1.5 Within this context and considering existing education provision in the education planning area; it is common ground that:
- a Pupil generation: The development of 3,500 dwellings at LMA would generate between 80-120 early years/ pre-school children as well as between 600-1,000 primary school pupils and 500-900 secondary school pupils (including post 16 years provision). WCC will keep under review the pupil yield from the development as each phase of the development progresses;
- b School provision: On this basis, the new settlement at LMA is forecast to give rise to the need for the provision of two new primary schools on the site providing between 3 and 5 Forms of Entry (FE). Alongside other

existing and planned developments in the area (Appendix 1), it is forecast that there is a need for one new 5-6FE secondary school within the Shipston on Stour education planning area and this could be accommodated on the site. The need for school provision will be kept under review over the implementation period of the proposed development;

- c Mechanisms for delivery: It is currently assumed that CALA will provide approximately 10-12 ha of land within the new settlement to accommodate two primary schools (including sufficient space to accommodate pre-school provision) and one secondary school. This undertaking may be subject to a reverter clause as may be agreed, whereby any land that is surplus to requirements will be returned to CALA. The delivery mechanism will be agreed in consultation with WCC but could include CALA making an appropriate and proportionate financial contribution to WCC towards the delivery of additional school provision or an option to deliver in kind;
- d Timescales for delivery: WCC and CALA agree that appropriate and proportionate financial contributions will be made in line with the phasing of the overall delivery of 3,500 dwellings at LMA and pursuant to any planning application for the scheme. Timescales for delivery will be agreed in consultation with the Council.

In respect of phasing for the delivery of schools:

- i Primary school provision will be made available commensurate with the phasing of development at LMA and with reference to capacity at existing facilities in the local area. Delivery of new primary school provision on the site can be phased and scaled in-line, and according to, the pupil generation of the scheme;
 - ii Timescales for secondary school provision will be agreed through consultation between CALA and WCC and will reflect the re-assessment of requirements as necessary. CALA will make land available to WCC for early delivery if it is appropriate and necessary.
- e Other education services: financial contributions towards other education services (such as adult education) would be made as appropriate and proportionate within any planning application.

1.6

The proposed development of two primary schools and a secondary school would meet the education needs arising from a 3,500 dwelling new settlement at LMA and would make a significant contribution towards the delivery of new education provision in Shipston on Stour education planning area.

Signed: 

Printed: Mr. Martin Taylor of
Nathaniel Lichfield & Partners

on behalf of:

CALA Homes (Midlands) Ltd.

Date: 24 June 2015

Signed: 

Printed: NIGRA MINNS

On behalf of:

Warwickshire County Council

Date: 07.07.2015

Annex 1: Schedule of Committed Schemes in Area (June 2015)

Table 1 Schedule of Committed Schemes in Long Marston and Quinton Parishes Comprising 5 or More Dwellings

App Ref	Date	Status	Address	Description
14/01186/OUT	22/04/2014	Outline Planning Permission Permitted	Meon Vale, Campden Road, Long Marston	Outline Planning Application for a residential-led, mixed-use development including up to 550 dwellings; a one-form entry Primary School and a leisure village.
14/01676/OUT	24/06/2014	Permission with conditions	Land Adjoining Welford Road, Long Marston	Development of up to 25 dwellings, including affordable housing.
09/00835/FUL	30/04/2009	Permission with conditions	Long Marston Storage Depot, Campden Road, Lower Quinton, Stratford-upon-Avon, Warwickshire CV37 8QR	Hybrid planning application for mixed use redevelopment including 500 dwellings, leisure village, outdoor activity centre and commercial and community uses.
12/02402/FUL	12/10/2012	Permission with conditions	Long Marston Storage Depot, Campden Road, Lower Quinton CV37 8QR	Full application for the erection of 8 apartments.
12/00557/FUL	09/03/2012	Permission with conditions	Land Off Stileman Close, Lower Quinton	Full application for the erection of 8 No. 3 bed semi-detached dwellings.
W/13/00132	02/07/2014	Permission with conditions	Land Adjacent to, Sims Metals UK (South West) Limited, Long Marston, Pebworth	Outline planning application for residential-led mixed-use development for up to 380 dwellings.

Source: Stratford-on-Avon District Council

Appendix 7 Correspondence from Warwickshire County Council on Ecology (31 March 2015)

FAO – Neil Hempsted
Senior Planner
Development Group
Stratford-on-Avon District Council,
Elizabeth House,
Church Street,
Stratford-upon-Avon,
Warwickshire, CV37 6HX

Louise Mapstone
Ecologist
Ecological Services
Economic Growth, Communities
Barrack Street
Warwick
CV34 4SX
Tel: 01926 418060
louisemapstone@warwickshire.gov.uk
www.warwickshire.gov.uk/museum

Our Ref: LongMarstonAirField_03579x1
Your Ref: 14/03579/OUT

31st March 2015

Dear Neil,

Outline Application for the erection of 400 dwellings with an employment hub, amenity space and associated infrastuture, landscaping works and SUDS.

LOCATION : Long Marston Airfield, Campden Road, Lower Quinton, Stratford-upon-Avon CV37 8LL

GRID REF: E 417274 N 248704

ECOLOGICAL COMMENT

Thank you for consulting Ecological Services on the above application. We previously provided comments on a larger site boundary in our email to Fiona Blundell on 11th April 2014 and our scoping response on 20th November 2014 to Adrian Butler which outlined similar issues.

Given your timescales to get a response to you asap, we have undertaken an initial preliminary review of the ecological survey information that has been submitted to date, on your request.

1. Initial Review of Ecological Survey Information Submitted

From this initial review, it is clear that as it currently stands there is insufficient ecological information submitted with this application. For this reason, until the

results of further survey work as outlined in this and previous correspondence are provided to our satisfaction, we would advise that this application is not determined.

Once this further ecological information is provided and the ecology Environmental Statement (ES) Chapter subsequently updated to reflect this, we will be in a position to provide more comprehensive ecological review and advice.

Given we are at the start of the key 'ecological survey season', this letter re-iterates the level of ecological survey and assessment that we expect for the site in-line with previous correspondence.

At a later date we will provide comments on the Environmental Impact Assessment and Biodiversity Impact Assessment also submitted once all the ecological surveys have been completed and these assessments are updated.

We therefore reserve the right to make more detailed comments at a later stage when more information becomes available.

2. Ecological Information Required

Habitats

A large proportion of the site comprises the potential Local Wildlife Site (pLWS) 'Long Marston Disused Airfield and Doctors Farm'. A location plan showing the boundary of this pLWS is attached. A botanical survey of the grassland was undertaken in June 2014. We note that some of the grassland species recorded on site are of local importance. We request that the updated survey report / ES chapter includes an assessment of the pLWS against the relevant criteria as specified in 'The Green Book – Guidance for the Selection of Local Wildlife Sites in Warwickshire, Coventry and Solihull'. A copy of this document is attached to this response. The data collected should be used to produce a citation (report) in the required format stated in the attached document. This will enable us to make an assessment as to the value of the grassland from a Warwickshire perspective.

Species

Bats

Trees

Three on-site trees have been classified as having 'low-moderate' potential to support roosting bats. It would be helpful in future drafts define these categories of 'low, moderate and high' and how they relate to the further categories provided in Table 1.

Buildings

Nine buildings are present on site. Some photographs are provided. We note that some support negligible potential (e.g. those comprising metal porta cabins). However others are described as having 'felt roofs' or supporting breeze blocks, both features, which can in certain circumstances support roosting bats. **We note not all on-site buildings were examined internally for evidence of bats, we suggest this is undertaken (where safe to do so) to clarify their status in terms of their potential to support bats.**

Furthermore, given the identified presence of lesser horseshoe bats in the area (following bat activity surveys in August and September 2014), and known records in the area, (i.e. known lesser horseshoe roosts in buildings associated with a separate

application to the south at Long Marston Storage Depot), any buildings with open / broken windows / doors could be used either now or in the future as potential night roosts for opportunistic lesser horseshoe bats in the area. The potential for this should be considered and clarified in future updated ecological reports for the site.

The need to ensure on-going update bat surveys of on-site buildings and appropriate bat mitigation in relation to building demolition will also need to be considered in a Construction and Environmental Management Plan (CEMP) for the site (in-line with the British Standard on biodiversity BS 42020:13), should you be minded to grant permission in the future.

Bat Activity

The site appears to be of **moderate value for bats** given the amount of semi-improved grassland on-site and the fact that eight species / groups were recorded in just the two months surveyed in the summer and autumn of 2014. The records include two species of particular conservation concern: barbastelle and lesser horseshoe bat. These species are both species listed on Annex II of the EU Habitats Directive as species for which Special Areas of Conservation (SACs) can be designated due to their conservation importance (should a particular site be nominated to member states of the European Union for inclusion).

For planning application sites over 15ha (such as this site) we expect the following survey effort to be undertaken (as per the current Bat Conservation Trust guidance ‘Bat Surveys Good Practice Guidance’ dated 2012) :

TRANSECT SURVEYS

- **‘One visit per transect each month between April to September or April to October. At least one of the surveys should comprise dusk and pre-dawn (or dusk to dawn) within one 24-hour period’**

AUTOMATED SURVEYS

- **‘two locations per transect. Data collected on 5 consecutive nights each month (April to September of April to October)’**

We would also expect a record is kept of weather conditions during and if possible immediately preceding transect and automated surveys to help analysis of bat data collected.

We note that surveys were undertaken in August and September 2014, data from the rest of the survey season is currently missing.

As with all ecological surveys, any deviation from the recognised guidance should be fully ecologically justified in the report.

There is a particular need to understand how all bat species and in particular the barbastelle and lesser horseshoe bats are using the site to inter alia design adequate bat mitigation, lighting schemes and green infrastructure etc within the scheme’s design. Bat survey design should be iterative this spring / summer so that the results of early bat activity surveys in April / May should be used to inform later surveys in the summer.

Birds

The potential Local Wildlife Site Long Marston Airfield is an important site for birds and is a British Trust for Ornithology (BTO) site. It provides a winter roosting and feeding area for lapwing and golden plover, whilst the old buildings and barns provide nest sites for barn owl.

Wintering Birds

Half of the wintering bird survey results have been provided in Appendix D, **we require the full details of all winter bird surveys conducted in the winter of 2014/2015 for our comment.**

Breeding Birds and Barn Owls

A breeding bird survey has not been undertaken, given the importance of the site for birds, this should be undertaken this spring / summer to industry guidance.

We have records of barn owls in the area, given the amount of semi-improved grassland on-site, **a full barn owl survey should be undertaken at the site and include foraging surveys of on-site grassland and roosting / nesting surveys of all on-site suitable buildings. This has so far not been undertaken.**

Reptiles

Surveys have been undertaken in September 2014. It is noted some of the site is currently 'regularly mown'. Should the on-site management regime change, then there is potential for the site to become more attractive to reptiles and they could move into the site, given records present to the south. Reptiles should be considered in any future CEMP for the site.

Badgers

A badger survey has been undertaken, future update surveys will be required and badgers should be considered in any future CEMP for the site.

Great Crested Newts

We note a total of 22 water bodies exist within 500m of the application site boundary. To date whilst eight of these ponds have been assessed using the Habitat Suitability Indices out of the newt season, **no full great crested newt surveys in the spring have been undertaken of any ponds within the vicinity of the site.**

We require adequate baseline data on great crested newts to be collected for the site and a 500m buffer around the application site boundary. This information is required in order to:

- **Confidently predict the likely population size of great crested newts present on-site;**
- **Assess impact to great crested newts by the scheme;**
- **Design appropriate mitigation;**
- **Ensure it can be satisfactorily demonstrated that the favourable conservation status of great crested newts on the site will not be impacted by the scheme; and**

- **Successfully gain a licence from Natural England in relation to the trapping of great crested newts from the site prior to construction, should permission be granted at a later date.**

We have records of great crested newts in the area, we expect as many ponds as possible within 500m are surveyed for great crested newts following the English Nature (now Natural England) Guidance on Great Crested Newt Surveys dated 2001. **A clear ecological justification should be provided as to why any ponds not surveyed were scoped out.** In relation to ponds to the south of the application site, a number of great crested newt surveys of these ponds have been undertaken by the ecological consultants at Tyler Grange in relation to the on-going development site to the south of the application site at Long Marston Storage Depot. We would request that the ecological consultants dealing with this site (FPCR), contact Tyler Grange for this survey information, ensuring it is properly credited in reports, to gain the best possible understanding of the great crested newt population and use of the area, in the event that access to certain ponds is restricted.

Water Voles and Otters

Surveys have been undertaken, nothing has been noted to date. We have records of an important water vole colony in the area. There will be a need to ensure surveys of the on-site water bodies are kept up to date and proposals to improve the on-site brook for this species would be beneficial given the important population in the area. Water voles should be considered in the CEMP.

Section 41 Species

We expect the report to make reference to and consider the impacts to other species of principal importance for nature conservation as per Section 41 of the Natural Environment and Rural Communities (NERC) Act 2006. This should include invertebrate interest, hedgehogs and brown hare (the latter for which we have records in the area).

We hope these initial comments are useful and we look forward to receiving the results of further surveys on-site in due course for our detailed comment.

Given we are at the start of the ecological survey season and time is of the essence to start this additional survey work asap, we have copied in the ecological consultant (from FPCR) involved in this application site to this letter.

We hope this response is helpful

Sincerely

**Louise Mapstone MSc CEnv MCIEEM AIEMA
Ecologist**

Enc:

Boundary Map for pLWS 'Long Marston Disused Airfield and Doctors Farm'

Wildlife Site Criteria The Green Book – Guidance for the Selection of Local Wildlife Sites in Warwickshire, Coventry and Solihull'

Cc: Kurt Goodman, Associate Director of Ecology, FPCR
Chris Hill, Ecological Services, Warwickshire County Council

Appendix 8 Note on LMA New Settlement - Economic Aspects & Phasing (8 June 2015)



Briefing Note

Our ref 13817/MS
Date 8 June 2015
To Dave Nash / Paul Harris (SoADC)
From CALA Homes / Nathaniel Lichfield & Partners (NLP)
Copy Neil Hempstead (SoADC)

Subject Long Marston Airfield New Settlement - Economic Aspects & Phasing

1.0 **Introduction**

1.1 At the meeting between CALA Homes/NLP and Stratford-on-Avon District Council (SoADC) on 5th May 2015 regarding the next steps for the Stratford-on-Avon Core Strategy and the re-assessment of Long Marston Airfield (LMA) as a potential component of land supply with the strategy, SoADC raised a number of queries. These were in relation to the following:

- a The scope of existing activities on the site and the impact of their displacement/loss;
- b The role and function of the proposed employment provision at LMA; and
- c The phasing and anticipated timescales for delivery of the new settlement proposals.

1.2 This note provides a response to these and sets out the current understanding and position of CALA Homes.

2.0 **Scope of Existing Economic Activities**

2.1 CALA Homes currently has a pending outline application for 400 dwellings and associated uses on part of the Long Marston Airfield site (14/03579/OUT). As part of this application it is proposed that all existing uses on the whole of the airfield would cease.

Direct Employment from Existing Permanent Uses

2.2 In respect of the existing uses, Chapter H – Socio-Economics of the Environmental Statement supporting the outline application sets out the existing permanent activity and associated employment on the site. It sets out that (para H4.15):

“There are a range of existing uses at Long Marston Airfield, the majority of these relate to leisure based activities which tend to be seasonal or part time. There is also some low grade industrial type space that accommodates light industrial and storage uses. Much of the activity on site is related to ‘hobby’ uses and as such has no employment associated with it. Following consultation with the landowner and a review of on-site activities through the completion of a business questionnaire, [The] Table... below provides an estimate of existing employment, assuming that two part-time jobs is equivalent to one full time job. This results in 24.5 FTE jobs including 22 full-time and 5 part-time positions.”

2.3 The existing direct employment supported on site is set out in Table 2.1 below.

Table 2.1 Estimate of Existing Employment at Long Marston Airfield

	Full Time	Part Time	FTE Equivalents
HG Hodges & Sons	3	0	3
International Metal Recycling	6	0	6
Stratford Skip Hire/ Car Breakers	2	0	2
Midlands School of Motoring	3	0	3
Shakespeare County Raceway	2	1	2.5
Stratford Clay Pigeon Shooting	1	1	1.5
Freedom Sports - Microlight Training	1	0	1
Microflights - Microlight Training	1	2	2
Glidesport	1	1	1.5
Mobile Catering Unit	2	0	2
Total	22	5	24.5

Source: NLP analysis

2.4 There are additional open storage uses on parts of the site. However, these are related either to ‘hobby’ uses or businesses that operate from premises elsewhere and as such have no direct employment associated with their occupation of the site.

2.5 In respect of the loss or displacement of these jobs, initial discussions between the businesses and the landowner have indicated most, upon vacating the site, intend to cease trading with the loss of those jobs. As such a starting point is that all 24.5 FTE jobs supported by the site currently would be lost. This impact however is likely to be reduced by two mitigating factors: a) potential relocation of uses; and b) potential displacement of demand for these uses driving job creation elsewhere. In respect of a), the mobile catering unit might be able to moved to another location and continue to serve the same market. In respect of b), demand for flight training (microlights/gliders) and driving lessons may be displaced to other flying/motor schools in the District or nearby, causing them to expand and meaning their associated employment would not be ‘lost’.

Temporary Uses and Indirect Economic Benefits

- 2.6 As well as the permanent uses on the site, there are also numerous temporary events held at the site including a Sunday market and car boot sale, music festivals and motor and sporting events. These activities are temporary in nature and it is difficult to quantify the employment impacts associated with them. Many of those people staffing such events are not employed in the normal sense, but do so on a voluntary basis or in return for free entry.
- 2.7 It is noted that the larger events provide an economic boost to the local economy. This has been anecdotally fed-back by SoADC with suggestion that work has previously been carried out on the economic impacts of such events at Long Marston Airfield. NLP has been unable to verify this or ascertain what analysis exists, but would be open to receipt of any information SoADC may hold.
- 2.8 The largest of these events is Global Gathering, attracting crowds of up to 50,000. However, it has been announced that Global Gathering will not take place in 2015, for reasons unrelated to this development proposal.¹ CALA Homes understands that a decision on the future of Global Gathering at Long Marston Airfield is yet to be made, but has been advised by the landowner that there is no current lease agreement for the festival and that the landowner has not been contacted regarding future festivals by the music promoters. As such the current assumption is that the event will not return in any eventuality. There is thus no impact arising from the development.
- 2.9 The remaining events include ad-hoc use of the site for sporting and leisure uses as well as the Bulldog Bash festival which continues to be held on the site. The Bulldog Bash attracts c.10,000 attendees and is a [motor]bike show with music.
- 2.10 The economic impacts of such uses are considered likely to be very modest for Stratford-on-Avon District. For example using the methodology set out by VisitBritain for estimating the economic impacts of Music Festivals² would suggest (all things being equal) the Bulldog Bash would generate total spending of just under £2million supporting c.24 Full Time Equivalent (FTE) jobs, including both direct and induced jobs. However, not all of this expenditure would be retained 'locally' in Stratford-on-Avon. Evidence from Glastonbury³ indicated that in 2007 only c.44% of expenditure supported GVA and jobs in Mendip, the district where Glastonbury is held. Applying this to

¹ <http://www.bbc.co.uk/news/uk-england-coventry-warwickshire-29789023>

² Wish You Were Here – Music Tourism's Contribution to the UK Economic (October 2013) www.ukmusic.org/assets/general/LOWRESFORHOMEPRINTING.pdf - See methodology page 67

³ Glastonbury Festivals 2007 Economic Impact Assessment - www.mendip.gov.uk/CHttpHandler.ashx?id=7108&p=0

Stratford-on-Avon and the Bulldog Bash example would indicate just c.10 FTE jobs are supported by the festival within the District.

- 2.11 This position has been corroborated by Stratforward (the Stratford Business Improvement District) who have set out in respect of the Bulldog Bash and Global Gathering (see email at Annex 1):

“The current view is that in recent years neither event has had a positive impact on the town...”

The provision of... additional homes is much more likely to have a positive effect on the town centre than the events currently staged at Long Marston...”

Net Impacts

- 2.12 Based upon the above analysis, as a reference case it is estimated that in the region of c.35-45 ‘local’ jobs are supported by the existing use of the site with a further c.10-20 FTE jobs within the region. The Long Marston Airfield ‘Technical Statement – Socio-Economic’ (March 2014) estimates the employment impacts of the proposed new settlement will be in the region of 7,845 FTE jobs generated by the development over the life and operational phase of the development (both locally and regionally, with not all being created within horizons of the current emerging Core Strategy – see below). This analysis indicates significant positive net economic benefits from the scheme.

- 2.13 It should be noted that as part of the Addendum to the Environmental Statement currently being prepared as part of the pending Outline Application (14/03579/OUT), the above will be reviewed and set out in more detail.

3.0 Proposed Employment at LMA

- 3.1 The proposed employment elements of the new settlement are included in order to create the opportunity for a genuinely mixed-use settlement. The provision of employment floorspace at Long Marston Airfield would enable new and existing residents south of Stratford to work close to where they live, thereby helping the creation of a sustainable settlement and community, reducing the need for out commuting as well as increasing the proportion of expenditure that is retained locally.

- 3.2 Some employment on the site will arise from non-B Class uses, such as the shops, schools and leisure uses to serve the new settlement, but the majority will be on the Employment Land identified within the indicative masterplan for B-class uses. The exact nature of the employment is flexible, but it is currently envisaged that it would be a Rural Business Cluster of predominantly B1(a-c) uses in the form of small to medium scale, modern, high quality employment premises for office and light industrial uses at a range of affordable rental levels with sufficient car parking facilities. The rationale and background for this

is set out in the Briefing Note extracts included in Annex 2 (which principally deals with the employment elements of pending application 14/03579/OUT but is equally applicable to the larger new settlement) and which it is understood was shared with the Council in October 2014. It also responds to the guidance within the PPG that “*The need for rural employment should not be overlooked.*” (PPG ID: 2a-033).

3.3 It is not considered that allocation of some employment land as part of the new settlement would ‘add’ to the forecast job growth of 12,300 set out within the Council’s strategy. This is because the employment land proposed is anticipated to be delivered as follows:

- a There is potential for some of this proposed employment land element to act as a place for relocation of existing businesses within the District (for example from businesses moving out of the Canal Quarter or for businesses wish to ‘upgrade’ their premises) and as such development would not create ‘net additional’ jobs;
- b The role and function of the rural business hub as one part of the proposed employment on site is to accommodate existing small businesses (including those in self-employment) operating on a day to day basis from home but as they grow needing for more formalised, centralised spaces for meetings etc. Again these would not be additional jobs, but would be meeting business needs of existing employment and supporting productivity; and
- c The employment land would merely provide further options and opportunity to meet the existing business needs of the District. It is not intended that the site would act as a driver of inward investment from outside of the area, instead being a ‘bottom-up’ response to provide flexibility within the land supply identified to meet local employment floorspace requirements.
- d Depending on demand for employment land over the Core Strategy period, it is likely that a good proportion of the land would come forward beyond the horizon of the current plan (to 2031) and in the latter phases of the proposed new settlement;

3.4 CALA Homes is willing to be flexible over the scale and role of any potential employment land part of any potential allocation on the site. However, it is considered that some employment land would help the new settlement function as new community and reflects good practice with urban extensions and new settlements elsewhere.

4.0 **Phasing & Anticipated Timescales for New Settlement**

4.1 The phasing and anticipated timescales for the delivery of the new settlement are drawn from a number of key considerations, which remain under review as further technical work is undertaken. The three main factors are:

- The **lead-in time** for the development; how quickly development can commence on site;
- The **build rate** and market capacity for the site; how quickly development can progress on the site having begun; and
- The **trigger points** for new infrastructure; at what stage in the development timeline does the necessary infrastructure need to be complete to allow the homes and floorspace to continue to be built/occupied.

4.2 In respect of infrastructure, we are seeking to agree with statutory consultees the position on the key trigger points, and have successfully achieved statements of common ground with some of the key infrastructure providers. The below sets out the current understood position.

Lead-in Times

4.3 The lead-in times for the development on the Long Marston Airfield site are primarily associated with the planning process and achieving a planning permission. The whole airfield is in single ownership, with all leases on site subject to break clauses which mean vacant possession can be achieved as soon as required for development. These means there are no obstacles for CALA Homes to open up the site once planning permission is achieved.

4.4 There is a current outline planning application for a 400 dwelling scheme on the 'front' part of the site facing Campden Road (referenced by CALA as LMA400). The LMA400 scheme is proposed on its own merits and put forward as a stand-alone scheme on the LMA site, albeit with clear linkages to the existing settlements at Long Marston and Lower Quinton and the committed developments at Long Marston Depot. The LMA400 scheme can, and is intended to, function as its own community within the network of communities to the south of Stratford-upon-Avon.

4.5 Notwithstanding, it is also designed and phased such that it would not prejudice in any way the bringing forward of the wider airfield site for a 3,500 dwelling new settlement (LMA3500), should this option be allocated through the Core Strategy process. In effect, should the LMA3500 scheme be allocated in the Plan, the LMA400 scheme can act as a first phase, with the parameter plans designed to accommodate such an eventuality. This does not mean that LMA400 is reliant upon LMA3500. Outline planning permission for the LMA400 application will have numerous benefits if the new settlement is allocated, including:

- a Quick delivery – reducing lead-in times and ensuring LMA can fully contribute towards the Council's five year housing land supply which will need to be demonstrated within the Core Strategy;
- b Certainty – that a first phase of any new settlement allocation is deliverable in a timely manner (with no outstanding objections from

statutory consultees being confirmed through the application process);
and

- c Flexibility – providing the opportunity to integrate LMA400 into a wider new settlement as well as providing time to address the necessary mitigation works for the wider LMA3500 new settlement scheme (such as the relief road to Stratford-upon-Avon).

4.6 The current proposed indicative phasing for the LMA400 scheme is broadly as set out in Table 1. This is also plotted alongside how this would sit as a first phase of the wider new settlement allocation were LMA3500 to come forward via the Core Strategy.

Table 2 Proposed Indicative Phasing

Timescale	LMA400	LMA3500
2015: August/ September	Outline permission granted	Allocation within Core Strategy known.
2016: Spring	Reserved matters submitted/approved	Masterplan ensuring LMA400 sits within LMA3500.
2016: Summer	Opening up of site	
2017: Early	First completions	
2017-2021	4-5 year build period at an annual delivery rate of between c.80-140 dpa.	Application for remainder of full new settlement / relief road.
2021-2037		Complete relief road. c.16 year build period for remaining 3,100 homes at an annual delivery rate of up to c.200 dpa.

Source: NLP/CALA

4.7 This shows that the lead in times for the new settlement will be minimal, with first completions in early 2017 and c.300-350 dwellings delivered from the LMA400 application within the first 5 years of the Core Strategy from adoption (i.e. monitoring years 2015/16 to 2019/20).

Build Rates and Market Capacity

4.8 CALA Homes continues to consider that 2,400-2,500 homes can be delivered from the site by the end of the Core Strategy period (2031). The remaining c.1,000 homes would be delivered in the period beyond 2031, helping to meet Stratford-on-Avon District’s housing needs beyond the current Core Strategy’s horizons. This would represent an average build rate of 175 homes per annum across the 20 year build period of the new settlement.

- 4.9 The build rates on site are dictated by a number of factors, including sales rates, physical build constraints and number of outlets/frontages. In respect of the immediate LMA400 proposals, it is considered that this would be delivered by two outlets delivering c.40-50 homes per annum each, with the 35% affordable housing being delivered on top of this. This would deliver a peak of c.140 dwellings, albeit ramping up to that in the first years. CALA has achieved rates of 40-50 homes per annum per outlet on similar schemes within the area recently. As the new settlement generates its own mass, additional outlets would be added to deliver peak rates of c.200 per annum overall (both market and affordable) for the remainder of the new settlements delivery.
- 4.10 In respect of market capacity in the area, it is noted that the Long Marston Depot scheme (St Modwen/Persimmon) has been delivering at higher rates in its formative years, generally supporting the delivery rates assumed for the LMA400 scheme. This also illustrates that the market capacity and the demand within the area is good; there does not appear to be a market perception that is preventing buyers from purchasing on new developments within the area. It is considered that the Long Marston Airfield scheme would be able to come forward alongside the St Modwen/Persimmon scheme without dampening delivery rates on both. This is particularly the case as CALA Homes offer different products at different price points to that offered by St Modwen and Persimmon.

Trigger Points for Infrastructure

- 4.11 The trigger points for the main infrastructure required to be delivered will not impact upon the trajectory and phasing set out above. There is a low infrastructure hurdle to overcome in order to deliver the LMA400 scheme, which will enable time to deliver the other necessary 'big ticket' infrastructure items necessary to progress the remainder of the new settlement scheme.
- 4.12 The trigger points, as currently identified, are set out as follows.
- **Western Relief Road** – Initial modelling in 2014 suggested the trigger point for the Western Relief Road was c.1,000 units over existing commitments in this part of the District. Since then Meon Vale has been permitted for an additional 550 dwellings, which, on the existing modelling, would leave little headroom above the LMA400 scheme before the relief road is triggered. However, further transport modelling is underway following a re-build of the transport model by Warwickshire CC recently completed. This will identify a definitive trigger.
- The relief road will have a lead-in time but will be delivered concurrent with the first phase of delivery on the new settlement; it would not represent a pinch point within the phasing. The precise timing of the Western Relief Road is also related to the West of Shotton relief road which it is understood is nearing delivery and will be complete before the need for the WRR is triggered.

- **Wastewater Treatment** – The position statement from Severn Trent Water (dated 15 May 2015) set out that the proposed mitigation strategy is acceptable in principle and would not affect delivery. For the LMA400 scheme a temporary discharge solution has been agreed with the EA, prior to the ‘Long Marston STW transfer project’ (pumping to Milcote STW) providing a long term solution with full capacity to accommodate the new settlement. This is anticipated to be operation by the end of 2017 and as such will place no constraint on delivery.
- **Schools** – CALA Homes is in discussion with WCC Education on the exact timings required for the transfer of land and delivery of the schools by WCC. A statement of common ground is in preparation and NLP are meeting WCC on 11th June 2015 to agree the contents of this. In the short term, LMA400 will be reliant on capacity from other schools in the network, but it is not considered that school capacity will have a fundamental effect on the phasing/delivery of the new settlement.

4.13 The above represent the main infrastructure triggers, with all other infrastructure requirements able to be delivered and phased in an appropriate manner without having any impact upon the ability of the trajectory to be delivered.

5.0 **Summary and Next Steps**

5.1 This note provides additional clarity to Stratford-on-Avon District Council in respect of the economic, employment and phasing factors related to the development of Long Marston Airfield as a new settlement.

5.2 It should be recognised that CALA Homes is continuing to undertake more detailed work in relation to many of the technical aspects of the scheme, working with relevant statutory consultees. However, all initial assessments undertaken indicate that a 3,500 dwelling new settlement on the LMA site is a deliverable and feasible prospect, with suitable mitigation achievable to address all impacts of the scheme. To this end, the LMA team are working to bring this together into an addendum to the ‘Technical Statement: Feasibility’ dated July 2014 previously submitted to the Council. Initial conclusions arising out of this process are that the identified costs associated with the development remain reasonable and that the headline viability position will remain unchanged as per set out in the previous Feasibility report.

Annex 1 – Response on Economic Impact of Festivals at LMA from Strat>Forward

Hi Neil,

Apologies for the delay coming back to you, I have been tied up in meetings over recent days. Thank you for sending through the link to the outline planning application. I have only personally been in Stratford for just over 11 months and so have asked around regarding the benefits or otherwise of the Bulldog Bash and Global Gathering in previous years. The current view is that in recent years neither event has had a positive impact on the town and that revellers tend to stay on or around the site and do not come into town as a rule. I understand that a number of years ago the experience was rather different and the events did generate business for the town centre, however this has changed. I'm afraid I don't know of any links between the drag racing and the town centre.

The provision of 400 additional homes is much more likely to have a positive effect on the town centre than the events currently staged at Long Marston, provided of course that the associated infrastructure supports the increased traffic demands.

If you would like to discuss this further please don't hesitate to contact me.

Best wishes,

Karen

Karen Wild

BID Manager

S t r a t > f o r w a r d

Business Improvement District

**Annex 2 – Extract of Briefing Note on Form of Employment Proposed at
LMA (Prepared in the Context of LMA400 - 14/03579/OUT)**



Briefing Note

Our ref 13817/02/MS
Date 27 October 2014
From Nathaniel Lichfield & Partners (NLP)

Subject Long Marston Airfield Employment Impacts

1.0 INTRODUCTION

1.1 The current proposals for development at Long Marston Airfield include a significant economic development component, alongside the creation of a new residential community. This briefing note has been prepared by NLP to help set the proposals within the economic context of Stratford-on-Avon; to summarise the potential economic benefits of development; and to explain the rationale for the inclusion of employment floorspace as part of the proposed scheme.

2.0 ECONOMIC CONTEXT OF STRATFORD-ON-AVON

2.1 This section examines recent economic conditions and growth trends in Stratford-on-Avon.

Labour Market, Employment and Economic Factors

2.2 The local economy of Stratford-on-Avon performs well against a range of economic indicators when compared to the wider West Midlands region and national averages. A high proportion of the resident workforce are economically active (78.8%), qualified to primary degree level or above (41.3%) and occupy managerial, professional and technical occupation groups (54.5%). Unemployment levels are markedly low at 2.7% of the economically active population, with just 385 JSA claimants recorded in September 2014. Both resident and workplace earning levels are high. In terms of employment growth, the number of workforce jobs across the District has increased by 23% to 68,680 since 1997.

2.3 The change in the employment structure in Stratford-on-Avon District during the period 1997 to 2014 indicates proportionally high growth of workforce jobs in public services (+76%), information and communication (61%), utilities (+58%) and the professional and other private services (+52%) sectors. Alongside this growth, notable sectors in decline include construction (-45%), transport and storage (-9%) and manufacturing (-4%)¹. This indicates that there

¹ Experian, 2014

has been a shift away from traditional sectors towards knowledge-based industries, where economic output is fostered through innovation and the increasing use of technology.

- 2.4 In terms of jobs numbers, in 2014, the largest employment sector in Stratford-on-Avon is professional and other private services (16,930 jobs), public services (12,960 jobs) also accounts for a significant number of jobs.
- 2.5 The District's business base is dominated by small businesses; nearly 90% of enterprises employ 9 people or less, with just 1.4% employing 50+ people.
- 2.6 There are high levels of self-employment in Stratford-on-Avon, 15,900 people aged over 16 are recorded as being self-employed. This figure accounts for almost 20% of the working age population; this is substantially higher than the equivalent proportion in the West Midlands region (8.8%) and double the average in Great Britain (10%). The trend towards increased self-employment may be in part owing to older people using self-employment to stay in work and to greater numbers of people setting up their own businesses.
- 2.7 Resident earnings levels at £563.50 gross weekly pay are almost 26% higher than workplace earnings (£537.90) indicating that the highest earning residents chose to live in Stratford-on-Avon but commute out of the District for work. In other words, there is scope to seek to retain higher value employment within the District.
- 2.8 Census 2011 data² indicates that just over 50% of Stratford-on-Avon's residents also work in the District, of the remaining commuters 13% travel to Warwick, 5% go to Birmingham and 4% travel to both Coventry and Redditch.
- 2.9 Ward level commuting data (based on Census 2001 data) shows that there is a strong functional relationship between Long Marston and the settlements of Stratford-on-Avon, Bidford-on-Avon, Shipston on Stour, Alcester and Bardon. Of the residents that commute within the District for employment, 65% work in the strategic centre of Stratford-on-Avon. In combination the commuting data highlights that 70% of Long Marston Airfield area residents travel to other local and regional centres for employment, which may be attributed to the lack of suitable employment in the immediate area. Providing new space at Long Marston provides opportunities for local residents to work closer to home, and reduce levels of traffic associated with them commuting elsewhere.
- 3.0 **DELIVERING NEW SPACE FOR BUSINESSES AT LONG MARSTON**
- 3.1 The development proposals at Long Marston Airfield include the provision of Class B1 floorspace (offices, research and development, high-tech light industrial). This section identifies and provides rationale for the inclusion of

² ONS, Census 2011 Origin-destination data

employment space by considering the functioning of the rural economy in Stratford-on-Avon, and the opportunities it presents. Discussion is set out under a number of key themes.

Long Marston Airfield could create a sustainable settlement pattern

- 3.2 It is widely recognised that the rural economy has a fundamental role to play in supporting and creating sustainable, vibrant settlements and communities in rural areas. This is highlighted throughout the national policy framework. The Taylor Review of Rural Economy and Affordable Housing in 2008 recommended that there needs to be:

‘Greater recognition of the ways that economic growth can improve sustainability, especially by providing opportunities for people to work near where they live....’

- 3.3 Similarly, the UK Sustainable Development Strategy reiterates this, outlining that to create sustainable communities there should be balance and integration between the social, economic and environmental components of communities:

‘Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.’

- 3.4 The National Planning Policy Framework (NPPF), paragraph 28, states that to support a prosperous rural economy:

‘Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development.’

- 3.5 The Coventry and Warwickshire Local Enterprise Partnership (CWLEP) Strategic Economic Plan (SEP) sets out its priorities and seeks to support *‘the growth and performance of our rural economy’* by ensuring a *‘competitive rural economy with improved quality of life in rural areas’*.

- 3.6 The provision of employment floorspace at Long Marston Airfield would enable new and existing residents south of Stratford to work close to where they live, thereby helping the creation of a sustainable settlement and community, reducing the need for out commuting as well as increasing the proportion of expenditure that is retained locally.

Long Marston Airfield could help reform the structure of the local economy and support rural employment in Stratford-on-Avon

- 3.7 As highlighted in Section 2, trends in the local economy in Stratford-on-Avon indicate high levels of self-employment, a business base that is dominated by small business and local enterprises and a shift in employment from traditional

sectors towards knowledge based sectors. These trends give rise to particular business needs especially in rural areas. There is an increasing requirement for the provision of high speed broadband (this will be discussed in further detail below). In terms of business space, needs vary depending on the life cycle stage or structure of a business; there is demand for small to medium size workspace units that can accommodate existing small businesses and new 'start-ups', while 'move-on' space is required to facilitate the expansion of growing businesses. Generally speaking, many of those in self-employment or running small businesses operate on a day to day basis from home; however, this leads to a need for more formalised, centralised networking spaces for meetings, and as those firms grow (e.g. employing more two or more people), there is an increasing demand for move-on space. As the economy returns to sustained economic growth and business confidence increases, it is likely that latent demand that has been suppressed during the economic downturn will materialise and create additional demand in the short term.

3.8 Failing to respond to these business needs as they arise could act to constrain the economy and prevent new businesses from forming (in 2013, Stratford-on-Avon recorded net company growth of just 39 businesses, this is the lowest number that the District has recorded since 2009, a period of recession³); it could also restrict existing businesses from expanding.

3.9 There is recognition of this in local and regional policy. The Council's Employment Land Review (2011) is cognisant of these trends and recommends that the commercial property offer, wider infrastructure, and ICT should be developed in order to allow businesses to prosper and grow. The CWLEP in its SEP identifies business start-ups as one of the key dynamics of a local economy. The plan highlights that:

'physical infrastructure provides the space and support for an entrepreneur to develop an idea into a viable business. In Stratford upon Avon business formation rates have yet to regain ground lost, indicating a spatial dimension to new business start-up in the CWLEP area.'

The consequent policy implication results in a priority to:

'focus business start-up activity in areas of low business formation rates (particularly in our more rural areas of North Warwickshire and Stratford District).'

'The plan (CWLEP SEP) supports priority capital infrastructure projects which... enhance transport connectivity, ensure commitment to the development of new homes and increase superfast broadband coverage.'

3.10 Long Marston Airfield has the scope to assist in addressing these deficits by providing suitable employment floorspace in a good location with the

³ Duport, 2013

necessary infrastructure and thereby alleviating the cost burden on state and local funding streams alongside meeting policy objectives.

- 3.11 The Coventry and Warwickshire LEP SEP and Growth Deal seeks to support local aspirations to build on its advanced manufacturing and engineering strengths – which will include those operating in the service sectors supporting those activities. The provision of flexible business space at Long Marston Airfield has the potential to accommodate supporting businesses (for a range of sectors, particularly high value, knowledge based sectors) which in turn will *‘grow and provide better paid employment opportunities for residents across both rural and urban areas’*.

Broadband is changing the role of rural economies

- 3.12 Until recently, many rural areas were seen as less competitive locations to do business, thereby restricting take-up of rural work space for knowledge-based businesses. However, the availability of high speed broadband is transforming this, and at a national level significant economic, environmental and social impacts are flowing from the improved availability of broadband. These ICT improvements allow rural areas to effectively compete with more traditional urban employment locations. Government initiatives such as the Universal Service Commitment aim to ensure that everyone will have access to broadband. The CWLEP aims to:

‘increased fibre footprint and the availability of the high speed wholesale broadband throughout the area’.

- 3.13 The importance of broadband is also highlighted in the NPPF para. 42 which states:

‘Advanced, high quality communications infrastructure is essential for sustainable economic growth. The development of high speed broadband technology and other communications networks also plays a vital role in enhancing the provision of local community facilities and services.’

- 3.14 Recent research emphasises that at the local level, economic impacts arise from productivity growth, enterprise creation, job creation and increased labour force participation associated with the availability of broadband⁴. Broadband enables international trade and innovation as well as facilitating new patterns of work such as home-working and reducing the need to commute.

- 3.15 This suggests that while availability of broadband is crucial to facilitating local economic growth, it does not present a barrier and in fact contributes to the creation of sustainable communities and strong local economies at locations such as Long Marston Airfield.

⁴ Regeneris, Social Study 2012 The Economic Impact of BT in the United Kingdom

There is commercial demand for this type of employment floorspace at Long Marston

3.16 Commercial property research from similar locations elsewhere indicates that the supply of small to medium scale, modern, high quality employment premises at a range of affordable rental levels with sufficient car parking facilities in rural locations is limited. These findings correlate with commercial market feedback from Stratford-on-Avon. Property agents Bruton Knowles are familiar with the local market and highlighted that:

'the form of the commercial [floorspace] needs to be flexible... in order to react to the market and commercial demand'⁵

3.17 In relation to commercial demand at Long Marston Airfield specifically, it is likely that demand is greatest for office space and light industrial space (as proposed):

'In terms of demand for the employment space, this will be for offices and industrial.... the site has the opportunity to exploit the current constrained supply of office space with Stratford upon Avon, which has limited modern courtyard schemes and older offices now the target for conversion to residential....'

'We envisage that there would be limited demand for logistics/distribution as the site is remote from the Motorway Network. We envisage that greater demand will come from light industrial and 'Research and Development'.

'The size of the proposed employment element within the wider scheme will allow flexibility to accommodate different types and sizes of employment buildings and occupiers. Potentially space could be taken by Public Bodies to foster incubation units and accommodate local services.' (as proposed by the CWLEP SEP).

3.18 Speculative development of commercial floorspace in rural areas is often constrained on account of high infrastructure costs associated with facilitating development such as ICT installation costs and access improvements. At Long Marston Airfield, delivery is de-risked on the basis that the proposed development is part of a residential-led scheme. Consequently, the viability and feasibility of the commercial floorspace increases as most of the infrastructure improvements will be provided in advance or in tandem with the residential units and will be capable of meeting the needs of commercial elements of the scheme. In addition, the commercial element will be a key focus of the new settlement with the residential elements providing a proximate population.

3.19 Rural accessibility is also essential to the performance of the rural economy and as a facilitator of economic growth. Long Marston Airfield provides a rural

⁵ Bruton Knowles, 2014

employment site that will benefit from local accessibility improvements associated with the residential development (removing the need for state funding), along with a high profile roadside location within a broader new settlement and sufficient on-site parking.

4.0 **ECONOMIC BENEFITS**

4.1 This section sets out the headline economic benefits of a residential-led mixed use development at Long Marston Airfield and provides a concise explanation as to how these benefits are calculated.

4.2 It presents the benefits associated with two alternative scales of development:

- 1 A scheme comprising of 400 dwellings, 4,000sq.m of Class B1 employment floorspace as well as supporting community facilities (Scheme 1 - as is proposed through the forthcoming planning application);
- 2 A new sustainable settlement comprising of 3,500 dwellings, 50,000sq.m of Class B1 floorspace, retail floorspace, community infrastructure, facilities and services and infrastructure (Scheme 2 – as was promoted through the strategic sites consultation on the Local Plan).

4.3 Table 1 below compares the construction, operational, resident expenditure and local authority revenue impacts of both proposals:

Table 1 Comparative Economic Benefits of Development at Long Marston Airfield

Economic Impact	Scheme 1: 400 Dwellings	Scheme 2: 3,500 Dwellings
Construction Impacts		
Construction Value	£41.2 million	£390.6 million
Direct Employment (FTE jobs)	48 FTE jobs	459 FTE jobs
Direct Employment (person years construction employment)	485 jobs	4,585 jobs
Indirect Employment	73 FTE jobs	692 FTE jobs
Economic Output (GVA per annum)	£7 million	£66.5 million
Operational Impacts		
Direct Employment	298 FTE jobs	4,345 FTE jobs
Indirect Employment (region)	131 FTE jobs	1,912 FTE jobs
Economic Output (GVA per annum)	£22.8 million	£340.3 million
Resident Expenditure Impacts		
First Occupation Expenditure	£2 million	£17.5 million
Net Additional Resident Expenditure	£3.4 million	£29.7 million
New Operational Jobs	50 FTE jobs	438 FTE jobs
Local Authority Revenue Impacts		
New Homes Bonus (6 years)	£4 million	£35.2 million
Council Tax (per annum)	£641,800	£5,615,800
Business Rate Revenue (per annum)	£88,500	£1,437,000

Source: NLP analysis

Construction Impacts

Direct Employment

- 4.4 The construction value has been provided by the developer, this figure can be used to estimate the level of construction employment to be generated by the proposed scheme. On average, £85,180 of spending on materials, goods and services in the construction sector supports one job⁶. Applying this ratio of spending to jobs the estimated construction cost outlined above implies that Scheme 1 would be expected to create 48 FTE over a five year build period, while Scheme 2 would create 459 FTE jobs over a 20 year build period.

Indirect Employment

- 4.5 Construction also involves purchases from a range of suppliers who, in turn, purchase from their own suppliers through the supply-chain. The relationship between the initial direct spending and total economic impacts is known as the “multiplier effect”, and demonstrates that an initial investment can have substantially larger economic benefits as this expenditure is transmitted through the economy.
- 4.6 In addition, businesses would be expected to benefit to some extent from temporary increases in expenditure linked to the direct and indirect employment effects of the construction phase. This might relate to wage spending by workers in local shops, bars and restaurants and other facilities. These are referred to as induced effects.
- 4.7 It is estimated that the construction industry has an indirect and induced employment multiplier of 2.51⁷. Applying this multiplier to the direct construction jobs per year indicates that an additional 73 FTE jobs (Scheme 1) or 692 FTE jobs (Scheme 2) could be supported per year of construction across the UK economy.

Economic Output

- 4.8 The construction phase of the proposed development will make a significant contribution to local economic output, as measured by Gross Value Added (GVA). The construction sector generates an average GVA per FTE worker of £60,176 in the West Midlands⁸. Applying this to the employment impact of the proposed Schemes indicates that the capital spending associated with the proposed developments could deliver an additional £7m (Scheme 1) / £66.5m (Scheme 2) of direct and indirect GVA per annum. It is noted that not all of this will be retained locally.

⁶ ONS, Annual Business Survey (2011), Revised Results which were published in June 2013 provide detailed statistics on construction sector spending.

⁷ National Housing Federation Research, 2013

⁸ Experian, 2013

Operational Impacts

- 4.9 Alongside residential uses, the proposed new settlement at Long Marston Airfield comprises of employment space (B1), retail, community and educational uses which will generate employment, GVA and expenditure within the local area once complete and operational.

Direct Employment

- 4.10 The broad level of employment that could be generated by the anticipated uses is estimated by applying average employment ratios to the amount of floorspace proposed for each use or facility⁹. This implies that the development would be expected to create a total of 298 FTE jobs (Scheme 1) or 4,345 FTE jobs (Scheme 2) once completed.

Indirect Employment

- 4.11 Indirect jobs will be supported by the spending on goods, supplies and services, of the business and community occupiers based at the development site with firms in the surrounding area. The spending of wages by both employees of the on-site operators and of the local firms supplying goods and services to these facilities will also support induced employment in other local shops, other services and other firms.
- 4.12 It is estimated that the new direct jobs will result in a further 131 (Scheme 1) /1,291 (Scheme 2) 'spin-off' FTE jobs in services and other firms across the West Midland region; of these, 86 (Scheme1) / 1,260 (Scheme 2) 'spin-off' FTE jobs are expected to be supported in services and firms in the local area.

Economic Output

- 4.13 As with the construction phase of the development, the operational phase will also make a significant contribution to local economic output and GVA by supporting the creation of new employment.
- 4.14 The new direct jobs accommodated by 4,000sq.m of B1 floorspace and community facilities proposed as part of Scheme 1 could deliver £25.4 m of GVA per annum. For Scheme 2, the 4,345 net additional direct jobs created in the office units, retail, local centre and educational facilities could deliver an additional £340.3m of additional GVA per year.

Resident Expenditure Impacts

- 4.15 New residential development at Long Marston Airfield offers an opportunity to increase local expenditure in the local economy. The scale of these benefits will be determined by the expenditure patterns of local residents, and the

⁹ Based on Offpat/HCA 2010 & NLP Employment Densities Guide

extent to which residents of the proposed housing move into the area from elsewhere.

'First Occupation' Expenditure

- 4.16 Research¹⁰ suggests that the average homeowner spends approximately £5,000 to make their house 'feel like home' within a year and a half of moving into a property. This money is generally spent on furnishing and decorating a property. This expenditure will generate a range of economic benefits for the local economy, by supporting indirect and induced jobs within local firms and sectors. Applying this average, it is estimated that the residents of 400 new homes could generate £2m of 'first occupation' expenditure, while 3,500 new homes could generate £17.5m.

On-going Resident Expenditure

- 4.17 The Long Marston area of Stratford-on-Avon is dominated by households in the 'Prospering Suburbs' socio-economic classification group. The 2013 ONS Family Expenditure Survey provides summary data on typical household spending by household socio-economic classification. This survey indicates national average spending levels of £495 per week for households in the 'Prospering Suburbs' group. Spending by households in the West Midlands is 7.3% lower on average, which results in an average household expenditure figure of £459 per week. Including an adjustment for the affordable housing, it is estimated that residents of the proposed new settlement of 400 and 3,500 dwellings could be expected to generate total gross expenditure of £8.1m and £71.1m per annum respectively.
- 4.18 Not all of this expenditure will be retained locally, taking the average distance moved by the head of household to estimate the new residents and accounting for local consumer spending patterns; it is estimated that total net additional annual expenditure of £3.4m (Scheme 1) and £29.7m (Scheme 2) per annum will result from the new settlement and be retained within the local (Stratford-on-Avon) area. This will support additional spending, and therefore the vitality and viability of local centres including Stratford-on-Avon town centre, which is the nearest retail centre to the site and other smaller centres

Local Authority Revenue Impacts

New Homes Bonus & Council Tax

- 4.19 The New Homes Bonus is an incentive-based system to support the delivery of new housing; it matches for a six year period the increase in Council Tax income from new homes or homes brought back into use. Payments are not ring-fenced and therefore local authorities are able to use Bonus payments in

¹⁰ <http://blogs.independent.co.uk/2012/11/02/it-costs-5000-to-turn-a-house-into-a-home/>

the most beneficial way to support their needs. A premium is payable on affordable housing units.

- 4.20 Using the CLG New Homes Bonus calculator, it is estimated that Scheme 1 would generate approximately £4m or Scheme 2 would generate £35.2m of New Homes Bonus payments over six years (albeit profiled to reflect the build period for the development). This income would also be matched by additional Council Tax payments received by Stratford-on-Avon District Council of £641,800 per annum, equating to £3.85 million over the first six years (Scheme 1) or £5.62 million per annum, equating to £33.7m over the first six years (Scheme 2).

Business Rates

- 4.21 The non-domestic components of the scheme are liable to business rate payments to contribute towards the cost of local authority services. Based on benchmark (2010) rate levels¹¹ considered applicable to the type of scheme proposed at Long Marston Airfield, it is estimated that the proposed B-class space and community facilities included in Scheme 1 would generate £177,000 per annum while the B-class space, local centre and community centre that comprises Scheme 2, once occupied would generate a minimum of £2.87m per annum. Up to 50% of these business rates would be retained by the Council under the Government's business rate retention system, equating to £88,500 (Scheme 1) / £1.44m (Scheme 2) of business rate revenue every year once the scheme is completed.
- 4.22 This has the potential to deliver a significant and on-going income stream for the Council to fund other infrastructure in the District, thereby creating a sustainable platform to provide for the significant growth and change in the District's population, workforce, and business community.

5.0 CONCLUSIONS

- 5.1 Based on the information set out in this briefing note, it is apparent that the proposed development of employment floorspace as part of a wider residential-led development at Long Marston Airfield could deliver substantial economic benefits to the local economy in this part of Stratford-on-Avon. In line with policy, this development could assist increasing the sustainability of the local community by providing proximate employment. It also has the potential to provide rural employment space in a District where the existing business space is focused around the urban area. This would increase the number of jobs located in rural Stratford-on-Avon.

¹¹ VOA (2010)

- 5.2 There is latent demand for employment space arising from changes in the structure of the local economy, which reflects patterns experienced in rural locations elsewhere. In this context, the proposed development at Long Marston Airfield is in a position to meet emerging business needs in the short term. The new, flexible business space could meet the needs of 'start-up' businesses and businesses that support the key advanced manufacturing and engineering sector as well as providing 'move on' space for expanding businesses.
- 5.3 The availability of broadband in rural areas acts an enabler of economic growth, improves sustainability, reduces the need for commuting and allows for new patterns of work.
- 5.4 The barriers that generally constrain speculative development in rural locations are reduced at Long Marston Airfield, on account of this being a residential-led scheme that will provide much of the necessary infrastructure and alleviate associated costs.
- 5.5 The proposed development has the potential to deliver and sustain continued economic benefits to the local economy through both the construction and operational phases of the development, thereby improving the quality of life experienced by new and existing communities.

Appendix 9 Long Marston Airfield Employment Land and Job Generation (3 July 2015)



Briefing Note

Our ref 13817/MS/MT/LOC
Date 3 July 2015
To Paul Harris / Dave Nash (SoADC)
From Nathaniel Lichfield & Partners (NLP)
Copy CALA Homes

Subject Long Marston Airfield Employment Land and Job Generation

Summary

This note sets out the current position on expected scale and job generation implications of the employment land proposed at Long Marston Airfield. CALA Homes is willing to be flexible over the scale and role of any potential employment land part of any potential allocation on the site should this be how the Council chooses to proceed. However, some employment land would help the new settlement function as new community and reflects good practice with urban extensions and new settlements elsewhere.

Based on the information set out in this note, though the current indicative masterplan includes 13.5ha of employment land, it is anticipated that at most approximately 8-9 hectares of that land could come forward at LMA by 2031. This aligns with the proportion of the total number of dwellings that are anticipated to come forward over this period and meets the Council's objective to achieve a balance between employment and housing provision across the District. In reality, it is likely that take-up by 2031 would be slower than this.

At this stage of the proposal, the precise end uses likely to be accommodated on the employment land at LMA have not been finalised. Given the outcomes of the latest market analysis relating to potential demand it is apparent that B1, B2 and B8 uses would all be acceptable.

Assuming a mix of B1, B2 and B8 uses, 8-9 hectares of employment land could accommodate in the region of 1,400 to 1,800 jobs by 2031 using standard employment densities though the job capacity would depend on the final mix of the scheme. However, not all of these jobs would necessarily be net additional to the district, given displacement factors, and would thus be already reflected in current job growth forecasts for the district.

1.0 Introduction

1.1 This note responds to a query received from SoADC in relation to the provision of employment land as part of the proposed new settlement and potential strategic allocation at Long Marston Airfield (LMA) in Stratford-on-Avon within

the context of the Council's objective to achieve a better balance between employment and housing provision in the District in the emerging Core Strategy, and to understand the relationship between employment provided at LMA and overall job growth estimates across the District.

1.2 In particular this note considers, in turn:

- a The quantum and type of employment land currently proposed by CALA;
- b likely provision of employment land by 2031;
- c an appropriate mix of employment uses; and
- d the potential job capacity of employment land at LMA.

1.3 This information herewith should be considered alongside the information set out in the '*Long Marston Airfield New Settlement - Economic Aspects & Phasing*' Briefing Note circulated by NLP on 8 June 2015.

2.0 **Amount and Type of Employment Land Currently Proposed**

2.1 In terms of the **amount** of employment land, the current indicative masterplan for the LMA 3,500 scheme (February 2014) includes approximately 13.5ha for employment generating uses. The amount of land was identified through site visioning and masterplanning process and considered reasonable relative to the scale of residential development, based on:

- Seeking to create a volume of on-site employment that is credible and creates a genuinely sustainable, mixed-use development
- Benchmarking against other new settlement and urban extension proposals elsewhere.
- providing flexibility for scheme design and headroom to respond to market demand and occupier requirements, though it should be noted that the viability of the LMA scheme is in no way reliant on developing the entire parcel of employment land within the proposal.
- Sitting comfortably within the structure of the indicative masterplan.

2.2 It is not expected that all 13.5 hectares will be built out within the plan period to 2031 – in fact it is more likely that its build out will run slightly slower than housing, reflecting that demand for employment space will be generated by residents of the development themselves, and thus only manifest itself when the scheme is well underway.

2.3 In terms of the **type** of employment use, it is currently envisaged that the site provides the opportunity for a Rural Business Cluster of predominantly B1(a-c) uses in the form of small to medium scale, modern, high quality employment premises for office and clean, light industrial uses at a range of affordable rental levels with sufficient car parking facilities.

- 2.4 However, it is not envisaged that the employment uses would comprise entirely of B1a/b (office uses) uses. The assumption in Table 6.1 of last year's Socio-Economic Technical Statement (March 2014) was used at that point in time as it aligned with the Transport Assessment which was testing the traffic impacts associated with high traffic flows and early market based research relating to demand. However, it was highlighted in the Statement that the precise nature of non-residential land uses has not yet been finalised and this remains the case.
- 2.5 Bruton Knowles - property market consultants - have undertaken up-to-date market analysis focusing on the current commercial market and the market position in Stratford-on-Avon to reflect the upturn in the market post-recession and renewed confidence. Their analysis (a letter summarising this is at appendix 1) has also considered the demand implications for LMA which indicates that demand exists for the following¹:
- a Light industrial starter units (1,000 – 1,500 sq ft)²;
 - b A range of medium sized commercial units (B1/B2/B8), with individual units of 20,000 sq ft³;
 - c Courtyard office schemes of up to 30,000 sq ft⁴ with flexible design so a range of space could be available;
 - d A business incubator unit, with office suits available on flexible terms; and
 - e Research and development location.

3.0 **Provision of Employment Land by 2031**

- 3.1 The phasing and anticipated timescales for the delivery of a new settlement are drawn from a number of key considerations. Drawing on the '*Economic Aspects & Phasing*' briefing note of 8th June (referenced above), CALA Homes considers that 2,400-2,500 homes can be delivered at Long Marston Airfield by the end of the Core Strategy plan period (2031). This is equivalent to approximately 70% of the total number of proposed dwellings (3,500). Assuming that the employment land will come forward at a similar rate suggests that on a pro-rata basis in the region of 8-9 hectares could be delivered over the course of the Core Strategy Plan period to 2031. In reality, it is envisaged that some of the employment land might well come forward later in the development programme given that some of the market for new employment space will be driven in part by its own residential population, alongside other factors.

¹ Based on the assumption that the proposed Western Relief Road is established

² Equates to circa 95-140sqm

³ Equates to circa 1,860sqm

⁴ Equates to circa 2,790sqm

4.0 **Appropriate Mix of Employment Uses**

4.1 As indicated in Section 2 above, at this stage of the planning process, the precise end uses likely to be accommodated on the employment land at LMA have not been finalised. Given the outcomes of the latest market analysis relating to demand it is apparent that B1, B2 and B8 uses would be acceptable.

4.2 For making a realistic estimate of development and employment by 2031, it is assumed that a mix of B1, B2, and B8 uses would be appropriate but taking into consideration other constraints that exist - such as Vale of Evesham Control Zone HGV movement restrictions - and to ensure residential amenity, that no more than one third of the employment land would be for B8 uses with the remaining land (two thirds) split between B1a/b office uses and B1c/B2 clean industrial.

4.3 Applying this split to 8-9 hectares of land identified as likely to come forward by 2031 suggests the following quantum of land by use class as set out in Table 1 below:

Table 1 Indicative Employment Land Budget by Use Class

Use Class	Use	Indicative Quantum of Land
B1a/b	Office, R&D	3 ha
B1c	Light Industrial	1.5 ha
B2	Industrial	1.5 ha
B8	Storage or Distribution	3 ha
Total		9ha

Source: NLP analysis

5.0 **Associated Job Capacity**

5.1 The proposed employment land is included in order to create the opportunity for a genuinely mixed-use settlement. The provision of employment floorspace at LMA would enable new and existing residents south of Stratford to work close to where they live, thereby helping the creation of a sustainable settlement and community.

5.2 As set out in the 'Economic Aspects & Phasing' briefing note, it is not considered that allocation of employment land as part of the new settlement would 'add' to the forecast job growth of 12,100 set out within the Council's strategy. This is because the employment land proposed is anticipated to be delivered as follows:

- a There is potential for some of this proposed employment land element to act as a place for relocation of existing businesses within the District (for example from businesses moving out of the Canal Quarter or for businesses wish to 'upgrade' their premises) and as such development would not create 'net additional' jobs;

- b The role and function of the rural business hub as one part of the proposed employment on site is to accommodate existing small businesses (including those in self-employment) operating on a day to day basis from home but as they grow needing for more formalised, centralised spaces for meetings etc. Again not all these would therefore be additional jobs, but would be meeting business needs of existing employment and supporting productivity; and
- c The employment land would be focused on providing further options and opportunity to meet the existing business needs of the District. It is not intended that the site would act as a driver of external inward investment from outside of the area, instead being a 'bottom-up' response to provide flexibility within the land supply identified to meet local employment floorspace requirements.

5.3 That said, carrying forward the indicative quantum of land per B class use set out in Table 1 above, and applying appropriate assumption relating to plot ratios and employment densities, it is possible to quantify the number of jobs that the proposed development might accommodate.

5.4 Table 2 presents analysis relating to potential job capacity applying SoADC's employment densities and NLP's assumptions. The Council's assumptions have been derived from document HD13 and the following employment densities have been applied:

- B1a/b: 417 jobs per hectare
- B1c: 85 jobs per hectare
- B2: 111 jobs per hectare
- B8: 71 jobs per hectare

5.5 NLP has applied a plot ratio of 0.4 so that 1 hectare could accommodate 4,000sqm of employment floorspace. This plot ratio has been applied to both office and industrial uses given the out-of-town centre location. The following employment densities have been applied:

- B1a/b: 1 job per 12.5sqm
- B1c/B2: 1 job per 43sqm
- B8: 1 job per 65sqm

5.6 On this basis, the employment land at LMA could accommodate in the region of 1,400 and 1,800 jobs by 2031, though it is reiterated that this will be dependent on a number of factors including phasing and market demand. It also assumes new space is immediately fully occupied, when in reality firms often ratchet up employment from a lower starting point over a longer period.

Table 2 Indicative Job Capacity of Employment Land at LMA

Use Class	Area (ha)	Applying SoADC Employment Density	Applying NLP Employment Density
B1a/b	3	1,251	960
B1c	1.5	128	140
B2	1.5	167	140
B8	3	213	185
Total	N/A	1,760	1,425

Source: NLP analysis

5.7 Based on the reasons set out in 5.2 above, it is considered that there will be job displacement effect where jobs will be displaced from elsewhere in the District to LMA. This could significantly reduce the number of jobs that are seen as net additional. For example, the HCA Additional Guide⁵ suggests a medium to high level of displacement could imply between half and 75% of activity would be displaced – ie only 25-50% of jobs on-site would be part of the Council’s overall job growth.

⁵ http://cfg.homesandcommunities.co.uk/sites/default/files/aboutus/additionality_guide_2014_full.pdf

Bruton Knowles Assessment of Market Demand

Date: 3 July 2015
Our Ref: RD/KH/505883
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Dear Martin

Proposed Employment Development at Long Marston Airfield

Further to your request I write to expand upon an earlier submission concerning the employment element of CALA Homes's proposals for Long Marston Airfield.

In order to deliver this report myself and my colleague Robert Smith have inspected the town's main industrial estates, researched the commercial market and discussed the market with local agents and commercial developers.

In order to fully report we provide:

- An Overview of the current commercial property market
- An Overview of The Stratford-upon-Avon commercial market
- Conclusions/Observations concerning the Stratford-upon-Avon market.

The last element of the report – 'Demand Implications for Long Marston Airport' draws together the above sections.

• **Overview of the Current Commercial Property Market:**

The downturn had a dramatic impact on the UK commercial property market. Commercial development effectively ceased, as a consequence of a slump in occupier demand, occupier sentiment and a highly restricted development finance market. This was compounded by the effects of 'Empty Rates Legislation', which dampened limited speculative development and even resulted in some instances in the demolition of empty commercial premises.

This deflated market continued until the last 6-12 months exacerbated by 'Empty Rates', the concept of a tenant's market, and depressed occupier sentiment. During this extended period some limited commercial development activity was undertaken but this was driven by 'pre-lets': a pre-condition for sourcing development finance.

The market has now started to improve as economic sentiment has improved, this being translated into space requirements and renewed demand. Limited speculative development is now taking place, responding to market demand. For example Chase Commercial have recent speculatively developed a 'Trade Counter' scheme in Evesham, with the majority of units now sold.

The existing supply of commercial premises is now a factor directly affecting occupiers. The consequences of the extended period of development inactivity has resulted in a lack of stock, especially of more modern premises. In many locations the choice available to occupiers is very limited, with larger requirements only satisfied by new build schemes. The situation has been worsened by the demands on employment land by other property uses.

This limited supply of available commercial property is clearly visible within Stratford-upon-Avon.

- **Overview of the Stratford-upon-Avon Commercial Market:**

Stratford-upon-Avon is a market town and tourist destination with a population of c.25,000, nevertheless the town benefits from several industrial estates with a significant number of occupiers.

The focus for such is around the following areas, all of which are located to the north-west of the town centre:

- Mason's Road
- Timothy's Bridge Road
- Birmingham Road

Mason's Road:

Lying to the south of the Stratford-upon-Avon canal, this a medium sized industrial estate, the majority occupiers being light industrial, but with some dealerships and garages. Notable occupiers are The Listers Group and Wright Engineering. The estate is characterised by a mix of 1970s/1980s buildings, a number of which have been re-clad and refurbished. The estate does not appear to have any expansion space and only a limited amount space is currently available.

Timothy's Bridge Road:

Lying to the north of the Mason's Road Estate, this area has a mix of space, of different construction dates. The commercial property here ranges from dated industrial units from the 1970's through to modern courtyard office schemes. The area is an important

focus for light and general industrial. From inspection the area has limited available space and no expansion land.

Access to the wider estate is poor from the eastern end, via the canal bridge from Masons Road. The estate has two important occupiers; Morgan Sindall and DCS, with DCS occupying two substantial secondary units on the eastern end.

The western element of the area, extending down from the roundabout with Bishopton Lane has been the focus of more recent commercial development. This has included three courtyard office schemes a day nursery and two new 5,000 sq ft warehouse units.

The office schemes built in this area in the last ten years are:

- Timothy's Bridge Business Centre: A Courtyard office scheme of 17 self contained units, delivering 35,000 sq ft.
- Cygnet Court: A 2 and 3 storey courtyard office scheme built out by Gladman in 2007, delivering c.52,500 sq ft of office space. The major occupier is CCL Solutions Ltd, an IT consultancy.
- Shottery Brook Office Park: This comprises two courtyard developments completed in 2005.

All three office schemes have low vacancy rates and the car parking within the schemes appears pressured.

Birmingham Road (A3400):

A number of industrial estates are located off the Birmingham Road.

Avenue Farm Industrial Estate is the most northerly estate, dominated by car dealerships and trade counters. Guy Salmon Landrovers is located here, having a showroom and yard as is a Vauxhall dealership. The trade counter units comprise a number of national covenants for example Plumbase and Screwfix.

Valad own a small trade counter scheme to the rear of the estate, known as the 'Swan Trade Centre'. Occupiers here include HSS Hire Group, and Plumbase. Stagecoach and the Verdant group, occupy substantial plots beyond.

Between Avenue Farm Industrial Estate and the Maybrook Industrial Estate, is an area of former industrial land given over to a new Aldi food store, Travel Lodge and care home. A residential scheme is under construction on the rear element of the site.

Maybrook Industrial Estate is located opposite the Maybird Retail Park. A number of national trade counter operators and some light industrial occupiers are located behind the Maybrook Retail Centre.

Wharf Road Industrial Estate is the next estate along the Birmingham Road. The estate is dominated by substantial trade counter operators, the majority of whom are national covenants including for example Magnet, Homebase, Jewson, Carpetwise, Buildbase and Sims Garden Centre. A small trade counter scheme known as the 'Avon Park' is located to the rear of the estate.

Located at the eastern end of the Birmingham Road is the Western Road Industrial Estate. Linking with the Railway Station the estate is dominated by national car dealerships. To the rear of the estate is a development of twenty industrial starter units, located in four parades, which appear to individually be c.1000 sq ft each.

Town Centre:

Located at the top end of Arden Street and close to the intersection with the Birmingham Road are two modern purpose built office schemes.

Elm Court is the older of the two, being completed in 1985. The scheme comprises ten individual offices, with blocks of three storey height and undercroft car parking to the Arden Road frontage. Although modern the accommodation is below the standard of new build office accommodation. Upon inspection the scheme is only 50% occupied.

Arden Court was completed in 1999 and is a smaller two storey office scheme. Upon inspection a significant level of vacancy was identified.

Elsewhere within the town centre, the stock of office accommodation comprises smaller suites within historic buildings or above ground floor premises. Such stock should be considered secondary and is unlikely to be of a modern specification. The relaxation of 'permitted development rights' related to the conversion of office premises to residential has further constricted the supply of office space within the town centre. A recent example is the prominent 23,000 sq ft Warwick House fronting Birmingham Road, for which approval has been granted for conversion to apartments.

Furthermore initial proposals for the Cattle Market site to accommodate an office scheme have been dropped, proposals are now for a housing scheme.

- **Conclusions/Observations concerning the Stratford-upon-Avon Market.**

In terms of light industrial (B1 c), the town has a number of occupiers, many of whom occupy small to medium sized secondary premises. Having undertaken searches utilising Focus and EGI only c.58,000 sq ft of industrial space is currently available within the town, with only two units over 10,000 sq ft and these being of very secondary condition.

No new industrial units are available within the town, and consequently occupiers will need to look elsewhere for new premises, with consequential leakage to other areas. Significantly though commercial property agents report strong demand for modern light industrial units within the town.

General Industrial occupiers (B2) are in a minority as occupiers, and we do not envisage that this situation will change. The same is true for Storage and Distribution, with a limited presence in the town. DCS though being an exception to this.

The larger B2 occupiers will continue to focus their activity on the M40 Corridor, as proximity to motorway network is a key business requirement.

We conclude that the office market in Stratford-upon-Avon has undergone some changes. The available space within the town centre (excluding Arden Court and Elm Court), is dominated by secondary suites of c. 1,000 – 2,000 sq ft located in period buildings and above ground floor retail. This situation has been exaggerated by the conversion of traditional offices to residential use.

The vacancy issues that affect the modern offices on the periphery of the town centre (Arden Court and Elm Court) we conclude are a consequence of accessibility issues. The popularity of the modern office schemes on Timothy's Bridge Road, must to a certain extent be based upon the fact that these schemes are more accessible and have access to better highways links.

The industrial estates in the town have come under pressure from other uses, and employment land has been lost to development for higher value uses. This has left the town with no real employment expansion land. Furthermore more traditional industrial occupiers have been displaced by substantial trade counter occupiers and 'bulky goods' retailers.

Demand Implication for Long Marsden Airfield:

Having considered the existing market, inspected the existing estates, researched available space and discussed demand with local Chartered Surveying Practices and local commercial developers the following conclusions can be made about demand.

On the assumption that the proposed link road is established then we can envisage that there would be demand for the following;

- Parades of light industrial starter units. The individual units would be c. 1000 to 1500 sq ft. certainly a shortage of such units.
- A range of medium sized commercial units within classes B1, B2 & B8 light industrial units (B1c), with individual units of up to 20,000 sq ft. Currently such occupiers have no option but to look towards the M40 Corridor or Evesham to satisfy requirements.
- Courtyard office schemes of up to 30,000 sq ft, with flexibility inherent to design so a range of space could be available from smaller floor plates to individual blocks. We envisage that the location would be attractive in terms of environment and accessibility.
- A business incubator unit, with office suites available on flexible terms.
- Potential as a 'Research & Development' location. 'Research & Development' favours a campus style location, where the local environment is important.
- The larger logistics requirements are usually driven by immediate access to the motorway network, therefore such occupiers are relatively unlikely at the subject location, although there may be some localised demand.

The above conclusions concerning demand should be considered in the context of a general commercial market which has recently re-emerged.

The quantum of employment land at Long Marston Airfield at 13 Hectares is substantial and consequently comprehensive development of such would be delivered by means of a Joint Venture or a 'Development Agreement', typically with such an agreement having a term of c 10-20 years. As a consequence it is hard to be definitive of other uses/occupiers for which the location would prove to be attractive, due to the extensive period over which space would be delivered.

We would envisage that the end commercial developer involved would be a regional leader or have a national standing. Such developers work hard to promote an opportunity through the term of the agreement, utilising commercial agents to ensure that demand is captured both regionally and nationally. Potential therefore for the possibility of capturing a large occupier such as a headquarters function, should not be dismissed.

Flexibility will be crucial to the design of employment space, as will a planning application that would open enough to deliver a range of employment uses.

The desirability of the location to occupiers will be enhanced by a high quality environment and a neighbourhood centre within close proximity.

Yours sincerely


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