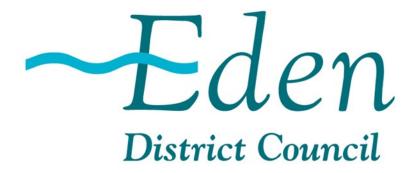
## Eden District Employment Land Allocations Document

**Baseline Report** 

**Appendices** 

**Appendix 1: The Council's Brief** 



## Consultants Brief for Employment Land Allocations Document

### PURPOSE OF THIS DOCUMENT

This document asks outside organisations to express interest in carrying out planning policy and economic development work for Eden District Council on the allocation of employment sites, including accompanying environmental reports. This will eventually form and inform the Local Plan for Eden District.

### **KEY OUTPUTS**

Outside organisations are invited to prepare:

- 1 A draft Preferred Employment Sites section of a Local Plan, together with an options appraisal report underpinning the selection of sites, including a robust evidence base to support the preferred options.
- 2 An accompanying sustainability appraisal for the above, capable of meeting the requirements of the Strategic Environmental Assessment Regulations/Directive.
- 3 An accompanying Scoping Report to meet the requirements of the Habitats Regulations/Directive.
- 4 If required, a full Appropriate Assessment of employment sites to ensure compliance with the Habitats Regulations/Directive.

### **KEY SKILLS REQUIRED**

The client would expect to see demonstration of knowledge and expertise in the following areas:

- National and local planning policy, alongside an ability to formulate sound new policies.
- Economic development, including an understanding of how to establish the level and type of demand that may be arising, as well as an ability to engage with the business sector, to identify any areas of potential growth.
- Infrastructure planning and delivery.
- Environmental policy and practice, including knowledge of policy and practice around conservation of habitats.

### BACKGROUND

Eden District Council's adopted Core Strategy (2010) set a target of 50 hectares of new employment land coming forward in the district, between 2003-2025. Policy CS2 sets out a locational strategy for new development, with paragraph 4.13 then containing a proportional split of new housing development, between the five biggest settlements in the district. If these proportions are applied to employment land this will result in the following distribution:

Town	Proportion	Amount
Penrith	60%	30 ha
Alston	4%	2 ha
Appleby	9%	4.5 ha
Kirkby Stephen	7%	3.5 ha
Local Service Centres	20%	10 ha
Total	100%	50 ha

Eden District Council is now looking to allocate suitable employment land to ensure these targets can be met and a new supply of land can come forward to support future economic growth.

This work will be carried out alongside the District Council's own work on identifying and allocating preferred housing sites. This work is well advanced and it is anticipated that a draft of this document will be available for consultation in February 2013. Some of the evidence base for the housing work will need to be used for the work on employment sites.

Once these two areas of work are complete, the District Council will then use them as a basis for the production of a combined Local Plan.

In 2001, consultants AECOM produced a 'Penrith Masterplan' for Eden District Council. This identified several options for strategic employment sites around the town. The work now to be commissioned will take this to the stage of appraising all options (those identified within this Plan and others) and from there, to developing a spatial strategy for the allocation of deliverable employment sited designed to meet the Core Strategy target for the four key settlements within Eden District.

	Key Output	Specific Outputs	Requirements and Notes
1	a) Production of a sound 'Preferred Employment Sites' consultation draft planning document.	A document identifying a preferred spatial strategy for the allocation of employment sites in the main and Key Service Centres in Eden District (Penrith, Appleby, Alston, Kirkby Stephen). The document must set out options for possible land allocations for employment, together with a deliverable preferred option. It must include:	The document must be produced in a format capable of being used for consultation purposes. The document must be produced in a format that meets the requirements of the Disability Discrimination Act.
		<ul> <li>Overall targets for new employment development for each of the main and key service centres, based on existing Core Strategy targets and distribution, and adjusted to take account of completions and planning commitments (data will be supplied)</li> </ul>	
		• A map showing proposed preferred employment sites and rejected options (to be provided by Eden District Council, once preferred allocations are known). This will include existing allocated sites (identified in the 1996 Local Plan, where deemed still to be suitable)	
		• Draft policies allocating employment sites, including location, size of sites and suitable use classes. Consultants are asked to consider how best to allocate 50 ha of employment land, and whether this should be through strategic sites above 5 hectares, smaller sites, or a combination of both.	
		<ul> <li>Reasoned justification for selection of sites.</li> </ul>	
		<ul> <li>Policy or background text detailing any relevant opportunities and constraints/phasing issues, if needed for any particular site.</li> </ul>	
		<ul> <li>A call for any additional employment sites that may be available.</li> </ul>	

### **SPECIFIC OUTPUTS**

Key Output	Specific Outputs	Requirements and Notes	
b) A supporting document to evidence options and appraisal of employment sites. This would detail the options appraisal methodology and results, together with an assessment of the physical and environment al constraints, the deliverability of identified sites and the demand for, and marketability of, sites for different uses.	The production of an accompanying document detailing the options appraisal process for employment sites. This must include appraisal of strategic options at Penrith, as detailed in the Penrith Masterplan. The document must set out relevant planning criteria to sieve and select sites, and contain assessment of major and minor constraints to development (i.e. insurmountable and those capable of mitigation), and opportunities arising. These will include: <i>Environmental/site based criteria</i> : • Flooding & drainage. • Habitats/wildlife. • Topography. • Site capacity. • Availability of services. • Landscape, based on an assessment/appraisal. <i>Social and economic criteria</i> : • Transport, highway capacity, and access. • Economic viability issues/costs of development, in relation to land and build costs. This should be capable of meeting the requirements of the National Planning Policy Framework which states that viability of new development should be demonstrated. <i>Suitability and market demand criteria,</i> <i>including land ownership:</i> • Suitable and desirable uses for particular sites. This should include a floor space breakdown by use class, for particular sites. A workshop with key stakeholders to discuss demand for site options is also required to help inform these criteria.	The options appraisal should take account of, and be supported by, the sustainability and habitats assessment work. If proposed uses are defined as town centres uses (i.e. B1 office use), the sequential test set out in paragraph 24 of the National planning Policy Framework (NPPF), should be applied. Where there is a risk of flooding the sequential test, set out in technical guidance accompanying the NPPF, should be applied. Shape file data, for mapping and assessment purposes, will be made available.	

	Key Output	Specific Outputs	Requirements and Notes
2	A Sustainability Appraisal incorporating a Strategic Environmental Assessment.	A document containing comparative appraisal of options against sustainability criteria, with conclusions and recommendations. The document must comply with the Strategic Environment Assessment Regulations and appraise spatial options for performance against sustainability criteria. These criteria must, as a minimum, cover those listed in Schedule 2 of the 2004 Environmental Assessment of Plans and Programmes Regulations.	Eden District Council has developed a Sustainability Appraisal framework for housing allocations. The Council anticipates that this could be modified and used for the employment work. Information will be provided by the Council.
3	A Habitats Regulation Assessment – initial scoping.	A scoping report to investigate and demonstrate whether planned employment development may give rise to significant impacts on sites protected under European law. This will include an assessment of sites within Eden District	
		The document must address potential cumulative impacts of new employment development.	
		The document must comply with the Conservation of Habitats and Species Regulations 2010.	
		The appointed consultant will be expected to consult with Natural England as outlined in the Regulations.	
4	A full Habitats Regulation Assessment including	This document would only be produced if options appraisal showed that there was no option but to deliver employment sites which potentially affected protected sites.	
Appropriate Assessment.		The document must comply with the Conservation of Habitats and Species Regulations 2010.	
		This assessment, if needed should detail the mitigation and compensatory arrangements required, or outline why these cannot be considered satisfactory.	
		The outside organisation will be expected to consult with Natural England as outlined in the Regulations	

### **EXISTING BACKGROUND WORK AND STUDIES**

Several key pieces of work have been undertaken that will inform this work:

• *Eden District Employment Land Availability Study* (Drivers Jonas, December 2009). This examined existing provision and future employment requirements

and is considered to be up to date. It will form one of the key sources of information, in carrying out this work.

www.eden.gov.uk/EasySiteWeb/GatewayLink.aspx?alld=18300

• The Penrith Masterplan (AECOM, 2011) The Masterplan was commissioned after adoption of the Core Strategy and considered additional options for strategic housing and employment sites around the town. The Core Strategy indicated that most new employment, in Penrith, would come forward to the north of the town, and the Masterplan (section 5.3) recognised that there may be constraints that may prevent this land from coming forward. It therefore recommended that the Council appraise four alternative sites, and it is intended that this piece of work will fulfil that aim.

www.eden.gov.uk/your-council/partnerships/penrith-partnership/

- The Council is currently working on site allocations for new housing, which is being underpinned by Sustainability Assessment and Habitats Assessment work.
- Traffic modelling work (SATURN modelling), for Penrith, is also carried out by Cumbria County Council, and considers the potential impacts of various housing and employment options. This will be available to the consultants in late January and should inform the way that different options impact on the highway network.

The following documents are also available to assist with the work:

- Eden Core Strategy (March 31<sup>st</sup> 2010) <u>www.eden.gov.uk/planning-and-</u> <u>development/eden-local-development-framework/development-plan-</u> <u>documents/core-strategy-dpd/</u>
- Penrith Landscape and Visual Impact Assessment www.eden.gov.uk/planning-and-development/eden-local-developmentframework/ldf-evidence-base
- Alston Landscape and Visual Impact Assessment - www.eden.gov.uk/planning-and-development/eden-local-development-framework/ldf-evidence-base
- Appleby Landscape and Visual Impact Assessment www.eden.gov.uk/planning-and-development/eden-local-developmentframework/ldf-evidence-base
- Kirkby Stephen Landscape and Visual Impact Assessment www.eden.gov.uk/planning-and-development/eden-local-developmentframework/ldf-evidence-base
- Strategic Flood Risk Assessment (October 2007) -/www.eden.gov.uk/EasySiteWeb/GatewayLink.aspx?alld=13922

### **KEY CONSULTEES**

Cumbria County Council Highways and Transport, and Economic Development.

Highways Agency.

Environment Agency.

United Utilities.

National Grid.

The Local Enterprise Partnership.

### PROJECT SPECIFIC CONSIDERATIONS AND MANAGEMENT ARRANGEMENTS

The project will be overseen by the Head of Planning, Eden District Council. The work should cover the following phases:

### Stage One – Baseline Study

The analysis, at this first stage, should allow the consultants to develop a robust methodology for assessing employment sites at Stage Two, in order to select the most appropriate location(s) for growth. This should include:

- A methodology for carrying out the options appraisal.
- A methodology for carrying out the sustainability appraisal and Habitats Regulations Assessment work (the Council will supply the methodologies used for the housing sites work which could be easily adapted).
- A description of types of infrastructure to be appraised, identification of sources of information, and a template for the delivery schedule.
- A list of key stakeholders and a methodology for looking at viability and marketability of sites and their possible uses.

The Baseline Study and analysis should be presented to the client in report format, clearly demonstrating how this information will influence the development of options.

### Stage Two – Options Appraisal

The Baseline Study should then inform the second stage of work which should start to develop a range of options for the development of the broad locations for growth, based on capacity and feasibility guidelines, established as a consequence of the Baseline Study.

### Stage Three – Final Document

The final stage will take the feedback from the client and work up the final Preferred Sites draft Plan and accompanying information. The final report should ensure that the baseline evidence, supporting the options and justifying the final proposals, is clearly set out. The final report should also incorporate guidance on the general viability and deliverability of the options and an approach to the phased delivery of growth.

The final report should be presented to the client group, in draft form, to provide the opportunity for input. Once all comments have been addressed, the documents should be finalised and delivered to the client group.

### OUTPUTS

The appointed consultant will be expected to attend three key meetings with the client but also adopt a flexible approach to a meeting regime where other meetings, with key personnel, may be required or requested. The first client meeting is an inception meeting, to get the project underway, ensure the brief is understood and agreed, and for the consultant to present their initial thoughts. The next meeting will be held before the baseline work is finalised, and will provide a platform to discuss the findings, take on board comments from the client, and to discuss how this material is to be taken forward into the development of options. A brief Options Report will then be produced and presented to the client group, to inform the client group about the preferred option and allow input. The final meeting will look at the final draft.

The copyright for all material, produced as part of this commission, will be held by Eden District Council.

### PROGRAMME

### Indicative project timescales

It is envisaged that the work will follow the programme below:

Issue consultants brief:	10 December 2012
Deadline for submission of consultants' proposals:	7 p.m. 04 January 2013
Interviews for selection of consultant:	09 January 2013
Appoint consultants:	11 January 2013
Inception meeting:	15 January 2013
Baseline Study Report meeting:	11 February 2013
Options Report Meeting:	11 March 2013
Draft final document meeting:	5 April 2013

Delivery of the final document:	10 April 2013

This timetable will need to be extended and renegotiated if the Scoping Report, for Habitats Regulation Assessment, shows a likelihood of significant impacts on internationally protected sites, which would require a full Appropriate Assessment.

Consultants are to indicate whether any aspects of the proposed programme are likely to cause issues and make recommendations accordingly.

### FEES

A fixed, lump sum fee quotation, for producing each of the outputs of this commission, is required, together with a total. This should exclude VAT but include expenses. Travel costs and other expenses cannot be charged separately and should therefore be included within the fixed fee quotation.

The outputs are:

- 1 A draft Preferred Employment Sites planning policy document, together with an options appraisal report underpinning the selection of sites.
- 2 An accompanying sustainability appraisal for the above.
- 3 An accompanying Scoping Report to meet the requirements of the Habitats Regulations/Directive.
- 4 If required, a full Appropriate Assessment of employment sites.

### **Payment Terms and Conditions**

The appointed consultants will be appointed and paid directly by Eden District Council.

Payments will be made in proportions, upon completion of the following milestones:

- Submission of the final Baseline Review Report (20%)
- Submission of the Options Report (40%)
- Sign off of the final documents (40%)

### **PROJECT MANAGEMENT STRUCTURE**

The principal contact, at Eden District Council, will be the Planning Manager who will act as the day to day contact and will also chair client meetings. It is anticipated that the steering group will comprise of; the Head of Planning - Eden District Council, the Senior Planning Officer (Policy) - Eden District Council, and a representative from Cumbria County Council.

### SUBMISSION REQUIREMENTS

Expressions of interest should be made through the North West Council's e-tendering Portal 'The Chest': www.the-chest.org.uk and tenders should arrive no later than 7 pm on 04 January 2013.

Please include the following information within your tender response:

- Details of the Project Manager.
- The proposed approach to project management.
- The proposed Project Team structure.
- Details of any sub-consultants that may be required.
- Pen portraits and a description of each key team member's role within the project.
- The proposed methodology for undertaking the commission.
- Details of experience related to the work required under this commission.
- An anticipated programme for delivering the commission, including key milestones, and incorporating the specific outputs detailed above.
- A Resource Plan, providing daily fee rates for each team member, allocation of the time of each team member across the work programme, and the total fee, including all expenses and travel costs.

Questions, and any responses, may be anonymously copied to all other tenderers, for transparency purposes.

### **EVALUATION CRITERIA**

The selection of consultants will be made on the following basis:

- 70% cost
- 30% quality

The cost element of the submissions will be scored as follows:

The lowest cost tender will receive 70 marks. The lowest acceptable tender will score full mark. All other tenders will score fewer marks, based on the %age that each tender figure is above the lowest tender. For example: - A tender which is priced 15% higher than the lowest tender, will score: 70 minus  $(15\% \times 70) = 59.5$  points.

The quality element of the submissions will be scored as follows:

- Quality: 11 marks
- Technical merit: 5 marks

- Staff and other resources: 6 marks
- Management and communication: 5 marks
- Programme 3 marks

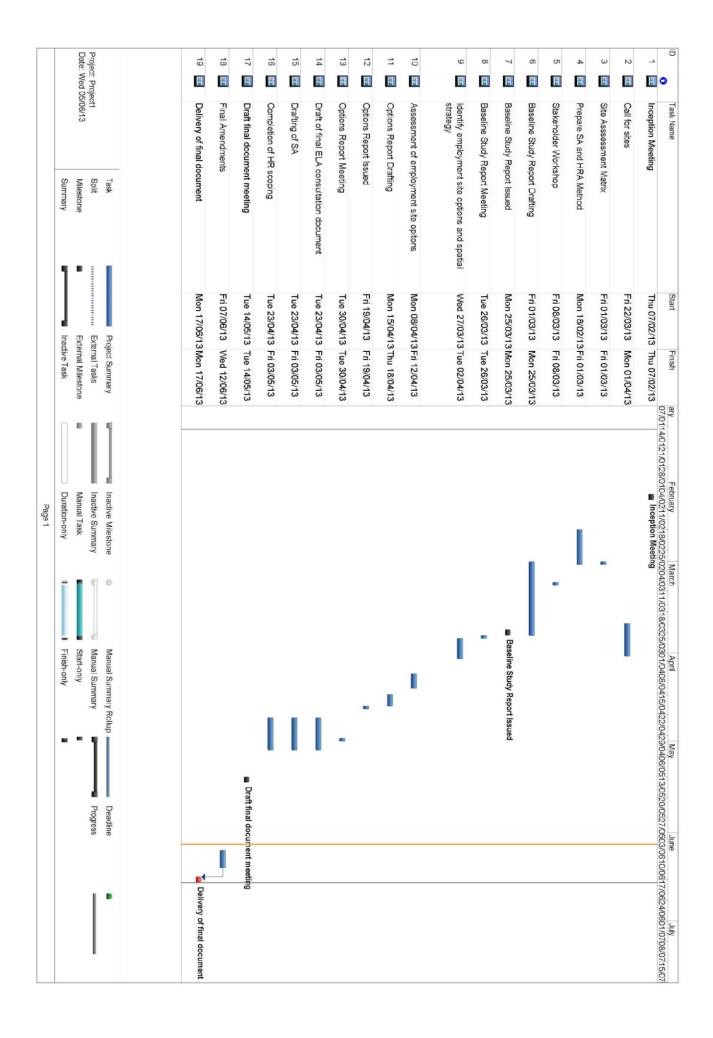
An example copy of the Evaluation Matrix that will be used to assess the submissions against these criteria can be found at Appendix A.

### INTERVIEW/SELECTION PROCEDURES AND TIMESCALES

The Council may take the opportunity to invite consultants to an interview, following the assessment of the bids received. If required, these interviews will take place on 09 January 2013. Key team members, intended to deliver the commission, should be available to attend on that date. Consultants invited to attend an interview, will be assessed on the criteria within the Evaluation Matrix at Appendix A.

### CONSULTANT'S QUESTIONS AND ANSWERS

Any questions or comments, about the tender, the process, timescales, etc, must only be submitted via the Chest. Direct emails will not receive a response. **Appendix 2: Indicative Project Timetable** 



## **Appendix 3: List of Main Stakeholders**

Eden District Council (Planning and Economic Development) Cumbria County Council (Highways and Transport, and Economic Development) The Highways Agency The Environment Agency United Utilities National Grid English Heritage Natural England The Cumbria Local Enterprise Partnership Penrith Chamber of Trade and Commerce Cumbria Rural Enterprise Agency Cumbria NHS Trust University of Cumbria

Various commercial agents and developers (e.g. Piell & Co, Cumbrian Properties Ltd, Carigiet Cowen Chartered Surveyors, Taylor & Hardy, St & Co)

## Appendix 4: List of Background Information Reviewed

Eden District Employment Land Study (Drivers Jonas, 2009)

Relevant other Local Plan / Core Strategy evidence base documents including the Strategic Flood Risk Assessment (October 2007) and Landscape Assessments for different parts of the District

The Eden Core Strategy (31<sup>st</sup> March 2010) and associated Sustainability Appraisal(s)

The Penrith Masterplan (AECOM, 2011)

Eden District Local Plan Proposed Housing (Preferred Sites and Policies) document (EDC, February 2013), also including associated site assessments, Sustainability Appraisal and Habitats Assessment work

Data and information supplied by Cumbria County Council, including in respect of employment land supply and traffic modelling

Environmental Scoping Report for the Eden Business Park Extension (Halcrow, 2011)

Informal draft Planning Brief for land up to Junction 40 of the M6 (September 2011)

## Appendix 5: Details of 'Call for Employment Sites' Exercise



## **Eden Local Plan**

# Housing: Preferred Sites and Policies

## **COMMENTS FORM**

For official use only		
Resp No:		
Rep No:		
Date Rec:		

Please take this opportunity to have your say on the future of housing development in Eden. Before you start please read the Housing: Preferred Sites and Policies document available at

www.eden.gov.uk/preferredhousingallocations

This questionnaire is split into four parts in order for you to tell us what you think about:

- 1. Housing Policies
- 2. Proposed Preferred Housing Sites
- 3. Propose A New Site- for Housing, Employment or Gypsies and Travellers
- 4. General comments

The consultation on the Housing: Preferred Sites and Policies document lasts for 8 weeks and the questionnaire needs to be returned by **Friday 22 April 2013**.

Please complete this form in black ink; alternatively an electronic version can be completed at: https://eforms.eden.gov.uk/formserver/ldfhousingconsultation.form

This form may be photocopied, or you can obtain further copies free of charge from Eden District Council. If there is insufficient space provided, please continue on a separate sheet as necessary and staple it firmly to this form.

If you require a copy in an alternative format (e.g. large print) please contact the Communication Officer on 01768 212137

Your Details	Agent's Details (if applicable)
Name	Name
Organisation	Company
Address	Address
	Postcode
Postcode	
	Email
Email	

### PART ONE: HOUSING POLICIES

### 1. Policy SD1 - The Presumption in favour of Sustainable Development

Do you support this policy?

Yes 🗆 No 🗆

Comments on this policy (including whether a different option should be preferred):

### 2. Policy HS1 - Local Service Centres

Do you support this policy?

Yes 🗆 No 🗆

### 3. Policy HS2 - Housing Allocations

Do you support this policy?

Yes □ No □

### 4. Policy HS3 - Masterplans

Do you support this policy?

Yes □ No □

Comments on this policy (including whether a different option should be preferred):

### 5. Policy HS4 - Additional Housing to Meet Local Need in Rural Areas

Do you support this policy?

Yes □ No □

### 6. Policy HS5 - Housing Mix

Do you support this policy?

Yes □ No □

### 7. Policy HS6 - Design

Do you support this policy?

Yes 🗆 No 🗆

Comments on this policy (including whether a different option should be preferred):

### 8. Policy HS7 - Housing for Older People and Those in Need of Support

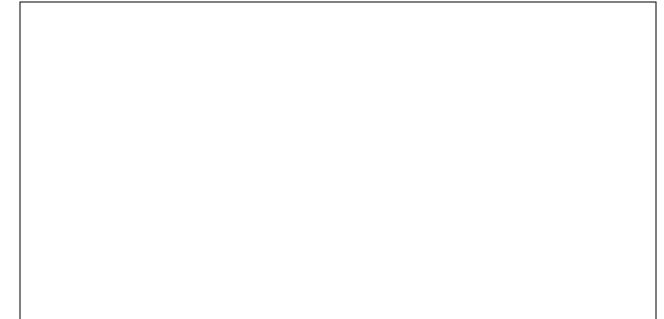
Do you support this policy?

Yes 🗆 No 🗆

### 9. Policy HS8 - Essential Dwellings for Workers in the Countryside

Do you support this policy?

Yes □ No □



### 10. Policy HS10 - Conversion of Employment Sites to Housing

Do you support this policy?

Yes 🗆 No 🗆

Comments on this policy (including whether a different option should be preferred):

### 11. Policy - Holiday Accommodation

Do you support this policy?

Yes □ No □

### 12. Policy HS12 - Live/Work Units

Do you support this policy?

Yes 🗆 No 🗆

### PART TWO: PROPOSED PREFERRED HOUSING SITES

Which location/site are you commenting on?

Location: .....

Site Reference Number: .....

Are you objecting to or supporting the site?

Objecting Supporting

Please explain why you are objecting to or supporting this site:

L		



### PART THREE: PROPOSE A NEW SITE

What is the address / location of the site? (Please provide as much detail as possible and attach a plan to this form showing the location of the site.)

Address/ Location:

Address/ Location:
What use do you propose this site would be suitable for? (Please tick)
Employment Site 

Housing Site 

Gypsy and Traveller Site

Please explain why you are proposing this site:

	1



### PART FOUR: GENERAL COMMENTS

Please give any comments you have on the Housing: Preferred Sites and Policies document or technical appendices (including Sustainability Appraisal and Habitats Regulations Assessment).

Paragraph or section (if applicable): .....

Comments:

г

S	ignature Date
	Please return completed forms to:
	Planning Policy, Eden District Council, Mansion House, Penrith, CA11 7YG
	Or email to: preferredsites@eden.gov.uk

Please return this form no later than Friday 22 April 2013

Thank you

## Appendix 6: Employment Site options-Commercial Appraisal Criteria

## Eden District Local Plan, Employment Chapter

### **Qualitative Site Assessment Criteria**

Site Name and Address

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site area (developed, committed/under construction, vacant)	
	(Possible) future floor space on vacant land (by sector/use class)	
General Site Description		·

### **Market Attractiveness**

Appraisal Criteria	Indicator	Score	Scoring Criteria
		1	Buildings and external areas are of very poor quality and condition / very restricted provision of parking, circulation and servicing / poor quality of surrounding environment
	Quality of the existing portfolio, internal and external environment*	2	Buildings and external areas are of poor to moderate quality and condition / restricted provision of parking, circulation and servicing / quality of surrounding environment may limit the attractiveness of the site for certain users
		3	Buildings and external areas are of reasonable quality and condition providing an average range of building type and size/adequate provision of parking, circulating and servicing/ quality of surrounding environment unlikely to significantly limit the attractiveness of the site for most users.
		4	Buildings and external areas are of good quality and condition providing a good range of building type, size and tenure/good provision of parking, circulation and servicing/quality of surrounding environment will likely be a positive factor to attracting occupiers.
		1	Poor quality of surrounding environment
		2	Quality/nature of surrounding environment may limit the attractiveness of the site

Appraisal Criteria	Indicator	Score	Scoring Criteria
			for certain users
	Quality of the external environment**	3	Quality/nature of surrounding environment unlikely to significantly limit the attractiveness of the site for most users
		4	Quality/nature of surrounding environment will be a positive factor to attracting occupiers

		1	The site is substantially exposed to noise, dust and/or smell which significantly affects the quality of the immediate environment.
	Amenity Impacts (eg noise, dust	2	The site is exposed to some noise, dust or smell which somewhat affects the
	& smell)	-	quality of the environment at certain periods of day.
		3	Occasionally, the site is exposed to some noise, dust or smell which can affect the amenity of the immediate environment.
		4	The site does not appear to be exposed to unreasonable levels of noise, smell, dust or other amenity factors
	Adjoining land uses	1	The site is surrounded entirely by 'bad' neighbour uses and/or sensitive uses
		2	The site has some 'bad' neighbour uses/or sensitive uses adjoining or within the site
		3	The site has little or no 'bad' neighbouring uses but has some potentially sensitive uses nearby
		4	The site is located in an area of other similar uses or open countryside
	Road Frontage Visibility	1	The site is not visible from any road frontage
		2	The site has some visibility to a local road
ment		3	The site has some limited visibility to an 'A' Road or motorway/high visibility to a local road
Quality o		4	The site has a highly visible frontage to an 'A' road or motorway
	Perception of the wider environmental quality (attractive, countryside setting, urban context in need of regeneration etc)	1	The surrounding environment is attractive open countryside where development would significantly detract from the environmental quality
		2	The surrounding environment is already developed to a high standard therefore development/redevelopment would neither detract or enhance the wider environmental quality
		3	The surrounding environment is semi rural where development could have some impact on the environmental quality however high quality development that responds to the environment could override any harm caused
		4	The surrounding area is of poor quality and required significant regeneration. Development/redevelopment of the site would significantly enhance the wider environmental quality
		1	The site is located more than 2 kilometres away from local facilities
	Availability of local facilities including retail and housing	2	The site is located 1-2 kilometres away from local facilities
		3	The site is located less than 1 kilometre away from local facilities but not immediately adjacent

Appraisal Criteria	Indicator	Score	Scoring Criteria	
		4	The site is located immediately adjacent local facilities	
		1	Located more than 2 kilometres away from a motorway or major arterial route	
	Ease of access to the strategic highway networks (ie an 'A'	2	Located 1-2 kilometres away from a motorway or major arterial route	
liity	Road/ Motorway)	3	Located less than 1 kilometre away from a motorway or major arterial route but not immediately adjacent	
Accessibility		4	Located immediately adjacent to a motorway or major arterial route with easy accessibility to these routes	
	Quality of local road access	1	Very narrow surrounding roads potentially unadopted/heavy congestion at most periods	
		2	Width of surrounding roads could create potential issues for HGV access/potential for heavy congestion at peak periods	
		3	Surrounding roads are relatively wide/ likely to be limited congestion at peak periods.	
		4	Surrounding roads are wide/no apparent issues of congestion	
		1	Significant site access (visibility) constraints/possible 'ransom' issues	
	Quality of Site Access	2	Possible site access (visibility) constraints, including for larger commercial vehicles, which could constrain development	
		3	Likely to be only minimal site access (visibility constraints)	
		4	No apparent site access (visibility) constraints	
		1	Site has been available (e.g. allocated) for more than 10 years	
		2	Site has been available (e.g allocated) for 6-10 years	
	Duration of availability**	3	Site has been available (e.g. allocated or committed) for 2-5 years	
mand		4	Site has been available (e.g. allocated or committed) for less than 2 years	
seption of De		1	No evidence of active marketing, recent completions or development under construction at the time of the survey. On developed sites vacant levels appear very high	
Market Conditions/Perception of Demand	Marketing and enquiry interest	2	Evidence of limited marketing but low level of interest for employment uses indicated by agents/limited or no recent completions or development under construction at the time of the survey. On developed sites, vacancy levels appear high.	
Market (		3	Evidence of active marketing with moderate levels of interest for employment uses indicated by agents/may be some recent completions or development under construction at the time of the survey. On developed sites, vacancy levels appear average	
		4	Evidence of active marketing with high levels of interest for employment uses indicated by agents/good level of recent completions or development under construction at the time of the survey. On developed sites, vacancy levels are low	
Owners hip		1	Site owner(s) actively pursuing non-employment uses (eg extant planning permission exists for non-employment use/recent pre-application discussions/submissions for non-employment uses through LDF)	

Appraisal Criteria	Indicator	Score	Scoring Criteria
	Ownership/Owner aspirations	2	Site is unknown multiple/single ownership, no extant planning permissions/recent pre-application discussions for employment or non-employment development, owner aspirations unknown
			Site is in known multiple/single ownership, no extant planning permissions for employment or non-employment development owner aspirations for employment appear neutral
		4	Site owner(s) actively pursuing employment uses (eg extant planning permission exists for employment use/recent pre-application discussions)
	Environmental constraints and abnormal development requirements (e.g.	1	The site is constrained by several environmental constraints/abnormal development requirements which will likely significant limit development potential
	landscape/nature conservation designations), TPO's and identified development requirements/issues/constraints set out in Local Plan policies, site developments briefs etc)**	2	The site is constrained by some environmental constraints/abnormal development requirements which could limit development potential
aints		3	The site is unlikely to be significantly constrained by environmental constraints/abnormal development requirements and these issues will likely only have a minimal impact on development potential.
Site Development Constraints		4	There are no identified environmental or known abnormal development requirements applying to the site
evelopme	Heritage features (listed buildings and conservation areas).	1	The site is constrained by several Heritage constraints/abnormal development requirements which will likely significant limit development potential
Site D		2	The site is constrained by some Heritage constraints/abnormal development requirements which could limit development potential
		3	The site is unlikely to be significantly constrained by Heritage constraints/abnormal development requirements and these issues will likely only have a minimal impact on development potential.
		4	There are no identified Heritage or known abnormal development requirements applying to the site

Appraisal Criteria	Indicator	Score	Scoring Criteria	
		1	Site less than 0.5 hectares/significantly constrained by physical site features	
	Physical site features (eg pylons, and known underground utilities infrastructure dissecting the site)**	2	Site is between 0.5 and 1 hectare/constrained by certain physical site features	
		3	Site is between 1 and 5 hectares/may have some physical constraining features	
		4	Site is in excess of 5 hectares/no apparent evidence of physical constraining features	
	Geological site features (eg site size, shape, topography, drainage ditches)	1	Site less than 0.5 hectares/significantly constrained by geological site features	
		2	Site is between 0.5 and 1 hectare/constrained by certain geological site features	
		3	Site is between 1 and 5 hectares/may have some geographic geological constraining features	

	4	Site is in excess of 5 hectares/no apparent evidence of geological constraining features
	1	Likely to be significantly contaminated requiring substantial ground preparation and remediation
Ground conditions/	2	Likely to be contaminated requiring some ground preparation and remediation
contamination**	3	Likely to be only limited potential for contamination requiring minimal ground preparation and remediation works
	4	Contamination unlikely, no significant ground preparation works required
	1	Flood Zone 3(a)
Flooding	2	Flood Zone 3(b)
	3	Flood Zone 2
	4	Flood Zone 1

\* \*\*

Applies to occupied sites/re-use opportunities only Applies to vacant/part vacant sites and redevelopment opportunities only

### **Environmental Sustainability**

Appraisal Criteria	Indicator	Score	Scoring Criteria
		1	The site is located completely outside of a defined urban area
	Sequential Location	2	The site is located out of centre, but within the urban area
		3	The site is located within or on the edge of an existing district or town centre
		4	The site is located within or edge of an existing city centre
ources		1	The site is predominantly/wholly Greenfield
al Reso	Land classification	2	The site is less than 50% brownfield
of Natur		3	The site is more than 50% brownfield
Prudent use of Natural Resources		4	The site is wholly brownfield
Prude	Ease of access to public transport	1	The site is more than 500m from a main bus route and more than 1km of a train or bus station
		2	The site is located within 500m of a main bus route (but not immediately adjacent) and/or within 1km of a train or bus station
		3	The site immediately adjacent to a main bus route and within 1km of a train or bus station
		4	The site is located within 500m of a train or bus station
		1	There are no existing footpaths or cycle links to the site
	Ease of walking and cycling	2	There are some footpaths or cycle links to the site although provision is limited and is not continuous
		3	There are reasonable footpath and/or cycle links to the site but use may be constrained by certain factors

Appraisal Criteria	Indicator	Score	Scoring Criteria	
		4	There are good and attractive footpath and cycle links to the site	
ment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	1	Development of a Greenfield site which would significantly detract from the existing environmental quality and would be detrimental to the environmental resources in this area	
n and ne Environment		2	Development/redevelopment will neither detract nor enhance the townscape or additionally impact on the environmental resources in the area	
Effective protection and enhancement of the En		3	Development/redevelopment will provide an improvement to the existing townscape quality without additionally impacting on environment resources	
Effective enhance		4	Development/redevelopment will significantly improve the quality of the wider environmental quality and townscape without impacting on environmental resources	

\* \*\*

### Applies to occupies sites/re-use opportunities only Applies to vacant/part vacant sites and redevelopment opportunities only

### **Strategic Planning**

Appraisal Criteria	Indicator	Score	Scoring Criteria	
	Multiple Deprivation Indices (national	1	The site is within a neighboured ranked within the most affluent for multiple deprivation (super output area lower layer is in top quartile of least deprived (75% plus) for the country)	
	statistics website)	2	The site is within a neighbourhood ranked as average to affluent for multiple deprivation (super output area lower layer is in the 50% to 75% least deprived quartile for the country)	
		3	The site is within a neighbourhood ranked as average to deprived for multiple deprivation (super output area lower level is in the 50% to 25% quartile for deprivation in the country)	
		4	The site is within a neighbourhood ranked as deprived for multiple deprivation (super output area lower level is in the 25% or below quartile for deprivation in the country)	
tion	Ability to deliver specific regeneration objectives (including comprehensive/mixed use development	1	Development/redevelopment of the site would detract from existing environmental quality (e.g. development would impact on attractive open countryside) and/or would significantly conflict with local regeneration strategies for the area.	
Regenera		2	Development/redevelopment of the site would likely have a neutral impact on existing environmental and/or local regeneration strategies for the area	
ess and R		3	Development/redevelopment of the site would improve existing environmental quality and/or could contribute towards local regeneration strategies for the area	
Social Progress and Regeneration		4	Development/redevelopment of the site would make a significant improvement to existing environmental quality and could make a substantial contribution towards local regeneration strategies for the area	
pment	Ability to improve local economic activity rates	1	The site is located in a ward of high economic activity (76% plus economically active in employment)	
Economic Development		2	The site is located in a ward of good economic activity (70% to 75% economically active in employment)	
Econorr		3	The site is located In a ward of moderate economic activity (65% to 70% economically active in employment)	

Appraisal Criteria	Indicator	Score	Scoring Criteria	
		4	The site is located in a ward of low economic activity (below 65% economically active in employment)	
	1         Site does not have the ability to de objectives           Economic Development         5		Site does not have the ability to deliver any regional or local economic development objectives	
		2	The site has a limited ability to deliver regional or local economic development objectives	
		3	The site has a good ability to deliver a number of regional or local economic development objectives	
		4	The site has an excellent ability to deliver several significant regional and local policy objectives	

Deloitte LLP April 2013 Appendix 7: Note of Stakeholder Workshop

#### Attendees

Alexander McCallion – Deloitte LLP (AM)

Steven Roberts - Deloitte LLP (SR)

Paul Landreth – Cumbria County Council (PL)

Amyn Fazel - Penrith Building Society / Chamber of Trade (AF)

Graham Hale – Cumbria County Council (GH)

Cameron Austin Fell - Eden District Council (CAF)

Richard Haywood – Cumbria County Highways (RH)

Chris Harrison – PFK (CH)

Bob Taylor – Taylor and Hardy (BT)

Ruth Atkinson - Eden District Council (RA)

Graham McWilliam – Invest in Cumbria (GM)

Richard Percival – Carigiet Cowen (RP)

#### **Circulated to**

All present

#### Date

15 March 2013 at Penrith Town Hall, Penrith

#### Subject

Local Plan Stakeholder Workshop – Employment Chapter.

Order Main item

Order Main item

#### 1. Meeting Note

- 1.1 Workshop opened by introducing Deloitte and explaining their instruction to assist Eden District Council with the production of the Employment Chapter of the Eden Local Plan.
- 1.2 Introductions around the table followed to introduce each stakeholder and explain their role/position.
- 1.3 Deloitte is commissioned to undertake the employment chapter of the new Local Plan, specifically to review a shortlist of sites and comment on their deliverability and suitability. This work will underpin our report which will be put forward to the Inspector for Examination in Public. This stakeholder engagement forms an integral part of this process and this meeting allows you to talk about the wider economic issues that are prevalent within the market; which may have effects on sites that come forward during the plan period.
- 1.4 Three main parts to Deloitte's instruction:
  - Part 1 Baseline Study.
  - Part 2 Options Appraisal (examination of sites and making comments of their suitability).
  - Part 3 Preparation of Economic Chapter.
- 1.5 The development market is cyclical and we are currently coming out of and potentially re-entering into recession. However, we have to assume growth over the plan period and that the market strengthens. We are here to discuss and potentially identify sites to ensure there is sufficient land to meet the Core Strategy 50 Ha provision.
- 1.6 Setting the scene for today's discussion:

Strengths:

• The M6 Corridor;

#### Order Main item

- Higher than average qualification levels;
- Attractive living environment;
- Future development attract employment; and
- Cumbria Energy Coast.

Constraints:

- Rural District with Low GVA;
- Narrow band of economic sectors;
- Ageing population;
- Competition from neighbouring Districts; and
- Distance from Energy Coast.
- 1.7 The purpose of this discussion is to ascertain: How can Penrith capture some of the spin off from the Energy Coast? What can, and should, be done to take advantage of the opportunities and overcome the constraints? Where should the main focus for economic growth be? Highways constrains and how sites can be masterplanned? Identify qualitative and quantitative aspects to recognise any gaps in the markets which can be rectified during this process.
- 1.8 Another of Penrith's constraints tends to be that whilst the population is ageing, it is not helped by the lack of ability to retain younger, newly qualified people. Opportunities are thin and restricted lack of appropriate housing means people are relocating elsewhere; this issue covers Cumbria in general.
- 1.9 Also, due to the area being relatively sparsely populated, it is difficult to attract large employers to locate on an economically beneficial basis. For example, Gill Willy has been market for years and it has been remarkably difficult to get the scheme off the ground.
- 1.10 From a house builders perspective, Cumbria has relatively few National House-builders operating within the market. The majority of new

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	development is from local means – Story Homes etc.
1.11	Many of the larger firms are indigenous to the area for example James Croppers PLC, Lakeland Plastics Ltd, Eddie Stobarts Ltd, all of which are local firms which have grown.
1.12	Pirelli is the last example of a larger firm coming into the area which dates back to 1960's. Focus should be to concentrate on local firms and allow them to grow and develop.
1.13	Need to find suitable sites that would allow that to happen, however, local businesses are more likely to locate on the basis a site is within the correct location and suitably sized. They have less flexibility than larger established firms.
1.14	In past exercises where the Council have tried to encourage business growth in Cumbria many businesses reply with "why would we invest in Cumbria, how will it make me money?"
1.15	Employment sites need to be delivered as part of a masterplanned scheme and have a clear strategy for delivering the type of development aimed for. In the past there have been sites which have failed due to eclectic mixture of uses. A masterplanned approach should increase sites attractiveness to businesses – possibly where Gill Willy has suffered in the past.
1.16	We need to recognise that there is strong population growth in the area and the Authority must cater for both housing and employment needs. Eden has a good record of new business start-ups surviving compared to the average for Cumbria and the North West. Focus should be on new and fledgling businesses.
1.17	Regarding the Pirelli site, the Inspectors report states that the County Council and the City Council joined forces and promoted a greenfield site, as an exception, to meet the requirements of Pirelli as an occupier. Is it a mind-set that Planning Policy has less relevance for companies which are prestigious and likely to have higher economic benefits to their

Order Main item

relocation.

- 1.18 There would have been no suitable alternative sites within the City for a development of the scale of Pirelli. Sites like Skidmore Park would have been a functioning RAF base at the time.
- 1.19 It is difficult to know which should arrive (be attracted) first, should there be a push to encourage people and residency within the district with the intention that business will follow? Or should the drive be to encourage businesses to locate which in turn should attract people to move into the area. How should Penrith be promoted?
- 1.20 Should update the signage that welcomes people to Penrith. The current provision is not sufficient and gives off the wrong image for the town.
- 1.21 With Banks not lending to developers on speculative schemes it is difficult to provide the space to attract businesses to Penrith. The local plan needs to have the flexibility to allow the Authority to respond to changes in demand.
- 1.22 Public funding has dried up and we now need to come up with a method of unlocking the more difficult sites we are evaluating. Does anybody have any thoughts on methods of attracting/securing funding?
- 1.23 Speculative development is very rare in this market and difficult to find unless public funded. Penrith doesn't have the market which can demand the returns which are required by developers. The market is experiencing increased costs of construction (BREEAM ratings, expensive materials etc), and lower rents with headline (office) rents achieving under £12 per square foot (between £8-10). Developers get higher returns from bank interest.
- 1.24 Development at Junction 40 whilst it took an inordinate amount of time to become occupied, it now hosts a well balanced business base. It is also good for Penrith to have those businesses located on the motorway. Businesses are a flagship to Penrith.

#### Order Main item

- 1.25 If there is no capital value to underpin the development, nothing will come forward.
- 1.26 Advantage to Carlisle is that Penrith has a lack of historic stock which has allowed some newer developments to come forward. This has managed to attract slightly higher rents that the average for Cumbria at £15 per square foot. North of the County achieves between £5 and £5.50 for modern units of a reasonable size and organisations still unwilling to pay that. Hardly covers construction costs.
- 1.27 Kingmoor Park has over 1,500,000 sq ft and usually has around 100,000 sq ft available at any one time. The units are predominantly between 15,000 30,000 sq ft. The park is surrounded by land (over 100 Ha) which would be suitable for development should the park wish to expand.
- 1.28 Most of Carlisle's available land is owned by one person
- 1.29 DTZ's study confirmed that Carlisle had over 40 years of land supply.
- 1.30 The Border TV Site is well positioned for Junctions 42 and 43. The old railway site has employment allocation and access has been planned.
- 1.31 The Old Railway site is not the easiest to develop. Developers are interested in quicker returns
- 1.32 One of the problems with Carlisle and Penrith and to a lesser extent Gill Willy is the scale of the industrial sites available which have been developed over a number of years; they are not suitable to smaller scale business. We need a strategy which is based on smaller scale developments which will broaden out the range of opportunities on offer, and therefore smaller sites are required.
- 1.33 North Lakes Business Park at Flusco is an area where, over a period of time, 25+ acres has been developed. The site didn't get any occupiers until the owner developed the access road into the site to open it up. It was a slow and gradual process but the scheme is now fully developed.

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Premiums have been paid for smaller sites (small serviced plots which are predominantly owner occupiers).

- 1.34 There has been a need identified for smaller units at Kingmoor between 500-1,500 sq ft.
- 1.35 The provision of units has been developed over time. The units have been developed depending on the occupier needs. Penrith Industrial Estate comprises sites on an ad-hoc basis and that have been built to order rather than masterplanned.
- 1.36 Developers' visions should be masterplanned to allow marketing of a scheme, there needs to be a clear strategy for the future of the scheme. Developers need to focus on the end user and market reality. Need to stronger correlation between housing growth and business development to improve the demographic of the area.
- 1.37 Back when the Council bought Gill Willy the Council did have aspirations to masterplan the site however, Council's aspirations do not tally with reality.
- 1.38 Demand was not there, the majority of the take up was via indigenous companies which needed to expand and grow. There was no developer interest.
- 1.39 Due to market conditions, the Council had to sell the land as the asset was underperforming. Stobarts had intentions to develop the site for their rail business but this never materialised.
- 1.40 West Lakes Sellafields site has taken years to develop with high levels of public funding. The investment attracted blue chip companies but they require public money to subsidise the high rents.
- 1.41 West Cumbria still has ample underdeveloped land. Penrith is not in a position to compete directly. Occupiers in the nuclear sector are coming out of Warrington, and in reality, over one hour drive is too far for relocation to Penrith. Cockermouth is the furthest people are likely to

Order	Main item
	locate away from West Lakes.
1.42	What are the main factors which are restricting the expansion of the Gill Willy Site?
1.43	Road networks are at capacity already and would require large investment in infrastructure to aid development.
1.44	Aware of three firms whom intended to locate within the Penrith area. However, due to the higher costs, they have located East of A686. Many companies are having difficulty expanding due to sites being land locked.
1.45	WEA bought land off the Council and have 'land-banked'. Not been developed due to environmental constraints, topography, land locking and costs associated with development.
1.46	Site to the west contains Alba Proteins (abattoir/incinerator) which will deter many developers and occupiers from surrounding it. The abattoir/incinerator has recently invested a further couple of million to try and eradicate the odours being emitted.
1.47	The Alba site also has junction capacity issues (Junction 40).
1.48	Core Strategy 50 Ha of land will be required over the plan period (set in 2010 based on evidence collected in 2003).
1.49	Current belief is 30 Ha is required in Penrith.
1.50	Suggests the DTZ report which was used as part of the Core Strategy should be reviewed to identify any other potential development sites.
1.51	Opportunity for the West Site, need to review sources of funding to help facilitate development. Linked to the National Planning Policy Framework, we should consider joint developments with residential

#### Order Main item

element to help fund the commercial aspects. On this basis there is an element of housing considered at this site in the SHLAA.

- 1.52 Also need to consider two further sites, one located around Skirsgill, and one around Redhills (between Kria and Rheged). Smaller sites are more likely to come forward as there is no funding available to unlock the larger, more complicated strategic sites.
- 1.53 Redhills is accessed under the railway bridge near to the motel. The site is relatively divorced from Penrith. Access from the A592.
- 1.54 Skirsgills Site has good location, smaller site, easier to develop, opportunity to have element of mixed use. Main constraints involve finding a solution to access.
- 1.55 Need to produce a package to enable/support the delivery of infrastructure as a strategy to aid future developments.

### **Deloitte LLP**

15 March 2013

### **Appendix 8: Project Team Directory**

### **Eden District Council**

Name	Project Role	Contact Tel	Email
Gwyn Clark, Head of Planning Services	Project Director	01768 212388	gwyn.clark@eden.gov.uk
Paul Fellows, Senior Planning Officer	Project Manager & day to day contact	01768 212158	paul.fellows@eden.gov.uk
Cameron Austin-Fell, Planning Policy Officer	Project Support	01768 212266	cameron.austin-fell@eden.gov.uk

### **Core Consultant Team**

Name	Project Role	Contact Tel	Email
Richard Brown, Assistant Director	Project Manager	0121 695 5642	richarbrown@deloitte.co.uk
Alexander McCallion, Assistant Director	Project Delivery & day to day contact	0113 292 1361	amccallion@deloitte.co.uk
Deborah Starkings, Principal Consultant	SA and HRA management and delivery	0174 334 2740	deborah.starkings@amec.com

### Appendix 9: Employment Land Supply Information

	Penrith	Alston	Appleby	Kirkby Stephen	LSCs	ΟΑ	Total	
2006/7								
B1a (Offices)							0	
B1b (Research and development)							0	
B1c (Light industrial)							0	
B2 (General Industrial)							0	
B8 (Storage and Distribution)							0	
Mixed Use	1.89			0.23	0.96	1.2	4.28	
			200	7/8				
B1a (Offices)							0	
B1b (Research and development)							0	
B1c (Light industrial)							0	
B2 (General Industrial)							0	
B8 (Storage and Distribution)							0	

	Penrith	Alston	Appleby	Kirkby Stephen	LSCs	OA	Total		
Mixed Use	0.95					1.6	2.55		
2008/9									
B1a (Offices)							0		
B1b (Research and development)							0		
B1c (Light industrial)							0		
B2 (General Industrial)							0		
B8 (Storage and Distribution)							0		
Mixed Use					0.17		0.17		
			2009	9/10			-		
B1a (Offices)							0		
B1b (Research and development)							0		
B1c (Light industrial)							0		
B2 (General Industrial)							0		
B8 (Storage and Distribution)							0		
Mixed Use	0.46						0.46		
			2010	)/11		1	1		

	Penrith	Alston	Appleby	Kirkby Stephen	LSCs	ΟΑ	Total			
B1a (Offices)							0			
B1b (Research and development)							0			
B1c (Light industrial)							0			
B2 (General Industrial)							0			
B8 (Storage and Distribution)							0			
Mixed Use							0			
	2011/12									
B1a (Offices)	0.0373			0.009	0.1427	0.0094	0.1984			
B1b (Research and development)				0.009	0.0025	0.0054	0.0169			
B1c (Light industrial)	0.0814		-0.0066	0.009	0.1538	0.0094	0.247			
B2 (General Industrial)	0.2986	-0.036	-0.012	0.009		0.0294	0.289			
B8 (Storage and Distribution)	0.1191	-0.005		0.009		0.0094	0.1325			
Mixed Use										
Totals	0.5364	-0.041	-0.0186	0.045	0.299	0.063	0.8838			

Total 2006/7 - 2011/12									
B1a (Offices)	0.0373	0	0	0.009	0.1427	0.0094	0.1984		

	Penrith	Alston	Appleby	Kirkby Stephen	LSCs	OA	Total
B1b (Research and development)	0	0	0	0.009	0.0025	0.0054	0.0169
B1c (Light industrial)	0.0814	0	-0.0066	0.009	0.1538	0.0094	0.247
B2 (General Industrial)	0.2986	-0.036	-0.012	0.009	0	0.0294	0.289
B8 (Storage and Distribution)	0.1191	-0.005	0	0.009	0	0.0094	0.1325
Mixed Use	3.3	0	0	0.23	1.13	2.8	7.46
Totals	3.8364	-0.041	-0.0186	0.275	1.429	2.863	8.3438