GVA
An APLEONA company

Final Report

65 Gresham Street
London
EC2V 7NQ

T: +44 (0)20 7911 2468
F: +44 (0)20 7911 2560

South Essex Economic Development Needs Assessment

Final Report

December 2017

Contents

Appendices

Prepared By: GVA
Status: Final Report
Draft Date: December 2017

For and on behalf of GVA Grimley Limited

1. Introduction

1.1 GVA has been commissioned to prepare the South Essex Economic Development Needs Assessment (EDNA) on behalf of the South Essex local authorities; Basildon Borough Council, Castle Point Borough Council, Rochford District Council, Southend-on-Sea Borough Council and Thurrock Borough Council.

1.2 The economic opportunities for South Essex are considerable. Its location, connections, labour force and land assets can enable the sub-region to capture a greater share of the Greater South East (and London's) ongoing growth, whilst also delivering employment opportunities driven by existing businesses and a growing residential population. However, the sub-region also faces a number of challenges to overcome, not least in managing the decline or transition of some traditional activities in combination with the requirement to deliver further investment in road and rail infrastructure in order to support economic renewal.

1.3 In recent years the South Essex sub-region has witnessed a number of strategic changes and experienced the effects of wider, long term trends, which are fundamentally changing the way employment land and floorspace is used and demand is generated. These have included;

- The 'London' effect – where businesses have been squeezed out of London and have sought space within South Essex, recent examples include the relocation of major facilities for Costa Coffee and the Daily Mail;
- The growth of new commercial transport hubs – including the first phase of London Gateway, the continued growth of London Southend Airport and the continued operation of Tilbury, all of which have had impacts on local infrastructure and business activity;
- Strengthening of specialist clusters – including the consolidation and growth of historic activities such as aeronautics, advanced engineering and logistics and the emergence of newer sectors (or new applications of established skills) such as the creative, health and green sectors;
- A changing population – both in terms of scale and mix the population of South Essex is changing. South Essex is seeing domestic inflows from East London (a trend mirrored in North Kent), natural growth and internal mixing, and an element of international migration. This is coupled with population aging which is being seen across the UK. These changes are bringing new skills and opportunities to the area, as well as challenges, and is aiding to diversify the economic focus; and

- Other institutions and drivers – including major town centres, tourism, the Royal Opera House Production Park, the University of Essex, Lakeside Basin and estuary access all help attract and support different employment generating activity.

1.4 These trends demonstrate the strength of the South Essex offer, capable of driving the economy forward. Existing and new infrastructure, a rapidly growing and diversifying population, an expanding and improving education base, revitalised and diversified town centres, and strong public and private sector investment have contributed to ongoing growth and will continue to underpin the sub-region's future success.

1.5 Yet success has not been uniform and despite significant economic strengths, some parts of the sub-region have been underperforming, with locations not reaping the benefits of the Greater South East's success. In addition, growth has not happened without consequent challenges in terms of its impact on South Essex's infrastructure and environment. It is critical that future employment development is delivered in a way that is smart, minimising its impact on land resources and infrastructure capacity.

1.6 A strategy is therefore required to bring together growth opportunities across South Essex, ensuring the area acts like a functional economic hub rather than developing competing or conflicting propositions. This should seek to support efficient use of valuable land and assets, maximising the role of infrastructure assets and underpinning sustainable patterns of growth. The growth of strategic hubs within South Essex is a critical element of realising South Essex's full economic potential, however it cannot be the sole focus as all parts of the community play a vital role in economic viability of the area and it should be ensured that these locations have the right combination of workspace, digital and transport infrastructure to provide real alternatives for businesses to locate.

1.7 The purpose of this EDNA is to draw together these strands of the South Essex economic picture, providing an evidenced, guidance compliant analysis of the economic and employment land opportunities and challenges for South Essex and establishing a strategic, multi-authority strategy for realising the area's economic opportunity. It provides practical and pragmatic guidance on land delivery to help set the direction for investment in the future, providing focus on specific areas within the local authorities as well as pan-South Essex guidance which ensures that a portfolio of sites is identified that maximises the use of land assets which are suitable for employment activity.

1.8 Set against a context of tightening public sector fiscal resources, providing a portfolio of land that maximises the use of existing or planned investments and infrastructure will be key, ensuring public resource requirements are minimised and privately delivered outputs maximised. Similarly, linking land and floorspace recommendations to an in depth understanding of market demand and occupier requirements should support businesses to be attracted to the area and, ultimately, provide the opportunity for increases in business rate revenue to be secured. This can create a virtuous circle of improvement and growth over the plan period.

1.9 Ultimately, as traditional activities continue to recede, recent investment trends strengthen, and new opportunities present themselves, the EDNA provides the South Essex authorities with a robust yet flexible approach to employment land that allows new growth to be captured but creates capacity for wider aspirations to be achieved within scarce land resources.

1.10 Whilst the EDNA is more than just a technical study, this is an important part of its role. It provides a fully guidance compliant, robust evidence base to support the development and refresh of planning policy and economic development strategy of the South Essex authorities.

1.11 The EDNA has been undertaken alongside the Thurrock Employment Land Availability Assessment (ELAA), which provides an updated assessment of the availability and suitability of employment land across Thurrock, updating the authority's previous employment land study undertaken in 2012. These two studies feed into each other, with the economic forecasting work undertaken as part of this Study informing the ELAA, and the ELAA's determination of the balance between employment supply and demand and its robust and locally distinctive and objective assessment of employment needs contributing to the strategic sub-regional conclusions of this Study.

1.12 The EDNA supports the existing and emerging planning policy of each of the South Essex authorities. For Thurrock Borough Council it acts as a key part of the evidence base supporting the emerging new Local Plan (alongside the Thurrock ELAA updating the previous Thurrock Employment Land Review), which is currently at Issues and Options stage. Similarly for Basildon Borough Council it provides additional economic evidence supporting the emerging new Local Plan (complementing the Basildon Borough Employment Land and Premises Study) which was consulted on as the Draft Local Plan in 2016.

1.13 For Rochford District Council the current employment evidence base document, Employment Land Study Update 2014, provides a detailed up to date assessment of the authority's employment land position, which this EDNA complements by providing the more strategic level assessment within which the Employment Land Study sits. Both these documents will constitute the evidence supporting the emerging new Local Plan process as it progresses.

1.14 For Castle Point Borough Council the existing Employment and Retail Needs Assessment 2012 provides the economic and employment evidence base for their new Local Plan (submitted for examination in August 2016). This EDNA complements the existing assessment and provides the strategic level assessment within which its more detailed assessment of employment sites sits. Similarly for Southend-on-Sea Borough Council, the EDNA supplements the existing

Employment Land Review, providing the strategic economic assessment within which it sits, and will provide evidence to support the development of the new Southend Local Plan.

2. South Essex Context & Strategic Considerations

2.1 The following section provides a general overview of the South Essex sub-region and sets the policy and strategy context for understanding the South Essex economic growth position and future opportunities. This reflects on the influence of national planning policy, and more specific consideration of the regional, sub-regional and local policy context, and the key strategic and local level challenges which this range of documents raise.

South Essex Area Overview

2.2 South Essex sits within the wider East of England economy and is heavily influenced by London, particularly the western part of the area including the Thurrock and Basildon Borough Councils.

2.3 As demonstrated in the Study Area map in Figure 1, and emphasised in Figure 2, there are strong regional connections through the strategic highway network and rail networks as well as waterfront logistics sites. These factors influence business location and have a positive impact on the labour market and particular sector strengths, such as logistics and port related activities. However, it is critical that further improvements to connections are secured in order to realise the potential economic growth of the area, including improvements to serve the rapidly growing London Southend Airport.

Figure 1 - South Essex EDNA Study Area

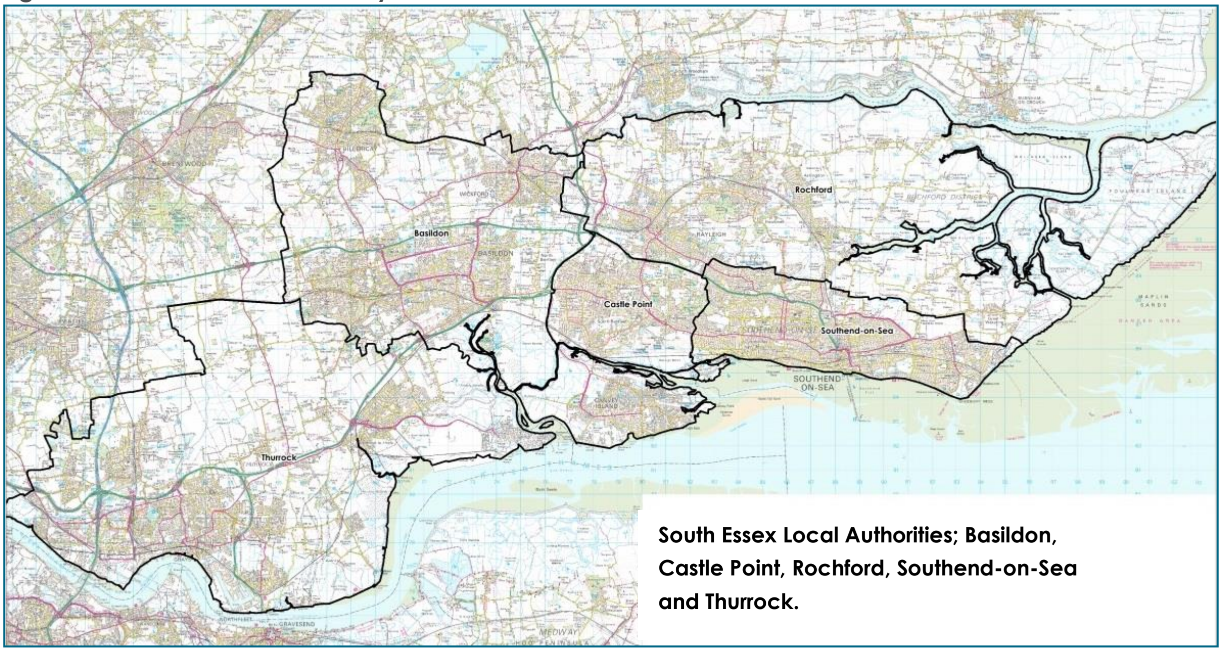
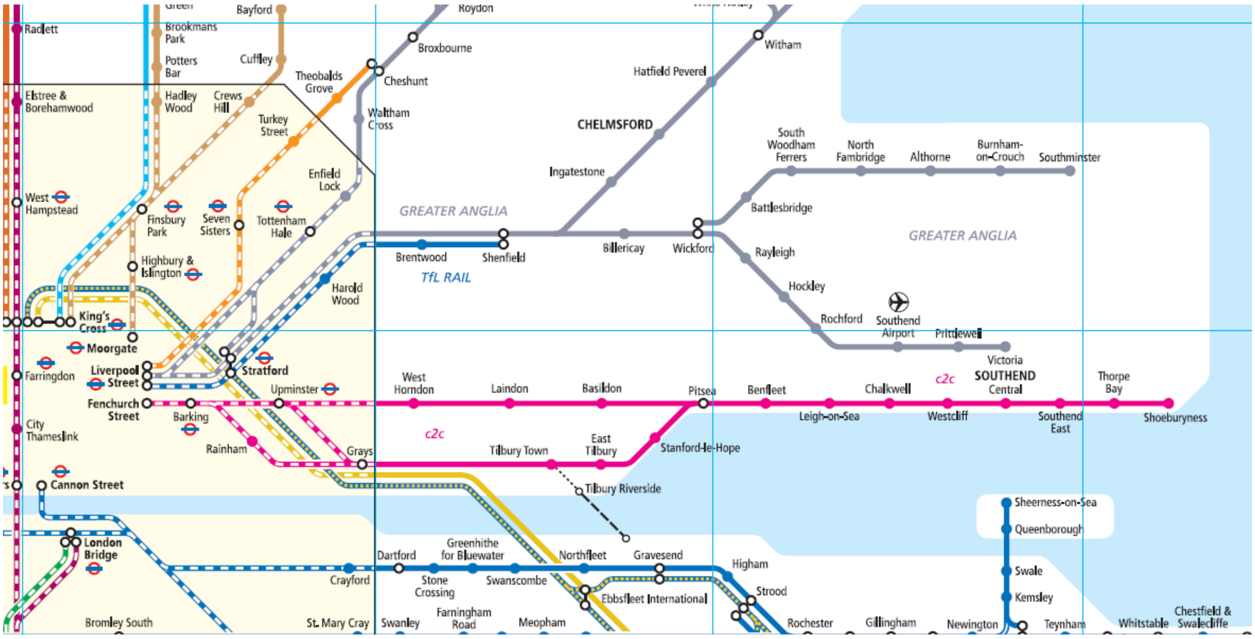


Figure 2: South Essex Strategic Connectivity and Transport Network Maps

Source: Thames Gateway South Essex Partnership

(http://www.tgessex.co.uk/index.php/tgessex/tgse_map/)



Source: National Rail (http://www.nationalrail.co.uk/London_South_East0517.pdf)

2.4 Despite sitting within a dynamic economic context, South Essex faces various economic challenges that impede productivity growth and hinder the sub-region's capability to compete with neighbouring areas. Like much of the UK, South Essex has experienced some loss of traditional manufacturing and distribution employment which has been replaced in other low value industries. The area is also unlikely to see the relocation of back office functions on the same scale as in previous decades. The post 2008 recession had a marked impact locally, and the return of values to pre-recession levels has been hindered by poor productivity. Further, socio-economic characteristics across the sub-region display some concentrations of deprivation and economic growth has shown significant spatial variation.

2.5 It is important to acknowledge the distinctions between the five authorities that form the South Essex sub-region at the outset. Castle Point and Rochford, although different in spatial area, have similar population sizes, which are approximately half of that of Basildon, Southend-on-Sea and Thurrock. This population size distinction has a significant influence on industry, services and overall economic output. Each authority area has a different industrial composition which, alongside economic output, is expected to continue to diverge.

2.6 Although there are a number of differences between them, each authority is likely to be influenced in the future by some potentially significant regional changes. These include:

- Expansion of the London Southend Airport and associated development through the Joint Area Action Plan (JAAP);
- The establishing and continued development of the London Gateway Port and the Port of Tilbury;
- Major residential development within South Essex and in neighbouring Ebbsfleet;
- Residential market displacement from London, as value increases ripple through outer London;
- Proposals for a major leisure destination at the theme park development in Gravesham, in North Kent, which may attract visitors and employees from South Essex;
- Major town centre regeneration within the sub-region and in competing centres in North Kent;
- Tourism and waterfront regeneration proposals, particularly in Southend on Sea, with attendant cost challenges;
- The construction and delivery of the Lower Thames Crossing, which saw a preferred route announced in April 2017, discussed in further detail in Section 9.

2.7 Further, the Economic Plan for Essex[1], submitted to Government by Essex County Council in partnership with the SELEP in 2014, underscores an ambition to deliver £1bn of investment by 2021. The A13/A127 is one of four key growth corridors in the County that will continue to be a large beneficiary of the 2014 – 2021 investment plan. The caveat to this is that Thurrock and Southend were not part of the Economic Plan for Essex due to their unitary authority status, however the Strategic Aspiration for South Essex is also articulated in the Strategic Economic Plan produced solely by SELEP.

2.8 This Study is tasked with understanding the diverse range of potential growth requirements, which will be influenced and guided by a large range of social, economic, market and population characteristics. The initial sections of this report draw together baseline information

[1] https://www.essex.gov.uk/Your-Council/Strategies-Policies/Pages/Economic-Plan-for-Essex.aspx

which will act as a foundation and point of reference for understanding the South Essex economic drivers and challenges. This baseline information is brought together to inform a strategic strengths, weaknesses, opportunities and threats (SWOT) analysis, which acts as a key tool in developing evidence to support policy responses that are effectively tailored to local needs and opportunities.

National Policy Influence

2.9 Whilst this report does not review specific policies for each local authority area, it is important to acknowledge the relevant strategic policy which sets the national context for economic activity.

2.10 In 2012, the Department for Communities and Local Government published the National Planning Policy Framework (NPPF), which sets out Government's national level planning policies.

2.11 With most relevance to this Study, the NPPF extends significant support to economic growth and favours local authorities to '*positively seek opportunities to meet the development needs of their local area*', emphasising key approaches such as 'sustainable economic growth' which aims to balance economic, social and environmental considerations. It also identifies the need for '*avoiding the long term protection of sites allocated for employment uses where there is no reasonable prospect of the site being used for that purpose*'. This underpins part of the role of this work, which is to provide the five South Essex local authorities with the evidenced understanding to proactively plan for sustainable economic growth, and ensure this meets the appropriate amount and type of employment land required across the sub-region to support sector-specific growth aspirations and build on existing sector strengths.

2.12 Other considerations include post-recession recovery which is being achieved but remains uneven across industries and geographies. Such recovery has also been complicated by the recent referendum vote to leave the European Union and the resultant policy wrangling that will ensue in the coming months and years. Provisional findings suggest that industries such as logistics, a sector specialism in South Essex, will be the first to suffer from the realignment of political and economic ties to the EU. As competition between UK regions increases, it is critical that the local authorities comprising South Essex co-ordinate and engage proactively in negotiations so that their constituents' voices are heard and to ensure economic opportunities are conferred to the sub-region.

2.13 There are several government publications that have been released following the analysis phase of the EDNA. Considering the date of release the implications of these publication has not been factored into the analysis or advice provided within this Study. However, it is mentioned here as it provides important context for the wider industrial market position in

London and the South East, and will be important for the South Essex local authorities to consider going forward to determine the implications for developing a South Essex wide economic development strategy.

2.14 In brief; in January 2017 the Government published the industrial strategy green paper (consultation document) '**Building our Industrial Strategy**'[2], which sets out a new approach for the economic future of the UK, focused on increasing productivity and driving growth across the whole country. This green paper was released for public consultation in January 2017 and is expected to be published as a White Paper by the end of 2017.

2.15 It outlines the vision for a new industrial plan, which will create the conditions for businesses to grow following the UK's decision to leave the European Union in 2016, drawing on the UK's economic history and lessons from other countries, The strategy is built around 10 'strategic pillars' concerning investment in science and research, skills, infrastructure, business support, trade and inward investment policy, affordable energy and clean growth, cultivating competitive sector advantage, and effective institutions, and it creates a national agenda for new industries including life sciences, low carbon emission vehicles, industrial digitalisation, the creative sector and nuclear technologies.

2.16 The Government aims to make £4.7bn available for R&D funding with the intent of replacing the loss of EU funding following the UK's departure from the European Union. The strategy puts particular emphasis on boosting investment in infrastructure, following the £23bn pledged in the 2016 Autumn Statement, and reinforces the commitment to localism with continued emphasis on the role of Local Enterprise Partnerships (LEPs) for delivering local growth.

2.17 This suggests positive implications for South Essex considering the critical importance of infrastructure investment for example to support the sector specific growth strengths of the sub-region, particularly to support and grow its industrial and distribution sector strength linked with the port related economy in Thurrock and elsewhere. The commitment to R&D funding will also be crucial for South Essex, which is seeking to grow forms of health and tech related R&D activity in Basildon, Southend and elsewhere across the sub-region.

2.18 The South Essex authorities should review the White Paper when published at the end of the year, making representations where possible, to determine the full and more detailed range of implications of this for South Essex economic development, and how this can be utilised to support its growth.

2.19 In February 2017 the Government published a white paper titled 'Fixing our broken housing market' which sets out the government's plans to reform the housing market and boost the

[2] https://beisgovuk.citizenspace.com/strategy/industrial-strategy/supporting_documents/buildingourindustrialstrategygreenpaper.pdf

supply of new homes in England. This is the other relevant publication noted here, which was published following the analysis for this Study.

2.20 High quality and diverse housing directly impacts long term economic growth through the provision of a mixed local labour force. Striking the balance between housing and employment development and the pressures for existing and new land to support development for both uses is a challenge across South Essex and the wider South East England and London market areas. There is a particular challenge in evidencing the need for an appropriate range of employment land sites in quantitative and qualitative terms, as undeveloped land allocated for employment uses is coming under increasing pressures to be permitted for residential development. Facilitating and supporting appropriate and effective mixed use development, incorporating residential and employment uses is another challenge to address, in order to meet both housing and employment objectives in the face of significant population increase.

Regional and Sub-Regional Strategy Influence

2.21 There are a number of regional and sub-regional influences for South Essex as a result of its location as part of the Thames Gateway, "a national priority area for growth and regeneration", and its proximity to London, amongst other factors (South East LEP: Growth Deal and Strategic Economic Plan, page 181).

2.22 The main regional influencing body for South Essex is the **South East Local Enterprise Partnership (SELEP)**, which is the business led public/private body established to drive economic growth across East Sussex, Essex, Kent, Medway, Southend and Thurrock[3]. The SELEP has established a Growth Deal which will combine local, national and private funding streams to focus on transport connectivity, business support / productivity, local skill levels, and housing and development in the South East. Almost £0.5bn of Government funding has been secured by the SELEP through this Growth Deal supporting the target of delivering at least 35,000 jobs and 18,000 new homes in the region to 2021.

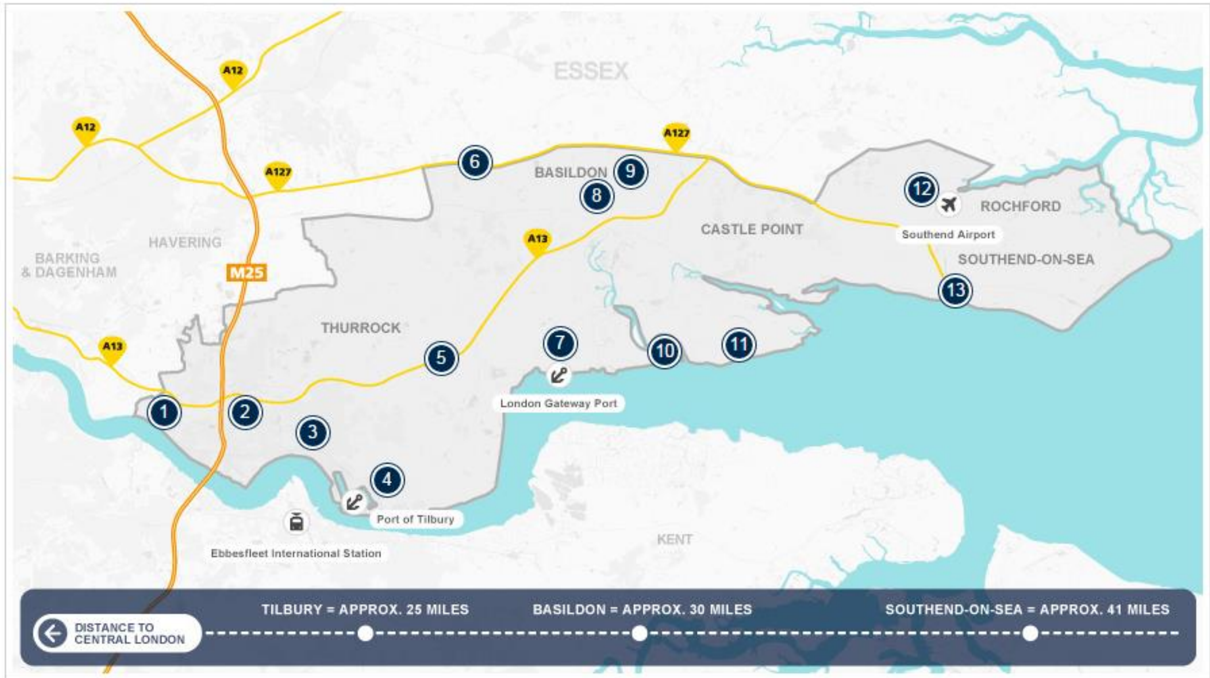
2.23 Key focus areas for investment in South Essex include a series of transport improvement schemes, and support for the Southend and Rochford Joint Area Action Plan regarding the expansion of London Southend Airport Business Park. The Strategic Economic Plan for the SELEP sets out advanced manufacturing, transport and logistics, life sciences and healthcare, environmental technologies and energy, and creative, cultural, media, and visitor economy activities as target sectors for growth. However, low productivity and skills, poor housing, and historic underinvestment in road transport capacity are identified challenges that the SELEP aims to overcome to support growth.

[3] *South East LEP: http://www.southeastlep.com/about-us/what-is-the-south-east-lep*

2.24 In addition to the SELEP, the **Thames Gateway South Essex (TGSE) Growth Partnership**[4] covers an area that stretches along the north bank of the Thames, as shown in Figure 3, accommodating 54,000 businesses and 200,000 jobs. Seven of the thirteen priority large scale development programmes the Partnership is working on (labelled in the map) are within Thurrock, including Purfleet Town Centre (1), Lakeside Basin (2), Grays Town Centre (3), Tilbury (4), widening the A13 (5), A127 improvements (6) and London Gateway Port and Logistics Park (7).

2.25 The Growth Partnership is seeking £196m from the Local Growth Fund to augment £400m of local authority funding that could ultimately leverage £6bn from the private sector. Four identified sectors are expected to deliver future jobs growth; advanced manufacturing and engineering, transport and logistics, environmental technologies and energy, and digital, cultural and creative activities. However, growth challenges that require overcoming in the area include low productivity and skills, poor housing, and need for effective programme delivery.

Figure 3: Thames Gateway South Essex Map



Source: Thames Gateway South Essex website[5], 2017

2.26 The **Essex Economic Commission** is an advisory body, announced in May 2016, which supports key business groups and institutions with independent analysis to facilitate decision making and provide better evidence to base local economic investment. Relevant to South Essex, the report published by the Essex Economic Commission in January 2017 'Enterprising Essex:

[4]http://www.southeastlep.com/images/uploads/resources/TGSE_South_East_LEP_-_Growth_Deal_and_Strategic_Economic_Plan_WEB-7.pdf
[5] http://www.tgessex.co.uk/

Opportunities and Challenges' identifies opportunity sectors to include advanced manufacturing, life sciences and healthcare, digital and creative services, logistics, low carbon and renewables, and to a lesser extent finance and business services. However, key challenges that require addressing include improving skills and qualifications, anchoring high value opportunity sectors, improving transport infrastructure, workforce and commercial space availability, and geographic variation in deprivation – particularly in coastal locations.

2.27 **Opportunity South Essex (OSE)** is a private sector led partnership that forms part of the federated structure of the SELEP. The OSE aims to raise the profile of South Essex and to secure funding to unlock growth locations that will facilitate the delivery of new homes, jobs, places, connectivity, skills and education providers, and economic growth. The OSE identifies growth sectors to include construction, advanced manufacturing and engineering, transport and logistics, environmental technologies and energy, and digital, cultural and creative activities. However, challenges are found to include road and rail capacity, workforce supply, sector diversity, low local resident employment, low quality of place and environment, and a need for high quality and affordable housing.

2.28 The **Essex Growth and Infrastructure Framework**[6] was prepared on behalf of the Greater Essex local authorities to provide a view of emerging development and infrastructure requirements to support growth from 2016 to 2036. Analysis with the document sets out an expectation for the population to increase to 2.1 million in 2036 from the current 1.8 million, with 79,000 new jobs and a requirement to deliver nearly 9,000 homes annually. The framework also expects an infrastructure investment need of £32 billion to sufficiently enhance the road and rail network over the next 20 years. As other documents set out, much of this investment is required within the South Essex sub-region and the framework facilitates a cohesive strategy for the area north of the Thames that falls within the SELEP.

2.29 The **Thames Estuary Production Corridor** document[7] articulates a creative, cultural and digital industries vision for the area that leads east of London following the river Thames, with a mandate to create a world-leading creative industries hub. The vision draws on research which suggests the potential for 290,000 new homes to be built along the Thames Estuary by 2050, including a new Garden City at Ebbsfleet in North Kent, and similar prospects for jobs growth. This growth will be based on the continued infrastructure and development investment that is being seen in centres such as Stratford and Thamesmead, and which forms the basis for a coherent strategy.

2.30 Building on this vision, the strategy for the Production Corridor will be developed in the next few years with delivery models planned for 2020. The strategy will build on the existing

[6] https://www.essex.gov.uk/Documents/GIF.pdf
[7] http://www.southeastlep.com/images/uploads/resources/TEPC_VISION.pdf

strengths in the sub-region and references both local and international examples of success, with the aim to be inclusive as well as aspirational. Acknowledging the threats faced by UK industry, particularly as we navigate the process of making our departure from the European Union, the strategy represents a concerted intent to deliver homes, jobs, increased productivity, and places in which we all want to live.

2.31 Noting cross boundary concerns, the **Opportunity South Essex: Economic Growth Strategy for South Essex** report[8] sets out five key priorities for the sub-region. These include driving growth, improving connectivity, improving quality of place, building on skills and training, and delivering more housing. South Essex is improving in these areas and, as this review shows, local authorities across the sub-region are investing to improve growth and opportunity throughout the sub-region. The following sub-sections relate to local authority specific context and illustrates how some of the challenges South Essex faces are either being tackled or starting to see a strategic response.

2.32 Noting these strategies, there is other infrastructure investment occurring through South Essex and the wider region from which South Essex will benefit. £38.7m is proposed by local authorities to continue investment in the real-time bus location and scheduling system together with smart ticketing. Underscored in the 2014 Economic Plan for Essex, £25m has also been committed to roll out superfast broadband across the Essex County. Noting concerns regarding the cost of energy, the role of renewables and energy conservation is being assessed in addition to Essex and Suffolk Water investing £150m to complete a scheme which will help to secure the water supply over the next 25 years.

2.33 A further key sub-regional/regional cross border concern is skills and education with the SELEP noting an increasing need for higher level skills and qualifications as growth continues in professional and senior occupations. £66m of the Government's £488.2m Local Growth Fund is committed to a Skills Capital programme. £4.3m per year from the Essex SELEP skills budget is available for adult education and £8.5m has been invested to support employer-led, vocation-orientated learning that intends to encourage 2,000 long-term unemployed residents into work. These improvements in the further education offer, coupled with existing industrial strengths, promote the case for a bolstered higher education presence within the sub-region. There is already a University of Essex campus in Southend which opened in 2007, with The Forum (providing lecture rooms, rehearsal rooms and high-tech medical skills labs) having opened in 2013.

2.34 Recognising the role of London, the **London Industrial Land Demand Study[9]**, published in June 2017 for the GLA, provides an assessment of industrial land requirements in Greater London

[8] https://www.rochford.gov.uk/sites/default/files/se_growthstrategyFinal2016.pdf
[9] https://www.london.gov.uk/sites/default/files/ilds_final_report_june_2017.pdf

and projections of stock change between 2016 – 2041. This was released significantly after the analysis phase of the EDNA, meaning the implication of it have not been factored into the analysis or advice provided within this Study. However, it is mentioned here as it provides important context for the wider industrial market position in London and the South East, and will be important for the South Essex local authorities to consider going forward to determine the implications for developing a South Essex wide economic development strategy.

2.35 Industrial land release has been significant in recent years, approx. 105ha per year between 2010 –2015, yet the study suggests that the majority of remaining functions are located in London because they are required to be, and that future release should fall to much lower levels. The study expects manufacturing and utilities to be the main industrial land functions that continue to see some relocation to outside Greater London, albeit at reduced rates than in recent years, with potential for accommodation to the north and east, in sub-regions such as South Essex.

2.36 This reinforces the confidence that South Essex is well positioned to accommodate future employment growth being squeezed from London, considering the scale and location of the potential future employment land portfolio identified for South Essex which is well suited to accommodating these types of uses. These spillovers are however likely to affect areas of South Essex unequally and in different ways, requiring a coordinated approach to capturing benefits and mitigating negative impacts.

2.37 Considering the timing of the publication of this Industrial Land Demand Study it does not inform the economic forecasting for this Study. Instead the forecasting work undertaken as part of the EDNA draws on the GLA's Industrial Land Supply & Economy Study (2015) to identify the expected displacement figures from the Thames Gateway area which South Essex authorities are well positioned to accommodate. Considering South Essex's proximity and connectivity to London, it was assumed to be able to accommodate the largest share of displaced future activity at 40%. Whilst this document does not therefore draw on the London Industrial Land Demand Study directly due to the timing of its publication, future updating work undertaken by the South Essex authorities could draw on this Study to update expectations for the scale of displaced activities South Essex could accommodate over the next twenty years.

2.38 The South Essex authorities should therefore ensure a detailed review of the Industrial Land Demand Study is undertaken, to determine the more detailed implications of it on the forecast industrial land release scenarios in the EDNA, and the influence this may have on developing en economic development strategy for South Essex, and on the scale of re-located industrial activity from London that this is likely to accommodate.

Local Strategy Context

Basildon

2.39 Within policy, both at the regional and borough level, Basildon has received attention for its requirements for investment in infrastructure and the built environment. Three separately funded schemes, the Basildon Integrated Transport Package, improvements to the A127 Fairglen Interchange Junctions, and improvements to the A13 corridors, are seeing SELEP support to deliver congestion easing across Basildon. The TGSE Growth Deal also noted ambitious plans to redevelop the town centre and railway station to address problems associated with its New Town Heritage while enhancing connectivity to promote economic growth.

2.40 Over the next 20 years, Basildon Council and its development partner Barratt Homes/Wilson Bowden (BWB) plan to regenerate Basildon town centre and deliver 2,000 new homes, a new town centre college for up to 2,000 students, and a range of amenities and public services that include new retail and an 8-12 screen cinema. East square is planned to be remodelled as the centre piece for development with investment opportunities coming forward as early as 2017. Further, the Station Square, which will accommodate the new college, will be improved with better connections to Gloucester Park and the Basildon Sporting Village. Alongside Basildon town centre, Pitsea is expected to see £30 million to reinvigorate the market town and developments are also being supported in the town centres of Laindon and Wickford.

2.41 To sustainably meet employment need in Basildon, the provision of a flexible supply of employment land and premises to meet the varying needs of different economic sectors is required. The draft local plan suggests making provisions for 49ha of additional employment land for B1, B2 and B8 uses, prioritising the enhancement and redevelopment of existing sites over the development of new ones. The Council is also prepared to provide Rural Enterprise Zone allocations to protect rural employment sites and provide local employment opportunities which make the best use of brownfield sites without causing harm to the Green Belt or the purposes of including land within it.

2.42 As noted, education is a concern across the sub-region and is an area of focus in the strategic vision for Basildon. The Draft Local Plan notes that Basildon suffers from a skills shortage which has led to many jobs in established and emerging high-value companies being taken up by the non-resident workforce who commute into the area. The Duty to Co-operate workshop revealed that the coupling of low skills and high in-commuting has resulted in the resident labour force being effectively shut out from these jobs which is a nuance that does not emerge from available data.

2.43 To promote up-skilling, the Basildon Council has proposed that the approval of applications for new, extension to or the replacement of employment provisions will be accompanied by conditions that require businesses to collaborate with the Council and its partners to undertake apprenticeships and FE training. The Council has also created the Basildon Business Education group, a partnership between schools and businesses, to nurture the aspirations of children and young people. Through the partnership, the Employment for Life Charter, signed by all secondary schools in the local authority, has been created to encourage time keeping, attendance and team working.

2.44 At the FE level, Basildon is working with Prospects College to gain FE status and the Council has invested £10million into Prospects to create a Vocational Training campus offering Engineering and Green Technology skills training in addition to a fully functional Railway Training Academy. Further, the relocation of South Essex College's Basildon Campus from Nethermayne to Basildon town centre is expected to double the student numbers from 1,000 to 2,000 and extend a range of vocational programmes strongly linked to the business needs of the borough. Supported by regional policy, these initiatives will support the borough in achieving its target of breaking the trend of structural underemployment and youth unemployment. The Basildon Council Economic Development Policy document also highlights plans to invest in specialised training facilities to enable local provision of specific skills training which support priority sectors and includes the Green Vocational Training Centre.

2.45 Having noted the lack of inclusion of business and SME policy at the regional level, Basildon has seen great attention as the largest economy in the sub-region. As a target in the draft Local Plan, the Basildon Council states that:

"We will support the aspirations of local companies to grow and prosper and we will attract new companies to invest in the Borough by encouraging trade, innovation and skills development. We will build the Basildon brand as the entrepreneurial growth hub in South Essex."

2.46 Further:

"We will work towards the further development of a strong and sustainable business community through the facilitation of business networking and by providing access to high quality business support - this looks to address the vulnerability of the local economy to the decisions of multi-nationals who account for 12.5% of total employment. This looks to bolster how the Council supports smaller businesses and business start-ups to improve survival rates."

2.47 As a business hub, Basildon seeks to strengthen its current status by sustaining *"the right environment for existing businesses to operate, continue to invest and expand if they need to, and encourage new and emerging employment sectors to look to the Borough as a future* *base."* Support for business is intended to be reviewed periodically through an Economic Development Action Plan that can be more responsive to economic circumstances.

2.48 Examples of support for business include the private-sector led Basildon Business Group (BBG) which provides a coherent channel of communication with the Borough Council to identify opportunities and provide business support. Further, the Council has actively sought international economic ties, through the Essex County Council, with China, the US, France, Germany and most recently India. Two major EU funded projects – EAST and the European Business Technology Centre (EBTC) – have created platforms and funds to enable local companies to access the Indian market. Basildon Borough Council has also been involved in the formation of an Automotive, Aerospace, and Defence group to provide focussed support to the sector and promote innovation, diversification and trade. Over the last 5 years the Essex Innovation Programme (ECC business support programme) has supported 22 companies through business mentoring support and a further 15 through projects with the Institute for Manufacturing.

Castle Point

2.49 Transport links are considered to be reasonable within the borough. Yet there are aspirations voiced in the Local Plan, which was withdrawn in March 2017, to upgrade the environmental quality of business estates, with new gateways and signage delivered at Charfleets Industrial Estate and Manor Trading Estate. The issue remains of tackling the quality of the private realms in these areas and this is likely to be achieved as a joint effort of upgrading.

2.50 The recently withdrawn Local Plan notes low levels of unemployment in the borough which, however, couples with below average skills and workplaces wages. To tackle the skills gap, two new secondary schools and a further education Skills Campus has been delivered on Canvey Island. Further, the TGSE Growth Strategy will invest in training for advanced engineering, logistics and digital media within the sub-region with specialist advanced engineering opportunities at SEEVIC college in Thundersley.

2.51 Regarding business, the recently withdrawn Local Plan aims to support the growth of indigenous businesses and develop more office and knowledge based activities. This is intended to build on a low cost base, high entrepreneurial activity and spin-off potential from other boroughs while mitigating high dependence on the low-growth public and retail sector. The borough intends to create a more attractive business environment in an attempt to retain the resident workforce, noting the aging population and high rates of out-commuting.

2.52 Responding to the poor stock of employment premises, the borough intends to create 4ha of new employment land close to the strategic road network. The recently withdrawn Local Plan aims to also provide accommodation for start-ups to locate in the local authority area.

2.53 Canvey Island has also established a Coastal Community team with £40 million secured from the fifth round of the Government's Coastal Communities Fund. The ambition for Canvey Island, as set out in its 2017 Economic Plan[10], is to address a lack of strategic planning that is considered to be partially responsible for the area's gradual decline. Key initiatives include updating drainage and social infrastructure as well as improving the public realm and sea front for the local community and tourism. The overarching theme is to deliver a "thriving, inclusive, modern community with opportunities to live, work and enjoy leisure time on the Island."

Rochford

2.54 Rochford has a constrained transport system that in part results from the more rural and less densely populated character of the authority area and its distance from London. Rochford is likely to see improvement through investment on the A127 and as part of £20 million committed to delivering a new business park proximate to London Southend Airport. Although this does not remedy more general issues across the authority, it does seek to improve connectivity to some of Rochford's largest growth locations. Alongside road infrastructure, broadband connectivity is also a highlighted concern, particularly for rural areas, that is seeing £25million in investment across Essex.

2.55 Town Centre regeneration is considered a core issue in the district, and Area Action Plans (AAPs) for Rochford, Rayleigh and Hockley town centres have been produced and adopted, ensuring the character of these areas is maintained while undergoing economic transformation. The Rochford Town Team is undertaking an Empty Shop Strategy to promote and better utilise town centre frontage however generally, empty units do not pose a significant issue across the district and do not remain empty for extended periods of time before they are brought back into use. The District's town centres contain a good range of shops, services and facilities to meet the needs of local communities, and a mixed use approach is promoted across these centres including residential, office and leisure uses. The Rochford Town Team has also been awarded National Lottery Heritage Funding to develop a heritage trail to promote the Town and its heritage.

2.56 Alongside these regeneration schemes, within its adopted Local Development Plan Rochford protects existing employment site allocations. Certain existing employment allocations have been de-allocated to encourage a mix of onsite uses, particularly for sites which are currently under-utilised, and new allocations have been made to accommodate any displaced employment uses and support employment growth in the District. The protection of existing

10 http://www.coastalcommunities.co.uk/wp-content/uploads/2017/07/canvey-island-economic-plan-2017_version2.pdf

employment sites, de-allocation and re-allocation potential of certain sites is discussed in further detail in Sections 6 and 7.

2.57 Rochford District Council is committed to developing a continued supply of a skilled young workforce and promoting apprenticeship opportunities, particularly higher apprenticeships to school leavers. Therefore from 2017, a 3 year programme has been developed with the district's secondary schools and the previous Young Entrepreneurs programme will be replaced with a Career Taster Day which focuses on promoting the career opportunities available in the South Essex skill shortage areas and in particular within the District. A joint Employment Skills and Business Group, part of the Local Strategic Partnership, between Rochford District Council and Castle Point Borough Council have agreed an action plan that aims to include local stakeholders to promote skills and education.

2.58 The District strategy underlines a series of initiatives to support businesses in the district. The authority works in partnership with the local 3 Chambers group and consults regularly with FSB and Essex Chambers of Commerce. They also represent businesses at a regional and national level to support local interests. An active support programme includes; training workshops and networking events such as a local business summit and annual business breakfasts. The previous Rochford Business Network has now evolved into a 'Tell Me More' online business information service. The council is a key stakeholder in the River Crouch Coastal Community Team which aims to promote continued economic prosperity for both the River Crouch and Roach and Essex Rivers Local Action Group, where both support rural businesses and rural diversification.

2.59 Strategic development is also likely to benefit local firms, namely the JAAP Airport Business Park and the creation of an innovation centre that is expected to create £1.2bn for the UK medical technology industry and 12,500 jobs. The authority plans to entrench benefits from this development which sits within the district and to support existing airport and aviation related businesses. The site is likely to deliver space for a range of high-tech businesses with additional potential to locate the Eco Enterprise Centre in the JAAP area.

2.60 Environment, community and quality of life receive particular emphasis in these strategies and align with the potential for promoting 'green' tourism in the District as one of the more rural parts of the Thames Gateway. The redevelopment of the RSPB Wallasea site, utilising materials bored during Crossrail tunnelling to restore the historic wetland habitat, is also a unique attraction that supports the Rochford tourism offer.

Southend-on-Sea

2.61 The Southend-on-Sea Local Employment Assessment, published in December 2013, finds that the borough has a mixed economy that benefits from connectivity to London and a young and entrepreneurial population with respectable levels of education. Like other local authorities in South Essex, Southend-on-Sea struggles with low business and income growth. However, there are clear opportunities to improve on existing sectors in the town and to widen its offer, alongside making Southend-on-Sea a more attractive place to live and work. Such investment will be crucial for delivering sustainable long term growth in Southend.

2.62 Regarding transport, the Outline Economic Development and Tourism (EDT) Action Plan[11] for Southend sets out a need to maintain a "joined up transport network that facilitates the free flow of goods, services and people, and is fully aligned with the expansion of London Southend Airport". Poor accessibility and congestion creates both physical development issues and damages the visitor and tourism economy in addition to impacting the perception of the area as an appealing environment in which to do business. There is an urgent need to improve highway accessibility, particularly along the A127 corridor and by improving rail links. A need also exists to ensure that the area is well connected to the information and communications technology network in order to take advantage of the opportunities for attracting high tech industries to the town. Accessibility by public transport, both bus and rail, is expected to be improved alongside wider pedestrian and cycling routes to ensure sustainability. Transport investment is based on the need to sustain connectivity to the airport which is a key piece of infrastructure that provides high value international links for South Essex and the wider region.

2.63 As a cultural objective and as part of the emerging Southend Central Area Action Plan (SCAAP), the Council also proposes to regenerate the town, delivering a renewal package that seeks to create a more mixed-use and deliver an expansion of the town's leisure and cultural provision, including the reinvigoration of the sea frontage. Currently, Southend attracts approximately 7 million visitors a year with a spend of £307m that supports 9,000 tourism related jobs. Part of Southend's strategy involves reconsidering the offer of the town with potential to attract visitors and tourism as a Hotel and Conference Resort with high quality hotels, casinos and associated facilities, providing broad-based leisure and tourism facilities.

2.64 The Council sets out to improves skills and reduce unemployment by better aligning school, FE and HE provision to the needs of businesses. This will be complimented by a regional objective of making Southend a higher education centre of excellence which is being supported by the University of Essex Southend campus.

2.65 Southend-on-Sea seeks to support business by both protecting existing businesses (particularly those under threat from off-shoring) and support growth sectors. This is aimed to be achieved by streamlining partnership working with local businesses to promote growth and to restructure valuable industries, such as manufacturing, that are facing decline. JAAP development,

[11] http://democracy.southend.gov.uk/Data/Cabinet/201101111400/Agenda/$att18805.doc.pdf

including at the Airport Business Park, is expected to promote a great deal of high value added business growth and the council will support SMES by creating incubator units and 'grow-on' facilities to support businesses as they scale. The council will also endeavour to support exports and attract FDI to maximise return on public investment.

2.66 The Core Strategy notes the need to maximise the contributions of existing employment areas, designated as Town Centre and Seafront 'zones of change', 'Priority Urban Areas', and 'Key Employment Sites', including Employment Growth Areas as defined in the Development Management Document. The JAAP reiterates the requirement to develop efficient use and upgrade existing employment land. The Core strategy indicates potential for development at Shoeburyness as an employment land resource and the JAAP underlines the role of the Airport Business Park as part of the London Southend Airport development. With the development of the an innovation centre on the business park, future space will become available for start-ups and high value jobs.

2.67 The draft Economic Growth Strategy, which advances on the EDT strategy, sets out an approach to growth that will be supplemented by new documents pertaining to digital industries, tourism, skills and the economy. The strategy draws out how economic development assists to tackle wider social problems in addition to a need to understand sectors, promote resilience, and work towards key targets regarding strategic partnerships, business support, investment, skills, infrastructure, and successful places. These documents, all starting from a base year of 2017, draw upon the evidence base above and facilitate a coherent approach to delivering growth in Southend.

Thurrock

2.68 The 2014 Sustainable Economic Growth for Essex Communities and Businesses report commissioned by Essex County Council outlines the strategic importance of the A13/127 and access to the Thames Gateway to the region. £0.5bn of Government funding will be used to deliver a widening scheme of the A13 and improve access to London Gateway from Stanford-le-Hope (A1014 reconstruction). Yet the Thurrock Economic Development Strategy[12] underscores that congestion in the area creates both physical development issues and damages the visitor economy in addition to impacting the perception of the area as an appealing environment in which to do business. In addition to road network investment, the SELEP has committed £6m from Local Growth Fund investment to improve the Thurrock cycle network. The overall intention for the Borough is to tackle the haphazard pattern of land use and achieve distinct senses of place with a series of recognisable centres. This will be supported by some of the best Green Grid facilities in the region and new connections to the Thames.

[12] https://www.thurrock.gov.uk/sites/default/files/assets/documents/ldf_tech_economic_dev_strat.pdf

2.69 To support education in the Borough, the Thurrock Core Strategy intends to operate a 'hub and spoke' model around a flagship Learning Campus in Grays with Further and Higher Education facilities. South Essex College, which has plans for expansion, is either connected to or has aspiration to foster connections to the National Skills Academy for Creative and Cultural Skills at the Royal Opera House Production Park, a new Centre of Excellence at London Gateway and businesses throughout the sub-region. These schemes will be serviced by new and redeveloped secondary schools that offer a range of Academy, Federated and Independent places.

2.70 The Economic Development Strategy underlines the need for a more costumer-facing, service orientated workforce to support restructuring of the economy towards higher value industries. Through facilities that the local authority intends to deliver above, this will require increased participation in learning with an increased share of the population engaging in gaining some form of new skills as a move towards a culture of life-long learning. Many of these are intended to confer both vocational and advanced academic qualifications that align with businesses needs to enable the more effective deployment of skills.

2.71 To support business, the Economic Development Strategy has set goals to encourage competitiveness, productivity, entrepreneurship and enterprise in addition to innovation in the knowledge sectors. To achieve these, both the Core Strategy and the Economic Development Strategy have aligned their ambitions which include promoting inward investment, supporting indigenous firms while encouraging diversification and restructuring where required, and creating an environment for start-ups. The Thurrock Economic Development Strategy[13] underlines scope to support businesses in creating growth models, improved financial systems and better operational approaches alongside more general assistance and mentoring to better equip them to achieve growth and plan for the future. Sectors that are not necessarily targeted as growth sectors, noting decline in manufacturing, continue to create value given their place in the economy as large employers and will receive much of the same support. In supporting these industries, the Borough hopes to draw out long term dividends as new businesses become embedded within a robust local economy.

2.72 Noting the approach for Thurrock to achieve places with distinct identity, the five regeneration areas include Purfleet, Lakeside/West Thurrock, Grays, Tilbury, and London Gateway (employment only). The core strategy states that *"Purfleet will have a new centre with a thriving community at its heart and Lakeside will be transformed into a Regional Centre (town centre) providing a range of retail, leisure, employment, housing and new transport facilities. Grays will be an administrative centre and will include municipal, education, health and leisure facilities catering for Thurrock's communities. Tilbury Town Centre will be an eco-*

[13] https://www.thurrock.gov.uk/sites/default/files/assets/documents/ldf_tech_economic_dev_strat.pdf

quarter and an expanded Port of Tilbury and London Gateway Port will be some of the UK's leading ports, providing employment, investment and facilities that benefit Thurrock as well as the sub-region."

2.73 Alongside the opening of South Essex College in Grays, a proposed station quarter and new underpass is expected to provide a major development opportunity for the town centre. The SELEP awarded £10.8 million to support the proposal which is now in the stages of private and public consultation. Designs for the scheme will include new shops, cafes and restaurant while creating a new gateway hub for visitors and commuters.

2.74 In addition to this strategic approach, the Core strategy applies some focus to key sites. The Key Strategic Economic Hubs and other sites will supply approximately 456 Ha (gross) of employment land, including circa 245 Ha at the London Gateway development. There is sufficient previously developed land in the Key Strategic Economic Hubs to accommodate the proposed jobs numbers with the exception of the Green Belt release north of Tilbury to provide expansion land for port related development. The proposed new Primary and Secondary Industrial and Commercial sites (identified in the Site Allocations and Policies DPD and Proposals Map) will provide approximately 372 hectares of net employment land across the Borough between 2009 and 2026. In total, the Council has also designated 75.4 hectares of land throughout the Borough for mixed-use development between 2009 and 2026. These sites will remove constraints on businesses, particularly the service sector which is undersupplied by quality office accommodation in the Borough, and will facilitate the overall transformation envisaged for Thurrock.

Summary

2.75 Review of the strategic context for South Essex outlines a series of policies and economic considerations that vary in scale, geography and time frame. At the national level continued economic recovery, the management of Brexit and housing need, and renewed public appetite for industrial policy forms the foundation that the more localised context plays out upon. Inevitably, in shaping a program for sub-regional growth, local authorities will engage these overarching conditions and this should be approached pro-actively in order to interweave local priorities into the national agenda.

2.76 At the regional and sub-regional level, areas of cross-borough interest concern projects from which a collection of authority areas are likely to benefit. In South Essex this primarily includes investment in infrastructure and education; two areas from which the sub-region is likely to gain large returns because of the role of logistics in the local economy and the acknowledgement that high-value skills are likely to be the key to the future economic success of South Essex. The third key consideration relates to workforce and the need to deliver attractive places to live and work, in order to attract people with a range of skill levels to South Essex to occupy jobs that are being created as a result of growth, as well as to address the short-term skills gap.

2.77 At the local authority level a variety of different schemes tackle effectively similar issues but take a tailored and invested approach that better meet the needs of communities. Such schemes concern infrastructure and education, as at larger geographies, in addition to business support, urban planning, and delivering workspaces.

3. Socio-Economic Baseline

3.1 The following chapter analyses a range of socio-economic data for each of the South Essex authorities, for South Essex as a sub-region, and for wider regional and national comparator areas. Data is sourced largely from the Office of National Statistics (ONS) and analysed to develop a robust baseline understanding of the South Essex population and their social and economic characteristics.

Population and Labour Market Profile

3.2 In 2014 the combined population of the South Essex sub-region was 695,405, an increase of 9.7% from the combined population recorded in the 2001 Census. As shown in Table 1, although the population growth for South Essex over this period was higher than the Greater Essex County (9.2%), this value was lower than growth for the country (10.5%) and the region (11.7%). At the local authority level growth rates show substantial variance, ranging from 2.7% in Castle Point up to 14.1% in Thurrock.

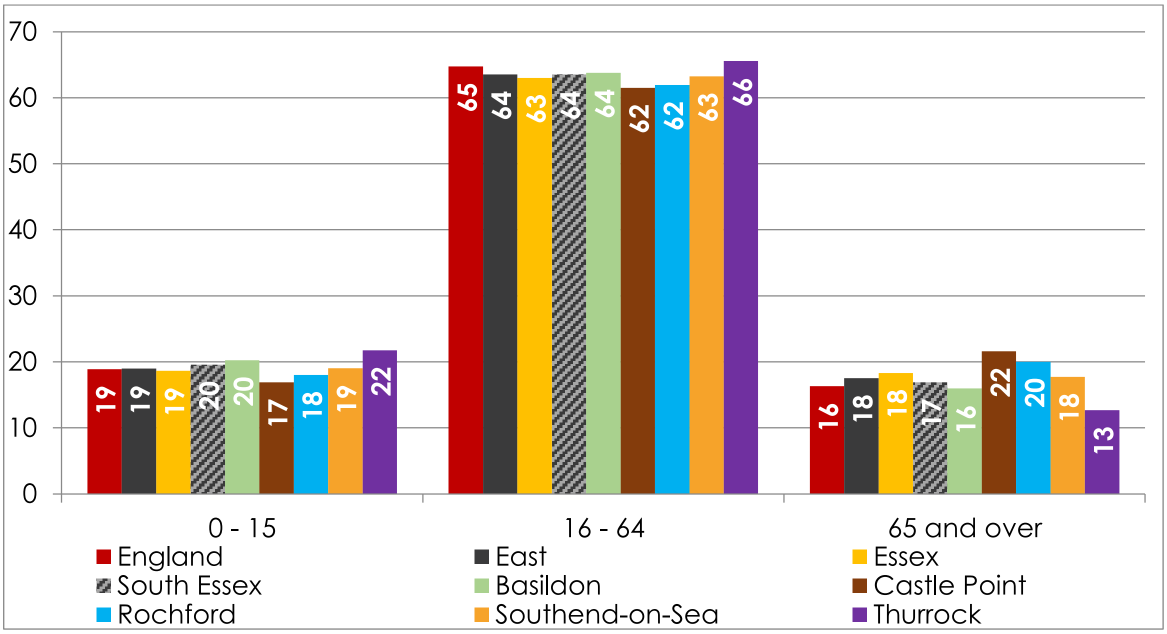
Table 1: South Essex Population Change (2001 – 2014)

	2001	2014	2001 - 2014 Change (%)
England	49,138,831	54,316,618	10.5
East	5,388,140	6,018,383	11.7
Essex	1,310,835	1,431,953	9.2
South Essex	634,150	695,405	9.7
Basildon	165,668	180,521	9.0
Castle Point	86,608	88,907	2.7
Rochford	78,489	84,776	8.0
Southend-on-Sea	160,257	177,931	11.0
Thurrock	143,128	163,270	14.1

Source: ONS, 2016

3.3 Analysis of 2011 Census data in Figure 4 shows that South Essex (63.5%) has a lower proportion of residents at working age than in England (64.8%), yet a similar proportion to the region (63.5%) and higher than the County (63%). South Essex also has a higher number of young people aged 0-15 than the three benchmark areas and a smaller population of 65 and overs than the County and region. However, local authority level variation reveals complex demographic characteristics within South Essex.

Figure 4: 2011 South Essex Age Distribution (%)



Source: ONS, 2016

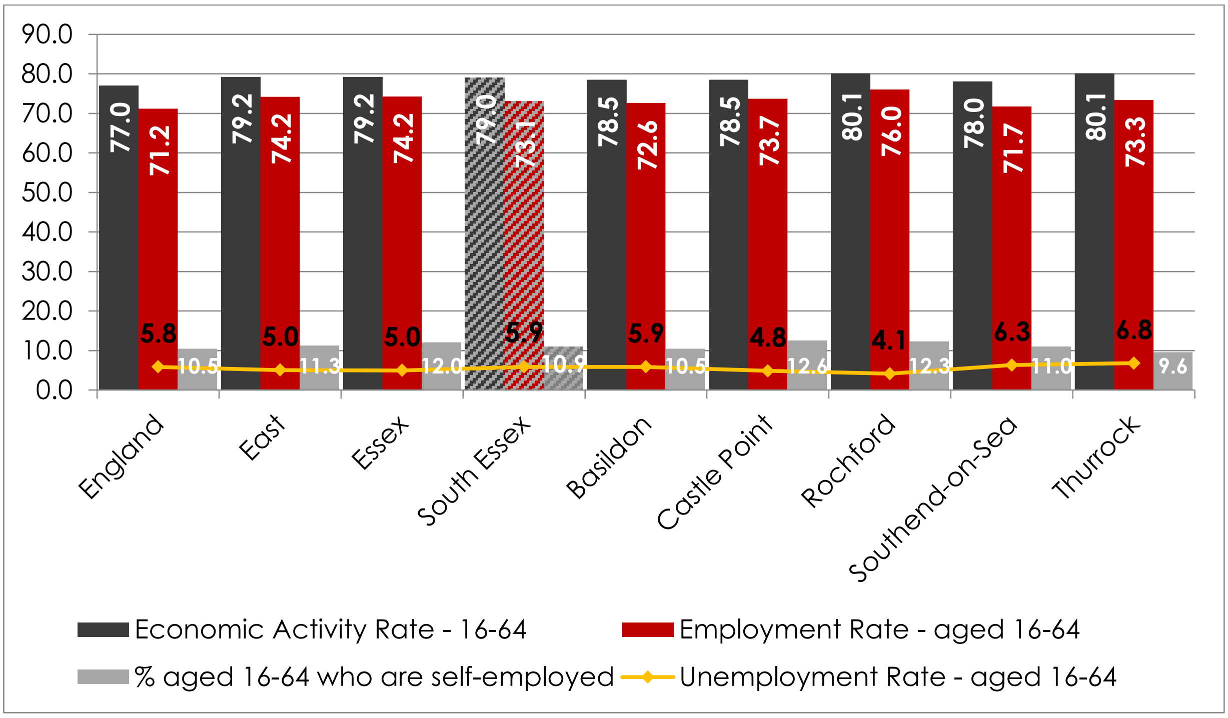
3.4 Figure 5 shows the economic activity and employment related indicators for South Essex and benchmark areas. The figure shows employment rate, which is the proportion of the labour force that is employed, as well as economic activity, which includes those people who are working and those who are looking for work. Where the employment rate provides a measure of actual labour force in employment, economic activity is a reflection of the wider health of the labour market, showing active participation.

3.5 Economic Activity in South Essex (79%) is higher than in England (77%) but lower than in the County (79.2%) and region (79.2%). Economic Activity at the local authority level is stable, with the highest level evident in Rochford and Thurrock at 80.1%.

3.6 There were 314,531 people recorded as being in employment in South Essex in the 2011 Census, a 9.2% increase from 2001 at 288,140. Of the total employed, 10.9% are self-employed which is slightly above the national level for England (10.5%), but below the East region (11.3%) and Essex (12%) levels.

3.7 The proportion of unemployment refers to people without a job who have been actively seeking work in the past 4 weeks and are available to start work in the next 2 weeks. It also includes those who are out of work but have found a job and are waiting to start it in the next 2 weeks. South Essex has a moderate rate of unemployment among economically active residents aged 16-64 at 5.9%, which is similar to England (5.8%) but above the region (5%) and County (5%). At the local authority level, unemployment is relatively high in Southend-on-Sea at 6.3% and in Thurrock at 6.8%.

Figure 5: 2011 South Essex Economic Activity and Employment (%)

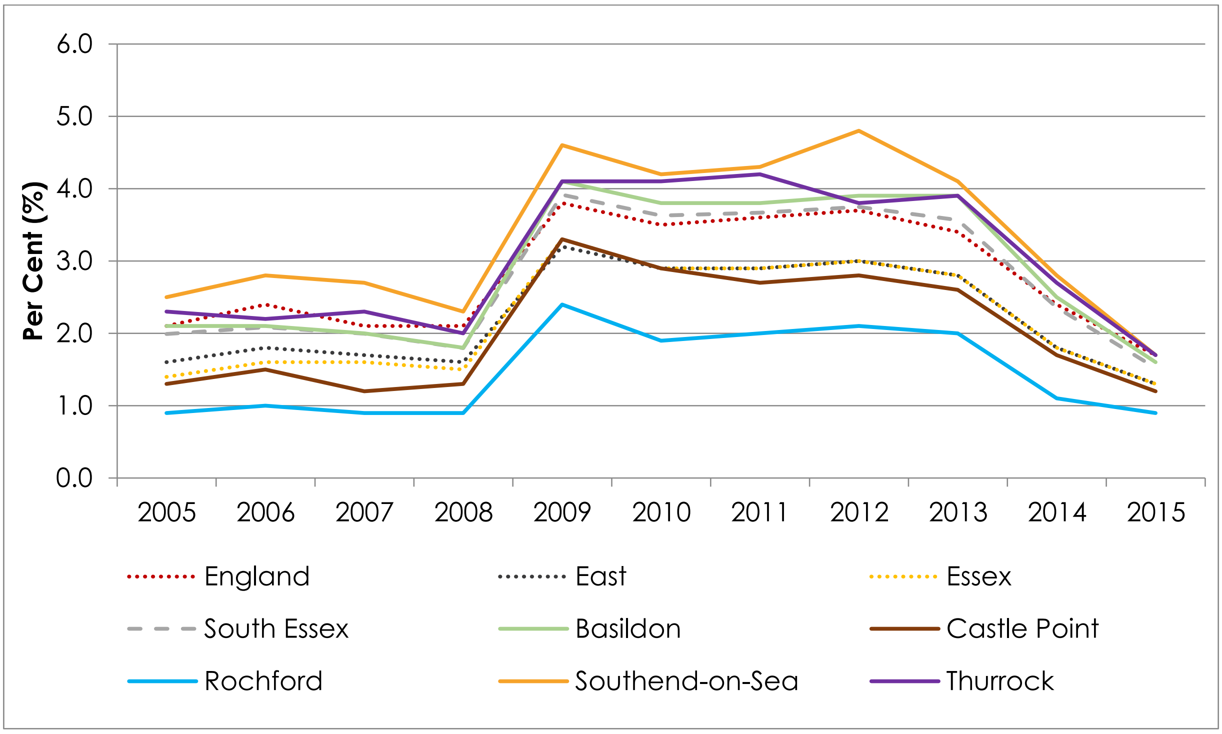


Source: ONS, 2016

3.8 Figure 6 shows the percentage of working age residents who claim Jobseeker's Allowance (JSA) in South Essex and benchmark areas. JSA is a state benefit that supports claimants as they search for work and therefore provides an alternate proxy indicator for unemployment.

3.9 The South Essex JSA claimant rate closely follows the national level but is consistently higher than the region and Essex County by c. 1%. In 2015 the JSA claimant rate was 1.5%, 0.5% less than in 2005 which suggests both a recovery from the peak of 3.9% following the 2008/9 crash and may be reflective of Government initiatives to revise benefits and the claimant rate through Universal Credit. Underlining variation across local authority areas, Rochford consistently has the lowest rate, with 0.9% in 2015, and Southend-on-Sea the highest, with 1.7% in 2015.

Figure 6: South Essex JSA Claimant Rate (2005 – 2015)



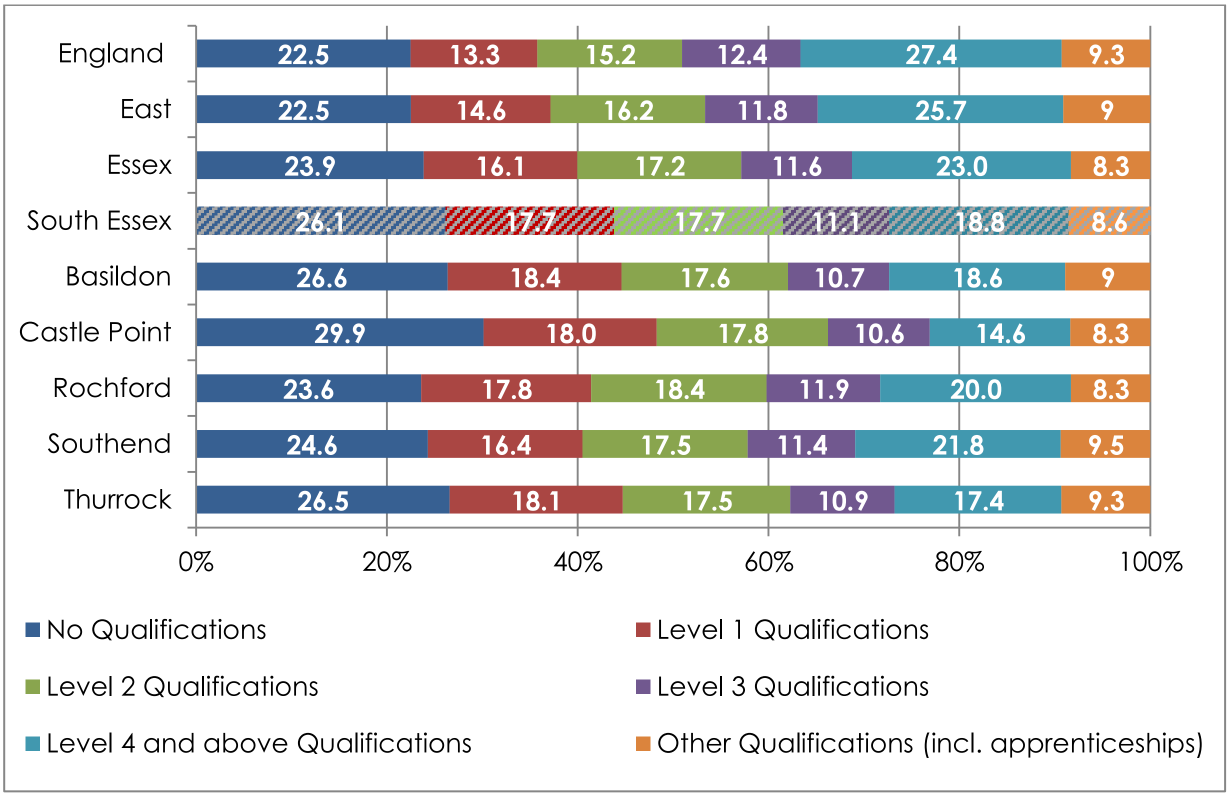
Source: ONS, 2016

3.10 Skills and learning are central to economic growth and global competitiveness. Figure 7 shows the skill profile comparison of South Essex in 2011 with the benchmark areas.

3.11 South Essex has low skills levels. The sub-region has higher proportions of residents with no qualifications (26.1%) and level 1 and 2 qualifications (both 17.7%) than the County, region and country yet lower levels of residents with level 3 (11.1%) and level 4 (18.8%) qualifications. This is the case across each of the authorities; the only anomalies are residents with no qualifications and level 3 qualifications in Rochford. Among the local authorities, Castle Point performs particularly poorly with nearly 30% of residents having no qualifications.

3.12 The Enterprising Essex: Opportunities and Challenges report published by the Essex Economic Commission confirms that skills levels are relatively low across Essex. Further, the report finds that the increase between 2005 and 2015 in the share of residents reaching at least Level 4 qualifications was lower in Essex than the UK average, with an increase from 22% to 29% compared to an increase from 27% to 37%. Although the trajectory is certainly positive, these findings support the case for investment to encourage an accelerated increase in education levels to better equip the local economy in the short and medium term.

Figure 7: South Essex Highest Levels of Qualification (2011)



Source: ONS, 2016

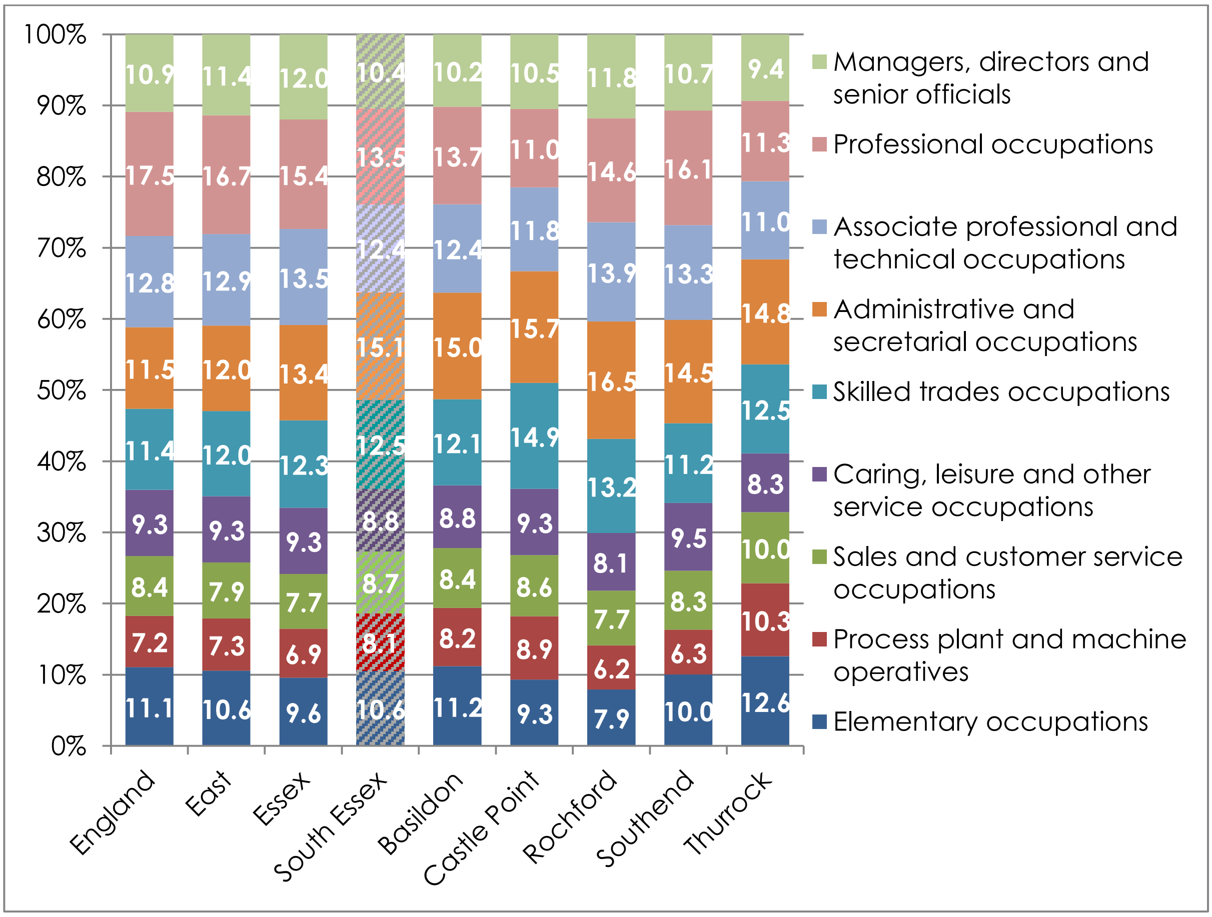
3.13 Figure 8 shows the distribution of resident's occupation within South Essex and benchmark areas. The sub-region, like benchmark areas, has a diverse occupational profile.

3.14 Most people in South Essex are engaged in higher value added occupations such as administrative and secretarial occupations (15.1%), professional occupations (13.5%), and associate professional and technical occupations (12.4%), but when compared to benchmark areas, these proportions are towards the lower end. These proportions vary among boroughs and districts within the sub-region, yet administrative and secretarial occupations remain the primary occupation.

3.15 South Essex has a moderate proportion engaged in low skill elementary occupations (10.6%) which is lower than the country but higher than the county. Sales and customer service occupations (8.7%) and process plant and machine operatives (8.1%) are towards the higher end in South Essex yet there is variation within the sub-region.

3.16 Occupation structure appears to tie to both education and age structure. In the case of Basildon and Thurrock, both have high levels of residents with no qualifications and a high amount in elementary occupations. Yet Castle Point has a relatively low proportion of its population in elementary occupations despite high levels of residents with no qualifications. The case of Castle Point is likely to be attributable to the age structure of the population, with an older population more likely to be employed in senior positions or have developed skilled trades.

Figure 8: South Essex Distribution of Resident Occupations (2011)



Source: ONS, 2016

3.17 Figure 10 shows the comparison of average gross annual work place and residential earnings in South Essex and benchmark areas. Median work place earnings include the earnings of individuals who work in an area whereas residential earnings include the earnings of individuals who live in an area. Presumably there is some overlap as it is highly likely that individuals may both live and work in an area.

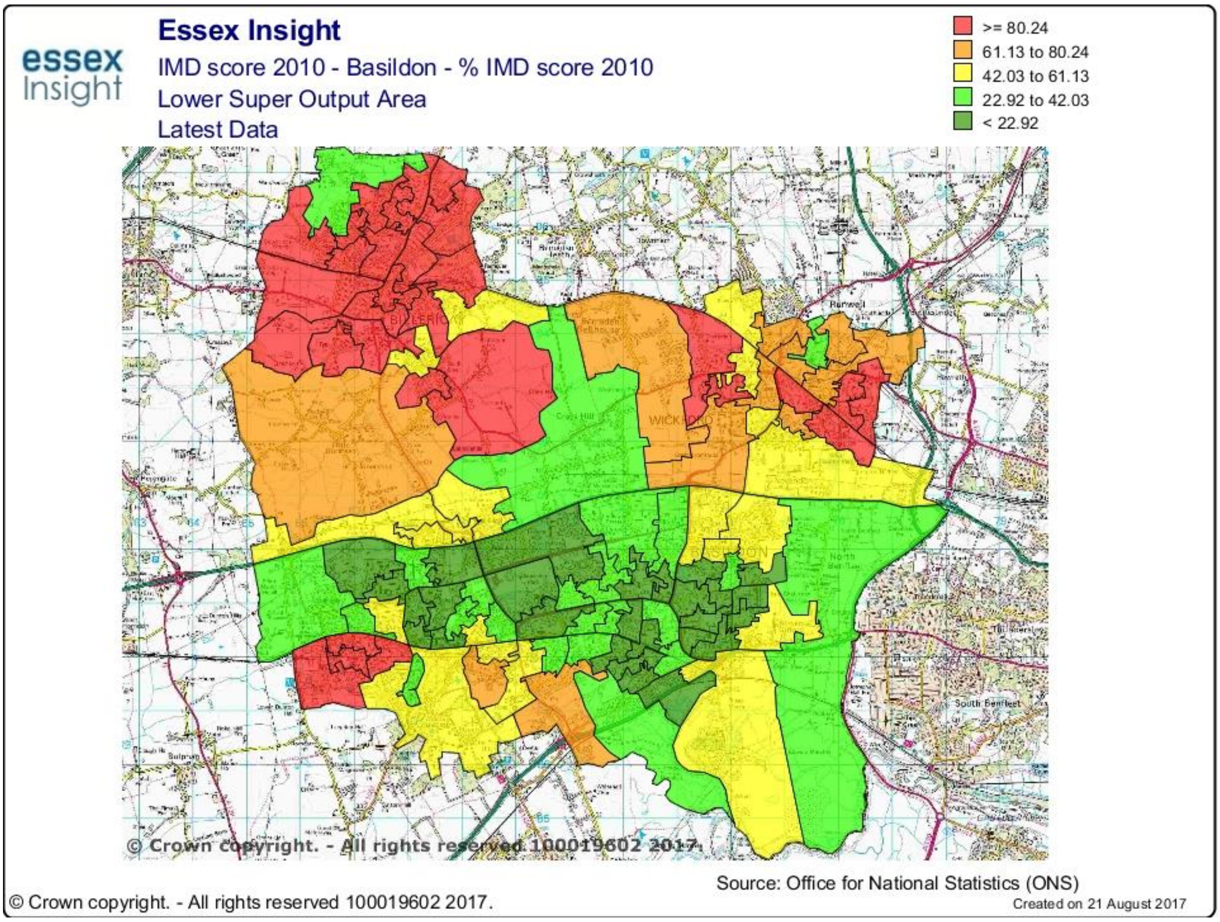
3.18 According to the Annual Survey of Hours and Earnings (ASHE), ONS, the average income for South Essex residents in 2015 was £29,298 whereas average workplace income was £26,176. Average resident earnings were above the national average whereas average work place earnings were below it. This indicates that while the average earnings for residents are relative high, local jobs pay relatively poorly and are therefore lower value.

3.19 There is some variation between local authorities and this is particularly true of average workplace earnings. Basildon is unlike other local authorities in that average workplace earnings are above average resident earnings. This is likely to be caused by the location of large high-value engineering firms in the local authority which attracts a skilled workforce commute into the area.

3.20 As mentioned in the policy section above, the Duty to Co-operate session did however highlight that many of these positions may not be attainable by residents who have grown up in the area and resident earnings data does not differentiate between native residents and those who have previously moved to the area.

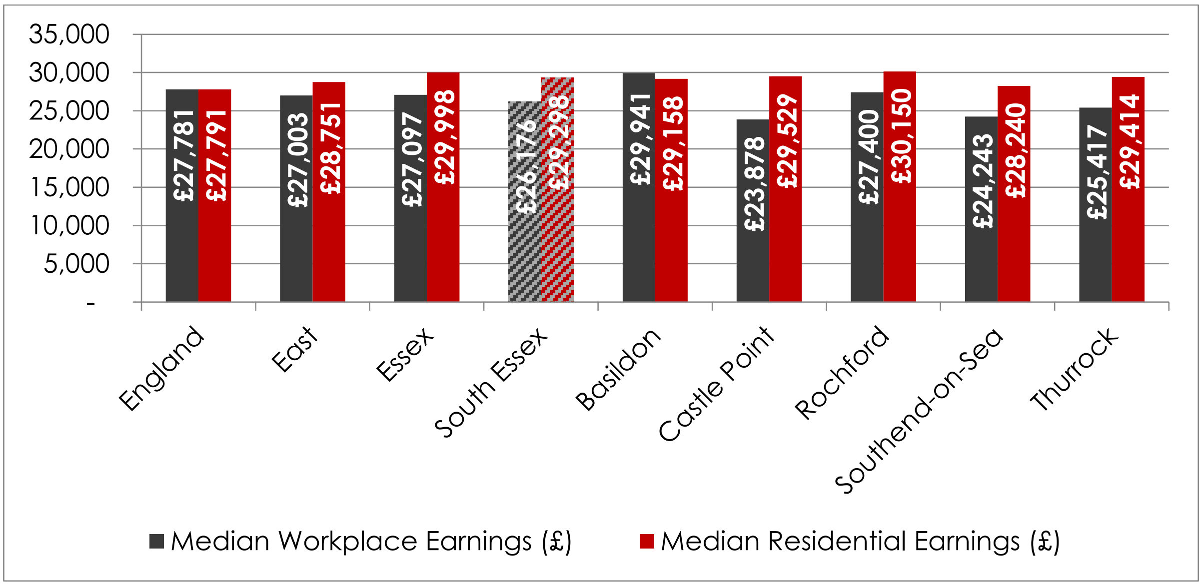
3.21 This is emphasised by Figure 9 below which shows the variation in % IMD scores for Basildon in 2010, with many LSOAs with high % scores showing high levels of deprivation which suggests fewer local residents have access to higher value employment positions.

Figure 9: Basildon IMD Scores Map



Source: Essex Insight, 2017

Figure 10: South Essex Average Earnings (2015)

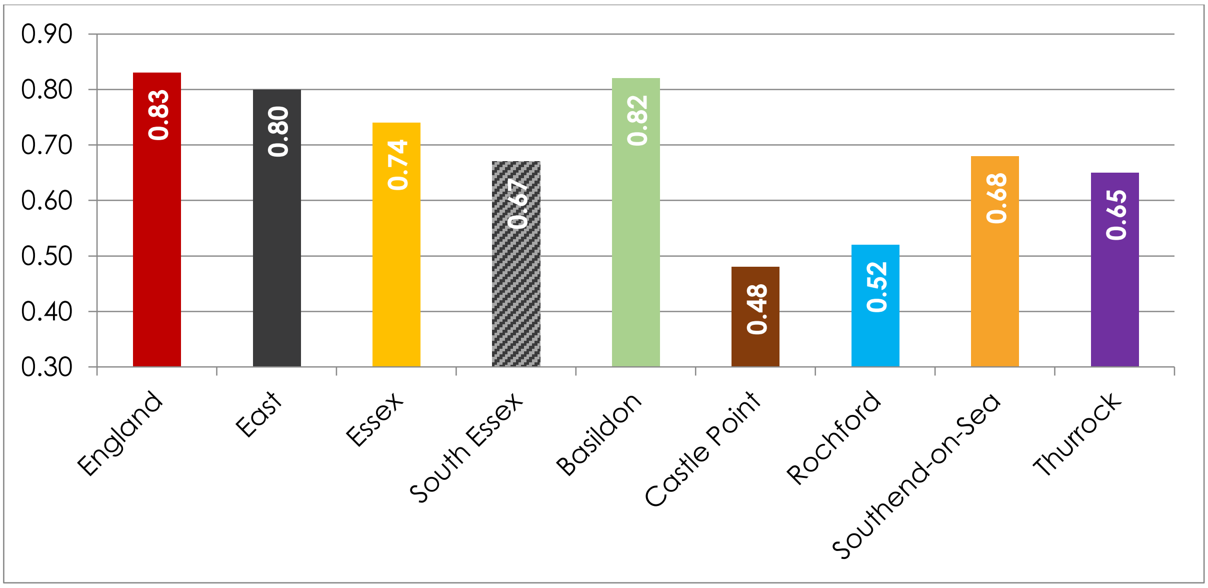


Source: ONS, 2016

3.22 Figure 11 shows the job density in South Essex and the benchmark areas. Job density is defined as the number of filed jobs in an area divided by the number of working age people resident in that area. The job density ratio of South Essex is 0.67 which is lowest among the benchmark areas. There is some variation within the sub-region and this is likely to align with out-commuting.

3.23 Low job density, if left unchecked, has the potential to form a feedback loop with out-commuting, as one re-enforces the other, which is likely to be a significant issue for Castle Point and Rochford in particular.

Figure 11: South Essex Job Density (2014)



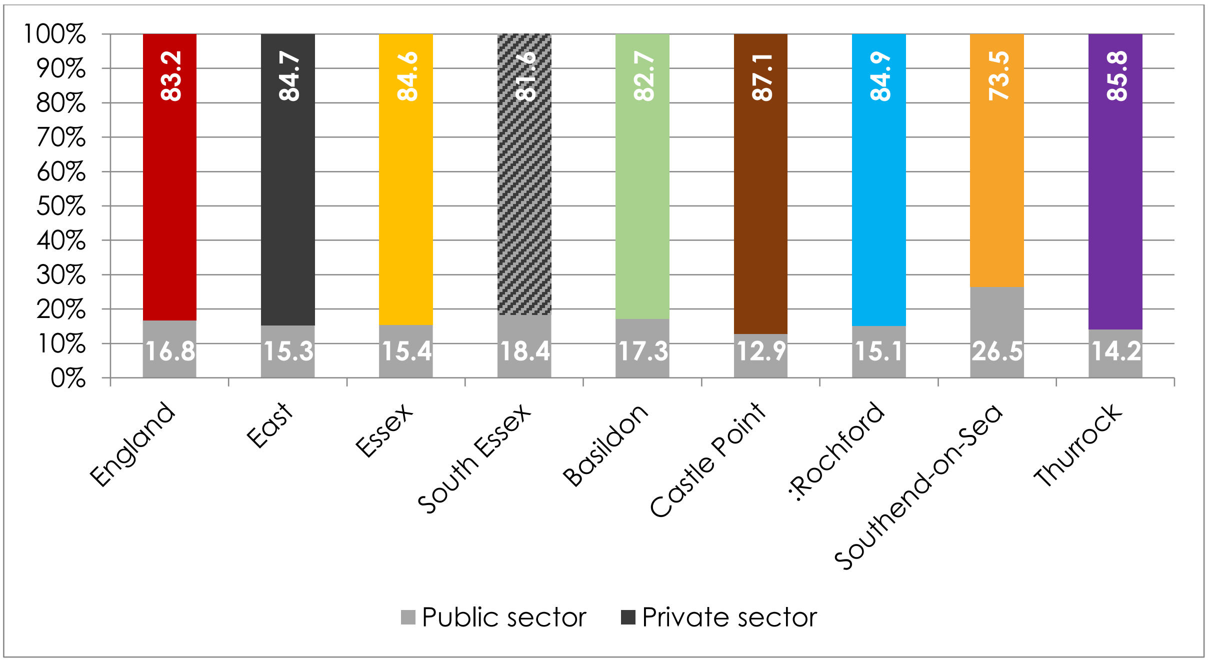
Source: ONS, 2016

3.24 Figure 12 shows the public/private sector profile of employment in South Essex and benchmark areas. It shows that 18.4% of the employment in South Essex is in the public sector and the remaining 83.6% is in the private sector.

3.25 When compared to benchmark areas South Essex has a high reliance on the public sector. There is significant variation between boroughs, with a low of 12.9% in Castle Point and a high of 26.5% in Southend-on-Sea. There is a risk of over-reliance on the public sector due to the wider economic climate and shrinking funding within the public sector which risks future job losses within the sector.

3.26 Public sector related industry is the second largest employer in the sub-region which includes health and social care, education and public administration, providing 25.7% of jobs in South Essex as shown in the following section.

Figure 12: South Essex Public/Private Sector Profile (2014)



Source: ONS, 2016

3.27 Table 2 provides a list of industries by broad sectors and the percentage of South Essex residents who work in each these industries in 2014. Further to the sectoral split discussed above, distribution, hotels and restaurants are shown to be the largest employer in the sub-region, providing 27.6% of jobs compared to the national value of 23%.

3.28 Conversely, South Essex has a relatively low proportion of residents employed in high-skill finance and professional services (18.9%) compared to benchmark areas.

3.29 South Essex shows relative employment strength in transport and communications (9.4%), driven by the logistics industry in Thurrock, and, perhaps counter-intuitively, under-representation in manufacturing (7.7%). GVA output shown further below in Table 6 does however suggest that South Essex has a more productive manufacturing sector than in wider benchmark areas.

Table 2: South Essex Proportion of Employment by Broad Industries for residents (2014)

	England	East	Essex	South Essex	Basildon	Castle Point	Rochford	Southend-on-Sea	Thurrock
G,I Distribution, hotels & restaurants	23.0%	24.5%	24.9%	27.6%	25.3%	28.0%	25.2%	23.1%	36.4%
O-Q Public admin education & health	26.6%	24.6%	25.8%	25.7%	23.5%	29.1%	23.3%	33.6%	20.0%
K-N Finance and Professional Services	22.8%	22.6%	20.6%	18.9%	21.6%	16.9%	15.8%	21.0%	14.6%
H,J Transport & Communication	8.9%	8.4%	8.7%	9.4%	10.3%	6.2%	7.8%	5.0%	14.8%
C Manufacturing	8.3%	8.4%	8.1%	7.7%	9.3%	7.9%	12.3%	6.8%	5.0%
F Construction	4.3%	5.4%	6.9%	5.7%	6.1%	7.5%	8.0%	4.3%	5.2%
R-U Other services	4.4%	4.1%	4.1%	4.1%	3.5%	4.2%	6.1%	5.5%	2.8%
B,D,E Energy & water	1.1%	1.0%	0.9%	0.7%	0.4%	0.2%	1.4%	0.6%	1.3%
A Agriculture and Fishing	0.6%	1.1%	0.2%	0.1%	0.0%	0.0%	0.2%	0.2%	0.1%

Source: ONS, 2016

LQ Analysis

3.30 The following section considers sector specialism in South Essex against the wider comparator areas (Essex County, East of England region, and England) through the Location Quotient (LQ) analysis. LQs provide a simple yet powerful tool to compare places and employment activity. An LQ value of 1 shows the employment in a sector is proportionately the same as the benchmark geography (i.e. there is no sector specialism), whereas an LQ value of greater than 1 shows that a sector is proportionately more strongly represented in South Essex (i.e. there is a specialism). Conversely, an LQ value of less than one shows sector under-representation.

3.31 Table 3 identifies the sectors within South Essex that have comparative strength against wider benchmark locations. A gradient of three colours has been used to define the strength specialism. Given that industries with weak LQ values have been selected out, shades of pink show very strong to strong specialism, white indicates moderately strong specialism and blue encompasses moderate specialism to under-representation.

3.32 A note should be made that, as a sub-region, South Essex includes five distinct local authority areas with differing sectoral strengths based on the businesses and organisations that have located within each of them. Having applied LQ values to such a large area, the sector specialism suggested by these may be the result of industry that is in fact quite localised. In this sense, caution should be taken in regard to interpreting overall specialism as a specialism within a single local authority area or other geographic area, particularly when informing conclusions and decision-making (an ecological fallacy).

South Essex Sector Specialisms

3.33 South Essex Sector specialisms are inclined towards manufacturing, construction, retail, logistics, professional services, public sector services and amusement recreation. When compared with benchmark areas, South Essex has sectoral strength in the following sectors:

- Manufacturing: oils and fats, soap, detergents and perfume, cement and plaster, abrasives, metal products, weapons and ammunition, consumer electronics, wiring, agricultural, air, space and metal forming machinery, machine tools, jewellery, sports goods, medical equipment, and gaseous fuel.
- Construction: roads and railways, utility projects, demolition and site preparation, utilities installation, and building completion.
- Wholesale and Retail: motor vehicles and parts, food, beverages and tobacco, household goods, sale in specialised and non-specialised stores.
- Logistics: freight rail, road and sea transport, postal services, and storage.
- Professional services: finance, management consultancy, and architecture and engineering.
- Public Sector Services: educations, hospitals, medical and dental practices, and social work.
- Amusement Recreation: gambling and betting, sports, and amusement and entertainment activities.

3.34 Following is a summary of the sector specialisms in South Essex in relation to the wider comparator areas based on LQ values higher than 2:

- South Essex to Essex: Very high strength in the manufacture of oils and fats, soap, detergents and perfumes, cement and plaster, abrasives, weapons and ammunition, consumer electronics, agricultural machinery, jewellery, and gaseous fuel. South Essex also has strengths when compared to Essex in fabricated metal product repair, construction of utility projects, demolition and site preparation, road freight, warehousing and storage, and gambling and betting activities.

- South Essex to East: Very high strength in the manufacture of oils and fats, soap, detergents and perfumes, cement and plaster, abrasives, weapons and ammunition, wiring, agricultural machinery, metal forming machinery and machine tools, and medical and dental equipment. South Essex also has strengths when compared to the East region in stone cutting and finishing, fabricated metal product repair, demolition and site preparation, rail and sea freight, and repair of personal and household goods.
- South Essex to England: Very high strength in the manufacture of oils and fats, cement and plaster, abrasives, weapons and ammunition, consumer electronics, wiring, agricultural machinery, jewellery, sports goods, and medical and dental equipment. South Essex also has strengths when compared to the country as a whole in stone cutting and finishing, fabricated metal product repair, other specialised construction activities, rail and sea freight, support activities for transport, pre-primary education, and repair of personal and household goods.

Table 3: South Essex Location Quotient Analysis (2014)

Industry	South Essex to Essex	South Essex to East	South Essex to England
104 : Manufacture of vegetable and animal oils and fats	416.4	9.9	20.9
181 : Printing and service activities related to printing	1.1	1.2	1.7
201 : Manufacture of basic chemicals, fertilisers and nitrogen compounds, plastics and synthetic rubber in primary forms	1.9	1.9	1.1
204 : Manufacture of soap and detergents, cleaning and polishing preparations, perfumes and toilet preparations	4.5	2.2	1.8
235 : Manufacture of cement, lime and plaster	169.6	3.0	3.6
237 : Cutting, shaping and finishing of stone	1.4	2.4	2.4
239 : Manufacture of abrasive products and non-metallic mineral products n.e.c.	8.1	2.8	4.4
251 : Manufacture of structural metal products	1.1	1.3	1.6
254 : Manufacture of weapons and ammunition	2.2	3.4	8.4
256 : Treatment and coating of metals; machining	0.8	1.1	1.2
259 : Manufacture of other fabricated metal products	0.8	1.2	1.0
264 : Manufacture of consumer electronics	3.1	1.7	2.3
273 : Manufacture of wiring and wiring devices	1.5	2.3	3.7
283 : Manufacture of agricultural and forestry machinery	2.1	3.2	13.4
284 : Manufacture of metal forming machinery and machine tools	1.0	2.1	1.6
303 : Manufacture of air and spacecraft and related machinery	1.6	1.1	0.9
310 : Manufacture of furniture	0.9	1.1	1.3
321 : Manufacture of jewellery, bijouterie and related articles	2.3	1.8	2.3
323 : Manufacture of sports goods	1.7	1.5	3.6

Industry	South Essex to Essex	South Essex to East	South Essex to England
325 : Manufacture of medical and dental instruments and supplies	1.9	2.0	2.0
331 : Repair of fabricated metal products, machinery and equipment	2.7	2.5	2.7
352 : Manufacture of gas; distribution of gaseous fuels through mains	2.6	1.7	0.5
381 : Waste collection	1.1	1.3	1.4
383 : Materials recovery	0.7	1.3	1.0
421 : Construction of roads and railways	0.9	1.1	1.7
422 : Construction of utility projects	2.1	1.2	1.1
431 : Demolition and site preparation	2.5	2.1	1.2
432 : Electrical, plumbing and other construction installation activities	0.9	1.2	1.5
433 : Building completion and finishing	0.9	1.3	1.9
439 : Other specialised construction activities n.e.c.	1.0	1.5	2.2
451 : Sale of motor vehicles	0.8	1.0	1.2
452 : Maintenance and repair of motor vehicles	1.2	1.2	1.6
453 : Sale of motor vehicle parts and accessories	1.1	1.1	1.1
463 : Wholesale of food, beverages and tobacco	1.3	1.2	1.1
464 : Wholesale of household goods	1.3	1.3	1.4
467 : Other specialised wholesale	1.2	1.1	0.9
469 : Non-specialised wholesale trade	1.2	1.5	1.8
471 : Retail sale in non-specialised stores	1.2	1.2	1.4
472 : Retail sale of food, beverages and tobacco in specialised stores	1.1	1.2	1.1
474 : Retail sale of information and communication equipment in specialised stores	1.6	1.2	0.9
475 : Retail sale of other household equipment in specialised stores	1.6	1.5	1.5
476 : Retail sale of cultural and recreation goods in specialised stores	1.4	1.6	1.7
477 : Retail sale of other goods in specialised stores	1.5	1.6	1.5
492 : Freight rail transport	1.0	3.1	2.7
494 : Freight transport by road and removal services	2.0	1.3	1.4
502 : Sea and coastal freight water transport	1.9	2.4	2.1
521 : Warehousing and storage	3.1	1.8	1.5
522 : Support activities for transportation	1.3	1.9	2.4
531 : Postal activities under universal service obligation	0.9	1.0	1.3
532 : Other postal and courier activities	0.9	1.4	1.0
561 : Restaurants and mobile food service activities	1.2	1.4	1.2
581 : Publishing of books, periodicals and other publishing activities	0.7	1.2	1.1
591 : Motion picture, video and television programme activities	1.3	1.0	0.5

Industry	South Essex to Essex	South Essex to East	South Essex to England
649 : Other financial service activities, except insurance and pension funding	1.1	1.3	1.5
661 : Activities auxiliary to financial services, except insurance and pension funding	1.1	1.9	1.2
682 : Renting and operating of own or leased real estate	1.0	1.2	1.1
702 : Management consultancy activities	1.4	1.3	1.1
711 : Architectural and engineering activities and related technical consultancy	1.0	1.4	1.6
750 : Veterinary activities	0.9	0.9	1.2
772 : Renting and leasing of personal and household goods	1.1	0.8	1.1
773 : Renting and leasing of other machinery, equipment and tangible goods	1.2	1.3	1.6
813 : Landscape service activities	0.8	1.2	1.8
829 : Business support service activities n.e.c.	1.2	1.0	1.0
841 : Administration of the State and the economic and social policy of the community	1.2	1.2	0.9
851 : Pre-primary education	0.7	1.4	2.0
852 : Primary education	1.1	1.2	1.2
853 : Secondary education	1.1	1.2	1.3
855 : Other education	1.3	1.2	1.1
861 : Hospital activities	1.2	1.2	1.1
862 : Medical and dental practice activities	1.0	1.1	0.9
869 : Other human health activities	1.1	1.3	1.3
879 : Other residential care activities	1.0	1.1	1.4
881 : Social work activities without accommodation for the elderly and disabled	1.0	1.2	1.0
920 : Gambling and betting activities	2.3	1.7	1.6
931 : Sports activities	0.9	1.1	1.1
932 : Amusement and recreation activities	1.6	1.7	1.1
951 : Repair of computers and communication equipment	1.6	0.7	1.2
952 : Repair of personal and household goods	1.6	2.5	3.2

Source: ONS, 2016

Employment and Commuting Pattern

3.35 Travel to work areas can help identify where the bulk of the residential population work. We have analysed the commuting pattern of the residents and workers in South Essex based on ONS data.

3.36 ONS identifies that the current criteria for defining Travel to Work Areas (TTWA) is 'that generally at least 75% of an area's resident workforce work in the area and at least 75% of people who work in the area also live in the area. The working area must have a population of at least 3,500. However, for areas with a population in excess of 25,000 self-containment rates as low as 66.7% are accepted'.

3.37 South Essex has fewer jobs than working residents and is therefore an exporter of workers. This results in net outward commuting from the sub-region. In 2011 93,875 commuted out from South Essex and 41,118 commuted in.

3.38 The data also helps us to define a self-containment rate for South Essex. A self-containment rate highlights the extent to which residents of an area work outside that area and the extent to which jobs within an area are filled by in-commuters. It shows the number of employed residents crossing local authority boundaries in their journeys to work, and so whether local authorities may reasonably be regarded as functional local labour markets.

3.39 A self-containment rate can be calculated to be either supply-side or demand-side. In 2011, the supply-side containment rate, or proportion of the resident workforce retained by the South Essex, was 65%. The demand-side containment rate, the proportion of the resident labour force occupying local jobs, was 81%. An area that is wholly self-contained labour market would have supply-side and demand-side self-containment rates of 100%.

3.40 Table 4 shows the ten local authorities with the largest inflows from South Essex and the ten local authorities with the largest outflows to South Essex. These inflows and outflows document significant economic linkages with neighbouring authorities in the rest of Essex, central London and the south east more generally.

Table 4: Top Ten Local Authorities for Inflows and Outflows -2011

Local Authority	Inflow	Local Authority	Outflow
Westminster, City of London	22,504	Chelmsford	7,391
Tower Hamlets	8,466	Havering	6,204
Chelmsford	7,639	Brentwood	3,140
Havering	7,454	Maldon	2,428
Brentwood	5,823	Barking and Dagenham	2,190
Barking and Dagenham	5,308	Redbridge	1,480
Newham	3,457	Braintree	1,460
Camden	2,888	Newham	1,183
Southwark	2,567	Colchester	906
Islington	2,483	Medway	806

Source: ONS, 2016

Economic Performance

3.41 The following section examines the general health of South Essex's economy in terms of Gross Value Added (GVA), competitiveness index, and key economic sectors.

Gross Value Added

3.42 Table 5 examines the total Gross Value Added (GVA) levels and its rates of change in the last decade for South Essex and benchmark areas. Among the local authorities, Basildon is the dominant economic area with the largest GVA output at £4,208.6million, a moderate GVA output per capita of c. £23,300 and strong GVA growth over the 2001 to 2014 period (41.2%). Yet, as a result of the poor economic performance of the four other local authority areas, South Essex exhibits poor GVA output per capita (c. £17,900) and 2001-2014 GVA growth (19.8%) compared to the wider benchmark areas.

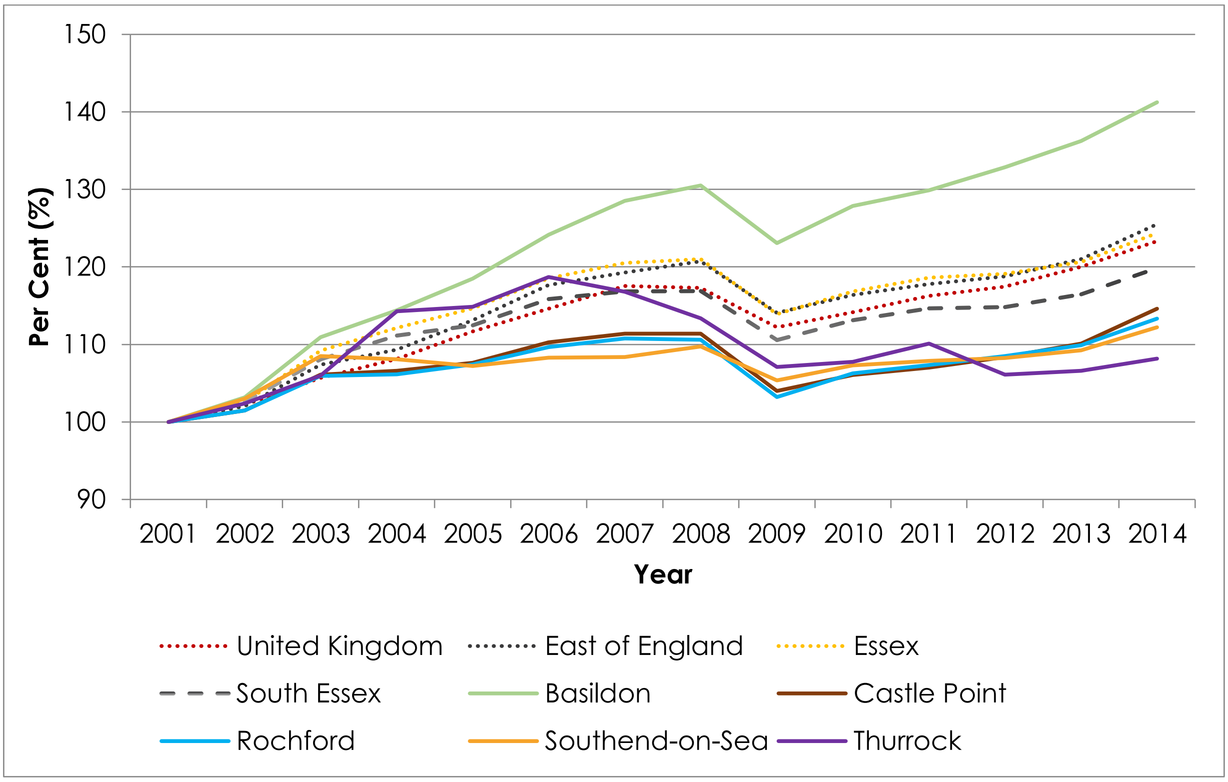
Table 5: South Essex Gross Value Added (2014)

	2014 GVA Output (£ millions)	2014 GVA Output per Capita (£)	2001-2014 GVA Growth (%)
United Kingdom	1,559,800.0	24,146.7	23.3
East	134,384.0	22,328.9	25.5
Essex	34,819.9	24,316.4	24.4
South Essex	12,425.6	17,868.1	19.8
Basildon	4,208.6	23,313.6	41.2
Castle Point	1,155.5	12,996.7	14.6
Rochford	1,148.5	13,547.5	13.3
Southend-on-Sea	3,035.3	17,058.9	12.2
Thurrock	2,877.7	17,625.4	8.2

Source: ONS, 2016

3.43 Figure 13 shows the change in GVA output from the 2001 base year in South Essex in relation to benchmark areas. It shows that South Essex has had lower growth than benchmark areas since 2007 and was significantly impacted by the 2008/9 recession period with a slower recovery than benchmark areas. The figure also reinforces the depiction of Basildon as the key economic driver of the sub-region with a very high GVA growth rate.

Figure 13: South Essex GVA Change from Base Year (2001 – 2014)



Source: ONS, 2016

3.44 Table 6 compares GVA contribution of broad sectors in South Essex and benchmark areas in 2014. It shows that professional & private services (28.5%), public services (17.4%), wholesale & retail (14.9%) and manufacturing (10.9%) are key drivers of the sub-regional economy. This pattern is reflective of the wider benchmark areas. The moderate value of the manufacturing in South Essex relative to lower levels of employment in the sector suggests that manufacturing in the sub-region may be of higher value than in benchmark areas.

3.45 Variation is evident between local authorities, particularly in Thurrock with wholesale & retail (20.3%) and transport & storage (13.1%) having a more prominent role in the local economy.

3.46 South Essex has poor GVA output representation from the relatively high-value information and communication sector (3.4%) compared to benchmark areas.

Table 6: South Essex GVA Contribution by Broad Sector (2014)

	United Kingdom	East	Essex	South Essex	Basildon	Castle Point	Rochford	Southend-on-Sea	Thurrock
Professional & Other Private Services	27.7%	29.1%	29.3%	28.5%	28.5%	27.4%	30.5%	32.6%	23.9%
Public Services	18.0%	17.2%	17.2%	17.4%	15.6%	20.4%	15.9%	26.0%	10.2%
Wholesale & Retail	11.8%	13.2%	13.2%	14.9%	14.3%	17.1%	11.8%	11.0%	20.3%
Manufacturing	9.4%	11.2%	9.6%	10.9%	14.4%	8.8%	12.9%	7.1%	9.7%
Construction	6.0%	7.9%	9.4%	8.2%	8.1%	10.5%	10.3%	6.3%	8.5%
Transport & storage	4.3%	4.5%	5.9%	6.2%	4.6%	4.6%	6.4%	2.5%	13.1%
Accommodation, Food Services & Recreation	4.2%	4.2%	4.1%	3.9%	2.9%	5.0%	4.7%	5.2%	3.3%
Finance & Insurance	6.9%	4.2%	4.6%	3.7%	5.0%	3.1%	2.0%	5.0%	1.2%
Information & communication	6.5%	5.3%	3.7%	3.4%	5.4%	2.2%	1.8%	2.8%	2.3%
Utilities	2.4%	1.8%	2.1%	2.6%	1.0%	0.7%	2.7%	1.1%	7.1%
Agriculture, Forestry & Fishing	0.7%	1.4%	0.9%	0.3%	0.2%	0.4%	0.8%	0.1%	0.3%
Extraction & Mining	1.9%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%

Source: ONS, 2016

Business Demography

3.47 The following section reviews business stock and sizes, business survival rates and growth rates to provide context of business demography in South Essex.

Businesses by Size and Industrial Sector

3.48 In 2015, there were 28,440 business units in South Essex. The business structure in South Essex is dominated by micro (1-10 employees) and small businesses (10-49 employees) that together accounted for 97.3% of all business units in the sub-region. 2.7% of businesses in South Essex employ more than 50 persons.

3.49 South Essex has fewer medium (2.4%) and large (0.3%) sized business units than the East and England yet has a higher amount than the Essex County. Variation is evident between local authorities with larger businesses located in Basildon (3.1%) and Thurrock (3.7%).

Table 7: South Essex Business Unit Size and Total Counts (2015)

	Micro (0 to 9)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)	Total Counts
England	83.9%	13.0%	2.7%	0.4%	2,489,830
East	84.6%	12.6%	2.5%	0.4%	282,460
Essex	85.4%	12.1%	2.2%	0.3%	67,940
South Essex	84.9%	12.4%	2.4%	0.3%	28,440
Basildon	82.8%	14.1%	2.6%	0.5%	7,725
Castle Point	88.2%	10.0%	1.6%	0.1%	3,345
Rochford	87.6%	10.9%	1.4%	0.1%	3,700
Southend-on Sea	86.1%	11.3%	2.3%	0.3%	7,445
Thurrock	82.7%	13.6%	3.3%	0.4%	6,225

Source: ONS, 2016

3.50 Table 8 shows the distribution of business units in South Essex by sector in 2015. The top three sectors in South Essex are construction (16.6%), professional, scientific and technical services (14.1%) and retail (10.3%).

Table 8: South Essex Distribution of Business Units by Sector (2015)

	England	East	Essex	South Essex	Basildon	Castle Point	Rochford	Southend-on-Sea	Thurrock
Construction	10.2%	12.5%	15.5%	16.6%	17.7%	22.5%	18.0%	12.8%	16.0%
Professional, scientific & technical	16.2%	15.3%	15.0%	14.1%	14.9%	13.4%	16.1%	14.6%	11.6%
Retail	9.8%	9.1%	8.8%	10.3%	8.8%	9.8%	8.5%	12.4%	11.0%
Business administration & support services	8.2%	8.1%	8.1%	7.9%	8.3%	7.3%	7.0%	8.6%	7.5%
Information & communication	7.4%	7.3%	6.6%	6.8%	7.2%	6.0%	6.4%	7.8%	6.0%
Arts, entertainment, recreation & other	6.8%	6.4%	6.2%	5.8%	5.3%	5.7%	6.6%	6.8%	4.7%
Manufacturing	4.9%	5.1%	5.4%	5.6%	6.3%	6.1%	6.5%	4.9%	4.5%
Health	5.7%	5.2%	5.0%	5.5%	5.4%	4.5%	3.5%	6.6%	5.9%
Accommodation & food services	6.3%	5.7%	5.1%	5.4%	4.2%	4.9%	4.7%	7.0%	5.6%
Transport & storage (inc postal)	3.5%	3.8%	3.8%	5.3%	4.7%	4.8%	4.2%	2.4%	10.8%
Wholesale	4.4%	4.6%	4.6%	4.4%	5.4%	3.4%	4.2%	3.7%	4.7%
Motor trades	2.8%	3.2%	3.2%	3.3%	2.9%	3.3%	3.6%	2.6%	4.2%
Property	3.6%	3.4%	3.5%	3.0%	2.7%	2.8%	3.2%	4.0%	2.0%
Financial & insurance	2.4%	2.0%	2.1%	2.1%	2.4%	1.9%	1.9%	2.8%	1.3%
Education	2.4%	2.4%	2.3%	2.1%	2.3%	2.1%	1.9%	2.1%	1.9%
Agriculture, forestry & fishing	4.1%	4.4%	3.3%	0.7%	0.6%	0.4%	2.2%	0.3%	0.6%
Mining, quarrying & utilities	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%	0.7%	0.3%	1.1%
Public administration & defence	0.8%	1.0%	1.0%	0.5%	0.5%	0.4%	0.8%	0.3%	0.6%

Source: ONS, 2016

Business Survival Rates

3.51 Table 9 shows the survival rates of businesses over a five year period from 2009 to 2013. The data shows the recessionary impact on business survival rates with a significant drop between 2009 and 2010 across South Essex and benchmark areas. South Essex business survival rates are comparable to those of the benchmark areas, achieving a slightly lower survival rate than Essex and the East after 5 years but performs better than the country overall.

3.52 Variation is evident at the local authority area level with Rochford achieving a 50% survival rate whether other authorities are in the low 40s.

Table 9: South Essex Business Survival Rates (2009 – 2013)

	Year	Births	Percent (%)				
			Year 1	Year 2	Year 3	Year 4	Year 5
England	2009	209,035	90.9	73.9	59.7	48.9	41.8
	2010	207,520	86.8	72.5	57.1	48.1	..
	2011	232,460	93.1	75.5	60.4	..	..
	2012	239,975	91.1	73.7	..	..	..
	2013	308,770	93.5	..	..	..	..
East	2009	23,535	92.5	76.6	62.2	51.3	44.3
	2010	22,580	87.8	73.9	58.7	49.8	..
	2011	24,930	93.9	77.4	62.7	..	..
	2012	25335	92.1	75.6	..	..	..
	2013	32,570	94.2	..	..	..	..
Essex	2009	5,900	93.0	77.5	62.7	50.7	43.6
	2010	5,875	88.9	74.9	59.1	50.0	..
	2011	6,280	94.2	77.6	62.3	..	..
	2012	6,540	92.2	75.7	..	..	..
	2013	8,295	94.4	..	..	..	..
South Essex	2009	2,625	92.6	74.7	60.2	49.5	42.3
	2010	2,660	86.8	73.1	56.2	46.6	..
	2011	3,070	93.8	76.1	59.1	..	..
	2012	3,040	92.6	76.0	..	..	..
	2013	3,830	94.5	..	..	..	..
Basildon	2009	695	94.2	77.0	62.6	50.4	41.7
	2010	785	87.9	73.9	54.8	45.9	..
	2011	835	94.0	75.4	57.5	..	..
	2012	800	92.5	78.1	..	..	..
	2013	1,045	94.7	..	..	..	..
Castle Point	2009	310	91.9	75.8	61.3	48.4	43.5
	2010	320	85.9	70.3	56.3	45.3	..
	2011	345	94.2	78.3	65.2	..	..
	2012	330	92.4	78.8	..	..	..
	2013	430	95.3	..	..	..	..
Rochford	2009	300	95.0	81.7	65.0	55.0	50.0
	2010	330	90.9	77.3	62.1	51.5	..
	2011	350	97.1	82.9	62.9	..	..
	2012	375	93.3	73.3	..	..	..
	2013	430	96.2	..	..	..	..
Southend	2009	710	90.1	71.1	57.0	47.9	40.8
	2010	680	82.4	69.9	53.7	44.9	..
	2011	825	92.1	73.9	58.2	..	..
	2012	880	90.9	72.2	..	..	..
	2013	1,080	93.5	..	..	..	..
Thurrock	2009	610	92.6	72.1	58.2	48.4	40.2
	2010	545	89.0	75.2	57.8	47.7	..
	2011	715	93.7	74.8	57.3	..	..
	2012	655	94.7	78.6	..	..	..
	2013	845	94.1	..	..	..	..

Source: ONS, 2016

4. Commercial Property Market Review

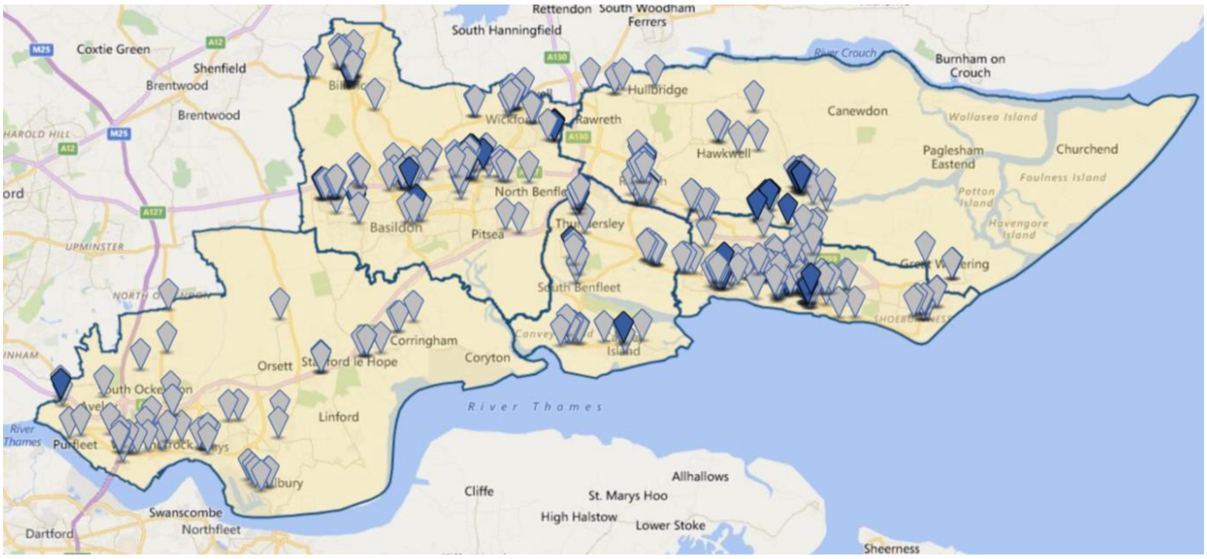
4.1 To understand how the property market itself may influence future provision we consider market performance in terms of deals completed (space take up) between June 2010 and June 2015 and advertised space (vacancies). Existing availability data is based on the time of analysis in June 2016.

4.2 The CoStar Suite database seeks to record actual market activity (i.e. the 'turnover' of occupiers and premises) as such the majority of lease renegotiations and extensions are not included. It should be noted that the CoStar Suite database relies on the participation of agents to maintain its accuracy; as such a number of smaller deals may not be captured. However, it provides a consistent and robust record of the predominant market trends from which the market can be understood.

South Essex Office Market

4.3 Figure 14 shows recorded office locations within South Essex. Blue pins indicate buildings with some level of availability whereas grey pins indicate that a building is fully let. It shows that offices are predominantly located in town centres with large concentration in Grays, Southend-on-Sea and along the A127 to the north of Basildon.

Figure 14: South Essex Office Locations



Source: CoStar Suite, 2016

Figure 15: Offices in South Essex

Source: CoStar Suite, 2016

4.4 Generally the rental trends in an area are driven by factors such as general market condition, demand and supply, locational factors and the nature and quality of the stock.

4.5 The existing office stock throughout South Essex tends to be of secondary / poor quality, with the majority of properties rated 2 or 3 stars out of 5 by CoStar Suite. This could reflect low-rental values in an area.

4.6 Table 10 below compared key office stock indicators across the Local Authority areas that make up South Essex. It shows that, according to CoStar Suite analytics, there are 536 existing office buildings in the sub-region, comprising c. 615,000 sq m of floorspace. The Basildon and Southend-on-Sea office stock makes up the majority of stock in the sub-region, 43% and 34% respectively. Comparing authorities, lower rents correlates with longer periods on the market which suggests lowest demand/over-supply in Southend-on-Sea and highest demand/under-supply in Rochford. Southend is currently responding to oversupply by supporting more mixed use redevelopment in one of its largest and dated office locations, Victoria Avenue, which is a transferable solution to other areas of the sub-region.

Table 10: South Essex Office Stock Summary Statistics

	South Essex	Basildon	Castle Point	Rochford	Southend-on-Sea	Thurrock
No. of Properties	536	154	45	73	206	57
Total Floorspace (sq m)	614,594	262,890	17,340	37,694	208,931	87,693
Asking Rent (£ psm, 5 yr avg.)	105	118	130	102	86	121
Vacancy Rate (%, 5 yr avg.)	4.6	3.9	5	5	6.1	3
Months on Market (5 yr avg.)	16.9	17.2	14.8	12.1	19.7	15.2

Source: CoStar Suite, 2016

4.7 Table 11 and Table 12 show office take-up by number of deals and floorspace between 2010 and 2015 by size band. The number of deals rose to a peak of 113 in 2014 before falling to 76 in 2015 whereas floorspace take-up fell to 6,424 sqm in 2011 before rising to 23,430 sqm in 2015, suggesting some post-recession recovery.

4.8 The largest proportion of lettings across the five years was for space of below 185 sqm (80.3%). As shown in table 12, although each year varies, this results in lettings for space below 185 sqm comprising the largest group for floorspace let over the 2010 – 2015 period. Analysis therefore indicates that demand is greatest for office space of below 185 sqm, yet required land provision is likely to be similar for the different bands of office space.

Table 11: South Essex Office Take-Up Deals by Size Band (2010 – 2015)

	2010	2011	2012	2013	2014	2015	Total
<185 sqm	45	47	50	77	88	63	370
185 - 464 sqm	11	7	10	11	17	10	66
465 - 1,849 sqm	4	1	5	1	8	2	21
1,850 sqm +	1	0	0	2	0	1	4
Total	61	55	65	91	113	76	461

Source: CoStar Suite, 2016

Table 12: South Essex Office floorspace take-up by SIze Band (2010 – 2015)

	2010	2011	2012	2013	2014	2015	Total
<185 sqm	3,358	4,035	3,893	6,160	6,179	4,169	27,794
185 - 464 sqm	2,790	1,738	2,211	3,055	5,212	3,194	18,200
465 - 1,849 sqm	4,520	650	3,753	650	5,988	1,018	16,581
1,850 sqm +	3,252	0	0	7,909	0	15,049	26,209
Total	13,920	6,424	9,857	17,773	17,380	23,430	88,783

Source: CoStar Suite, 2016

4.9 Table 13 below shows that during the study period, total take up (sqm) was highest at either ends of the spectrum, under 185 sqm and above 1,850 sqm, as was average achieved rents

(£psm). Larger office units are typically located in proximity to town centres and industrial locations, with higher counts in Basildon, Southend-on-Sea, and Thurrock.

4.10 It should be noted however that, in general, smaller units tend to achieve higher rents on a £ per sq m basis. They are often let on flexible lease terms which command a premium and service charges are often included in the rent. The significantly higher rents achieved on sub 185 sq m units may therefore be in part a consequence of their small size, rather than a direct indication of demand.

4.11 The average deal size was c. 200sqm, which would suggest that the average business occupying space within the sub-region was small, most likely around 20 employees (based on average occupier densities).

Table 13: South Essex Office Take-up by Size Band (2010 – 2015)

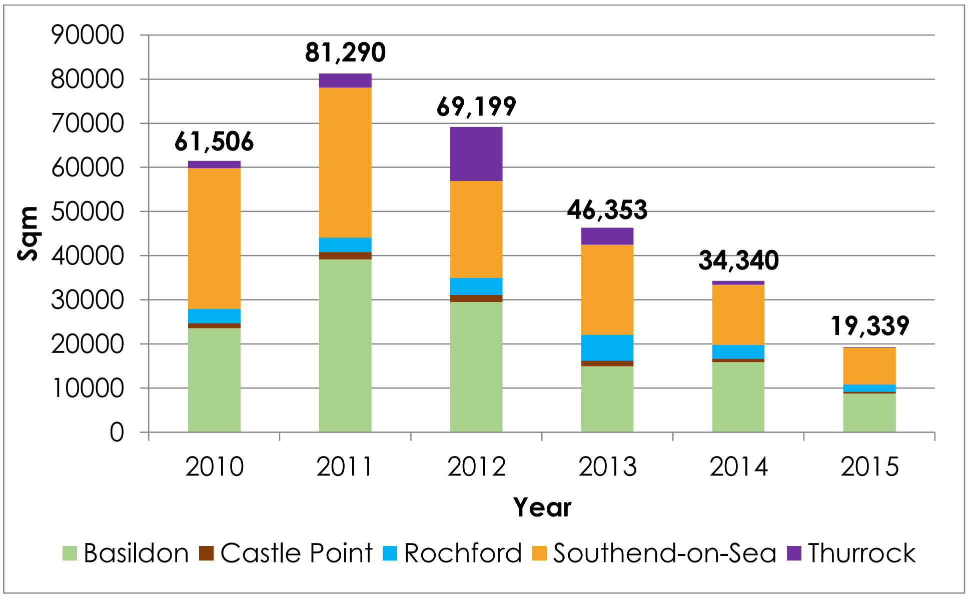
	Total Deals	Total Take Up (sqm)	Average Unit Size (sqm)	Average Achieved Rent (£psm)
<185 sqm	370	27,794	75	106
185 - 464 sqm	66	18,200	276	99
465 - 1,849 sqm	21	16,581	790	68
1,850 sqm +	4	26,209	6,552	123
Total	461	88,783	193	99

Source: CoStar Suite, 2016

4.12 Figure 16 shows that available floorspace increased to a peak of c. 81,000 sqm in 2011, before falling below 2010 levels in 2013 and continuing to c. 19,000 sqm in 2015. Available office space is shown to be primarily in Basildon (c. 8,800 sqm/ 45% in 2015) and Southend-on-Sea (c. 8,200 sqm/ 43% in 2015) although a significant amount (c.10,000 sqm) became briefly available in Thurrock in 2012.

4.13 A recent decline in available floorspace implies a recent increase in demand. Earlier analysis in tables 11 and 12 also demonstrate increasing letting activity over the study period which further suggests increasing demand. Aligning with patterns across the southeast, a fall in available office floorspace is also likely to be the result of office to residential changes of use as part of permitted development.

Figure 16: South Essex Available Office Floorspace (sqm) 2010 - 2015

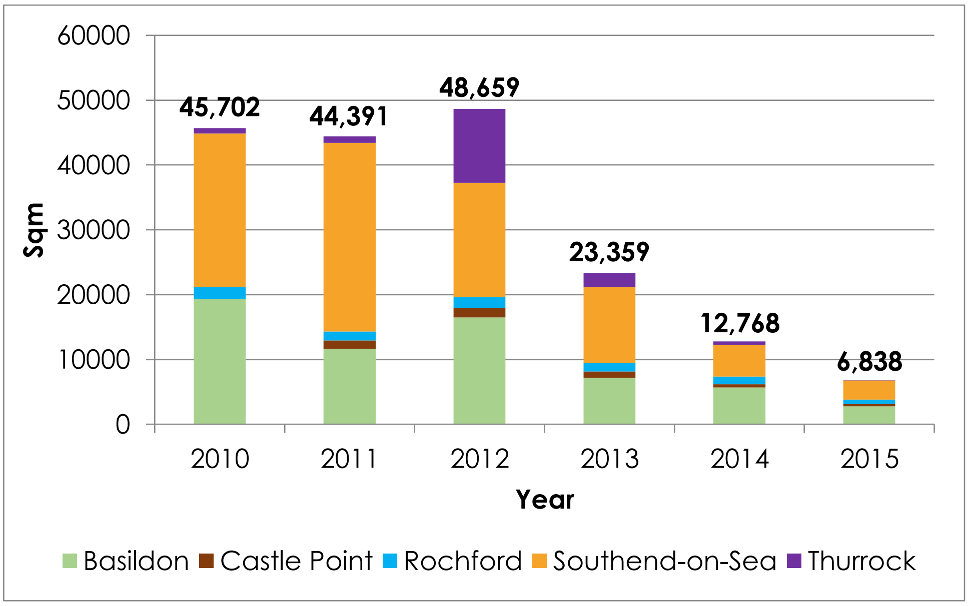


Source: CoStar Suite, 2016

4.14 Similar to trends in available office space, vacant office space, which is a proportion of available space that is current not in use, peaked in 2012 at c. 49,000 sqm before falling sharply to c. 23,000 sqm in 2013 and continued to fall to c. 7,000 sqm in 2015. Again, Basildon (c. 2,800 sqm/ 41% in 2015) and Southend-on-Sea (c. 2,900 sqm/ 43% in 2015) have the majority of vacant office stock and a large amount became briefly available in Thurrock in 2012.

4.15 Having noted a period of increasing demand, these figures and tables may allude to a potential lack of supply in South Essex in the near future.

Figure 17: South Essex Vacant Office Floorspace (sqm) 2010 - 2015



Source: CoStar Suite, 2016

4.16 In August 2016, there were a total of 53 office units in South Essex being advertised through CoStar Suite database, comprising 26,138 sqm of available space.

4.17 Table 14 shows that although the majority of units were under 185 sqm (58.4%), the largest total floor space was accounted for by the four units over 1,850 sqm (57.7%).

Table 14: South Essex Office Floorspace Availability

Location	No. of units	Total Floorspace (sqm)
Basildon	15	12,980
Castle Point	3	291
Rochford	5	1,364
Southend-on-Sea	29	11,395
Thurrock	1	108

Source: CoStar Suite, 2016

4.18 Following earlier figures, Table 15 shows the majority of units and floor space currently available is in Basildon (28.3% and 49.7% respectively) and Southend-on-Sea (49.1% and 42.6% respectively).

Table 15: South Essex Office Floorspace Availability by Local Authority

Location	No. of units	Total Floorspace (sqm)
Basildon	15	12,980
Castle Point	4	594
Rochford	7	1,330
Southend-on-Sea	26	11,126
Thurrock	1	108

Source: CoStar Suite, 2016

4.19 Considering specific market locations defined within the CoStar Suite database, analysis shows that Southend-on-Sea and Basildon are the primary office hubs in South Essex which, together, account for 58% of office units and 87% of floor space. With an average office floor space of 1,218sqm, Basildon is also the centre for larger offices in the sub-region.

Table 16: South Essex Office Floorspace Availability by Location

Location	No. of units	Total Floorspace (sqm)
Basildon	10	12,179
South Benfleet	2	125
Billericay	4	453
Canvey Island	1	165
Grays	1	108
Leigh-on-Sea	4	215
Rayleigh	3	626
Rochford	2	738
Southend-on-Sea	21	10,469
Westcliff-on-Sea	4	711
Wickford	1	348

Source: CoStar Suite, 2016

South Essex Industrial Market

4.20 Figure 18 shows the location of industrial unit in South Essex. Blue pins indicate buildings with some level of availability whereas grey pins indicate that a building is fully let. It shows that, similar to the office stock, industrial units cluster in the urban centres of Southend-on-Sea and Grays/ West Thurrock as well as on the A127 corridor to the north of Basildon. Further locations of clustering include Wickford and the DP world London Gateway Port near Corringham.

Figure 18: South Essex Industrial Unit Locations

Source: CoStar Suite, 2016

Figure 19: Industrial Units in South Essex

Source: CoStar Suite, 2016

4.21 Generally the rental trends in an area are driven by factors such as general market condition, demand and supply, locational factors and the nature and quality of the stock.

4.22 The existing industrial stock throughout South Essex tends to be of secondary / poor quality, with the majority of properties rated 2 or 3 stars out of 5 by CoStar Suite. Thurrock however contains more of a mix which includes numerous 4 star units and a 5 star unit.

4.23 Table 17 below compared key industrial stock indicators across the Local Authority areas that make up South Essex. It shows that, according to CoStar Suite analytics, there are 911 existing industrial buildings in the sub-region, comprising c. 2,280,000 sq m of floorspace. The Basildon and Thurrock industrial stock makes up the majority of industrial floor space in the sub-region, 34.5% and 49.1% respectively.

Table 17: South Essex Industrial Stock Summary Statistics

	South Essex	Basildon	Castle Point	Rochford	Southend-on-Sea	Thurrock
No. of Properties	911	324	105	90	165	240
Floorspace (sq m)	2,281,234	787,126	89,659	108,364	217,612	1,119,141
Asking Rent (£ psm, 5 yr avg.)	59	55	46	49	47	67
Vacancy Rate (%, 5 yr avg.)	5.8	6.1	5.1	6.4	5.1	5.9
Months on Market (5 yr avg.)	15.8	16.4	12	12.4	16.2	17.6

Source: CoStar Suite, 2016

4.24 Table 18 and Table 19 show industrial take-up by number of deals and floorspace between 2010 and 2015 by size band. The number of deals rose to a peak of 142 in 2014 before falling to 91 in 2015 whereas floorspace peaked in 2011 at c. 87,000 sqm before falling to c. 50,000 sqm in 2015.

4.25 The largest proportion of lettings across the five years was for spaces between 185 and 464 sqm in size (37.3%). As shown in Table 19, although each year varies, this results in lettings for space above 1850 sqm comprising the largest group for floorspace let over the 2010 – 2015 period (c. 184,000 sqm). Analysis therefore indicates that demand is greatest for industrial space of below 465 sqm, yet higher amounts of land provision is likely to be required for larger scale industrial units than smaller ones.

Table 18: South Essex Industrial Take-Up Deals by Size Band (2010 – 2015)

	2010	2011	2012	2013	2014	2015	Total
<185 sqm	21	43	36	41	53	26	220
185 - 464 sqm	34	39	41	52	50	43	259
465 - 1,849 sqm	23	39	36	27	34	18	177
1,850 sqm +	6	8	7	10	6	4	41
Total	84	128	120	130	142	91	695

Source: CoStar Suite, 2016

Table 19: South Essex Industrial floorspace take-up by Size Band (2010 – 2015)

	2010	2011	2012	2013	2014	2015	Total
<185 sqm	2,181	4,744	4,319	3,647	5,773	2,996	23,660
185 - 464 sqm	9,622	11,562	11,882	13,833	15,168	11,599	73,665
465 - 1,849 sqm	16,577	35,216	31,568	23,245	29,242	13,265	149,113
1,850 sqm +	43,046	35,203	30,311	32,813	21,369	21,701	184,442
Total	71,426	86,726	78,079	74,777	71,552	49,560	432,120

Source: CoStar Suite, 2016

4.26 Table 20 below shows that during the study period, total take up (sqm) was highest at the higher end of the spectrum, above 1,850 sqm, while total deals were higher towards the lower end, below 464 sqm. Industrial units are typically larger in Thurrock and reflect the local logistics specialism whereas the smaller yet more numerous offer in Basildon results from its higher-skill manufacturing clusters. Averaged achieved rents (£sqm) were higher for smaller units across South Essex, suggesting higher quality or demand for smaller units.

4.27 It should be noted however that, in general, smaller units tend to achieve higher rents on a £ per sq m basis. They are often let on flexible lease terms which command a premium and service charges are often included in the rent. The significantly higher rents achieved on sub 185 sq m units may therefore be in part a consequence of their small size, rather than a direct indication of demand.

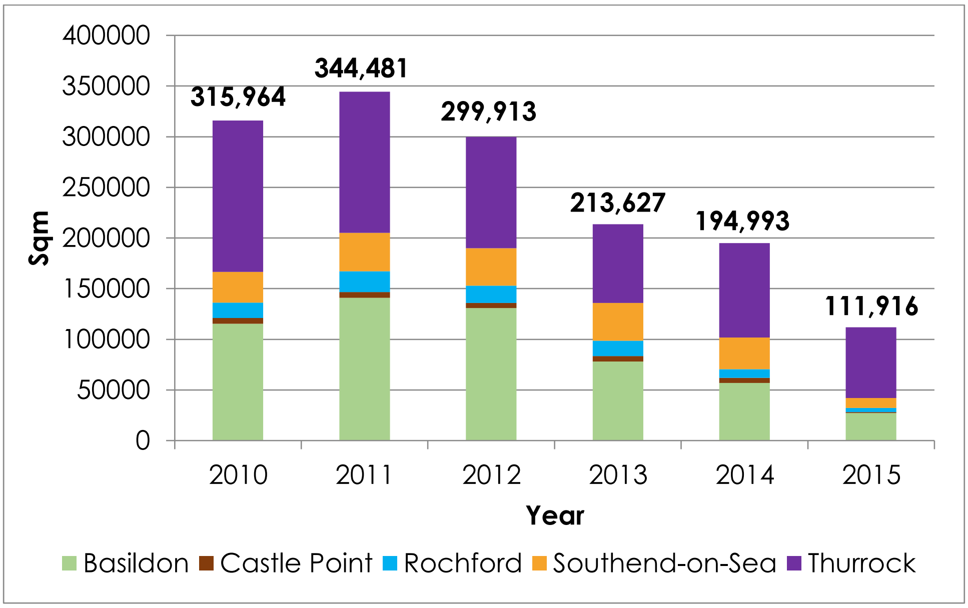
Table 20: South Essex Industrial unit take-up by size band (2010 – 2015)

	Total Deals	Total Take Up (sqm)	Average Unit Size (sqm)	Average Achieved Rent (£psm)
<185 sqm	220	23,660	108	66
185 - 464 sqm	259	73,665	284	55
465 - 1,849 sqm	177	149,113	842	52
1,850 sqm +	41	184,442	4,499	50
Total	695	432,120	622	58

Source: Costar Suite, 2016

4.28 Figure 18 shows that available floorspace increased to a peak of c. 344,000 sqm in 2011, before falling below 2010 levels in 2012 and continuing to c. 112,000 sqm in 2015. Available industrial space is shown to be primarily in Basildon (c. 27,000 sqm/ 24% in 2015) and Thurrock (c. 70,000 sqm/ 63% in 2015). The recent decline in available floorspace implies a recent increase in demand.

Figure 20: South Essex Available Industrial Floor space (2010 – 2015)

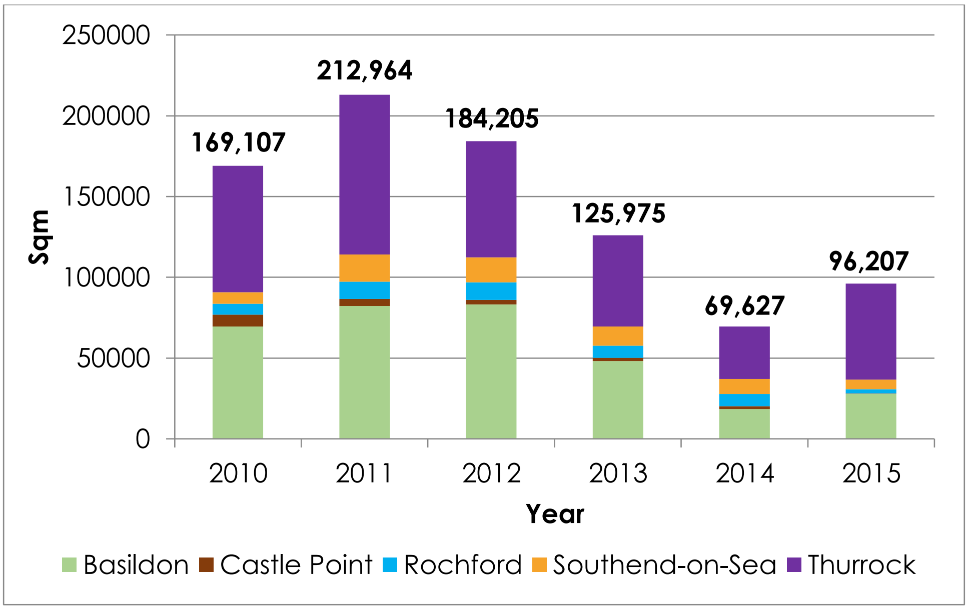


Source: CoStar Suite, 2016

4.29 Similar to trends in available office space, vacant industrial space, which is a proportion of available space that is current not in use, peaked in 2011 at c. 213,000 sqm before falling to c. 67,000 sqm in 2014 and rising slightly to c. 96,000 sqm in 2015. Again, Basildon (c. 28,000 sqm/ 29% in 2015) and Thurrock (c. 60,000 sqm/ 62% in 2015) have the majority of vacant industrial stock.

4.30 Having noted a period of increasing demand, these figures and tables may allude to a potential lack of supply in South Essex in the near future.

Figure 21: South Essex Vacant Industrial Floor space (2010 – 2015)



Source: CoStar Suite, 2016

4.31 In August 2016, there were a total of 122 industrial units in South Essex being advertised through CoStar Focus database, comprising 1,093,814 sqm of available space.

4.32 Table 21 shows that the majority of units were over 1,850 sqm (37.7%) and the largest total floor space was accounted for by these units (96.5%).

Table 21: South Essex Industrial floorspace availability

	No. of units	Total Floorspace (sqm)
<185 sqm	21	2,660
185 - 464 sqm	24	7,386
465 - 1,849 sqm	31	28,639
1,850 sqm +	46	1,055,129
Total	122	1,093,814

Source: CoStar Suite, 2016

4.33 Following earlier figures, Table 22 shows the majority of units and floor space currently available is in Thurrock (43.4% and 92.3% respectively).

Table 22: South Essex Industrial floorspace availability by local authority

Location	No. of units	Total Floorspace (sqm)
Basildon	26	117,892
Castle Point	3	1,545
Rochford	12	7,089
Southend-on-Sea	28	150,385
Thurrock	53	816,453

Source: CoStar Suite, 2016

4.34 Considering specific market locations defined within the CoStar Suite database, analysis shows that the areas of Basildon, Canvey Island, Southend-on-Sea and Stanford Le Hope (related to London Gateway) are the main industrial centres in terms of units yet Stanford Le Hope has the majority of floor space, at 73.7%.

Table 23: South Essex Industrial floor space availability by location

Location	No. of units	Total Floorspace (sqm)
Basildon	19	55,020
Canvey Island	3	2,928
Grays	23	84,960
Hockley	1	322
Leigh-on-Sea	7	6,608
Purfleet	3	15,292
Rayleigh	6	5,141
Rochford	5	620
South Ockendon	2	40,269
Southend-on-Sea	19	9,593
Stanford Le Hope	18	806,681
Tilbury	7	62,872
Westcliff-on-Sea	2	907
Wickford	7	2,601

Source: CoStar Suite, 2016

5. Baseline SWOT Analysis

5.1 Drawing on the baseline understanding established throughout the socio-economic and property market analysis, the following points summarise the key characteristics of the South Essex economy;

- Each of the authorities that compose South Essex have significant employment in distribution, hospitality, public sector activities, and professional services;
- A diverse manufacturing sector is present in South Essex, ranging from basic chemical production in Thurrock to the manufacturing of agricultural equipment and vehicles in Basildon;
- Each of the authority areas saw recessionary impact in terms of unemployment, GVA output loss, and business formation and survival rates;
- Each of the authorities currently has a GVA per capita output that falls behind the national average, yet Basildon greatly outperforms other authorities in South Essex;
- There is a weaker role for higher value sectors that drive growth, such as financial services and ICT;
- The highest proportion of lettings of office space in South Essex is for smaller units (below 185sqm). Smaller units have high rents and quick letting times, suggesting higher demand;
- The highest proportion of lettings of industrial space in South Essex is for smaller units (below 465sqm). These units have higher rents and typically quick letting times, again suggesting high demand;
- Although South Essex is seeing investment in industrial floorspace, particularly at the London Gateway site, a shortage exists of good quality office stock which is identified as a major barrier to growth and investment;
- Across South Essex, vacant and available industrial and office floor space has fallen over recent years and occupancy rates have risen.

5.2 These key characteristics points are used to inform the following SWOT analysis for South Essex, summarising the key strengths, weaknesses, opportunities and threats for supporting and reinforcing growth of the South Essex economy.

Strengths

- A strong position on the regional highway, rail networks and established distribution roles, with a significant focus for infrastructure investment;

- A regional airport, London Southend, which is seeing investment and supports a collection of proximate businesses;
- Defined logistics and manufacturing locations;
- Proximity to the largest concentration of population in the UK and proximity to London, which is expected to grow by 1.5 million people in coming decades;
- A sizeable population of young people and a growing working age population;
- High economic activity and falling unemployment rates;
- A culture of entrepreneurship with high business start-up rates;
- There is healthy demand for both office and industrial units;
- Large industrial units becoming available as part of and near the London Gateway site, in addition to the TEP/Tilbury 2 ports, represent investment in the wider logistics sector and continues to entrench strength in the sub-region.

Weaknesses

- The economic base has been focussed on lower value, less knowledge intensive activity, which is a weak foundation for economic growth;
- There are generally lower skills levels in the local workforce than in benchmark areas;
- Further, high-skill jobs that are available in the sub-region tend to be taken up by labour commuting into South Essex rather than residents;
- South Essex suffers from areas with high levels of deprivation;
- The sub-region has a poor containment rate of its labour force with significantly lower values for each of the individual local authorities and loses most of its highly skilled workers to the central London boroughs;
- An over stretched and congested strategic road network, with poor north/south connectivity between strategic employment sites and urban centres, and a lack of HGV parking facilities.
- The rail network also sees delays, with local calls to deliver dual tracks and electrification, and a need to improve rail and bus interchanges to support an uptake in use of public transport.

Opportunities

- Proximity to London presents opportunities to capture families and businesses relocating to avoid increasing costs;

- Co-ordinated political impetus and investment throughout the Thames Gateway is set to support local growth sectors;
- An additional Thames Crossing linking South Essex to North Kent would enhance logistics positioning and increase the labour-market catchment;
- The delivery of a new airport business park and further growth in London Southend Airport;
- Potential for growth in the local tourism market, particularly in the resort of Southend.

Threats

- The current economic and political climate may put added strain on sectors which play a prominent role in the South Essex economy, such as logistics;
- Risk of lower performance than neighbouring areas, such as North Kent, with growth in office employment staying in London or being captured by centres outside of South Essex and continued contraction of the manufacturing base.
- The early stage of Lower Thames Crossing proposal makes it difficult to assess its impacts and influence on economic opportunities and existing and potential employment land.
- Underinvestment in local infrastructure that poorly accommodates investment in development locations and on key/new routes.
- Potential strain on workforce availability and access to employment opportunities, magnified by poor infrastructure and access to employment locations alongside poor training opportunities and jobs/skills mismatch.
- Limited affordability, range and quality of housing which acts to constrain investment and the attraction of a diverse labour pool.

6. Current Supply Portfolio

6.1 This Chapter considers the supply of current employment sites across the South Essex sub-region, contributed to by the supply from each of the five South Essex local authorities; Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock.

6.2 The assessment of the supply portfolio is based on desk and site based survey of employment sites in each of the South Essex authorities to identify the key characteristics of their site clusters.

6.3 Each authority provided GVA with a comprehensive list of their existing employment sites, drawn from information such as their Local Plan Sites Databases and existing policy allocations. GVA has reviewed these site lists and confirmed the sites included within this assessment with each authority. In line with NPPG guidance, analysis has focused only on sites that are greater than 0.25ha in scale.

6.4 Potential employment sites have also been identified from the lists provided by each authority, and are considered in the following Chapter. These sites include those which are not currently occupied; but which have been allocated for employment use, have planning permission for employment uses, have been previously assessed for employment use or have been put forward for employment use as part of Call For Sites processes.

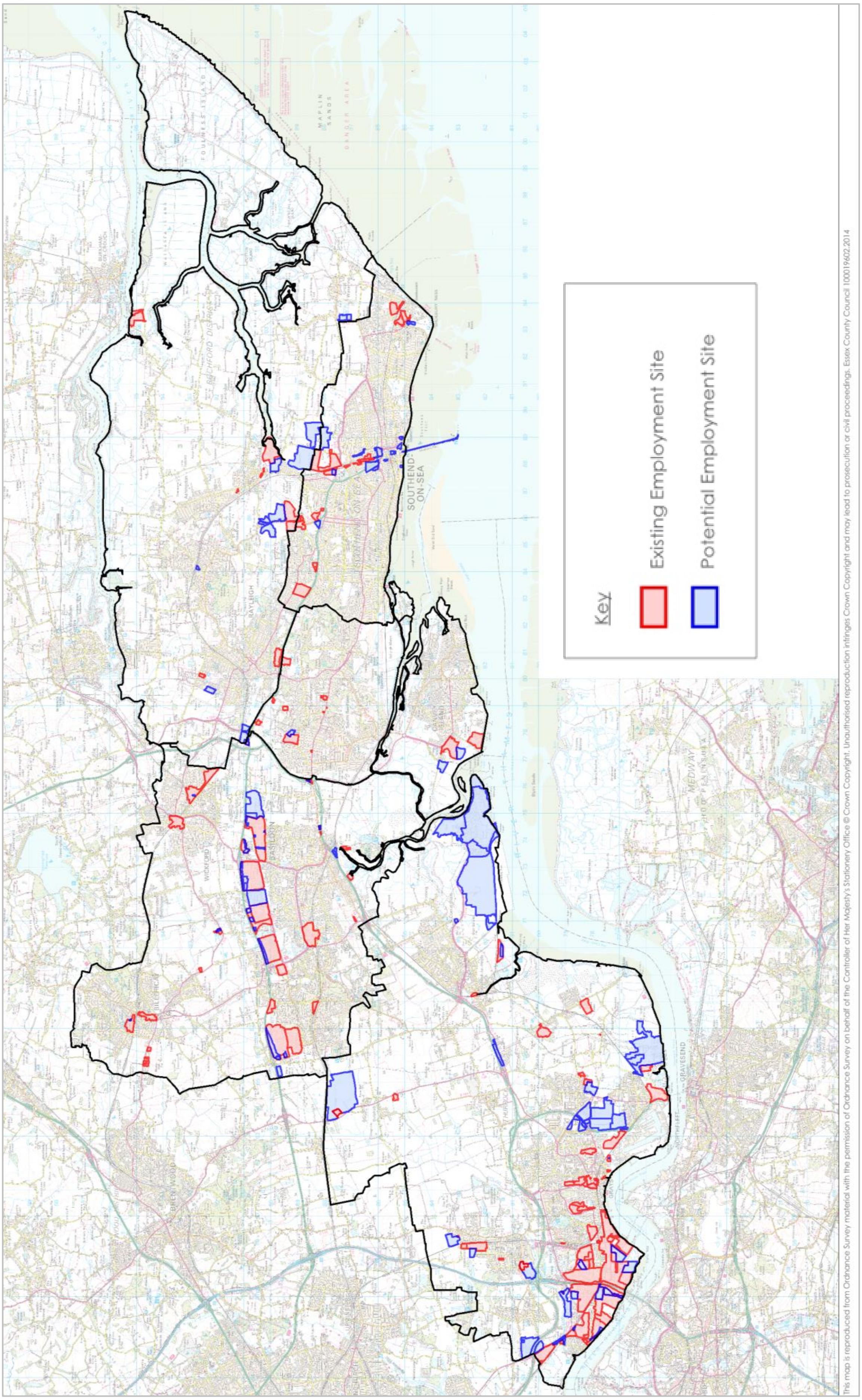
6.5 In total 114 active employment sites with existing B class employment use (which are at least 0.25ha) have been identified across the South Essex sub-region. The total area of these active employment sites is 1,392ha, as shown below in Table 24.

Table 24: Total Employment Land Supply in South Essex

	Total Number of Employment Sites	Total employment land (ha)	% of South Essex employment land total
Basildon	25	452	32%
Castle Point	6	79	6%
Rochford	10	112	8%
Thurrock	53	631	45%
Southend-on-Sea	20	118	8%
South Essex	**114**	**1,392**	**100%**

6.6 The location of the active and potential employment sites assessed in this study is shown below in Figure 22.

Figure 22: South Essex Overview Map: Existing and Potential Employment Sites



6.7 This Chapter considers the supply of current employment sites across the South Essex sub-region, contributed to by the supply from each of the five South Essex local authorities; Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock.

Site Assessment Approach

6.8 The site assessment approach undertaken in this Study has assessed the employment supply for each of the South Essex authorities in turn. Whilst all identified sites are considered within the analysis, focus is placed particularly on the key employment sites within each authority in order to better understand their role and contribution to the local employment land portfolio as well as the strategic South Essex employment portfolio.

6.9 The following approach was undertaken:

- Desk based site assessment
    - Geographic context and connectivity of sites to strategic road network
    - Analysis of Costar Suite availability data (including vacancy levels) and statutory designations i.e. habitat, landscape, flooding etc.
    - Categorisation of sites into sub-markets within each authority area
- On site assessment of key employment sites in each authority area with photographs taken.
- 'Traffic light categorisation' of sites in an Employment Site Assessment Matrix for each authority
- Categorisation of sites into groups advising on future action
- Consideration of sites which constitute a key employment cluster of strategic importance for the South Essex sub-regional economy and its growth, particularly in the key growth sectors; transport and logistics, advanced manufacturing, green technology, digital cultural and creative industries, and health technology,

'Traffic Light' Categorisation

6.10 The on-site aspects of the assessment process and the desk-based analysis of the data indicated above, allowed for sites to be considered based on a range of criteria, using a 'traffic light' system where red is considered a disadvantage for an employment site and green is considered an advantage[14]. These 'scores' are fed into site assessment matrices, which has been produced for each authority area.

6.11 Table 25 shows how the specific details recorded for each site were categorised into red, amber and green for 11 key criteria. Three further criteria are considered within the table, which consider vacant land, units and intensification opportunities, and instead receive a yes or no.

6.12 The traffic light categorisations for each site helped to assess their overall quality and identify the overall nature and characteristics of the identified sub-markets within each authority area. This categorisation has also been used to form the recommendations on future action for the employment sites.

6.13 It is important to note that in some cases the traffic light categorisations reflect the appropriateness and quality of sites for employment use 'on paper', but do not consider this in conjunction with their support and provision for current uses. Although a site may not be 'green' in the traffic light categorisation within the matrix, and may not be appropriate for employment uses should the current occupier(s) leave, or seem like the most desirable employment site in terms of quality, it may accommodate a locally important business within the area, or may provide the only appropriate site for certain uses. It would therefore demonstrate its value as an employment site despite not ranking well in all criteria within the Site Assessment Matrix.

6.14 Similarly, not all occupiers require grade A space, in fact certain occupiers, such as certain bad neighbour uses, including car repairs, waste transfer and disposal sites etc., are more suited to lesser grade space, and would seek to occupy this quality of space which would not necessarily score highly in the Site Assessment Matrix.

6.15 The 'Adequate Access & Parking' criteria, is assessed both in terms of wider accessibility to the site (considering closest trunk road, rail access, bus routes and its location in the context of strategic routes within the authority area) and its immediate accessibility (considering the entrance and exit appropriateness).

[14] This is a standard approach used by GVA in the assessment of employment sites, aligned with guidance requirements, which has been used in a number of locations as part of the evidence base supporting development of Local Plan policies which have since been adopted, including recent examples for Maidstone District Council and Eastbourne Borough Council.

Table 25: Traffic Light Categorisation of Sites (used in Site Assessment Matrix)

	Site Assessment Question	Categorisation (Red)	Categorisation (Yellow)	Categorisation (Green)
Location Character	Site Description: Location character	Mainly residential with few commercial uses	Mixed commercial and residential area	Well established commercial area
		Mainly residential or rural area with no other commercial uses		Established commercial area
Predominant Occupier Nature	Site Description: Nature/Significance of existing occupiers	I = International R = Regional		N = National L = Local
Building Age	Existing Conditions: Age of buildings	Pre 1940 - 1969	1970 - 1989	1990 -1999, 2000 - 2009 and 2010 onwards
Building Quality	Existing Conditions: Quality of buildings	Very Good / Good	Average Can also be used for mixed quality.	Poor / Very Poor
On-Site Amenities	Existing Conditions: On-site amenities	None evident	**Limited range** of: retail (convenience and comparison), restaurant/café, gym/sports, bank, hotel, crèche, education and other	**Wide range** of: retail (convenience and comparison), restaurant/café, gym/sports, bank, hotel, crèche, education and other
Proportion of non B Class Floorspace	Existing Conditions: Proportion of floorspace in non B class use	50-100% non B class	25-49% non B class	0-24% non B class
Neighbouring Amenities	Existing Conditions: Neighbouring amenities	No services in close proximity	Close to one or two services	Close to a local centre with a reasonable service range/quantity
			Close to a limited range and quantity of basic services	Close to a town centre with a wide range and quantity of services
Environment Quality for Current Use	Existing Conditions: Quality of environment for current use	Very poor	Average	Good
		Poor		Very Good
Neighbouring Uses	Existing Conditions: Neighbouring uses	Residential, Retail, Leisure and Town Centre	Mix of red and green Or: Airport, Rail, Higher Education & Further Education	Road, Industrial, Office & Warehousing
Evidence of Pollutants	Existing Conditions: Evidence of pollutants	3 or more of the following: Noise, traffic, 24 hour operation, air, lighting	1 or 2 of the following: Noise, traffic, 24 hour operation, air, lighting	None evident
Adequate Access & Parking	Existing Conditions: Access & Parking ~ Car ~ HGV ~ Public Transport ~ Servicing ~ Parking	Not adequate for the majority of the 5 aspects	Potential Issues with adequacy, but not to the extent of the red categorisation	Adequate for the majority of the 5 aspects
Internal Circulation	Existing Conditions: Access & Parking ~ Internal Circulation	Poor	Average	Good

	Included Sections from Site Survey Forms	Categorisation	Categorisation	Categorisation
Physical Opportunity for Intensification	Development Context: Opportunity for intensification	Yes or No		
Vacant Land	Development Context: Vacant Land	Yes or No		
Vacant Buildings	Development Context: Vacant buildings (re-use and refurb)	Yes or No		

Advising on Future Action

6.16 To consider the future role of sites, the active employment sites within each sub-market cluster are assigned one of four future advice categories, which are explained as follows.

Protect and Maintain

This applies to sites which are suitable in their current form and are located in an appropriate location context where there is not likely to be significant long term change that affects their employment role or function. These sites should be protected. They will require some investment in stock and public realm to maintain their condition and quality over time, but should not require any significant investment or intervention.

Protect and Enhance

This applies to sites which are largely suitable in their current form, but may require some support over time to reinforce their employment strength, or may be located in areas which are not entirely supportive or appropriate, or where there may be significant change in the medium to long term as a result of regeneration and redevelopment activity. Whilst sites are likely to be fine in the short to medium term (aside from requiring the maintenance of their condition and quality, as in the above category) and should be protected, it should be understood that these sites may evolve over time and may require support in achieving this.

Significant Intervention Required

This applies to sites which are of poor quality and in need of comprehensive change, or to sites which do not accommodate employment activity which is appropriate for their characteristics and location context. The required investment / improvement of these sites is not currently being led by the market so there will be a requirement for Council support to improve site quality and/or function to retain continued, appropriate employment activity on site.

Monitor and Manage

This applies to sites which are of poor quality and/or are not identified to be functioning adequately as employment sites, based particularly on poor stock condition and lack of investment, non B class uses evident on site, location in areas with poor accessibility and amenity levels, and/or location in a context not supporting of employment activity. This categorisation is not intended to suggest a release from employment land designation or that the site does not meet the needs of occupiers. Instead it is intended to identify the weakest offer which may, over the long term, face challenges in terms of retaining existing or attracting new occupiers due to their limitations. The sites in this category should be kept under review over time and decisions on their future employment role be taken as and when they begin to experience significant vacancies, dilapidations etc. It may be that these sites are suitable for redevelopment as employment sites, or should accommodate a different type of employment activity, or that over time they could be de-allocated to accommodate other forms of growth. Each decision would need to be undertaken on a case by case basis.

6.17 Each Council should continue to assess their existing sites portfolio and its ability to meet future requirements (guided by the forecast requirements set out in the following chapter). Where a reduction in employment land requirements is forecast for a local authority over the projection period this suggests a proportion of the existing site portfolio (particularly sites advised to be monitored and managed) may no longer need to be retained for employment use, however this should be considered more broadly in line with housing land and other land requirements in the area and the occupation of the sites in question. If all housing and other land requirements can be met through existing allocations, there is no reason why all current employment sites which operate well with continued occupiers should not be retained.

6.18 Throughout this assessment the current offer of each authority area's employment sites, assuming their current activity and any significant future opportunities, is considered in relation to the current and future employment context for the South Essex sub-region. Groups of sites which are likely to form strategic clusters within the South Essex employment land portfolio are identified, and explored further in the final chapter of the report.

Basildon Employment Supply

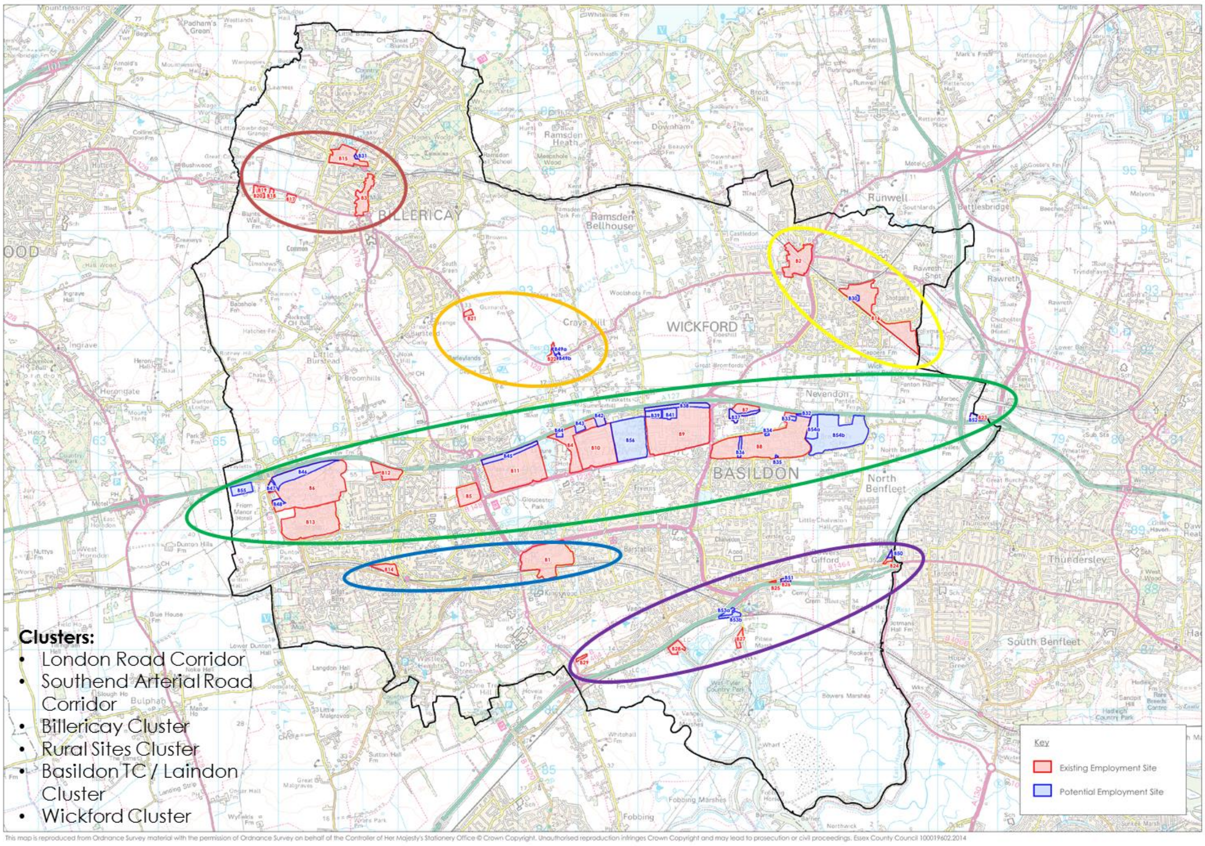
6.19 As shown below in Figure 23, the employment sites in Basildon can be split into six sub-market clusters (with colour specific rings on the map);

- London Road Corridor (purple)
- Southend Arterial Road Corridor (green)
- Billericay Cluster (red)

- Rural Sites Cluster (orange)
- Basildon TC / Laindon Cluster (blue)
- Wickford Cluster (yellow)

6.20 This seeks to reflect key distinctions in employment activity and employment land provision based on the geographic clustering of sites, drawing on the property market analysis presented earlier in the report.

Figure 23: Basildon Overview Map: Existing & Potential Employment Clusters



6.21 **There are twenty five active employment sites included within the assessment of Basildon's employment land supply which currently accommodate active employment uses on site, totalling 452ha of existing land.** A total of seven sites are excluded from the assessment; three of which are town centre sites with no active B class employment activities, three of which are vacant sites with no employment activity (considered as part of the potential employment land supply in Section 7), and one which is an active non B class site.

6.22 The site totals and areas for each cluster in Basildon is shown below in Table 26.

Table 26: Basildon Site Cluster Existing Site Totals

	Number of Sites	Site Area	% of Basildon Total
London Rd Corridor	6	9.8	2%
Southend Arterial Rd Corridor	12	384.19	85%
Billericay Cluster	2	14.71	3%
Rural Sites	3	4.93	1%
Basildon TC / Laindon	1	4.63	1%
Wickford	1	34.09	8%
Basildon Total	**25**	**452**	**100%**

6.23 The potential employment land supply (which includes sites allocated for employment use but which currently accommodate no active employment uses) is assessed in Section 7. This includes sites identified as draft allocations in the emerging Draft Local Plan.

6.24 A summary of several key characteristics of each site and advice for the future of the site is set out below in Table 27. Full site assessment detail is provided in the Basildon's Site Assessment Matrix in Appendix 1, and the individual Site Assessment Forms for Basildon in Appendix 2. Site plans showing the boundary for each existing site considered here (as well as the potential sites considered in Section 7) are provided within Appendix 3.

Table 27: Basildon Existing Employment Sites Summary

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
B1	13a	**Basildon Town Centre, SS1 4**	Basildon TC / Laindon	36.7	Non B class town centre site		
B2	13c	**Wickford Town Centre, SS11**	Wickford	18.9	Non B class town centre site		
B3	13b	**Billericay Town Centre, CM11**	Basildon TC / Laindon	11.0	Non B class town centre site		
B4	6	**Festival Business Park, Festival Way, SS14 3WB**	Southend Arterial Road	23.1			**Protect & Maintain** Retain and support existing employment use as per policy E2 of the draft local plan. May need to monitor leisure creep from Festival Leisure Park e.g. Gravity Force trampoline park
B5	8	**International Financial Data Services, IFDS House, St**	Southend Arterial Road	11.3			**Protect & Maintain** Retain and support existing employment use as per policy E2 of

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
		Nicholas Lane, SS15 5FS					the draft local plan. Amend site boundary as northern part of site is residential. Support employment use development of western part of site (for expansion or similar offer)
B6	11	**Ford Technical Centre, SS15 6EE**	Southend Arterial Road	78.7			**Protect & Maintain** Site is well utilised with a strategically important occupier. The existing use should be retained and supported as per policy E3 of the draft local plan.
B7	3b	**Burnt Mills, Lords Way, SS13 1ST**	Southend Arterial Road	8.9			**Protect & Maintain** Site currently supports transport and logistics activity with capacity to support a mix of uses. Retain and support existing employment use as per policy E2 of the draft local plan.
B8	3a	**Burnt Mills, SS13**	Southend Arterial Road	73.9			**Protect & Maintain** Site accommodates a mix of uses with potential to intensify waste/recycling related clustering of activity and/or advanced manufacturing. Site should be retained and supported as per policy E2. Above guidance is likely to be supported by the co-location premise of policy E10, relating to untidy industrial uses.
B9	4	**Cranes Industrial Estate, Cranes Farm Road, SS14**	Southend Arterial Road	79.4			**Protect & Maintain** Important site for Borough and SE region considering certain occupiers (Kent Foods, Amazon Logistics, Costa etc.) Retain and support existing employment use as per policy E2 of the draft local plan.
B10	5	**Case New Holland Tractor Park, Cranes Farm Road, SS14 3AD**	Southend Arterial Road	39.6			**Protect & Maintain** Site is well utilised with a strategically important occupier. The existing use should be retained and supported as per policy E2 of the draft local plan.
B11	7	**Pipps Hill, Miles Gray Road, SS14**	Southend Arterial Road	57.9			**Protect & Maintain** Accommodates some significant occupiers and supports transport and logistics activity.

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
							The existing use should be retained and supported as per policy E2 of the draft local plan.
B12	9	**Laindon North**	Southend Arterial Road	8.9			**Protect & Maintain** Lots of trade counter use and neighbouring residential (to be monitored) however good strategic road network access off A127. The existing use should be retained and supported as per policy E2 of the draft local plan. B-class uses should be encouraged.
B13	12	**Southfields**	Southend Arterial Road	42.8			**Protect & Maintain** Supports mix of business activity including transport & logistics, office uses and advanced manufacturing sectors. Retain and support existing employment use as per policy E2 of the draft local plan.
B14	10	**Wrexham Road**	Basildon TC / Laindon	4.6			**Protect & Maintain** Although potential for upgrading, current provision suitable for existing occupiers. Retain and support existing employment use as per policy E2 of the draft local plan.
B15	2	**Radford Way**	Billericay	13.3			**Protect & Maintain** Mixed site that is suitable for uses not reliant on direct strategic road network connectivity. Retain and support existing employment use as per policy E2 of the draft local plan.
B16	1	**Wickford Business Park**	Wickford	34.5			**Protect & Maintain** Mixed site that is suitable for uses not reliant on direct strategic road network connectivity. Retain and support existing employment use as per policy E2 of the draft local plan.
B17	16a	**London Road Clusters**	Billericay	1.8			**Protect & Maintain** Appropriate for current occupier. Has intensification potential but not a desirable business location considering connectivity and

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
							access to amenities. Retain existing employment use as per policy E9 of the draft local plan.
B18	16b	**London Road Clusters**	Billericay	1.0	Seemingly vacant, but may be linked to neighbouring car related employment activity (not designated site) – moved to potential site assessment in Section 7		
B19	16c	**London Road Clusters**	Billericay	0.8	Part nursery, part residential – no evident B class use		
B20	16d	**London Road Clusters**	Billericay	2.0	Vacant greenfield – moved to potential site assessment in Section 7		
B21	14	**Guildprime**	Rural Sites	1.2			**Monitor & Manage** Fine for smaller uses not requiring direct strategic road network connectivity or proximity to amenities and services. However may not attract occupiers if current businesses leave. Retain existing employment use as per policy E9 of the draft local plan.
B22	15	**White Bridge Farm**	Rural Sites	3.2			**Protect & Maintain** Suitable for smaller uses which do not require direct strategic road network connectivity or proximity to amenities and services. Retain existing employment use as per policy E9 of the draft local plan.
B23	21	**Annwood Lodge**	Southend Arterial Road	2.5			**Protect & Maintain** Supporting smaller scale activity requiring good connectivity. Retain existing employment use as per policy E9 of the draft local plan.
B24	19	**Sadlers Farm**	London Road Corridor	1.4			**Monitor & Manage** Monitor non B class use on site and impact on B class suitability. Site is not currently designated but, given neighbouring identified potential employment site, site could be incorporated within policy E9 of the draft local plan.
B25	20b	**Blue House Farm**	London Road Corridor	0.2			**Monitor & Manage** Trade counter uses on site therefore technically not B class employment. However, site should be retained as per policy E9 of the draft local plan.

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
							Future B-class can be encouraged.
B26	20a	**Blue House Farm**	London Road Corridor	0.9	Vacant – moved to potential site assessment in Section 7		
B27	18	**Pitsea Hall Lane**	London Road Corridor	2.3			**Protect & Maintain** Local uses that meet the requirements for current occupiers. Site is not currently designated but could be incorporated within policy E9 of the draft local plan.
B28	17	**Vange Wharf**	London Road Corridor	3.6			**Protect & Maintain** Site current supports smaller scale distribution activity with direct A13 access. Retain existing employment use as per policy E9 of the draft local plan.
B29	22	**London Road, Vange**	London Road Corridor	0.8			**Monitor & Manage** Site suits existing occupiers but continued utility may depend on retaining existing uses.
B49a	VU20 (part)	**NA**	Rural Sites	0.9			**Protect & Maintain** Suitable for smaller uses which do not require direct strategic road network connectivity or proximity to amenities and services. Retain existing employment use as per policy E9 of the draft local plan. This site could be categorised as part of existing site B22 considering that it operates as a part of this site.
B39	VU10 & VU11	**NA**	Southend Arterial Road	3.1			**Protect & Maintain** New development accommodating key occupiers. Site could reasonable be incorporated as part of site B9. Retain and support existing employment use as per policy E2 of the draft local plan.
B53b	Terminus Drive (part)	**NA**	London Road Corridor	2.0			**Monitor & Manage** Site with some mixed B2/open storage use. Link with opportunity on vacant part of site (B53a). Site has restricted HGV access because of weak bridge and uses are required to take amenity of neighbouring Cromwell Manor into

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
							account. Retain and support as per policy E6 of the draft local plan. Potential to incorporate existing site into policy E9.

N.B. Sites in red have been excluded from the assessment

London Road Corridor Cluster

6.25 The London Road Corridor Cluster includes a number of small scale existing employment sites totalling c.9.8ha. These sites accommodate a mix of B class employment activity, and tend to have fairly average to poor quality stock, which is often dated and in need of maintenance and investment. There are some retail and trade counter uses evident in this cluster alongside its B class uses.

6.26 These sites benefit from their connectivity to London Road, however they are not of the scale to utilise this strategic accessibility in the way that is achievable for sites in the Southend Arterial Road Corridor Cluster. There is also evidence of issues with the direct site accessibility for a number of these sites.

6.27 Whilst some of the sites in this cluster are recommended to be monitored and managed in relation to future employment activity, sites such as Vange Wharf provide for the smaller scale distribution activity in the Borough and therefore perform a required function within the Borough's employment portfolio.

Billericay Cluster

6.28 The Billericay Cluster includes a number of small and medium sized sites, a number of which have been excluded from the assessment because they are vacant or do not accommodate B class employment use. The remaining two active employment sites (B15 and B17) total c.14.7ha and accommodate a mix of B1 and B2 uses.

6.29 The building quality of the units on these sites is average, and the units are slightly dated, however both sites are recommended to be protected and maintained for future employment use, supporting activities which are not reliant on direct access to the strategic road network, or proximity to local facilities and amenities.

Rural Sites Cluster

6.30 The Rural Sites Cluster includes only three existing employment sites (B21, B22 and B49a), totalling c.4.9ha. These sites are small, and accommodate a mix of small scale local business activity which do not require direct strategic road network connectivity or proximity to amenities and services. The stock on these sites is fairly dated and of average quality, but seems to meet the needs of its occupiers.

6.31 Whilst the sites seem to serve the requirements of their current occupiers and in that sense should be protected and maintained, providing the small scale lower grade offer which supports these smaller light industrial businesses, there is a risk that this cluster no longer provides an appropriate employment land offer if the current occupiers leave, which is the reason for B21 specifically being recommended to be monitored and managed.

Basildon Town Centre / Laindon Cluster

6.32 The Basildon Town Centre / Laindon Cluster only includes one active site (B14) with an area of c.4.6ha, as the Town Centre site itself has been excluded from the assessment as it does not include any active B class employment uses, however it could provide an opportunity to incorporate employment as part of mixed use development in the future.

6.33 The B14 site accommodates a mix of light industrial and general industrial uses (B1c/B2) in fairly modern stock of average quality (although with mix in both age and quality of stock evident. The site is of average overall quality, and recommended to be protected and maintained. However, it does not constitute a site of strategic importance for the Borough, or the wider South Essex area.

Wickford Cluster

6.34 The Wickford Cluster includes one large active B class employment site (Wickford Business Park – B16) with an area of c.34ha. The Wickford Town Centre site within this cluster has been excluded from the assessment as it does not include any active B class employment uses, however as for Basildon Town Centre it could provide an opportunity to incorporate employment as part of mixed use development in the future.

6.35 Wickford Business Park accommodates a range of B1, B2 and B8 activities, in stock of mixed age and quality. Whilst not accommodating any particularly valuable or important uses for the Borough’s economy, it is recommended to be protected and maintained, as it provides a suitable location for uses which are not reliant on direct connectivity to the strategic road network.

Southend Arterial Road Corridor Cluster

6.36 The Southend Arterial Road Corridor Cluster includes the most significant proportion of employment land within the Borough, and the largest scale employment sites, totalling c.384ha across 12 sites.

6.37 Many of the sites within this cluster are considered to be of good overall quality, and there are none which are considered to be poor quality employment sites overall. Types of activity on the sites ranges, with some more specialist single occupiers on certain sites such as B6 (Ford Technical Centre), B5 (IFDS) and B10 (Case New Holland Tractor Park), but with other sites such as B8, B9, and B11 providing a well-integrated mix of activity (B1, B2 and B8).

6.38 Important regional, national and in some cases international occupiers are attracted to these sites, based on their strategic connectivity and the facilities and amenities they are supported by, supported further by evidence of new investment.

6.39 This cluster therefore supports the most valuable and important employment activities to the Basildon economy, and those which play the most significant role for strategic growth at the South Essex level. This reflects new investment and development into sites such as B39 (formerly classified as potential) within the large B9 site, which now accommodates new warehouse premises for Kent Foods and Amazon Logistics, as well as the new Costa Roastery which is being accommodated in a new unit within Prologis Park Basildon, in potential site B41.

6.40 The strategic road network connectivity of these sites and their large scale and proximity to amenities and services means they are well placed to attract Basildon's higher value economic activity and continue to play a strategic role in the growth of the South Essex economy for transport and logistics activity and advanced manufacturing activity in particular.

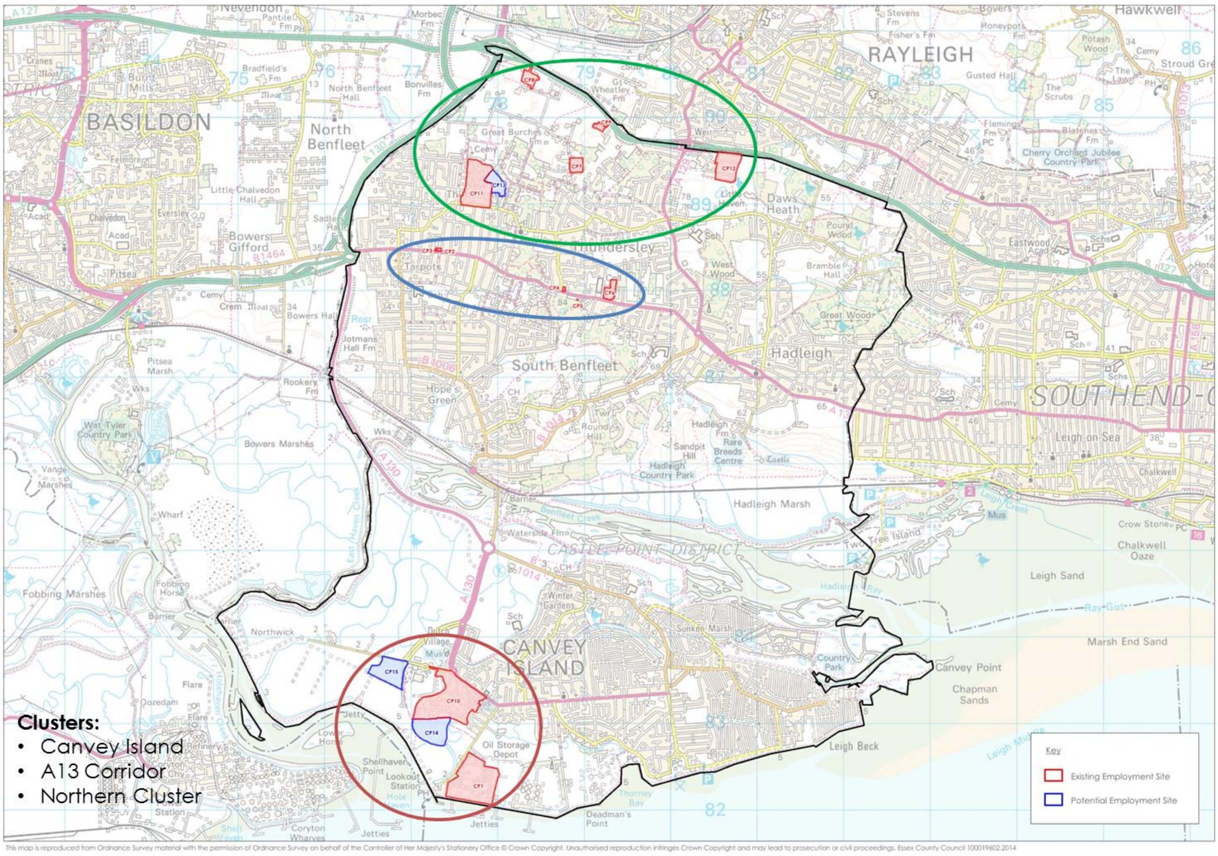
Castle Point Employment Supply

6.41 As shown below in Figure 24, the employment sites in Castle Point can be split into three sub-market clusters (with colour specific rings on the map);

- Canvey Island Cluster (red)
- A13 Corridor Cluster (blue)
- Northern Cluster (green)

6.42 This seeks to reflect key distinctions in employment activity and employment land provision drawing on the property market analysis presented earlier in the report, but is based particularly on the geography of the sites within the authority area.

Figure 24: Castle Point Overview Map: Existing & Potential Employment Clusters



6.43 **There are six active employment sites included within the assessment of Castle Point's employment land supply, totalling 78.6ha of existing land.** Three sites are excluded due to being below the 0.25ha threshold for consideration, and two sites are excluded due to not being in active B class employment use. A further site is excluded as it is now coming forward for residential development.

6.44 The site totals and areas for each cluster in Castle Point is shown below in Table 28.

Table 28: Castle Point Site Cluster Existing Site Totals

	Number of Sites	Site Area	% of Castle Point Total
Canvey Island	2	50.46	64%
A13 Corridor	1	2.21	3%
Northern Cluster	3	25.93	33%
Castle Point Total	**6**	**78.6**	**100%**

6.45 The potential employment land supply (which includes sites allocated for employment use but which currently accommodate no active employment uses) is assessed in Section 7.

6.46 A summary of several key characteristics of each site and advice for the future of the site is set out below in Table 29. Full site assessment detail is provided in the Castle Point Site Assessment Matrix in Appendix 1, and the individual Site Assessment Forms for Castle Point in Appendix 2. Site plans showing the boundary for each existing site considered here (as well as the potential sites considered in Section 7) are provided within Appendix 3.

Table 29: Castle Point Existing Employment Sites Summary

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
CP1	CP1	**Gas and oil Receptor and Storage Facilities**	Canvey Island	22.93			**Protect and Maintain** Supporting port related transport & logistics activity
CP2	CP2	**Canvey Supply**	A13 Corridor	0.16	NA – Non B class trade counter use		
CP3	CP3	**Beaver DIY**	A13 Corridor	0.05	NA – Site below 0.25ha threshold for assessment		
CP4	CP4	**Hobson and Sons**	A13 Corridor	0.12	NA – Site below 0.25ha threshold for assessment		
CP5	CP5	**Ex Social Services Building**	A13 Corridor	0.01	NA – Site below 0.25ha threshold for assessment		
CP6	CP6	**Castle Point Borough Council Offices**	A13 Corridor	2.21			**Protect and Maintain** Appropriate for occupier and local employment requirements
CP7	CP7	**Brickfield Industrial Estate**	Northern Cluster	2.5	Site has been excluded as it is now coming forward for residential development		
CP8	CP8	**Lychgate Industrial Estate**	Northern Cluster	2.57			**Significant Intervention Required** Invest in stock improvement to attract occupiers and maximise opportunity created by site's connectivity
CP9	CP9	**Slatford Nursery**	Northern Cluster	0.88	NA – Sui generis garden centre		
CP10	E2	**Charfleets Industrial Estate**	Canvey Island	27.53			**Protect and Maintain** Supports waste related and general industrial activity
CP11	E3	**Manor Trading Estate**	Northern Cluster	15.05			**Protect & Maintain** Although monitor close proximity to residential along

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
							western boundary
CP12	E4	**Stadium Way Industrial Estate**	Northern Cluster	8.31			**Protect and Maintain** Suitable for B class employment activity and current occupiers

N.B. Sites in red have been excluded from the assessment

Canvey Island Cluster

6.47 The Canvey Island Cluster includes the two largest existing employment sites totalling c.50ha. Whilst these sites are not in the best location in terms of access to the strategic road network, they do connect to Canvey Road which connects to the A130, and subsequently the A13.

6.48 The quality of stock in this cluster is generally average to poor, with mixed age of stock. The employment sites in this cluster accommodate B1, B2 and B8 uses, and there is limited vacancy evident on the sites. Both sites perform a steady employment function for the authority area; the Gas and Oil Receptor Storage Facilities is an appropriate port related use for this site location and the Charfleets Industrial Estate accommodates a mix of industrial activity, including some activities with fairly high sunk costs in their sites (such as Apex Steel Structures). Both sites within this cluster are recommended to be protected and maintained for future employment activity.

A13 Corridor Cluster

6.49 The A13 Corridor Cluster includes two existing active employment sites, totalling c.2.3ha, once the three other existing sites below the 0.25ha threshold and without B class use have been excluded from the assessment.

6.50 One of these sites is CP4 (Hobson & Sons) and the other is the Council's Offices. The predominant nature of the employment activity is therefore B1, however there is creep from community D1/D2 uses on the Council Office site. The stock on these sites is of average and good quality and both are of average quality overall.

6.51 Sites in this cluster serve their local function, and are recommended to be protected and maintained, however the cluster does not currently provide an offer or a particular opportunity which is of strategic significance to the wider South Essex region's growth.

Northern Cluster

6.52 The Northern Cluster includes four medium to large sized existing employment sites, totalling c.28.4ha. One site which does not accommodate B class employment activity (CP9) has been excluded from this assessment.

6.53 The sites within this cluster generally provide average to poor quality stock which is fairly dated, and accommodate a mix of B1, B2 and B8 activities. The larger sites (CP11 – Manor Trading Estate and CP12 – Stadium Way Industrial Estate) are recommended to be protected and maintained based on their existing activity and quality, partly reflecting their larger scale and better organised form/layout. However, CP8 (Lychgate Industrial Estate) requires significant intervention to support continued employment use in the future, largely as a result of the very dated and poor quality stock which may not continue to be appropriate for existing occupiers or attract prospective future occupiers if existing businesses leave.

6.54 Considering all of Castle Point's employment clusters, whilst the sites generally play an important local employment role supporting the Castle Point local economy and its growth, there are few sites which contribute significantly to strategic growth opportunities for South Essex. The exception to this is the Oikos Storage Ltd. facilities and Calor Gas facilities on site CP1 which play a more specialist and outward facing port-related economic role, with international links. As such, this site forms a more secondary component of the port and storage related facilities in Thurrock's London gateway cluster, which plays a strategic economic role in the growth of the transport and logistics sector in particular for South Essex.

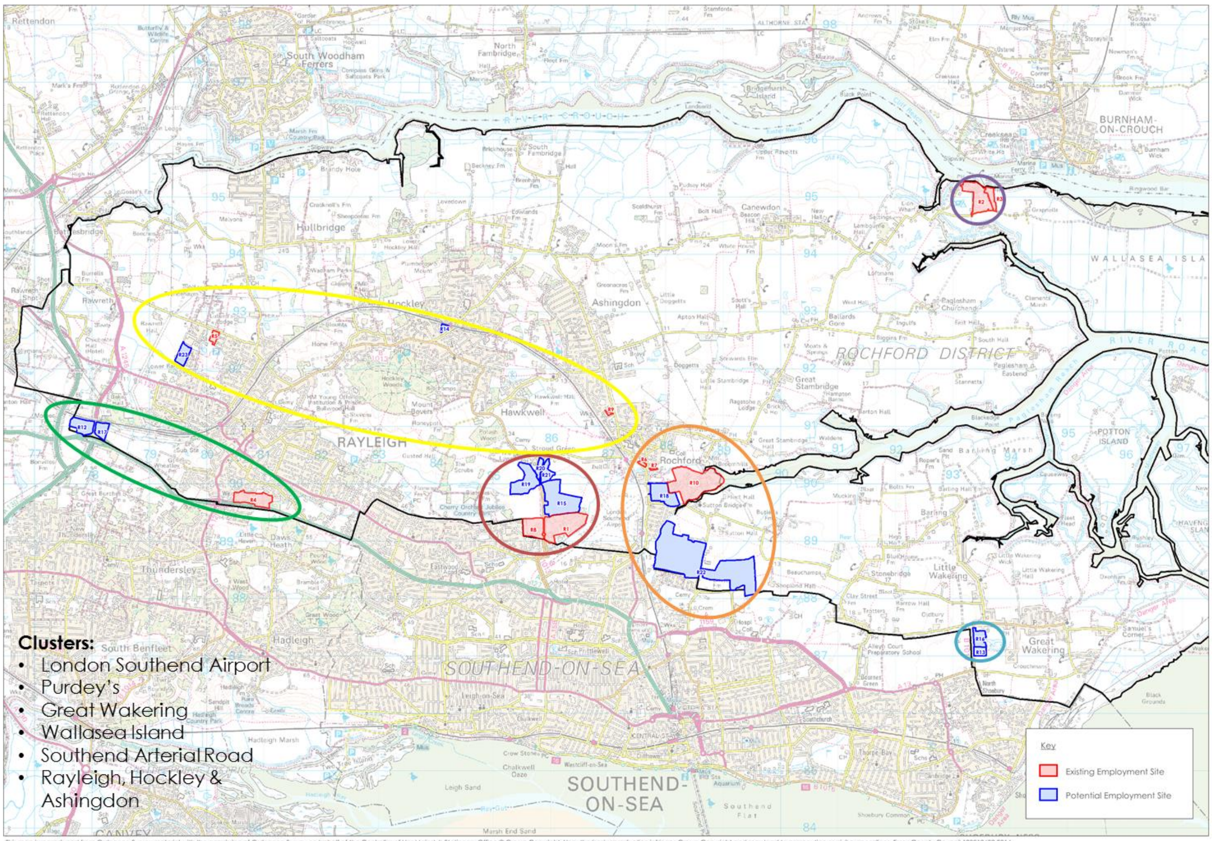
Rochford Employment Supply

6.55 As shown below in Figure 25, the employment sites in Rochford can be split into six sub-market clusters (with colour specific rings on the map);

- London Southend Airport Cluster (red)
- Purdeys Cluster (orange)
- Great Wakering Cluster (blue)
- Wallasea Island Cluster (purple)
- Southend Arterial Road Corridor (green)
- Rural Cluster: Rayleigh, Hockley & Ashingdon (yellow)

6.56 This seeks to reflect key distinctions in employment activity and employment land provision based on the geographic clustering of sites, drawing on the property market analysis presented earlier in the report.

Figure 25: Rochford Overview Map: Existing & Potential Employment Clusters



6.57 There are ten active allocated employment sites included within the assessment of Rochford's employment land supply, totalling c.112ha of existing land.

6.58 The site totals and areas for each cluster in Rochford is shown below in Table 30.

Table 30: Rochford Site Cluster Existing Site Totals

	Number of Sites	Site Area	% of Rochford Total
London Southend Airport	2	36.9	33%
Purdey's	3	38.54	35%
Great Wakering	0	0	0%
Wallasea Island	2	20.14	18%
Southend Arterial Rd	1	13.15	12%
Rayleigh, Hockley & Ashingdon	2	2.81	3%
Rochford Total	**10**	**112**	**100%**

6.59 It should be noted that whilst the Eldon Way site (R14) includes Foundry Business Park, and accommodates some existing B class uses (albeit with significant trade counter and leisure creep) it is not included as an existing employment site within this assessment. This is because, in line with the Rochford District Council Employment Land Study 2014 (ELS), it is identified as an area of significant change and redevelopment within the Hockley Area Action Plan (AAP) as part of a mixed use vision for this location, which will maximise its role in the town centre, and use its location to attract new B class start-up and SME activity. This activity will differ from the current activity on site, so it is therefore categorised as a potential employment site for B1/B2 use, discussed in detail in Section 7.

6.60 There are a further two sites (Star Lane Great Wakering and Rawreth Industrial Estate) which currently accommodate some B class employment activity, but which have both been de-allocated from employment to residential use. These sites total c. 12ha, which is not included as part of the existing site total for this cluster due to their residential allocation, having been de-allocated from employment use and re-allocated for residential use in Rochford's Adopted Local Plan in order to encourage other uses to come forward on the site.

6.61 The residential allocations remain in place for both sites. The sites have not yet fully come forward for new residential development, so it will be important for Rochford Council to consider their potential for retention and re-allocation for employment use if required (with the residential suitability of the sites being explored in Rochford District Council's current SHLAA work). However for certain parts of the sites, such as the Star Lane Brickworks site in the southern half of the Star Lane site, there is new residential development coming forward on site (116 unit scheme – planning permission ref: 12/00252FUL) and the employment activity has therefore already been lost.

6.62 One other site (Stambridge Mills) was also de-allocated but is not included in Table 31 as it no longer accommodates active employment uses.

6.63 It should be noted that two sites have been allocated in the Council's Allocations Plan for employment use to compensate for the de-allocation of Rawreth and Star Lane Industrial Estates (R12 and R13 as shown in Figure 25) and a further site has been allocated in the London Southend Airport and Environs JAAP (R15 as shown in Figure 25), however none of these sites are yet in active employment use.

6.64 The potential employment land supply (which includes these additional allocations) is assessed in Section 7.

6.65 A summary of several key characteristics of each site and advice for the future of the site is set out below in Table 31. Full site assessment detail is provided in the Rochford Site Assessment Matrix in Appendix 1, and the individual Site Assessment Forms in Appendix 2. Site plans showing the boundary for each existing site considered here (as well as the potential sites considered in Section 7) are provided within Appendix 3.

Table 31: Rochford Existing Employment Sites Summary

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
R1	E1	**Aviation Way Industrial Estate**	London Southend Airport Cluster	25.27			**Protect & Maintain / Enhance** Support continued aviation related activity and B class development for the neighbouring potential site (R15)
R2	E2	**Baltic Wharf**	Wallasea Island Cluster	16.11			**Protect & Maintain** Appropriate for the port-related activities they accommodate
R3	E3	**Essex Marina**	Wallasea Island Cluster	4.03			
R4	E4	**Brook Road Industrial Estate**	Southend Arterial Road Cluster	13.15			**Protect & Maintain / Enhance** Support role for advanced manufacturing / engineering, but provide investment to improve quality (stock, highways etc.) and avoid non B class activity increase
R5	E5	**Imperial Park Industrial Estate**	Rayleigh, Hockley & Ashingdon	2.35			**Protect & Enhance** Support continued activity and provide investment to improve quality and address vacancy
R6	E6	**Locks Hill, Rochford**	Purdey's Cluster	0.82			**Protect & Maintain** Site functions well. Could support enhancement of gateway building
R7	E7	**Riverside Industrial Estate**	Purdey's Cluster	0.34			**Protect & Maintain** Functions well in supporting local employment activity, however this site is susceptible to flooding, which should be monitored to ensure this does not become a problem that impacts its ability to adequately accommodate employment activity.
R8	E8	**Rochford Business Park**	London Southend Airport Cluster	11.63			**Monitor & Manage** Non B-class development (car-related) has continued since previous study. Now limited capacity for new B class development.

							Consider formalising role of site as non-b class?
R9	E9	**Swaines Industrial Estate**	Rayleigh, Hockley & Ashingdon	0.46			**Protect & Maintain** Continue to support locally servicing role of site
R10	E10	**Purdey's Industrial Estate**	Purdey's Cluster	37.38			**Protect & Enhance / Monitor & Manage** Protect site for B class use, monitor the encroachment of non-B class activity and support refurbishment and the delivery of new units where appropriate
Site de-allocated from employment to residential		**Star Lane, Great Wakering**	Great Wakering Cluster	5.82			Site was allocated for residential use, but functions as well occupied employment site with no residential development coming forward. Could consider re-allocating for employment use to support existing activity.
Site de-allocated from employment to residential		**Rawreth Industrial Estate**	Rural Cluster: Rayleigh, Hockley & Ashingdon	6.2			Site was allocated for residential use, but functions as well occupied employment site with no residential development coming forward. Could consider re-allocating for employment use to support existing activity.

N.B. Sites in red have been excluded from the assessment

Purdeys Cluster

6.66 The Purdeys Cluster includes three of Rochford's active employment sites, one being the largest site in the District (R10 – Purdey's Industrial Estate) and two very small sites (R6 and R&), totalling c.38.5ha.

6.67 The smaller sites within the cluster both offer good quality units accommodating B1 office and light industrial activities, and are considered to be of good overall quality with future recommendations to be protected and maintained. Whereas the Purdey's site has a mixed quality offer, with some dated stock, and is only ranked as showing average overall quality. It is recommended to be monitored and managed as a result of the encroachment of some non-B class uses on the site and the poor condition of units, lacking maintenance and investment.

6.68 Whilst the sites within the Purdey's cluster accommodate certain significant occupiers, such as Albon in Purdey's Industrial Estate, the cluster does not represent a strategically important offer or opportunity to contribute to achieving the strategic growth aspirations for the South Essex sub-region.

Great Wakering Cluster

6.69 The Great Wakering Cluster does not include any existing employment sites allocated for employment use, however it includes the Star Lane site (which was de-allocated from employment to residential in Rochford Councils' Site Allocations Plan in 2014), with an area of 5.8ha. The R13 potential employment site (Land South of Great Wakering) is also found within this cluster, a potential site allocated to accommodate uses re-located from the Star Lane site.

6.70 The Star Lane site remains partly in active B class employment use, however the south of the site, the former Star Lane Brickworks, is now coming forward for residential development (planning application ref: 12/00252FUL). There is a mix of B1, B2 and B8 employment activity accommodated on the northern part of the site (Star Lane Industrial Estate) with generally locally focused business occupiers, and the units on site are of mixed age and quality. The site is considered to be of average overall quality for employment use.

6.71 Despite there being an allocated potential site to accommodate existing business occupiers from the de-allocated Star Lane site, this re-location is yet to be required. Considering that part of the Star Lane site continues to function adequately as an employment site, the Council may consider re-allocating this part of the site for employment use. However, this should be considered in combination with the findings of the Councils' latest Strategic Housing Land Availability Assessment (SHLAA) to understand the impact of this on the balance in meeting residential and employment land requirements in the District.

6.72 If the northern half of the existing Star Lane site were to be reallocated the newly allocated land south of Great Wakering (R13) may no longer be required to accommodate displaced employment uses. However, its location immediately south of the Star Lane site means it could provide the opportunity to accommodate future expansion or clustering of similar employment uses. Its requirements and role for accommodating employment use should therefore be monitored over the projection period.

Wallasea Island Cluster

6.73 The Wallasea Island Cluster includes two sites with a total of c.20.1ha. These are adjoining sites related specifically to port related activities, with largely B8 storage and distribution activities, as well as a wood treatment facility on the larger site (R2 – Baltic Wharf). The smaller site (R3 – Essex Marina) accommodates boat sales and storage as well as repair and maintenance activities (B2).

6.74 The stock on these sites are of poor to average quality and they are considered to be of poor overall quality, particularly reflecting their isolated location from road connectivity, public transport connectivity, broadband, services, and amenities etc.

6.75 The sites do not constitute port related activity which is of strategic significance to the South Essex economic growth opportunities, particularly considering the cluster's isolated location, however they are appropriate for their current uses and well placed to support the local Rochford economy and should therefore be protected and maintained for continued employment use.

Southend Arterial Road Cluster

6.76 The Southend Arterial Road Cluster consists of only one existing employment site of c.13.2ha, along with two potential sites allocated for employment (R12 and R17).

6.77 The existing site (R4 – Brook Road Industrial Estate) provides a mix of B2 and B8 employment activities, with local and regional occupiers accommodated in generally dated, average quality stock. Overall the site is considered to be of average quality.

6.78 The site adequately supports its cluster of existing activity and should therefore be protected for employment uses, however it could benefit from some enhancement particularly in the form of investment to improve the highways and building stock. This could help to combat the creep of leisure uses on site (which remain since being noted in the 2014 Employment Land Study).

6.79 The potential employment site R12 (Michelins Farm) is allocated in the Council's Allocations Plan to compensate for the de-allocation of Rawreth and Star Lane Industrial Estates. As for potential site R13 in the Great Wakering Cluster, the newly allocated potential site R12 has not yet come forward, so if the Rawreth Industrial Estate site is re-allocated it may no longer be required. However, its location with good strategic road network connectivity means it is well suited to accommodate employment growth, so its requirements and role for accommodating employment use should therefore be monitored over the projection period.

6.80 The potential site R17 is a greenfield site which has come forward for potential employment use through the latest Call For Sites process. Both of these potential employment sites are assessed in detail in Section 7.

Rayleigh, Hockley & Ashingdon Cluster

6.81 The Rayleigh, Hockley and Ashingdon Cluster, considered to be the 'urban' cluster, accommodates two small existing employment sites with active B class employment uses, totalling c.2.8ha. The other site within this cluster is potential site R14 (Eldon Way). Whilst this site has some existing employment activity, as explained earlier, it is categorised as a potential site as it has been re-allocated for mixed use including residential and employment uses, and assessed in more detail in Section 7. Within this allocation the R14 site is identified as having the potential to accommodate B class use going forward, as shown below in Figure 26. As mentioned above, this will help to maximise the role of this location within the town centre, and has the potential to attract new B class start-up and SME activity.

Figure 26: Employment Land Proposal for R14 within Hockley AAP Proposals Map

Figure 14 Hockley AAP Proposals Map

Source: Hockley Area Action Plan Submission Document (https://www.rochford.gov.uk/sites/default/files/documents/files/planning_haap_submissiondoc_0_0.pdf)

6.82 The two active sites (R5 and R9) both accommodate mixed stock quality and are of average overall quality as employment sites, for the local scale B1 and B2 activities evident on these sites.

6.83 Both sites are considered fit for purpose, supporting locally focused activities and services within the Rochford economy that require smaller scale employment sites and premises, and should be protected for continued employment use. However, Imperial Park Industrial Estate (R5) would benefit from enhancements to improve the stock quality and address vacancy on site.

6.84 Also within this cluster is Rawreth Industrial Estate, which as for Star Lane in the Great Wakering Cluster, is an active employment site which was de-allocated from employment to residential use in Rochford Council's Site Allocations Plan in 2014. It remains in active B class employment use and is yet to come forward for any form of residential development. There is a mix of B1c and B2 employment activities on site with generally locally focused business occupiers, which are accommodated in average quality slightly dated units. As for Star Lane, the site is considered to be of average overall quality.

6.85 Despite there being an allocated potential site to accommodate existing business occupiers from the de-allocated Rawreth Industrial Estate site (R12 – Land West of A1245), this re-location is yet to be required. Considering that the Rawreth Industrial Estate site continues to function adequately as an employment site, and there has as yet been no residential development interest in the site, the Council could consider re-allocating the site for employment use to support its existing activity. However, this should be considered in combination with the findings of the Councils' latest Strategic Housing Land Availability Assessment (SHLAA) to understand the impact of this on the balance in meeting residential and employment land requirements in the District.

London Southend Airport Cluster

6.86 The London Southend Airport Cluster includes two of the larger scale employment sites within the District; Aviation Way Industrial Estate (R1) and Rochford Business Park (R8), totalling c.36.9ha.

6.87 Both sites contain modern good quality stock, accommodating a mix of B1/B2 uses, with Aviation Way site R1 (the largest in the District) home to airport related national and international manufacturing activity alongside smaller scale local business activity. This site should be protected and maintained, supporting the expansion of activity into the neighbouring allocated site (R15 – Land North of Southend Airport)[15] where appropriate.

6.88 However, whilst the Rochford Business Park site R8 accommodates new good quality stock (with development activity continuing to build out remaining un-occupied plots) all current occupiers are for non B-class activities (car related showrooms etc.), which has been reinforced by further new car-related activities since the Rochford Employment Land Study assessment in 2014. The site was retained within this assessment because of the remaining capacity to accommodate B class activity, however this is becoming much more limited, and there are no reasons to expect the existing uses to vacate creating capacity for B class activity to take-up. Considering this, a case could be made for formalising the role of this site for non B class employment activity, particularly as there is the nearby R15 allocated site for employment which could accommodate a significant amount of B class employment activity within this cluster.

6.89 In combination with the cluster of London Southend Airport related employment activity within the Southend-on-Sea authority area, this cluster is strategically important for the South Essex region going forward, particularly for the continued strength and growth opportunities in the advanced manufacturing sector related specifically to aviation.

Southend-on-sea Employment Supply

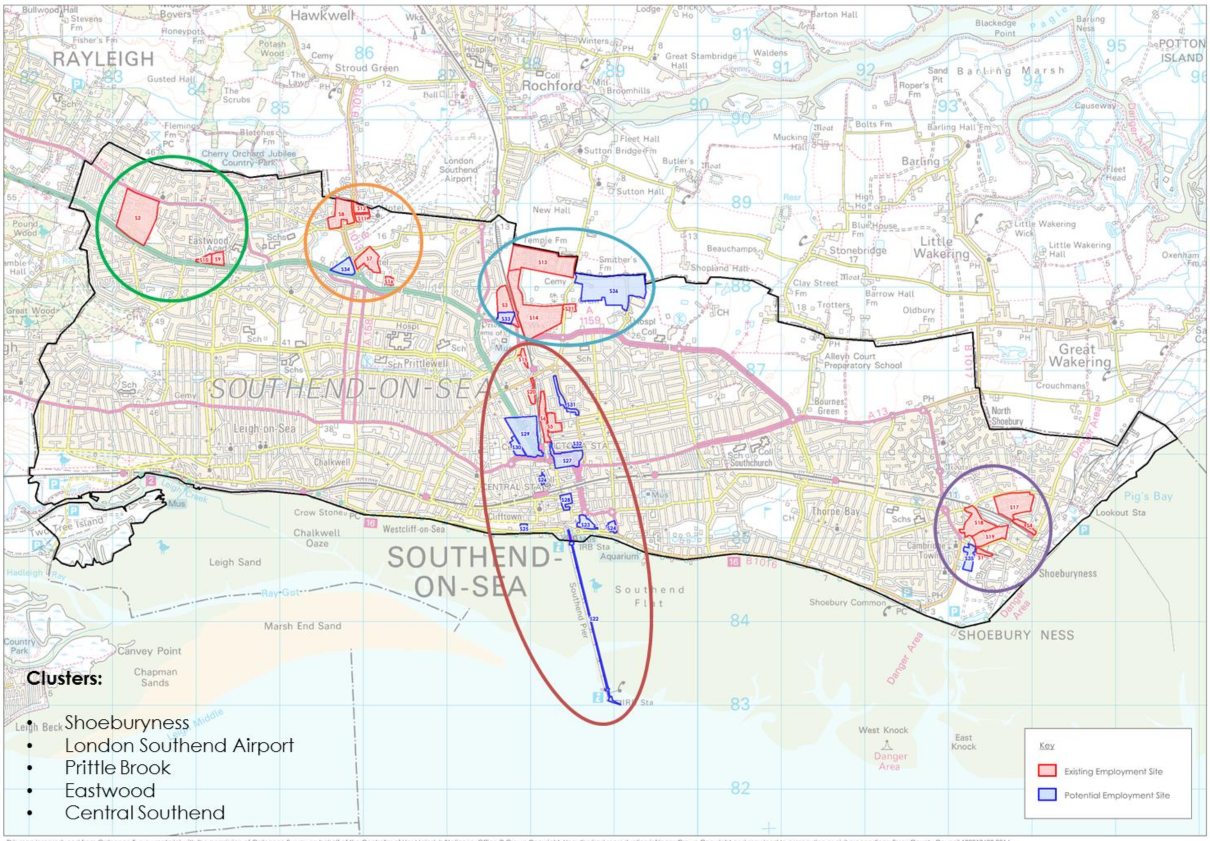
6.90 As shown below in Figure 27, the employment sites in Southend-on-Sea can be split into five sub-market clusters (with colour specific rings on the map);

- Shoeburyness Cluster (purple)
- London Southend Airport Cluster (orange)
- Prittlebrook Cluster (blue)
- Eastwood Cluster (green)
- Central Southend Cluster (red)

6.91 This seeks to reflect key distinctions in employment activity and employment land provision based on the geographic clustering of sites, drawing on the property market analysis presented earlier in the report.

[15] This site is currently being delivered in accordance with the permitted outline application: 15/00781/OUT.

Figure 27: Southend-on-Sea Overview Map: Existing & Potential Employment Clusters



6.92 There are twenty active employment sites included within the assessment of Southend-on-Sea's employment land supply, totalling c.118ha of existing land.

6.93 One site is excluded from this assessment due to no longer being in B class employment use, with new residential development being delivered by Bellway Homes (S3 – Prittlebrook Industrial Estate). However this site has planning permission for mixed use development (Planning Ref: 14/00943/FULM) including 5,600sqm of B1a floorspace, so the part of the site identified to accommodate this employment use is considered separately as a potential site (S33) in Section 7.

6.94 It should be noted that there are three sites identified in the Southend Borough Council ELR as having the potential for additional B class floorspace supply through regeneration of the existing site (S2 – Progress Road, S4 – Terminal Close and S5 – Grainger Close). These sites are therefore designated as 'Employment Growth Areas' in the Southend Development Management Document given their potential contribution, however the supply assessment in this Study focuses solely on the current site area, rather than the floorspace accommodated within it.

6.95 The site totals and areas for each cluster in Southend is shown below in Table 32.

Table 32: Southend-on-Sea Site Cluster Existing Site Totals

	Number of Sites	Site Area	% of Southend Total
Shoeburyness	5	26.3	22%
London Southend Airport	5	16.3	14%
Prittle Brook	3	41.2	35%
Eastwood	3	24.8	21%
Central Southend	4	9.2	8%
Southend Total	**20**	**118**	**100%**

6.96 The potential employment land supply (which consist of a number of sites allocated in the Central Southend AAP for mixed use activity, some of which could include B class uses and other potential sites outside of the Central Area identified for employment use) is assessed in Section 7.

6.97 A summary of several key characteristics of each site and advice for the future of the site is set out below in Table 33. Full site assessment detail is provided for Southend-on-Sea Site Assessment Matrix in Appendix 1, and the individual Site Assessment Forms for Southend in Appendix 2. Site plans showing the boundary for each existing site considered here (as well as the potential sites considered in Section 7) are provided within Appendix 3.

Table 33: Southend-on-Sea Existing Employment Sites Summary

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
S1	PSE1	**Shoebury Garrison**	Shoeburyness	**0.9**			**Protect & Maintain** Site is appropriate for the employment activities it accommodates, should therefore be retained and supported.
S2	PSE2	**Progress Road**	Eastwood	**21.46**			**Protect & Maintain** Site is appropriate for the employment activities it accommodates, should there be retained and supported.
S3	PSE3	**Prittle Brook Industrial Estate**	Prittlebrook	**7.64**	No longer in B class employment use - now residential (Bellway Homes Development). The part of this site proposed for employment floorspace is considered as a separate site (S33) in the potential site assessment in the following chapter.		

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
S4	PSE4	**Terminal Close**	Shoeburyness	**1.45**			**Monitor & Manage** Site suits existing occupiers and could be modernised to accommodate contemporary workspace and SME space
S5	PSE5	**Grainger Close**	Central Southend	**2.8**			**Monitor & Manage** Neighbouring retail and residential context and poor quality and accessibility mean this site is unlikely to be appropriate for other occupiers
S6	PSE6	**Short Street**	Central Southend	**4**			**Protect & Maintain** Appropriate for current uses although southern part of site is non-employment (retail)
S7	PSE7	**Thanet Grange**	London Southend Airport	**5.31**			**Protect & Maintain** Accommodates significant single occupier in high quality office provision (RBS)
S8	PSE8	**Comet Way**	London Southend Airport	**7.67**			**Protect & Maintain** In relation to parts of site with employment activity (resi car showroom on south west corner – monitor for further creep of non B class activity)
S9	PSE9	**Airborne Close**	Eastwood	**2.08**			**Protect & Enhance** Address poor stock quality and lack of investment to continue appropriateness of site for employment activity
S10	PSE10	**Airborne Industrial Estate**	Eastwood	**1.47**			**Protect & Enhance** Address poor stock quality and lack of investment to continue appropriateness of site for employment activity
S11	PSE11	**Laurence Industrial Estate**	London Southend Airport	**1.27**			**Protect & Maintain** Site is appropriate for the employment activities it accommodates, should therefore be retained and supported.
S12	PSE12	**Aviation Way**	London Southend	**1.6**			**Protect & Maintain** Suitable employment site

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
			Airport				accommodating single significant occupier (Hi-Tech)
S13	PSE13	**Temple Farm**	Prittlebrook	**23.48**			**Protect & Maintain** Key occupier (Olympus medical product manufacturing) and role of advanced manufacturing and logistics activity
S14	PSE14	**Stock Road**	Prittlebrook	**15.57**			**Protect & Maintain** Site is appropriate for current employment activity. Potential for waste recycling, green tech cluster.
S15	PSE15	**Priory Works**	Central Southend	**0.98**			**Protect & Enhance** Address poor stock quality to ensure continued attractiveness as employment location
S16	PSE16	**Prince Close**	London Southend Airport	**0.9**			**Monitor & Manage** Should not necessarily be supported for continued employment use over time, dependent on retention of existing occupiers
S17	PSE17	**Vanguard Way**	Shoeburyness	**10.71**			**Protect & Maintain** Sits is appropriate for current uses (includes Seedbed Business Centre)
S18	PSE18	**Towerfield Road**	Shoeburyness	**7.26**			**Protect & Maintain** Site is appropriate for the employment activities it accommodates
S19	PSE19	**Campfield Road**	Shoeburyness	**6.07**			**Protect & Maintain** Site is appropriate for the employment activities it accommodates
S20	PSE20	**Tickfield Avenue**	Central Southend	**1.45**			**Protect & Maintain** Functions for current uses, however in residential context may be other opportunities for site if current occupiers leave. Recent investment for conferencing centre could set the tone for future employment opportunity.

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area	Predominant Stock Quality	Overall Site Quality	Future Advice
S21	PSE21	**Rosshill Industrial Park**	Prittlebrook	**1.1**			**Protect & Maintain** Site is appropriate for continued employment activity, linked with S14 activity.

N.B. Sites in red have been excluded from the assessment

Shoeburyness Cluster

6.98 The Shoeburyness cluster includes five small to medium sized active employment sites totalling c.26.3ha. A number of the sites in this cluster have fairly poor stock quality, or a mix which includes poor quality stock, with the most obvious exceptions being S1 (Shoebury Garrison) and S19 (Campfield Road) which both contain modern good quality stock.

6.99 The cluster accommodates a mix of B1, B2 and B8 activities for occupiers at a range of local, regional, national and in some cases international scales. There is some creative sector and engineering activity evident on the sites within this cluster, and the Seedbed Business on Site S17 (Vanguard Way) provides a particular example of space supporting SMEs and small local businesses.

6.100 The majority of sites in the cluster are recommended to be protected and maintained for continued employment use, as they are appropriate for the business activities they accommodate. However, S4 (Terminal Close) is suggested to be monitored and managed as it could be more appropriate for non-employment uses, although there could also be potential to provide support for the provision of flexible workspace for SMEs.

Eastwood Cluster

6.101 There are three existing employment sites within the Eastwood cluster, totalling c.24.8ha. This includes site S2 (Progress Road) which is the largest active employment site within the Borough. The smaller two sites (S10 and S11) are much smaller sites, neighbouring each other.

6.102 The sites within the cluster have poor or mixed stock quality, in what is fairly dated stock. There is a mix of B1, B2 and B8 activities within the cluster and occupiers tend to be local or regional in scale.

6.103 All sites within this cluster are identified to be of average overall quality. The Progress Road site is recommended to be protected and maintained, however there may be some enhancement required to the S9 and S10 to address the poor stock quality and evident lack of investment on these sites.

Central Southend Cluster

6.104 The Central Southend Cluster contains four small existing employment sites totalling c.9.2ha. The cluster is dominated by all of the Council's identified potential employment sites (set out in the following chapter) which total just under 33ha.

6.105 The units within the existing employment sites in the cluster are generally poor quality and fairly dated, although there is some mix in age and quality, particularly on S6 (Short Street) and S20 (Tickfield Avenue). This cluster accommodates a mix of B1, B2 and B8 employment activity for predominantly locally serving businesses, although the businesses on the Short Street show some more regional and national focus.

6.106 Considering overall quality the sites are considered to be average to poor, with a mix of future recommendations. S5 (Grainger Close) is recommended to be monitored and managed reflecting its dated poor quality stock, vacancy and residential/retail context which may reduce its attractiveness as an employment site for future occupiers. S15 (Priory Works) should be protected and enhanced to address the poor quality of stock in particular, and both S20 (Tickfield Avenue) and S6 (Short Street) should be protected and maintained for continued employment use, as they are generally appropriate for their current uses, supported by investment such as that made in the new conference centre in Tickfield Avenue.

London Southend Airport Cluster

6.107 The London Southend Airport Cluster accommodates some of Southend's most important employment sites, capturing five fairly small sites which total 16.3ha.

6.108 The majority of sites in the cluster contain good quality stock accommodating a mix of B1/B2 and B8 activities. Unsurprisingly considering proximity to London Southend Airport, a number of businesses within the cluster are operating at the national and international scale, mixed with more locally serving activities. In particular, S7 (Thanet Grange) accommodates RBS as a single office occupier, and S12 (Aviation Way) accommodates Hi-Tech as one of its significant anchor businesses.

6.109 Generally the sites within the cluster are assessed to be of good overall quality, and recommended to be protected and maintained. The major exception to this is S16 (Prince Close) which is considered to be of poor overall quality and is recommended to be monitored and managed. It is suggested that this site may not necessarily be the most appropriate for continued B class employment activity, however this is dependent on whether its existing occupiers remain on the site and underpin its continued employment activity.

6.110 In combination with the cluster of London Southend Airport related employment activity within the Rochford authority area, this cluster is strategically important for the South Essex region going forward, particularly for the continued strength and growth opportunities in the advanced manufacturing sector related specifically to aviation, and considering its ability to attract and accommodate key business occupiers.

Prittlebrook Cluster

6.111 The Prittlebrook Cluster includes three large existing employment sites totalling c.41.2ha. One other site (S3 – Prittle Brook Industrial Estate) which lies within this cluster has been excluded from the assessment because it is no longer in B class employment use, instead being delivered as a new Bellway Homes residential development.

6.112 The cluster accommodates a mix of B1, B2 and B8 employment activity in stock of a mixed age, but generally of good quality. Occupiers of the sites in this cluster tend to be local or regional scales businesses, however there are some more significant occupiers such as Olympus clustered within the S13 (Temple Farm) site. This represents a cluster of medical product manufacturing / logistics which supports the strength of the health technology sector in Southend. The quality of the sites overall is underpinned in this cluster by evidence of recent investment and new development, particularly within the S14 site (Stock Road).

6.113 All sites within this cluster appropriately support a mix of employment activity, and are recommended to be protected and maintained for continued employment use. Considering the presence of significant occupiers and health sector related activity underpinned by its proximity to the Southend University Hospital and the core town centre area, and advanced manufacturing activity in this cluster, it represents another strategically important cluster for the South Essex sub-region.

Thurrock Employment Supply

6.114 Detailed assessment of the Thurrock Employment Supply can be found in the Thurrock ELAA produced alongside this Study. A very brief overview of the ELAA findings is set out here.

6.115 As shown below in Figure 28, the employment sites in Thurrock can be split into seven sub-market clusters (with colour specific rings on the map);

- Purfleet & West Thurrock Cluster (red)
- Ockendon Cluster (dark blue)
- Grays Cluster (green)
- Rural North Cluster (purple)

- Stanford-le-Hope & Linford Cluster (orange)
- Tilbury Cluster (yellow)
- Coryton / East Thurrock Cluster (light blue)

6.116 This seeks to reflect key distinctions in employment activity and employment land provision based on the geographic clustering of sites, drawing on the property market analysis presented earlier in the report.

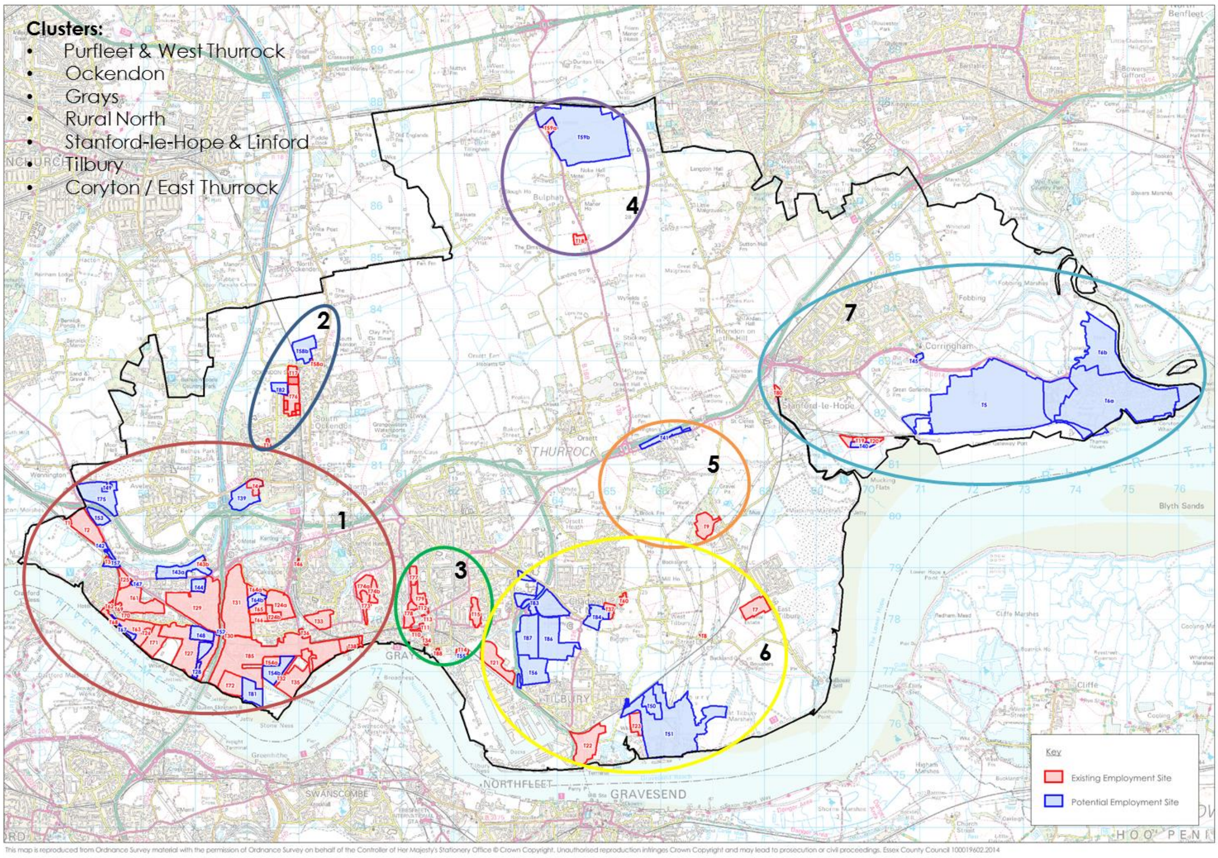
6.117 **There are fifty three active employment sites (which are at least 0.25ha) included within the assessment of Thurrock's employment land supply, as identified in the Thurrock ELAA, with a total area of approximately 631ha.** This includes several sites which are parts of larger potential employment sites, but which have been identified separately as existing sites to capture their existing activity. 14 sites have been excluded from this analysis because their site area falls below the 0.25ha threshold, or because they do not accommodate any B class employment uses (some of which are Oil and Chemical Storage sites). The included sites are discussed in the following sections for each employment cluster, with the excluded sites identified as such in the tables.

6.118 The site totals and areas for each cluster in Thurrock is shown below in Table 34.

Table 34: Thurrock Site Cluster Existing Site Totals

	Number of Sites	Site Area	% of Thurrock Total
Purfleet & West Thurrock	28	477.9	76%
Ockendon	6	10.5	2%
Grays	7	32.5	5%
Rural North	2	8.6	1%
Stanford-le-Hope & Linford	2	16.5	3%
Tilbury	6	77.6	12%
Coryton / East Thurrock	2	7.4	1%
Thurrock Total	**53**	**631**	**100%**

Figure 28: Thurrock Overview Map: Existing & Potential Employment Clusters



6.119 The potential employment land supply (which includes site allocations for employment use but which currently accommodate no active employment uses) is assessed in Section 7.

6.120 A summary of several key characteristics of each included site and advice for the future of the site is set out below in Table 35, with the excluded sites identified as such in the tables. Full site assessment detail is provided for the Thurrock Site Assessment Matrix in Appendix 1, and the individual Site Assessment Forms for Thurrock in Appendix 2. Site plans showing the boundary for each existing site considered here (as well as the potential sites considered in Section 7) are provided within Appendix 3. This existing supply assessment for Thurrock can also be found within the Thurrock ELAA.

Table 35: Thurrock Existing Employment Sites Summary

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area (ha)	Predominant Stock Quality	Overall Quality Rank	Future Advice
T1	AVE_30	Plot 14 Juliet Way, Purfleet Industrial Park	Purfleet & West Thurrock	0.9	NA		**Protect and Enhance**
T2	AVE_31	Purfleet Industrial Park	Purfleet & West Thurrock	23.8			**Protect and Enhance**
T3	AVE_36	Milehams Industrial Estate, Purfleet	Purfleet & West Thurrock	1.4			**Protect and Maintain** Whilst site is fairly poor quality it is appropriate for current employment uses.

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area (ha)	Predominant Stock Quality	Overall Quality Rank	Future Advice
T4	BEL_03	Marley Works, Aveley	Purfleet & West Thurrock	6.1			**Protect and Maintain**
T38	WTS_20	Fiddlers Reach, West Thurrock	Purfleet & West Thurrock	9.9	NA		**Protect and Maintain**
T24	WTS_29	East and West of Heron Way	Purfleet & West Thurrock	19.7	NA – Non B class (A3 / Retail Trade Counter)		
T24b	WTS_29	East and West of Heron Way	Purfleet & West Thurrock	5.9			**Monitor and Manage** Site quality is fairly good but there is a lot of non B class activity on site (retail, leisure and trade counter) so there is a chance this could change the dynamics and the support for B class employment activity on site.
T25	WTS_31	Tank Lane, Purfleet	Purfleet & West Thurrock	5.8			**Protect and Maintain**
T27	WTS_34	London Road, Purfleet	Purfleet & West Thurrock	52.5			**Protect and Maintain**
T29	WTS_36	Dolphin Estate/Lafarge, West Thurrock	Purfleet & West Thurrock	61.9			**Protect and Enhance**
T30	WTS_39	Plot 3 Waterglade Industrial Park	Purfleet & West Thurrock	0.3	NA		**Protect and Maintain**
T31	WTS_40	Lakeside/ Waterglade Industrial Estates	Purfleet & West Thurrock	58.8			**Protect and Maintain**
T32	WTS_41	Part of former West Thurrock Power Station	Purfleet & West Thurrock	3.3			**Protect and Maintain** Support investment and new development to enhance employment activity
T33	WTS_45	434-436 London Road, West Thurrock	Purfleet & West Thurrock	13.4			**Protect and Maintain**
T35	WTS_48	West Thurrock Works	Purfleet & West Thurrock	26.1			**Protect and Maintain** Some vacant land providing opportunity for expansion / attracting new occupiers
T43b	AVE_38	Watts Wood, Ship Lane, Aveley	Purfleet & West Thurrock	0.5			**Protect and Maintain**
T46	SCH_03	Chafford Hundred North West Zone	Purfleet & West Thurrock	0.3			**Protect and Maintain**
T61	CSSP2	Botany Way Industrial Estate, Purfleet	Purfleet & West Thurrock	30.8			**Protect and Maintain**
T62	CSSP2	Cornwall House Site, Purfleet	Purfleet & West Thurrock	1.5	NA		**Protect and Maintain**

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area (ha)	Predominant Stock Quality	Overall Quality Rank	Future Advice
T63	CSSP2	Former Thames Board Site, Purfleet	Purfleet & West Thurrock	19.0			**Protect and Maintain**
T64a	WTS_26	South of West Thurrock Way / East of Euclid Way	Purfleet & West Thurrock	4.9	NA – Non B class (A3 / Sui Generis)		
T68	CSSP2 / CSSP4	E9A/CSSP2/CSSP4 Employment - Powell Duffryn	Purfleet & West Thurrock	4.0	NA – Non B class (oil and chemical storage)		
T69	CSSP2 / CSSP4	E9A/CSSP2/CSSP4 Employment - Powell Duffryn	Purfleet & West Thurrock	1.9			**Protect and Maintain**
T70	CSSP2/CSSP4	E9B/CSSP2/CSSP4 Employment - Powell Duffryn	Purfleet & West Thurrock	0.8			**Protect and Maintain**
T73	CSSP2 / CSSP4	E9B/CSSP2/CSSP4 Employment - Gatx Terminal	Purfleet & West Thurrock	6.6			**Protect and Maintain**
T74b	CSSP2 / CSSP4	Part of E9A/CSSP2/CSSP4 Employment - Gatx Terminal a	Purfleet & West Thurrock	5.3			**Protect and Maintain**
T26	WTS_33	Former BPB, Purfleet (reduced area)	Purfleet & West Thurrock	1.2			**Protect and Maintain**
T65	WTS_06	Zone D1a (SEGRO), West Thurrock	Purfleet & West Thurrock	6.6			**Protect and Maintain**
T66	WTS_05	Zone D1b (Hanson), West Thurrock	Purfleet & West Thurrock	5.3			**Protect and Maintain**
T36	WTS_44	Former Burma Oil Depot, London Road, West Thurrock	Purfleet & West Thurrock	0.6	NA – Non B class use (vehicle sales)		
T85	CSSP2	West Thurrock Marshes	Purfleet & West Thurrock	122.2			**Protect and Maintain**
T54a	WTS_42	Former West Thurrock Power Station	Purfleet & West Thurrock	5.8			**Protect and Maintain**
T71	CSSP2 / CSSP4	E9A/CSSP2/CSSP4 Employment - Esso Petroleum	Purfleet & West Thurrock	15.7	NA – Non B class use (oil and chemical storage)		
T72	CSSP2 / CSSP4	E9A/CSSP2/CSSP4 Employment - Thames Matex	Purfleet & West Thurrock	17.2	NA – Non B class (oil and chemical storage)		
T74a	CSSP2 / CSSP4	E9A/CSSP2/CSSP4 Employment - Gatx Terminal a	Purfleet & West Thurrock	9.5	NA – Non B class (oil and chemical storage)		
T81	CSSP4	E9B/CSSP2/CSSP4 Employment - related to T72	Purfleet & West Thurrock	15.3	NA – Non B class (oil and chemical storage)		

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area (ha)	Predominant Stock Quality	Overall Quality Rank	Future Advice
T76A	CSSP2 / CSTP6	CSSP2/CSTP6 Employment - Secondary Industrial (existing parts)	Ockendon	2.7			**Monitor and Manage**
T76B	CSSP2 / CSTP6	CSSP2/CSTP6 Employment - Secondary Industrial (existing parts)	Ockendon	1.3			**Monitor and Manage**
T76C	CSSP2 / CSTP6	CSSP2/CSTP6 Employment - Secondary Industrial (existing parts)	Ockendon	1.3			**Monitor and Manage**
T76D	CSSP2 / CSTP6	CSSP2/CSTP6 Employment - Secondary Industrial (existing parts)	Ockendon	0.6			**Monitor and Manage**
T58a	OCK_26	Land to the North of the West Road, South Ockendon	Ockendon	0.2	NA – Site is below 0.25ha threshold		
T16	OCK_24	Derry Avenue	Ockendon	0.9			**Monitor and Manage** Significant non B class activity (Royal Mail Sorting Office is only main employment activity), therefore loss of this employment activity from the site will change its dynamic and could change the nature of the site depending on the type of new occupier, and the Council support to retain employment activity on the site.
T17	OCK_28	Aveley Industrial Estate	Ockendon	3.7			**Monitor and Manage** Residential context of this site means ongoing assessment of its employment suitability will be required, with support to relocate single occupier if required. If the occupier leaves the site the Council should consider its appropriateness for continued employment use.
T10	GRI_41	Grays Station, Station Approach, Grays (commercial)	Grays	0.7	NA – Non B class (Train station)		

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area (ha)	Predominant Stock Quality	Overall Quality Rank	Future Advice
T11	GRI_42	Wests of Grays High Street, RM17 6LY	Grays	0.5	NA – Non B class (A1/A2)		
T13	GRI_44	Grays Magistrate Court, Quarry Hill, RM17 5BT	Grays	0.2	NA – Site is below 0.25ha threshold		
T14	GRI_47	Manor Way Industrial Estate, Curzon Drive, Grays	Grays	2.2			**Monitor and Manage** Meeting a current need for light industrial and general industrial uses, however its proximity to residential use and access route through a residential area mean it may not continue to function well, depending on the retention of occupiers.
T12	GRI_43	Grays Town Centre North	Grays	0.6			**Monitor and Manage** Meeting a current need a loss of occupier would mean it is unlikely to provide a good location for other B class activity
T15	LTR_06	Globe Works, Little Thurrock	Grays	8.4			**Monitor and Manage** Meeting a local employment need, but is not in the best location to accommodate this. Overtime support may be required for the re-location of some uses and the facilitation of appropriate mixed use development on site
T34	GRI_26	Land north and south of Kings Walk, Grays South Masterplan	Grays	0.5	NA – Non B class (D1 / A4)		
T77	CSSP2 / CSTP6	CSSP2/CSTP6 Employment - Land for New Development	Grays	4.4			**Protect and Maintain** Site meets current need but separate access may be required in future as current access is through site T79 to the south.
T78	CSSP2 / CSTP6	CSSP2/CSTP6 Employment - Secondary Industrial – Grays West	Grays	7.5			**Protect and Maintain** Site comprises a mix of uses (include non B-class) and lies adjacent the undesignated Industrial Chemical Group building (T79).

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area (ha)	Predominant Stock Quality	Overall Quality Rank	Future Advice
T79	CSSP2 / CSTP6	Titan Works Chemical Plant	Grays	8.8			**Protect and Maintain** Site meets current need and accommodates key business; Industrial Chemicals Group Ltd.
T88	CSSP2 / CSTP6	CSSP2/CSTP6 Employment – Secondary Industrial – Thames Road	Grays	0.6			**Monitor and Manage** This site meets current need but the use fits poorly amongst neighbouring residential uses.
T18	ORS_62	Wick Place Farm Industrial Estate	Rural North	3.7			**Protect and Maintain** Site serves the required purpose for current occupiers
T59a		Blue House Farm	Rural North	4.9			**Protect and Maintain** Site serves the required purpose for current occupiers
T9	EAT_27	Durox Works, Linford	Stanford-le-hope & Linton	14.5			**Protect and Maintain**
T80	STW_12	Baryta Close, Stanford-le-Hope	Stanford-le-hope & Linton	2.02			**Protect and Maintain**
T7	EAT_25	Thames Industrial Estate	Tilbury	14.4			**Significant Intervention Required** Support for site improvement will be required to attract new employment occupiers.
T8	EAT_26	Bird Farm, Low Street Lane, West Tilbury	Tilbury	0.1	NA – Site below 0.25ha threshold		
T21	TRV_30	Thurrock Park	Tilbury	21.4			**Protect and Maintain** Support over the medium to long term may be required to address vacancy on parts of the site and reinforce the site's role for port related B8 activity.
T22	TRV_31	Tilbury South, Tilbury	Tilbury	27.5			**Protect and Maintain**
T23	TRV_32	Land adjacent to Tilbury	Tilbury	8.4			**Significant Intervention Required** Support likely to be required to bring forward appropriate employment use on the vacant part of the site (alongside the sewage treatment works in the north).

GVA Site Ref	Council Site Ref	Site	Site Cluster	Site Area (ha)	Predominant Stock Quality	Overall Quality Rank	Future Advice
T37	GVA (EAT_01 and EAT_02)	Coward Road Trading Estate	Tilbury	3.8			**Monitor and Manage** Provide a use which could be better located elsewhere, given green belt context and fact that employment use neighbouring the site is unauthorised
T60	EAT_07	Land East of Sandy Lane, Chadwell St Mary	Tilbury	2.1			**Monitor & Manage** Provide a use which could be better located elsewhere, given green belt context and fact that employment use neighbouring the site is unauthorised.
T19	STW_28	Stanford Industrial Estate	Coryton/East Thurrock	2.0			**Protect and Maintain** Given the context and limitations of the site it should be encouraged to support low intensity industrial activity
T20	STW_29	Stanhope Industrial Park	Coryton/East Thurrock	5.4			**Protect and Maintain** Support intensification and accommodation of further activity. There is expansion potential in the neighbouring potential site (T40). Future role and scale could be challenged by accessibility however.

N.B. Sites in red have been excluded from the assessment

Purfleet & West Thurrock Cluster

6.121 Twenty eight active employment sites have been identified within the Purfleet & West Thurrock cluster and included within the assessment. The total area for these included sites equates to 477.9ha of employment land.

6.122 There are seven existing employment sites (GVA Ref: T36, T64a, T68, T71, T72, T74a, T81) which have been excluded from the assessment due to their nature as non B class sites, a number of which accommodate oil and chemical storage activities. Part of site T24 (T24a) has also been excluded as it is in non B class use.

6.123 This employment cluster has an urban context, in a broadly well-established commercial cluster, with limited surrounding residential uses. It represents the most significant employment cluster in the authority in terms of the number of active employment sites within it, with the sites tending to be of a medium to large scale.

6.124 As Figure 23 shows, the cluster is defined by good connection to the strategic road network alongside reasonable public transport accessibility, enhanced by Purfleet and Chafford Hundred station, and proximity to the Purfleet Port. The presence of Lakeside Retail Park, Thurrock Shopping Park, Ikea and other retail and leisure facilities within the indicative boundary of this cluster mean that all sites within it have good access to amenities and retail and leisure facilities. However, the presence of such a strong cluster of these activities does not necessarily support the clustering of B class employment uses, and creates additional traffic and travel which can impact on the efficiency of logistics operations for businesses located in this cluster.

6.125 Connectivity and large site areas in the cluster underpin the localised strength in B2 and B8 industrial activity. The extensive B2 and B8 activity is supplemented by a very limited B1 office activity, predominantly set within the 0.3ha Chafford Hundred North West Zone site (GVA Re: T46) accommodating the Ascension Business Park with 3 small purpose built office buildings containing 4-6 small units. It should also be noted that not all sites accommodate solely B class employment activity. The East and West of Heron Way site is a particular example of this as a large proportion of the site consists of retail and trade counter activity (which is interspersed with the site's B2 employment activity).

6.126 Whilst there is some variation in stock across the sites in this cluster, the stock is predominantly average to good quality. Examples such as Dolphin Estate / Lafarge and site T66 exhibit a high quality standard whereas units in the Milehams Industrial Estate instance poorer site quality.

6.127 Unit sizes and floorprints vary across the cluster and within sites, noting that some sites are quite expansive. As such, so do occupiers with many holding regional and national significance. Examples of particularly large employers include Proctor & Gamble on the West Thurrock Marshes site, and XPO Logistics on the West Thurrock Works site."

6.128 Noting the influence of transport links on the local stock and use typology, port and logistics related activity is unsurprisingly strong in this sector. The Fiddlers Reach, London Road Purfleet E1e, and West Thurrock Works sites all contain forms of port related activity, which is predominantly in the form of storage and distribution activities. Other sites such as Marley Works, Tank Lane, and Lakeside Waterglade Industrial Estates also accommodate storage and distribution activity which is likely to be clustering here because of the proximity to and connections with the port.

6.129 Marley Works is a particular example of a site which supports the functionality of the port, currently providing an important parking area. This site could continue to be appropriate to support / strengthen the growth potential of port activity in this location, however the permission for parking is only temporary and it is not the Council's long term intention for this site to accommodate parking. Meeting part of local demand, the former West Thurrock power station site includes lorry parking with planning permission to extend the use. The requirement to identify long term site opportunities in Thurrock for employment supporting activities (such as HGV parking) is discussed in more detail in the Conclusion chapter.

6.130 Fiddlers Reach is slightly different in the sense that it is a former cement and block making works which now seems to be being used for temporary storage and haulage operations. The site will accommodate the West Thurrock Biomass CHP Plant in the longer term, having been allowed on appeal by the Secretary of State in November 2016. In this sense, whilst the site appears to show limited activity, the activity on site is of a low intensity nature, and is a meanwhile use ahead of the site accommodating more planned and intensive employment activity.

6.131 Another key location factor in the Purfleet cluster is the Lakeside and West Thurrock area which forms a regional retail centre and major growth location as identified by Thurrock Borough Council. The area is set to be expanded to become a regional town centre, and will deliver mixed site uses similar to those that existing on the East and West of Heron Way and Lakeside/Waterglade Industrial Estate sites. Whilst at present planning approval has been granted for shops and restaurants at the shopping centre, development in this area will introduce a range of new commercial facilities and homes in addition to retail and leisure facilities. Although the increasing demand to deliver non-B class uses on proposed sites is diversifying the character of the cluster, this is not expected to pressure uses on existing B-class employment sites. As noted, this does however add to pressures on the strategic road network and may indirectly impact uses such as B8 logistics which are prominent in the cluster.

6.132 Based on our site assessments there is evidence of some levels of vacancy on a number of sites within the cluster (Plot 14 Juliet Way, Purfleet Industrial Park, Fiddlers Reach, Dolphin Estate / Lafarge, 434 – 436 London Road, and West Thurrock Works, however the scale of vacant land and units on these sites is fairly insignificant. The exception to this is on Fiddlers Reach (as mentioned above) and the Lafarge Jetty site which both accommodate temporary uses on former industrial sites which have been cleared and are not currently fully in use.

6.133 There is some scope for physical intensification of the sites within this cluster, particularly on sites such as the previously mentioned Fiddlers Reach and Lafarge Jetty in addition to the T63 Former Thames Board site which currently has large amount of open storage use. To a lesser extent, sites such as Tank Land (depending on its open storage requirements), London Road, Purfleet and Waterglade Industrial Estate also offer intensification opportunities. Whilst the Lafarage Jetty site does not appear to be particularly active, it does also accommodate some infrastructure related to the neighbouring Purfleet Hanson cement site. The scope for intensification opportunities in sites across all employment land supply clusters is discussed in further detail as part of the Conclusions and Recommendations section of this report.

6.134 Considering the nature of the employment sites, stock and activity within this cluster, its strategic road network connectivity, proximity to London markets, and the type and scale of space and activity it is capable of accommodating, this cluster is an important location for the intensification and focus of larger scale and high value industrial employment activities. This is considered in further detail in the Conclusions and Recommendations section of this report. The cluster also seems an appropriate location for the re-location of industrial activity from areas of London such as Barking & Dagenham, as businesses are displaced from their current locations (due to residential development and affordability pressures).

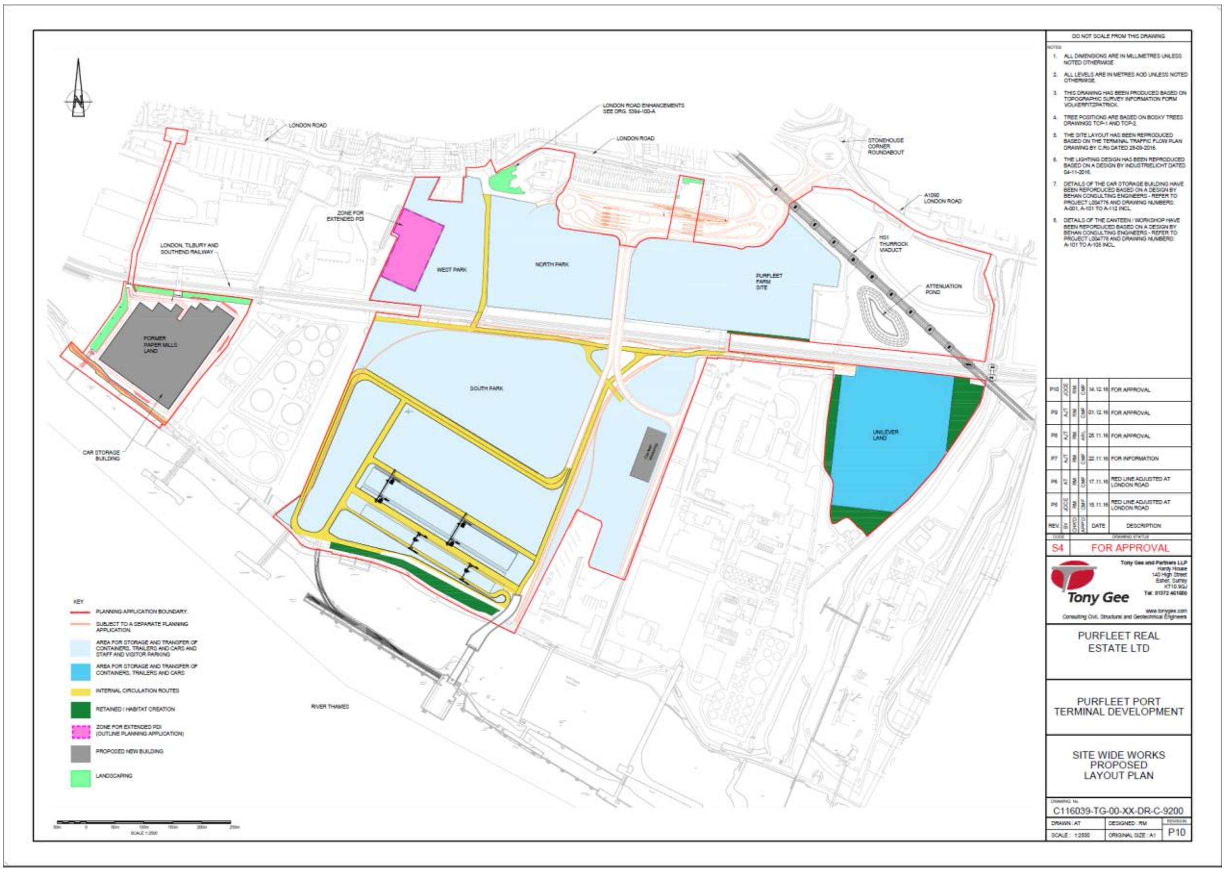
6.135 A further point for future consideration is the Purfleet Centre Regeneration and emerging Masterplan which, as shown in Figure 29 and Figure 30, is expected to impact seven existing sites assessed as part of this Study, towards the south west of Cluster 1 (as well as one existing site which is excluded because it accommodates oil and chemical storage uses – T68 - and one potential employment site discussed in Section 7). The mixed use proposal (at the outline application stage) includes 31,000sqm (equating to 3.1ha) identified for B1/B2/B8 employment and business uses.

6.136 The existing seven sites (T26, T61, T62, T63, T67, T69 and T70) total 57.8ha, so whilst the mixed use proposals include 3.1ha this would see a loss of 54.7ha of existing B class employment activity that would require re-location.

Figure 29: Purfleet Masterplan Framework Diagram

Source: http://www.ourpurfleet.com/downloads/PCRL_Storyboard_FORWEB.pdf (2017)

Figure 30: Purfleet Port Terminal Proposed Layout Plan



Source: Thurrock Council, 2017

Ockendon Cluster

6.137 Three sites which are solely in active employment use have been identified within the Ockendon cluster, however the largest existing site (T76) is split into four parts which accommodate active employment use (A, B, C and D) with the remainder of the site excluded because it has been cleared of employment activity and there is evidence of some residential development coming forward. There is an existing part of a large potential site (T58a - Land to the North of the West Road), but this is excluded from further assessment because the site area does not meet the 0.25ha threshold set out in the NPPF.

6.138 The total area of B-class employment use land in the Ockendon cluster, including Derry Avenue (T16), Aveley Industrial Estate (T17) and employment areas within site T76, equals 10.5ha. This excludes the 0.2ha area for the existing site portion in T58a. T58b is a potential site which is considered in full detail in Section 7.

6.139 This employment cluster is located in close proximity to the M25 yet South Ockendon does not have a direct access to a motorway junction and links to the A13 to south are not particularly strong. However, there is relatively good public transport connectivity for the sites in the cluster considering their proximity to Ockendon train station.

6.140 This area was previously an established commercial cluster dominated by active employment activity, however it has been largely redeveloped for residential use in recent years, with the exception of the retained existing parts of employment sites identified here. The increasingly residential nature of the area is likely to influence the future of the potential employments sites and parts of sites identified within the cluster, particularly the part of the T76 site which has been cleared ready for development. The potential sites are explored in more detail in the Future Employment Supply Section.

6.141 The active employment sites within the cluster are fairly small in area and scale. They are of average overall quality, with average to good quality stock evident on the sites.

6.142 Aveley Industrial Estate (T17) is a single occupier site containing a medium sized Next storage and distribution unit (B8 use class), with some open storage and parking also accommodated on site. This demonstrates its attraction to a significant occupier despite its scale and increasingly residential location context. Considering this and other accessibility factors, it is not in a location that is best suited to support employment activity, or particularly this type of storage and distribution activity.

6.143 The site is bounded to the immediate south by small scale light industrial employment activity, dominated by open storage which forms area A of site T76 (shown in Appendix 3). Site T76 includes three other employment areas, labelled B, C and D, which accommodate a mix of B2 and Sui Generis employment uses. The centre of the site has recently been cleared (from previous employment activity) ready for redevelopment. Whilst this cleared site could be available for new employment development as designated, nearby new residential development to the north and west of area C suggests there is market appetite for residential development in this location which could occupy the cleared site. Further residential development on the site is expected to add to pressure regarding the perceived value of continued employment activity in site T17 and areas of T76 over the long term.

6.144 Derry Avenue has some limited active employment activity in the form of a Royal Mail Sorting office, however arguably this could be classified as sui generis use. The remainder of the site is occupied by uses such as an insurance brokers (use class A2), a Tesco Express, a NHS Medical Practice and a pub. This collection of activity reflects the local nature of this site, being opposite a small local retail centre (shopping parade) and surrounded by residential use. This suggests the site is not necessarily well positioned to support employment activity in the long term, although there could be an opportunity for some local level flexible workspace provision with the appropriate support and investment. The South Ockendon area more generally could potentially be a good location for small business activity occupying flexible workspace as part of mixed use development in the area, supported by its public transport accessibility (Ockendon station) and the local services and amenities, however this will also depend on the chosen alignment option of the Lower Thames Crossing which could change the dynamics of the market in this area.

6.145 Based on our site assessments there is no evidence of any significant vacant land or vacant stock on the sites in this cluster. The exception to this is a small portion of land in the south of the Derry Avenue site (south of the pub), however the potential to incorporate active employment use and intensify employment activity on the site in this way is entirely dependent on the composition of uses on this site and its continuing appropriateness for employment activity.

Grays Cluster

6.146 Seven active employment sites have been identified in the Grays cluster and included within this assessment. The total area of these sites equates to 32.5ha of employment land. Four sites, have not been considered further either because onsite B-class employment use does not meet the 0.25ha floorspace threshold or because they do not accommodate B class uses on site.

6.147 Of the sites excluded from the following assessment, Grays Station Approach (T10) is dominated by the train station building and car park with a MOT garage that has a floorspace of less than 0.25ha. West of Grays High Street (T11) accommodates retail use and a small but significant B class employment use, occupied by the Thurrock Centre for Business which supports start-up activity, which does not amount to 0.25ha. Grays Magistrate Court (T13) is considered B1 office use but does not meet the 0.25ha threshold. Land north and south of Kings Walk (T34) is not in active B class employment use, as it includes the Thurrock CVS Community Centre (D1) and a pub.

6.148 Space to support start-up and Small and Medium Sized Enterprise (SME) business activity, like the Thurrock Centre for Business, is very limited if evident at all across Thurrock. These uses should be encouraged to support diversification in Thurrock's future economic growth and the potential growth of sectors such as the creative industries.

6.149 The Grays cluster includes a collection of small and medium sized urban sites, which have good public transport accessibility due to their proximity to Grays train station. Their urban setting means they also have access to a good range of town centre amenities and services which benefits their employees.

6.150 The disadvantage to their town centre location is the more limited direct connectivity to the strategic road network than other parts of the Borough (such as Cluster 1 and Cluster 4 sites). This is reflected in the type of employment activity on these sites which is dominated by B2 activity, and does not accommodate significant B8 activity which is heavily reliant on its connectivity with the strategic road network.

6.151 There are clear distinctions between the stock type, quality, age and more generally the site nature of the two employment sites within this cluster. The Grays Town Centre North site is a single occupier site accommodating a Royal Mail Delivery Centre (which could be categorised as sui generis, but is considered to constitute active employment) in a large, modern, good quality unit.

6.152 In comparison Globe Works is a light industrial site accommodating a large number of small, fine grained B2 manufacturing and engineering type employment activities, as well as some limited freight and storage and distribution activities. The units on site are all fairly dated and poor quality, and there is little sign of any recent investment on site. This being said, the site is well occupied and provides affordable and suitable accommodation for its occupiers.

6.153 The site sits within an established residential cluster which is particularly challenging for its employment activity in terms of site accessibility, having to reach the site through residential routes and experiencing more constrained direct site access at both entrance points, particularly for larger vehicles. Reflecting its context, a future challenge for Globe Works will be the continued suitability of its location for its employment occupiers, some of which are locally important businesses.

6.154 Sites T77, T78 and T79 face similar issues of constraint, with sites T77 and T79 having capacity for intensification but the existing southern access through an adjacent site is likely to requiring assessing and improving. T78 lies to the north and west of the Grays town centre and has distinct B2/Sui Generis uses to the north of Eastern way whereas the south is typified by Sui Generis, car parking and other non B-class uses that relate to adjacent retail uses.

6.155 Based on our site assessments, there is no significant vacant land or vacant stock on either of the employment sites in the cluster. There is potential for site intensification to the north of T77 but other sites such as Globe Works are already intensively used.

Rural North Cluster

6.156 Two active employment sites have been identified in this rural cluster, with a combined site area of 8.6ha.

6.157 This cluster is relatively well connected to the strategic road network (via the A127 connecting to the M25) yet it is not well connected in terms of public transport considering its rural context. This context also has implications for the site's accessibility to local amenities and services, as it is not close to any major settlements or centres.

6.158 The Wick Place Farm Industrial Estate is bounded by greenfield land to the south, west and part of the north, some open storage and parking to the immediate north and the A1289 to the east. The estate itself is a small industrial site with local occupiers. There are several industrial/warehouse buildings on the site, which are refurbished former grain stores of fairly poor quality, and there appears to be a significant proportion of open storage activity and hard standing yard space on site. There are approximately 15 units within the sites buildings, which seem to be fairly well occupied, and the site accommodates broadly B2 / B8 activity, however there is some limited B1 office activity on site.

6.159 There is an evident opportunity to undertake physical intensification on the Wick Place Farm Industrial Estate. The scope for intensification opportunities in sites across all employment land supply clusters is discussed in further detail as part of the Conclusions and Recommendations section of this report.

6.160 It should be noted that there is evidence that the site is being marketed for sale as a commercial investment / development opportunity for industrial / warehouse occupiers or residential development (subject to planning permission).

6.161 Site T59a, which lies adjacent to a larger potential site, has an area of 4.9ha and accommodates B2 and B8 open storage use, with approximately 6 units within the site. The site lies adjacent to a B-class employment use site to the east and greenfield land to the north, west and south.

6.162 Both site T18 and T59a are accessed via the A128 which connects to the A127 to the north, providing adequate accessibility with indirect connection to the strategic road network.

Stanford-le-Hope Cluster

6.163 Two active employment sites have been identified in this semi-rural cluster, with a total site area of 16.5ha.

6.164 Whilst this cluster has a semi-rural setting, it does have fairly good connections to the strategic road network, as well as some levels of public transport connectivity with the Stanford-le-Hope train station being located within the cluster. The cluster is not well connected to any significant local amenities or services however, which reduces its attractiveness as an employment location.

6.165 Durox Works, site T9, is fairly close to a residential cluster and neighbours land which is related to quarrying activity and gravel pits etc. The site is medium sized and accommodates a mix of B2 / B8 manufacturing, storage and distribution activities. There is a single occupier on the site, Tarmac Building Products, which is an important aggregates related business which is also evident on other sites in the authority area at Thurrock Wharf and Tilbury Freeport (undertaking aggregates activity and minerals processing). This business also occupies employment land in neighbouring Thames Gateway authorities such as Gravesham and Medway, which suggests it will be important for Thurrock to support the business's continued location in Thurrock.

6.166 The site contains a significant proportion of open storage on sites with two main purpose-built units which are fairly good quality. The units and the site's hard standing and circulation areas shows signs of recent investment, and there is appropriate direct site access and entrance capacity for large vehicle movement. Overall, the site appears to support its employment activity effectively.

6.167 Based on our site assessment there is some evidence of vacant land on the site, which could support physical intensification of the site. The scope for intensification opportunities in sites across all employment land supply clusters is discussed in further detail as part of the Conclusions and Recommendations section of this report.

6.168 Baryta Close, site T80, is located to the north of Stanford-le-Hope train station, lying adjacent to residential uses and town centre uses to the east. The site accommodates predominantly B2 uses with local importance. The site, which is well occupied and includes no intensification opportunity, contains approximately ten dated units that are of relatively poor quality yet met occupier needs. The site has good access to the strategic road network via the proximate A13 junction to the north and public transport links via the nearby train station and bus routes.

Tilbury Cluster

6.169 Six active employment sites have been identified within the Tilbury cluster. The total area for these sites equates to 77.6ha of employment land. T8 - Bird Farm is excluded from further assessment as it does not meet the 0.25ha threshold. The Land east of Sandy Lane, Chadwell St Mary site (T60) only captures the employment activity which is not on green belt land, however there is other employment activity beyond the site boundary defined for this assessment and categorised as unauthorised development.

6.170 This employment cluster is closely related to the port-related activity in the south of the authority area. The cluster as a whole has good connections to the strategic road network, and good public transport connectivity using the Purfleet Town train station and the East Tilbury Station which are both located within the cluster. Much of the cluster is in reasonable proximity to some local amenities and services, however this does not relate to all parts of the cluster (particularly the sites which are further from Tilbury i.e. Coward Road Trading Estate and Land East of Sandy Lane).

6.171 The active employment sites within this cluster support a mix of B2 and B8 activity, and a range of size and scale of occupiers. A large proportion of the storage and distribution activity within this cluster directly relates to and supports the activity of the port. This activity takes advantage of the good strategic road network connectivity and the scale of the industrial sites within the cluster. Tilbury South and Thurrock Park are particular examples of sites accommodating port related activity, and whilst a large proportion of the land at Tilbury South is used for port related vehicle parking which does provide significant employment opportunities, it plays an important role in supporting the functionality of the port, and should therefore be protected in its current form.

6.172 There is very limited if any stand-alone office provision evident in this cluster, which is unsurprising considering the type of employment sites and their immediate location context, which do not easily support this activity.

6.173 The stock quality is of predominantly average quality, however the Tilbury South site provides better quality units, and the Coward Road Trading Estate provides much more mixed range of stock quality. All the stock on the sites within this cluster has been purpose built for employment use. There is significant variation in the size of units across sites.

6.174 The land adjacent to Tilbury site (T23) is distinct form the other sites in the sense that it is a fairly under-utilised site which includes part of the Tilbury Sewage Treatment Works and is part vacant brownfield land which provides the opportunity for expansion or intensification of similar types of employment activity, with very limited scope for any alternative form of development on site. This potential is underpinned by the sites adjacency to the two potential employment sites in the cluster, Tilbury Power Station (T50) and Land at Tilbury Power Station (T23).

6.175 The other sites which show significant difference from the cluster-wide site characteristics are Coward Road Trading Estate (T37) and Land east of Sandy Lane (T60). The main difference of these sites is their residential context in the north of the cluster which results in poor site accessibility and is reflected in the smaller grain nature of the employment units and the more locally focussed activity of occupiers on these sites. The impact of this location on the effectiveness and potential future of these sites is considered in further detail below.

6.176 Based on our site assessments there is evidence of substantial vacancy within this cluster which provides the opportunity for potential physical intensification, particularly on the Land adjacent to Tilbury site and the Thames Industrial Estate. The scope for intensification opportunities in sites across all employment land supply clusters is discussed in further detail as part of the Conclusions and Recommendations section of this report.

6.177 Considering the nature of the employment sites within this cluster on their location context, the focus on port related activity and support for the functionality and operations of the port should remain the focus for these employment sites over the projection period.

Coryton/East Thurrock Cluster

6.178 Two active employment sites have been identified within the Coryton / East Thurrock cluster, equating to a total area of 7.4ha of employment land.

6.179 This cluster is well connected to the strategic road network (A13 linking to M25), however there are limited nearby amenities for this cluster. It is geographically 'isolated' in location at the eastern edge of the authority area boundary, away from the south western commercial clusters of Tilbury and Purfleet which are built around the port related activities in these areas.

6.180 This cluster is a well-established commercial area strongly associated with the port related activity of London Gateway, however the existing employment activity is currently small scale, within the average to poor quality existing sites (T19 and T20), which accommodate light industrial, open storage and trade counter related activity that is less relevant (if at all) to the port.

6.181 The quality of stock within these existing sites is poor, however this is changing through the new development being delivered on two largest potential sites in Thurrock; T5 – London Gateway and T6 – Land at Coryton Oil Refinery.

6.182 There is significant redevelopment activity for employment use in this cluster, particularly at the London Gateway site with the development of the DP World London Gateway Logistics Park, which is described as being the "best connected, most integrated logistics services space in the UK" which "combines one of Europe's largest logistics parks with the UK's most advanced deep sea port…creating the ultimate in Portcentric logistics". A development order has been secured for up to 9 million sqft of development at this site, with the spec development being a joint venture between Prologis and DP World London Gateway.

6.183 Significant new employment development will also be coming forward on the Land at Coryton Oil Refinery in the form of the new Thames Enterprise Park, which has been masterplanned to accommodate environmental tech and energy sector activities that could create up to 2,000 new jobs.

6.184 More details of the emerging employment development and proposed future provision on these two key potential sites for Thurrock are provided in Section 7.

7. Future Supply Portfolio

7.1 This section identifies the key sources of potential future employment land supply across South Essex. Each site is assessed to understand its potential contribution as future employment land, the type of employment use it is most suitable to accommodate, and the likelihood of this coming forward in the short, medium and long term.

Vacant Stock

7.2 Data sourced from CoStar Suite as part of the property market baseline for this study identifies the available premises within each South Essex authority area which are currently being actively marketed, and which in theory could be occupied by new employers in their current condition.

7.3 To summarise, the following stock total was being actively marketed across South Essex (as of May 2016):

- Office Floorspace: 26,138sqm (equating to 2.6ha)
- Combined Manufacturing / Industrial and Warehouse floorspace: 1,093,814sqm (equating to 109.4ha)

7.4 This provides a robust approach to the identification of occupiable vacant stock at the time of writing. It may not necessarily capture all the stock identified as vacant during site visits, however it cannot be assumed that this stock is all available for immediate occupation, or will be advertised on the open market for occupation at all.

7.5 It should be noted that of the large available industrial / warehouse floorspace identified for South Essex, 86% of this available floorspace is identified within Thurrock. This particularly reflects the large scale sites in Thurrock which occupy 'land hungry' transport and logistics activity.

7.6 This data source for current available stock indicates that the occupation of currently vacant manufacturing / industrial and warehouse floorspace could have a significant impact on the required future supply in South Essex. However, this is caveated by two main factors. Firstly, there may be quality /suitability issues with the existing stock being advertised meaning it is unlikely to be suitable or attractive for occupiers, without requiring significant investment. Secondly, the CoStar Suite data may no longer be fully accurate, having been sourced in May 2016, and there are also potential issues with the completeness of this data as it relies on the reporting of available space from local agents, and therefore may not be comprehensive or accurately defined. The available space identified here could therefore already have been occupied, and therefore not provide an opportunity to accommodate future employment activity.

7.7 The final point to note in relation to these actively marketed properties is that they fall within the identified existing employment sites and clusters in Section 6. This means the area of these sites is included within the existing site area totals. Whilst they are currently vacant, it is expected that they will become occupied in due course in response to natural windfall and churn in a local authorities' commercial property market. As such the area for this floorspace is retained within the existing employment land supply total, and not included as part of this identification of future employment land supply.

Vacant Land

7.8 Throughout the site assessment of existing employment sites undertaken to inform this Study, detailed in Section 6 and in the Site Assessment Matrix tables in Appendix 1, parcels of vacant land have been identified within certain existing employment sites.

7.9 In the majority of cases this is very small scale provision which relates to the neighbouring activity and is considered to be associated with the existing site it sits within, and is not of a significant enough scale (above 0.2ha) to be factored into this identification of future employment land supply as a separate potential employment site. This is particularly the case because where part of an existing employment site, this type of vacant land is often used for expansion or activity related specifically to the current occupiers on the site, so its potential role in meeting future demand should be considered on a site-by-site basis rather than at this more strategic level. In these cases the site area is included within the existing site area.

7.10 Where a more sizeable scale of vacant land (above 0.2ha) is identified within an existing employment site, and where it is considered this could accommodate activity independent of the existing site activity, it is identified as a potential employment site (considered in the following sub-section).

7.11 For Basildon in particular, there are a number of sites identified in the Council's Employment Land Study as 'vacant/under-utilised' which are within existing sites, but which are identified in this Study as independent potential sites. The intensification or independent activity potential of these sites is discussed in the following sub-section.

Potential Future Employment Sites

7.12 This section identifies the key sites across South Essex that could be utilised to accommodate the area's future employment growth.

7.13 In total **61 sites** in the South Essex area have been identified as potential employment sites, with a total of **941ha**. These sites consist of a number of different categories which are identified individually in relation to each authority.

7.14 For each local authority area potential sites are assessed by considering their location context, connectivity to the strategic road network, public transport links, access to retail/leisure facilities and amenities, existing policy allocations / guidance, and any other relevant factors. This information is used to inform the indication of suitability of the B class uses that would be most appropriate on the sites. This does not mean the sites are only suitable for these types of B class activity, or that it is guaranteed to come forward on the sites, but is intended to provide a guide for suitability that can be used to balance use class specific supply and demand of employment land in the final section of the report.

7.15 The possible timescales for employment delivery is also indicated for each potential employment site. This is not an exact delivery projection, or confirmation that the site could definitely come forward in that timescale or at all, but it gives a guide to delivery timeframe based on the suitability and readiness of sites for employment uses. The 'Short' timescale represents a 0-5 year time period, the 'Medium' timescale represents a 5-10 year time period, and the 'Long' timescale represents a 10+ year time period. This timescale indication takes into account any complexities such as remediation requirements or hard infrastructure on site which would slow the development process.

Basildon

7.16 The following sub-section assesses the potential employment sites identified within Basildon, which are mapped in Figure 31 and assessed in Table 36.

7.17 The four categories of potential employment sites considered in Basildon are:

- Sites identified as being **vacant/under-utilised** sites in the Basildon Borough Employment Land and Premises Study 2013 (ELPS) which have been isolated from within existing employment sites;
- Sites categorised as **existing employment land** Basildon's ELPS, but which have been assessed to contain no active employment use;
- **Proposed employment site allocations** from the Draft Local Plan.

7.18 Three potential sites are excluded from this assessment, one for being below the 0.25ha threshold (B35), one due to already being developed for new employment use, with pre let activity, meaning its potential is being realised and it no longer constitutes future potential (B41), and one due to environmental constraints (B43). These excluded sites are included within the table, but are highlighted in red, and do not contribute to the total area of potential sites in the Borough.

Figure 31: Basildon Potential Employment Sites

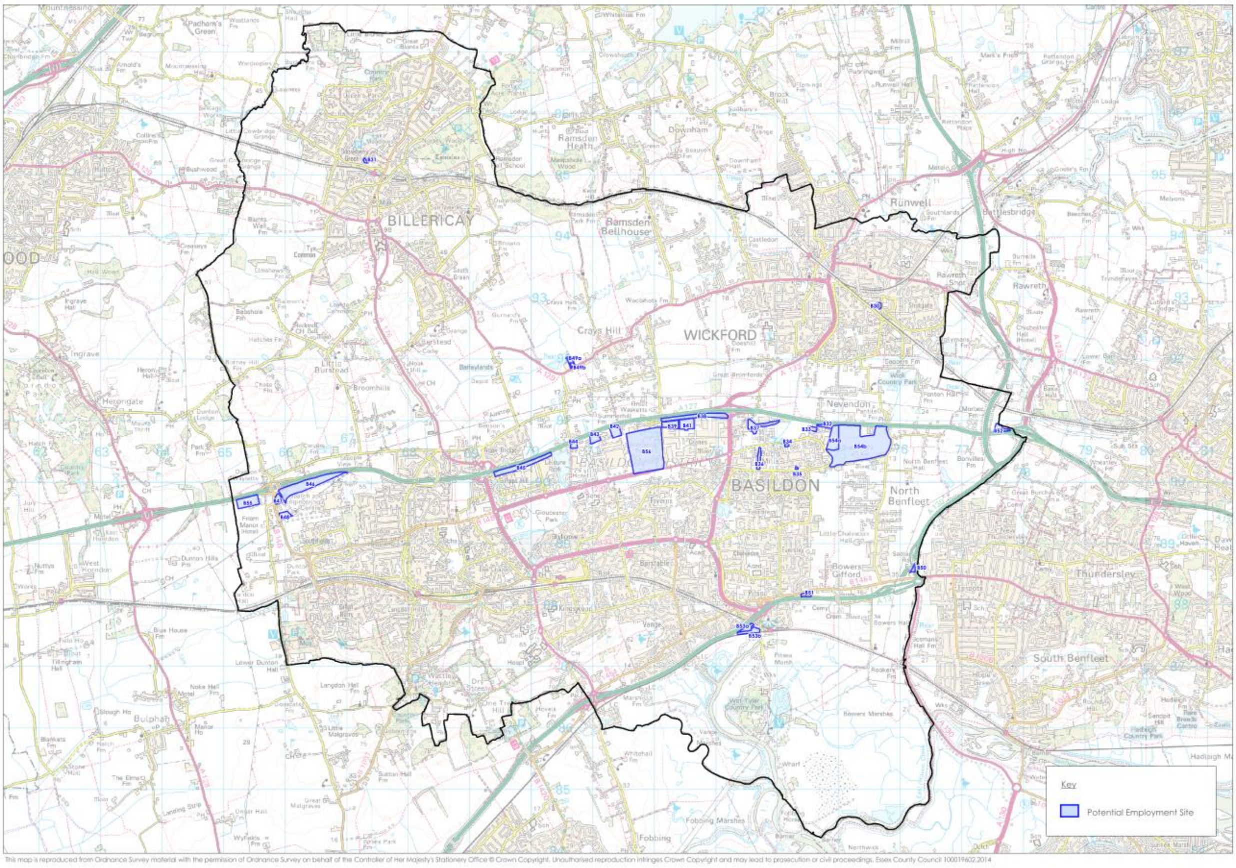


Table 36: Basildon Potential Employment Sites

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
B31	**VU2 - Part of B15**	Billericay Cluster	0.31	Vacant/Under-utilised (as identified in ELPS)	Car Parking site within the wider B15 that ELPS identifies for potential B-class use which sees support from policy E4 of the Local Plan. Use of the site will need to respect the neighbouring residential cluster.	B1/B2/B8, in-keeping with uses in the wider B15 employment site.	Short
B18	**16b - London Road Clusters**	Billericay Cluster	1.03	Identified as existing in ELPS (but has no active employment use)	Green field site adjacent to an existing car repair site located on the A129. Site could accommodate expansion of the adjacent site/similar uses to	B1c/B2	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					site B19 which is recommended for retention in the ELPS.		
B20	**16d - London Road Clusters**	Billericay Cluster	1.99	Identified as existing in ELPS (but has no active employment use)	Green field site with access from the A129 that forms an L-shape around the existing B19 site. Site could accommodate expansion of the adjacent site which is recommended for retention in the ELPS.	B1c/B2	Short
B26/ B51	**20a - Blue House Farm (VU22/ B26)**	London Road Corridor Cluster	0.87	Identified as existing in ELPS (but has no active employment use)	Greenfield site set between the A13 and B1464 with potential for access from the B1464. The site is currently bound by residential uses but could accommodate B-class uses as per the ELPS and policy E9 of the Local Plan. Uses would likely reflect the nearby Blue House Farm Site (B25).	B1/B2	Short/Medium
B50	**VU21**	London Road Corridor Cluster	0.55	Vacant/Under-utilised (as identified in ELPS)	Partially brownfield site with some existing open storage/vehicle parking use to the north of the existing B24 site. The site includes some greenfield on the eastern fringe. The site is accessed through the adjacent site and is bound by the A130 and a slip round from the A13/B1464. Site would best support expansion of the existing site/accommodate similar uses. The ELPS recommends	B1c/B2	Medium

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					access would require improving to develop this parcel of land.		
B53a	**Terminus Drive (part)**	London Road Corridor Cluster	1.45	Vacant/Under-utilised part (as identified in ELPS) and proposed employment site allocation in Draft Local Plan	Greenfield site that is bound by the A13, the railway line and the adjacent B53b existing site. The site is proximately located to Pitsea railway station and is accessed from Terminus Drive. Dedicated guidance in policy E6 which requires uses to not negatively impact amenity with regard to the nearby Grade II listed Cromwell Manor.	B1/B2 – uses should not require regular HGV access because of 'weak' access bridge.	Short
B49b	**VU20**	Rural Sites Cluster	0.34	Vacant/Under-utilised part (as identified in ELPS)	Greenfield site that falls within the wider B22 existing employment site. Site potentially effected by Green Belt policies but could accommodate an infill of activity from the existing site.	B1c/B2	Short/Medium
B32	**VU3**	Southend Arterial Road Cluster	0.86	Vacant/Under-utilised part (as identified in ELPS)	Greenfield swathe of land set between the existing B8 site and the A127. Site is allocated for employment use in the ELPS, which can reflect existing uses in the neighbouring site. Site would likely require access from the existing adjacent car park.	B2/B8	Short/Medium
B33	**VU4**	Southend Arterial Road Cluster	0.77	Vacant/Under-utilised part (as identified in ELPS)	Brownfield site with existing open storage use set within the wider existing B8 site. The site is allocated for	B2/B8	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					employment use in the ELPS and could accommodate uses that reflect those in the wider site.		
B34	**VU5**	Southend Arterial Road Cluster	0.25	Vacant/Under-utilised part (as identified in ELPS)	Greenfield parcel of land set within the wider existing B8 site. Site is allocated for employment use as per the ELPS and could accommodate uses similar to those in the existing site. Site access requires establishing.	B2/B8	Short
B35	**VU6**	Southend Arterial Road Cluster	0.18	Vacant/Under-utilised part (as identified in ELPS)	Greenfield parcel of land set within the wider existing B8 site. Site is unallocated but recommended for employment use as per the ELPS and could accommodate uses similar to those in the existing site. Site access requires establishing.	B2/B8	Short
B36	**VU7**	Southend Arterial Road Cluster	1.45	Vacant/Under-utilised part (as identified in ELPS)	Brownfield parcel of land set within the wider existing B8 site with current open storage and HGV parking use. Site is allocated by the ELPS and could accommodate uses that reflect those in the wider site.	B2/B8	Short
B37	**VU8**	Southend Arterial Road Cluster	3.89	Vacant/Under-utilised part (as identified in ELPS)	Predominantly greenfield with some uses within the west of the site that appear to be associated to adjacent residential uses on the western fringe of the site. Site is unallocated but	B1/B2	Short/Medium

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					could accommodate employment use, particularly to the east of the site between Lords Way and the waste treatment site to the south as per the ELPS. Development of the western end of the site is likely to require informing by the existing relationship with neighbouring residential uses.		
B38	**VU9**	Southend Arterial Road Cluster	6.32	Vacant/Under-utilised part (as identified in ELPS)	Swathe of greenfield land set between the A127 and the existing B9 site. ELPS recommends that site should accommodate expansion of the existing B9 site. Site B38 likely to require a new access that can be established from Christopher Martin Road.	B2/B8	Short
B41	**VU12**	Southend Arterial Road Cluster	3.96	Vacant/Under-utilised part (as identified in ELPS)	Brownfield site which is already being developed for new employment uses, with pre-let activity meaning it no longer provides a future opportunity. The ELPS supports continued B class use on the site.	B2/B8	Short
B42	**VU13**	Southend Arterial Road Cluster	2.49	Vacant/Under-utilised part (as identified in ELPS)	Green field site set within the existing B4 site. Site is unallocated but recommended for B-class employment use as per the ELPS. Uses likely to reflect existing and site access can be	B2/B8	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					established from the existing Endeavour Drive.		
B43	**VU14**	Southend Arterial Road Cluster	1.97	Vacant/Under-utilised part (as identified in ELPS)	Greenfield site set within the existing B4 site. Environment Agency recognises that the site forms a function floodplain that has already been scaled to enable surrounding development and is therefore not recommended for employment use.	Site is not recommended for employment use due to environmental constraints, and is therefore excluded	NA
B44	**VU15**	Southend Arterial Road Cluster	0.91	Vacant/Under-utilised part (as identified in ELPS)	Green field site set within the existing B4 site. Site is unallocated but recommended for B-class employment use as per the ELPS. Uses likely to reflect existing and site likely to require an access from Festival Way.	B2/B8	Short/Medium
B45	**VU16**	Southend Arterial Road Cluster	6.86	Vacant/Under-utilised part (as identified in ELPS)	Swathe of greenfield land set between the A127 and the existing B11 site. ELPS recommends that site should accommodate expansion of the existing B11 site. Site B45 likely to require a new access that can be established from Miles Gray Road.	B2/B8	Short
B46	**VU17**	Southend Arterial Road Cluster	13.40	Vacant/Under-utilised part (as identified in ELPS)	Greenfield site that lies within the north of the existing B6 site with some site clearing toward the west. The ELPS recommends B-class use on the site and policy E3 of the Local Plan restricts this to R&D	B1c	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					related activity aligned with the existing Ford site.		
B47	**VU18**	Southend Arterial Road Cluster	1.37	Vacant/Under-utilised part (as identified in ELPS)	Greenfield site that lies within the north of the existing B6 site with some site clearing near the School Avenue roundabout. The ELPS recommends B-class use on the site and policy E3 of the Local Plan restricts this to R&D related activity aligned with the existing Ford site.	B1c	Short
B48	**VU19**	Southend Arterial Road Cluster	1.62	Vacant/Under-utilised part (as identified in ELPS)	Greenfield site that lies within the west of the existing B6 site. The ELPS recommends B-class use on the site and policy E3 of the Local Plan restricts this to R&D related activity aligned with the existing Ford site.	B1c	Short
B52	**VU23**	Southend Arterial Road Cluster	1.88	Vacant/Under-utilised part (as identified in ELPS)	Predominantly brownfield site that lies adjacent to the existing B23 and shares an access from the A127. The site has some open storage uses associated with the adjacent existing site. The ELPS recommends B-class employment use on the site. Site access is likely to require improving to accommodate B-class use of the entire site, which is currently constrained from the A127 slip road.	B1c/B2	Medium
B30	**VU1**	Wickford Cluster	0.37	Vacant/Under-utilised part (as identified in	Greenfield parcel of land set within the wider existing B16 site. Site is	B2/B8	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
				ELPS)	recommended for employment use as per the ELPS and could accommodate uses similar to those in the existing site. Site access requires establishing.		
B54a	**East Basildon Urban Extension (Burnt Mills E8a)**	Southend Arterial Road Cluster	6.00	Proposed – Draft Local Plan	Greenfield site that lies adjacent to the north east of the existing B8 site and is bound by the A127 to the north. Dedicated guidance in policy E8(a) of the Draft Local Plan recommends B-class use but requires that works do not commence until improvements made at Pound Lane/A127 junction. Potential for access from Courtauld Road and uses likely to reflect existing.	B1/B2/B8	Medium/Long
B54b	**East Basildon Urban Extension**	Southend Arterial Road Cluster	43.8	Proposed – Draft Local Plan	As above – however this part of the site is safeguarded for employment uses beyond the plan period, so is excluded from this assessment	B1/B2/B8	Long – beyond projection period
B55	**West Basildon Urban Extension (Dunton)**	Southend Arterial Road Cluster	5.5 - during plan period	Proposed – Draft Local Plan	Predominantly greenfield site bordering the B148 and B6/B13 existing sites to the east. The site includes some agricultural, leisure and residential uses. Dedicated guidance in policy E7 of the Draft Local Plan sets out aspirations for a mixed use site that is expected to include a mix of B-	Mixed use to include B1/B2/B8	Long

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					class uses (5.5ha+ of capacity) that should relate to the existing B127 Enterprise Corridor.		
B56	**Gardiners Lane South**	Southend Arterial Road Cluster	36.38 total - **12ha assumed for B class**	Proposed – Draft Local Plan	Site is set between the existing B9 and B10 employment sites. The site is predominantly greenfield and set but occupied by recreational sports grounds. Dedicated guidance in policy E5 of the Draft Local Plan sets out aspirations for a mixed use site that is expected to include a mix of B-class uses (12-16ha of capacity) that should relate to the existing B127 Enterprise Corridor.	Mixed use to include B1/B2/B8	Long

N.B Sites in red have been excluded from this assessment

7.19 The total for all potential employment sites considered above is 156.8ha, defined as either existing, vacant/under-utilised or proposed Draft Local Plan allocations, as show below in Table 37.

7.20 However, this overstates the available land position as it includes the parts of sites allocated in the Draft Local Plan for mixed use which are not proposed to accommodate B class use (34.38ha) as well as sites that have been excluded from the potential site assessment for reasons explained in Table 36 (49.91ha). Excluding these sites from the assessment indicates there is a total of **72.5ha** of potential employment land sites in Basildon.

7.21 The majority of the total potential employment land is located within Cluster 2 the Southend Arterial Road Corridor cluster (149.9ha), and there is potential employment land available in all but one cluster, the Basildon Town Centre and Laindon cluster.

Table 37: Potential Employment Land Totals in Basildon Clusters by Site Type (ha)

	Identified as Existing in ELPS (but no active employment use)	Vacant/Under-Utilised (as identified in ELPS)	Proposed-Draft Local Plan	Mixed Use Allocations (excluded total)	Excluded from Assessment	Total
London Road Corridor	0.87	2	0	0	0	**2.9**
Southend Arterial Rd Corridor	0	42.07	23.5	34.38	49.91	**149.9**
Billericay	3.02	0.31	0	0	0	**3.3**
Rural Sites	0	0.34	0	0	0	**0.3**
Basildon TC / Laindon	0	0	0	0	0	**0**
Wickford	0	0.37	0	0	0	**0.4**
Basildon Sites Total	**3.89**	**45.09**	**23.5**	**34.48**	**49.91**	**156.8**

7.22 In terms of the suitability of potential sites for different employment uses, Table 38 draws on the assessment of suitability included within Table 36 to show the proportion of land available for different B class uses/combination of uses. The portfolio of potential employment sites provides the opportunity to accommodate a range of B1, B2 and B8 employment uses, with the largest proportion (33%) most suitable for mixed B1/B2/B8 uses, closely followed by the second largest proportion (28%) most suitable for B2/B8 uses. The significant proportion of land most suitable for B2/B8 uses broadly reflects the existing dominance of these typologies in Basildon, but is not a direct result of it.

7.23 There is a smaller proportion of 9% (6.2ha) of potential employment land identified as being most suitable for B1/B2 uses, which would be best aligned to accommodate office use. Some office use could also come forward on parts of the 33% (23.8ha) of potential land identified as being most suitable for B1/B2/B8 uses, depending on the mix of uses proposed on these sites and their compatibility with office uses. There is no direct relationship between the current level of office provision in Basildon and the amount of potential employment land identified as being most suitable to accommodate this type of activity. The more limited availability of potential employment land most suitable for office use is not related to the existing office floorspace provision in the Borough, and is not unique to Basildon. It is a factor of the suitability of the sites in size, location and connectivity terms, and is a cross- South Essex challenge which is considered further in the Conclusions and Recommendations (Chapter 9).

Table 38: Potential Employment Land Totals by Suitability for B Class Uses in Basildon (ha)

	Total Potential Sites Area	Proportion of Total
B1c	16.4	23%
B1/B2	6.2	9%
B1c/B2	5.8	8%
B2/B8	20.3	28%
B1/B2/B8	23.8	33%
Total	**72.5**	**100%**

Castle Point

7.24 The following sub-section assesses the potential employment sites identified within Castle Point, which are mapped in Figure 32 and assessed in Table 39. All sites within this potential assessment are undeveloped sites which Castle Point Borough Council has identified as potential employment sites.

Figure 32: Castle Point Potential Employment Sites

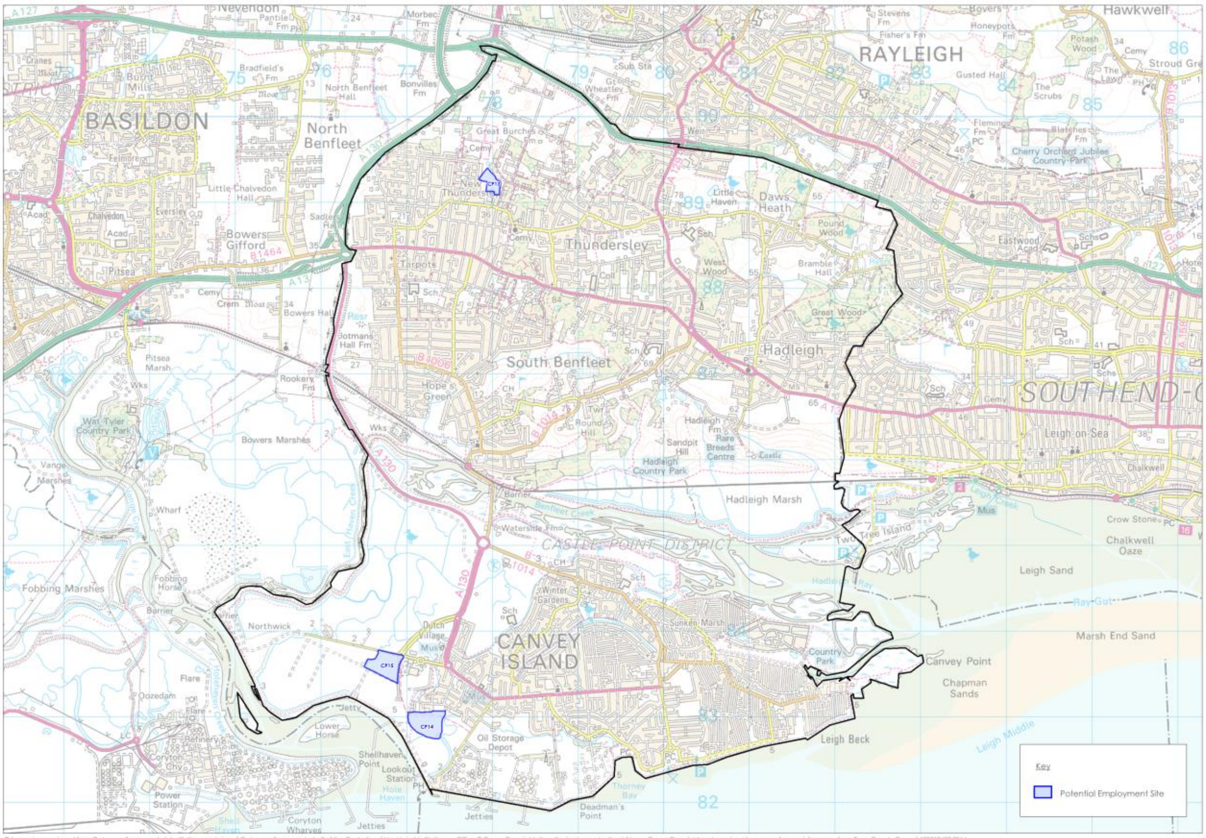


Table 39: Castle Point Potential Employment Sites

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
CP13	**Undeveloped Site - West of Windermere Road**	Northern Cluster	4.05	Undeveloped	Greenfield site on the eastern fringe of Manor Trading Estate. Site also neighbours residential uses to the east. Site recommended for employment use in the recently withdraw Local Plan and would effectively form a site extension but requires the creation of an access from the neighbouring trading estate.	B2/B8 reflecting the existing typology of the neighbouring Manor Trading Estate.	Short/Medium
CP14	**Undeveloped Site - South of Roscommon Way**	Canvey Island	10.47	Undeveloped	Greenfield site adjacent to Roscommon Way and Charfleets Industrial Estate to the north. Access available at Roscommon Way/Romainville	B2/B8 reflecting neighbouring Charfleets Industrial Estate. Potential to accommodate B1 but poor public transport links suggests this	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					Way Roundabout. On-site sign suggests site is being advertised for B-class uses. Local plan identifies the site for new employment use.	may be unsuitable.	
CP15	**Northwick Road**	Canvey Island	9.72	Undeveloped	Greenfield site adjacent to Roscommon Way and Charfleets Industrial Estate to the east. Access available from Norwich Road. Local plan identifies the site for new employment use.	B2/B8 reflecting neighbouring Charfleets Industrial Estate. Potential to accommodate B1 but poor public transport links suggests this may be unsuitable.	Short

7.25 Including all potential employment land sites, there is approximately **24.3ha** of land identified for potential future employment uses. Table 41 shows that the majority of potential employment land sites are located within Cluster 1 (20.2ha), the Canvey Island cluster. There is currently no potential employment land identified within Cluster 2, the A13 Corridor.

Table 40: Potential Employment Land Totals in Castle Point Clusters (ha)

	Undeveloped	Total
Canvey Island	20.2	20.2
A13 Corridor	0	0
Northern Cluster	4.1	4.1
Castle Point Sites Total	**24.3**	**24.3**

7.26 In terms of the suitability of potential sites for different employment uses, Table 41 draws on the assessment of suitability included within Table 39 to show the proportion of land available for different B class uses/combination of uses. The portfolio of potential employment sites provides the opportunity to accommodate a mix of B2 and B8 uses, which potential for similar typologies across the three sites.

Table 41: Potential Employment Land Totals by Suitability for B Class Uses in Castle Point (ha)

	Total Potential Sites Area	Proportion of Total
B2/B8	24.3	100%
Total	**24.3**	**100%**

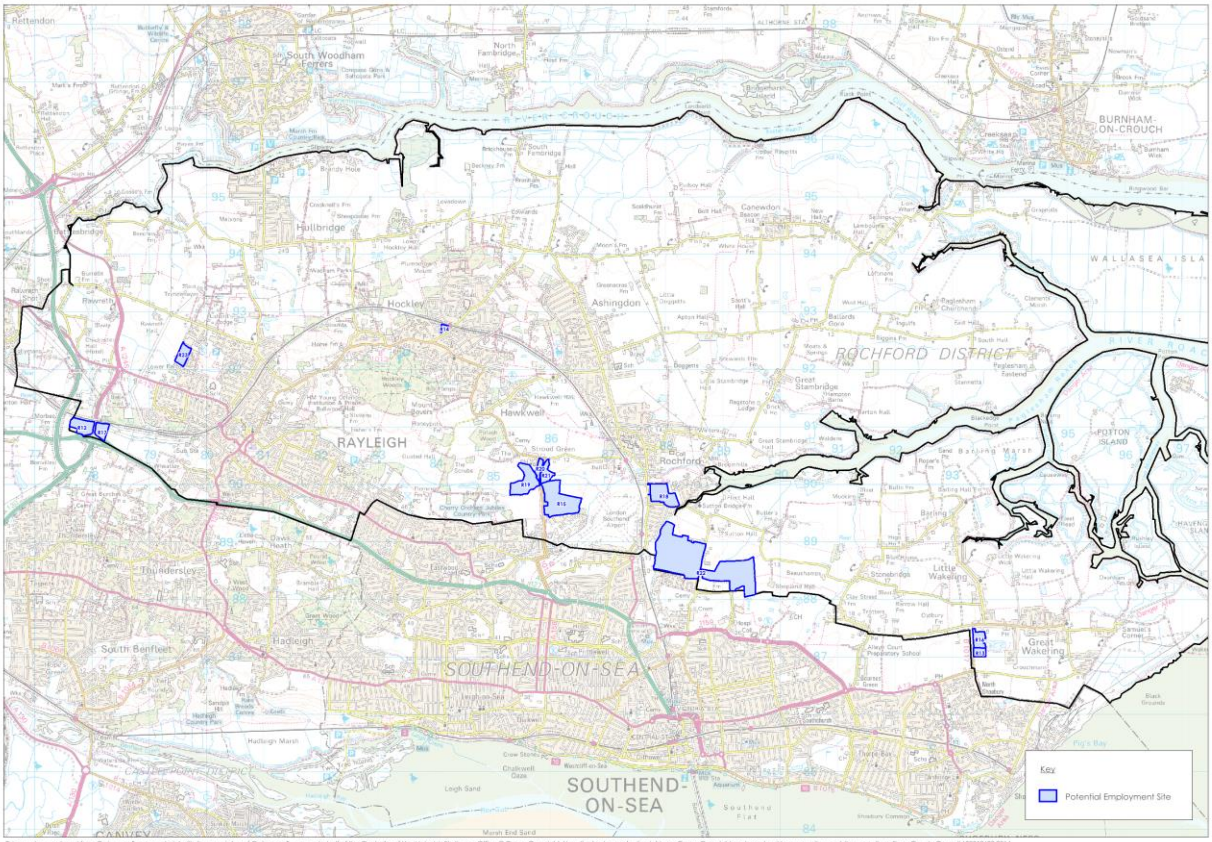
Rochford

7.27 The following sub-section assesses the potential employment sites identified within Rochford (to be read in conjunction with SHELAA), which are mapped in Figure 33 and assessed in Table 42.

7.28 The two categories of potential employment sites considered in Rochford are:

- Allocated Employment Sites (as identified in the Rochford District Council Employment Land Study 2014);
- Sites identified through the Call For Sites process.

Figure 33: Rochford Potential Employment Sites



This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Essex County Council 100019602.2014

Table 42: Rochford Potential Employment Sites

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
R12	**Land West of A1245, Rayleigh (Michelins Farm)**	Southend Arterial Road Cluster	8.78	Allocated	Greenfield site that is accessed from the A1245 off the A127. The site borders an employment site to the south and contains some informal/storage uses. The site falls within an employment allocation as per the 2014 Allocations Plan. The site could accommodate expansion of the neighbouring site and/or industrial uses due to proximate A1245/A127 junction and connection to strategic road network.	B2/B8	Short
R13	**Land South of Great Wakering**	Great Wakering Cluster	3.15	Allocated	Greenfield site located on the B1017, to the south of an existing employment site that appears to have undergone some clearing. The site falls within a new employment site allocation, as per the 2014 allocations plan, and could reasonably accommodate uses similar to those to the north of the site. The site access may require improvement to allow for such uses.	B1c/B2	Short
R14	**Eldon Way, Hockley**	Rural Cluster : Rayleigh, Hockle	1.24	Allocated	Site located near Hockley railway station including Foundry Business Park - currently occupied by	B1	Medium

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
		y & Ashingdon			dated B1c and B2 uses but with substantial trade counter and leisure creep which is why the site is not included within the existing site assessment. Set within the centre of Hockley, the site is proposed for redevelopment in the Hockley AAP with a focus on B1and B2 uses as part of wider mixed use redevelopment.		
R15	**Land North of Southend Airport**	London Southend Airport	27.07	Allocated (Outline Permission)	Greenfield site with some recreational/sports use located to the north of the Aviation Way Industrial Estate. Site allocated as per the 2014 Allocations Plan. With existing site access from the south, the site forms one of the key growth locations in Rochford as part of the JAAP. The site will accommodate the new Airport Business Park, with a mix of B1 and B2 uses.	B1/B2	Short/Medium
R17	**Fairlawns Farm, Arterial Road, Rayleigh**	Southend Arterial Road Cluster	5.31	Call for Site	Greenfield site with some agricultural storage use located to the northeast of the A127/A1245 junction. The site is bound by road to the west and south, railway to the north and greenfield/agricultural land to the east. The site does not fall within a	B1/B2/B8	Short/Medium

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					site allocation but neighbours a new employment allocation which the adjacent R12 allocated site falls within. Reflecting guidance for the R12 allocated site, the R17 Fairlawns Farm site could accommodate industrial uses, utilising the proximate A127/A1245 junction.		
R18	**Three Ashes, land to the south of Tinkers Lane**	Purdey 's Cluster	13.63	Call for Site	Greenfield site that lies to the west of Purdey's Industrial Estate with agricultural use accesses from the south on Sutton Road and the northwest on Southend Road. The site also borders residential uses to the west and south. The site is located on green belt and B-class development that is sensitive to its surroundings is likely to be permitted. Uses on the site will likely reflect those on the neighbouring employment site and accesses will require improving to accommodate such uses.	B2/B8	Currently being delivered
R19	**Land west of Cherry Orchard Way and south of Cherry Orchard Lane**	Southe nd Arterial Road Cluster	15.79	Call for Site	Greenfield site which lies to the southwest of the Hall Road/B1013 roundabout with existing access from the north. The site borders road to the north and west, agricultural land to the south, a plant nursery to the east and	B2/B8	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					residential use to the north east. The site does not fall within an existing allocation but borders a new allocation as per the Rochford Proposals Map. The site could reasonably accommodate uses similar to those Aviation Way Industrial Estate located to the south, albeit with smaller scale uses in proximity to neighbouring residential.		
R20	**Land west of Cherry Orchard Way and east of Cherry Orchard Lane**	London Southend Airport Cluster	2.78	Call for Site	Greenfield site located to the west of the B1013 with site entrance from the Cherry Orchard Lane. The site borders the B1013 to the west, a plant nursery to the north west and agricultural land. The site does not fall within an existing allocation but borders a new allocation as per the Rochford Proposals Map. The site could reasonably accommodate uses similar to those Aviation Way Industrial Estate located to the south.	B2/B8	Short
R21	**Land east of Cherry Orchard Way**	London Southend Airport Cluster	5.61	Call for Site	Greenfield site with some recreation use which lies to the southeast of the B1013/Hall Road roundabout. Some residential use lies to the south and northeast of the site but it is predominantly bound by	B2/B8	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					agricultural land and the B1013. The site falls within a new employment allocation as per the Rochford District Proposals Map. The site would likely suit uses similar to those on Aviation Way Industrial Estate.		
R22	**Land east and west of Sutton Road**	Purdey's	92.07	Call for Site	Greenfield site that borders the Temple Farm employment site to the south which falls within the Southend Boundary. The site is predominantly bound by agricultural uses and some residential use to the north west. The site is not recorded in the 2014 Employment Land Study and does not fall within a land allocation and per the proposals map. However, given that the site neighbours an existing employment site and can make use of Fossetts Way access road, it could be considered for similar uses.	B2/B8	Short

7.29 Including all potential employment land sites, which have been allocated in Local Plan Policy or identified through the Call For Sites process (ten sites in total), there is approximately **175ha** of land identified for potential future employment uses.

7.30 Table 43 shows that the majority of potential employment land sites are located within Cluster 2 (105.7 ha), the Purdey's cluster, which is the result of the large 92ha R22 site. There is potential employment land available in all but one cluster, the Wallasea Island cluster.

7.31 Considering the Rayleigh, Hockley & Ashingdon cluster, Star Lane (R16) and Rawreth Industrial Estate (R23) are not included as potential employment sites, despite not having fully come forward for residential development since their re-allocation to residential from employment, because the residential allocation currently remains in place. They are discussed earlier in the existing sites assessment (Chapter 6) due to still accommodating B class employment use.

7.32 Of the total potential future employment sites, 40ha is currently allocated, 27ha of which are located in the London Southend Airport cluster.

Table 43: Potential Employment Land Totals in Rochford Clusters (ha)

	Allocated Employment	Call For Sites	Total
London Southend Airport	27.1	24.2	51.3
Purdey's	0.0	105.7	105.7
Great Wakering	3.2	0.0	3.2
Wallasea Island	0.0	0.0	0.0
Southend Arterial Road	8.8	5.3	14.1
Rayleigh, Hockley & Ashingdon	1.2	0.0	1.2
Rochford Sites Total	**40.2**	**135.2**	**175.4**

7.33 In terms of the suitability of potential sites for different employment uses, Table 44 draws on the assessment of suitability included within Table 42 to show the proportion of land available for different B class uses/combination of uses. The portfolio of potential employment sites provides the opportunity to accommodate a range of B1, B2 and B8 employment uses, with the largest proportion (79%) most suitable for B2 and B8 uses. This predominance of B2/B8 uses reflects the existing typology within Rochford, with its large proportion of industrial B-class land use. All of the potential employment sites in Rochford are considered suitable for some form of B-class use, and whilst there are no specific allocations for solely office use, this could be accommodated within the B1/B2 site mix, particularly on the Airport Business Park site which has been granted outline planning permission on site R15.

Table 44: Potential Employment Land Totals by Suitability for B Class Uses in Rochford (ha)

	Total Potential Sites Area	Proportion of Total
B1	1.24	1%
B1/B2	27.07	15%
B1c/B2	3.15	2%
B2/B8	138.66	79%
B1/B2/B8	5.31	3%
Total	**175.43**	**100%**

Southend-on-Sea

7.34 The following sub-section assesses the potential employment sites identified within Southend-on-Sea, which are mapped in Figure 34 and assessed in Table 45.

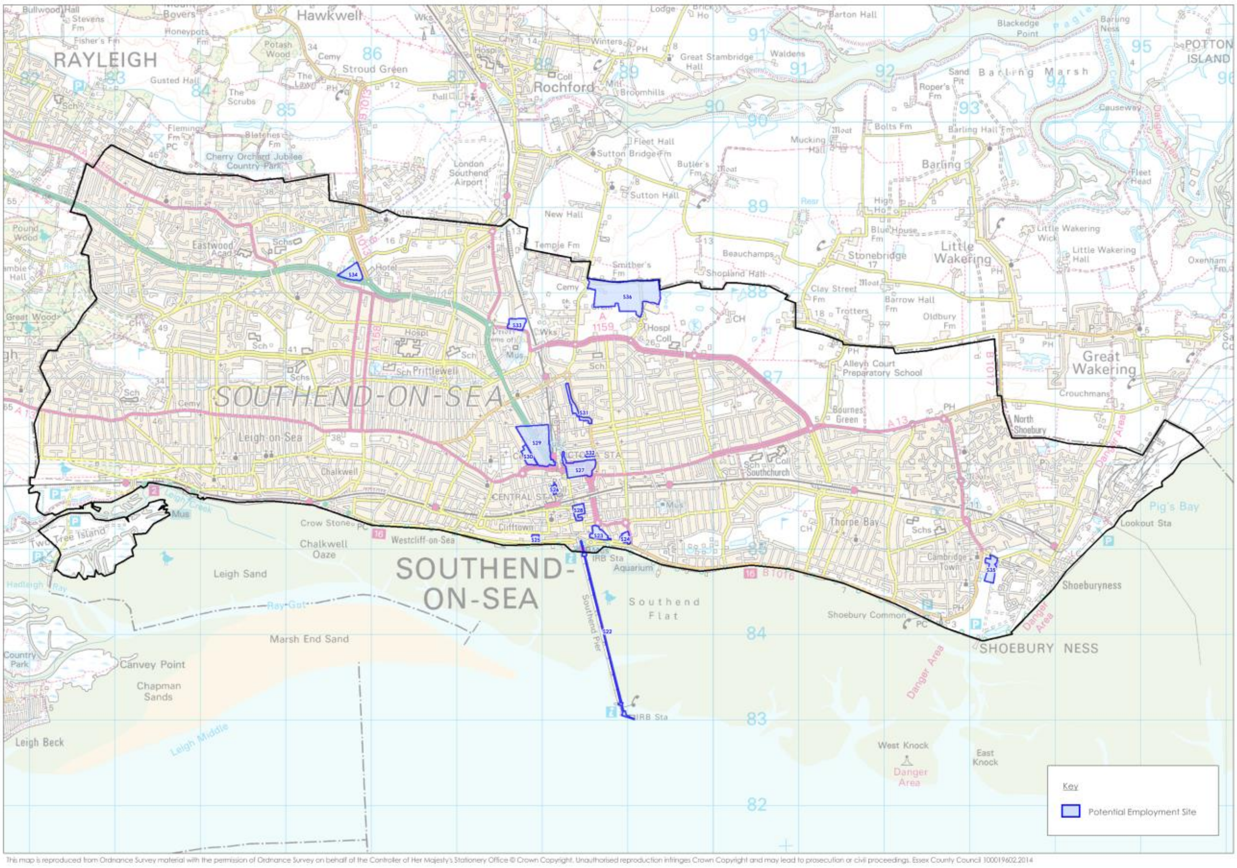
7.35 All sites in red within the table are those which are identified for potential mixed use, but which do not include any identification for B class uses within this mix. These areas are therefore excluded from the total, and only the parts of the mixed use allocations which include an identification for a proportion of B class floorspace contribute to the site potential employment land total.

7.36 The majority of this potential site analysis for Southend is based on sites identified as Southend Central Area Action Plan allocations, which means they do not identify land for manufacturing or industrial uses. Potential allocations outside of the central area, which would allocate for these uses, have not yet been made by Southend-on-Sea Borough Council. The exception to this is the Nestuda Way site identified within the London Southend Airport JAAP (S34), and several sites with planning permission for B class floorspace as part of a mixed use development (S34 and S35).

7.37 There is a 24.5ha site, Fossetts Farm, which is a safeguarded allocation from the Borough Local Plan Second Alteration (March 1999) outside the Greenbelt for possible future development "including for employment, a crematorium extension and a football stadium". However this policy is yet to be reviewed by the Council, and is currently being promoted for non B class uses in the form of three land parcels; a new Southend United Football Club stadium and supporting development with a live planning application ref: 17/00733/FULM (18.3ha), and area of land adjacent to stadium being promoted for residential development (5.8ha) and an area of land adjacent to this previous parcel also being promoted for residential development (6.77ha). The site is therefore not included within this assessment of potential sites, but is acknowledged here as this existing position could change in the future subject to Council review.

7.38 The Council will need to update this potential site assessment once the allocations outside of the central area have been made and the Second alteration safeguarded allocation has been reviewed as part of the preparation of the new Southend Local Plan, to provide a more accurate indication of the potential land portfolio available for future employment use.

Figure 34: Southend-on-Sea Overview Map: Existing & Potential Employment Clusters



7.39 All sites in red within the table are those which are identified for potential mixed use, but which do not include any identification for B class uses within this mix. These areas are therefore excluded from the total, and only the proportion of mixed use allocations which include a B class use identification contribute to the site potential employment land total.

Table 45: Southend-on-Sea Potential Employment Sites

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
S22	**Southend Pier**	Central Southend	2.90	Potential	The Southend Pier is accessed from Western Esplanade/Pier Hill and forms one of the predominant leisure offers/tourist attractions in	Leisure and Cultural Uses – no B-class use.	Short/Medium

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					Southend. Surrounding uses on Western Esplanade and Marine Parade are predominantly retail and leisure. Aligning with the SCAAP, the pier is recommended for similar use.		
S23	**Seaway Car Park**	Central Southend	2.26	Potential	Site predominantly forms a car park and associated uses. The site has good access from the A1160 to the north and Lucy Road to the south. Leisure and cultural uses are located to the south and residential uses to the east and west. The SCAAP proposes leisure uses, cinema and associated car parking.	Cultural and Leisure Uses – no B-class use.	Short/Medium
S24	**Marine Plaza**	Central Southend	1.10	Potential	Site currently underutilised with some car parking, leisure use and restaurants. The site has good access from Southchurch Avenue and Marine Parade and is bounded by residential and leisure uses. The SCAAP proposes the development of a new Southend Museum with associated facilities and car parking.	Residential, Leisure and Retail Use – no B-class use.	Short/Medium
S25	**New Southend Museum**	Central Southend	0.64	Potential	Greenfield site between Clifftown Parade and Western Esplanade. Prittlewell Gardens are located to the north and the site has a relatively steep topography. The site has been planned for some time to accommodate the new Southend Museum but the SCAAP identifies potential for a	Cultural use with supporting leisure and retail – no B-class use.	Short/Medium

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					cultural use with supporting leisure and retail.		
S26	**Elmer Square Phase 2**	Central Southend	0.54	Potential	Site lies adjacent to the Forum public and academic library. The site is bound by retail uses to the north and east given the town centre location. The site is planned to form the second phase of development on the site. The SCAAP proposes educational and supporting uses, such as commercial studios and workplace and cafes/restaurants to complement phase one of the scheme.	Mixed use (D1, A3, B1) will be supported, but with potential to be entirely B1.	Short/Medium
S27	**Queensway**	Central Southend	6.11	Potential	Site is predominantly occupied by residential uses alongside some office use and an open storage use, bisected by the Queensway road. The SCAAP sets out a long term vision to regenerate the Queensway Policy Area as a residential-led development that will include secondary shopping frontage and associated uses.	Mixed use with potential for B1a	Short/Medium
S28	**Tylers**	Central Southend	1.88	Potential	Site currently forms a car park and Travel Centre. The site is bounded by retail to the south and west, offices to the north and residential to the east. The SCAAP proposes mixed use development, including the potential for offices and the possible relocation of the Travel Centre.	B1 – as part of mixed use also including A1 and C3	Short/Medium
S29	**Victoria**	Central	12.68	Potential	The site is set on Victoria Avenue and	Mixed use that	Short/Med

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
	Avenue	Southend			predominantly comprises large outdated office buildings that border the Southend Victoria railway station to the east. The large site is proposed for regeneration which aims to update and improve the quality of the offer with a mix of uses including leisure, retail, residential and office.	will include B1.	ium
S30	**Baxter Avenue**	Central Southend	2.12	Potential	The site comprises existing residential uses that neighbour office uses on Victoria Avenue and is accessed from Queensway. The site is proposed for redevelopment which will include high quality residential use.	None- residential use site.	Short/Medium
S31	**Sutton Road**	Central Southend	2.22	Potential	The site is occupied by B1c and B2 uses that follow the eastern side of the Sutton Road. Units are dated and the site is proposed in the SCAAP for redevelopment that will include residential and community uses.	Housing and retail use – no B-class use	Short/Medium
S32	**Guildford Road**	Central Southend	0.36	Potential	Site is currently occupied by a Co-op supermarket and associated car parking. The site is access from the Guildford Road/B1015 and neighbours residential/retail uses. The SCAAP recommends the site for redevelopment with residential and new secondary retail frontage that will include convenience retail.	Retail – no B-class use.	Short/Medium
S33	**Prittlebrook – Former Industrial**	Prittlebrook	2.37	Potential (with planning	This site is part of the former Prittle Brook Industrial Estate site	B1a	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
	Estate			permission)	now coming forward for residential led development (by Bellway homes), but this part is proposed to accommodate 5,600sqm of B1a floorspace in the permitted hybrid planning application (14/00943/FULM)		
S34	**Nestuda Way Business Park**	London Southend Airport	3.44	Allocated	This site is identified in the JAAP Policy E8 to accommodate B1 floorspace from 2021 onwards, which could deliver at least 500 jobs.	B1	Short/Medium
S35	**Shoebury Garrison Phase 2**	Shoeburyness	3.05	Potential (with planning permission)	This site is part of the Shoreburyness Garrison development in the permitted planning application ref: 15/02053/OUTM, which is identified to accommodate 14,130sqm of B1a floorspace	B1a	Short

7.40 The six potential site allocations which are included within this assessment total approximately 24.0ha of land identified for potential future employment uses. This includes three sites proposed for pure B class use (S33, S34 and S35) totalling 8.9ha, and three sites proposed for mixed use including some form of B class floorspace (S26, S28 and S29) totalling 15.1ha. However, it cannot be expected that this full 15.1ha will come forward for B class use, so in the absence of any detailed guidance on the desired splits of uses within each mixed use site an assumption has been made for the purpose of this Study that a maximum of 50% of the total site area could come forward for B class use, reducing this total to 7.6ha.

7.41 The total land available for potential future employment use in Southend is therefore estimated to be a maximum of **16.4ha.**

7.42 Southend-on-Sea Borough Council are advised to regularly monitor the status and any planning applications for these mixed use opportunity sites, to identify certainty on the proposed employment floorspace as it becomes available, and revise the total potential site are for Southend accordingly.

7.43 Table 46 shows the distribution of this identified potential employment land within the Southend-on-Sea clusters. This shows that the majority is located within Cluster 5, Central Southend, identified in the Southend Central AAP, however there is also potential land found within Cluster 1, Shoeburyness, Cluster 2, London Southend Airport, and Cluster 3, Prittlebrook.

Table 46: Potential Employment Land Totals in Southend-on-Sea Clusters (ha)

	Potential Site (with planning permission)	Allocated Site (JAAP)	Opportunity Sites for Mixed Use including B1 Use*	Opportunity Sites for Mixed Use (no B class included)	Total
Shoeburyness	3.05	0	0	0	**3.05**
London Southend Airport	0	3.44	0	0	**3.44**
Prittle Brook	2.37	0	0	0	**2.37**
Eastwood	0	0	0	0	**0**
Central Southend	0	0	7.55*	25.26	**32.81**
Southend Sites Total	**5.42**	**3.44**	**7.55**	**25.26**	**41.67**

**Assuming 50% of site total could accommodate B class use as a maximum and 50% will accommodate non B class use as a minimum*

7.44 In terms of the suitability of potential sites for different employment uses, as already mentioned above only three sites are proposed for solely B-class uses, totalling 8.9ha (total from the first two value columns in the table for two sites with planning permission and one JAAP allocated site). Table 47 shows that 5.4ha of this is proposed specifically for B1a floorspace (S33 and S35), and the other 11.0ha is proposed for B1 floorspace (S26, S28, S29 and S34).

Table 47: Potential Employment Land Totals by Suitability for B Class Uses in Southend (ha)

	Total Potential Sites Area	Proportion of Total
B1	10.99*	67%
B1a	5.42	33%
Total	**16.41**	**100%**

*Assuming 50% of total site area for B class use for Sites S26, S28 and S29.

7.45 The other sites with mixed use proposals potentially including some form of proposed B class are currently identified as opportunity sites in the SCAAP, with no quantum established for the proportion of proposed B-class use. Table 45 shows that B1 uses are specifically proposed in the SCAAP for the Elmer Square Phase 2 (S26) site, Tylers (S28) and the Victoria Avenue (S29) sites.

7.46 Although not identified within the allocations, it is considered the Queensway (S27) site and Sutton Road (S31) site could also potentially accommodate B1 uses as part of a contemporary mixed use development, given their good connectivity and historic onsite B-class use. However, due to even less certainty about the proposals/allocations for these sites this has not been translated into any additional site area for potential future employment use. More specific guidance and the remaining allocations are required from Southend-on-Sea Council in order to more accurately identify its potential employment land portfolio.

Thurrock

7.47 The following sub-section assesses the potential employment sites identified within Thurrock, which are mapped in Figure 35 and assessed in Table 48.

7.48 The three categories of potential employment sites considered in Thurrock are:

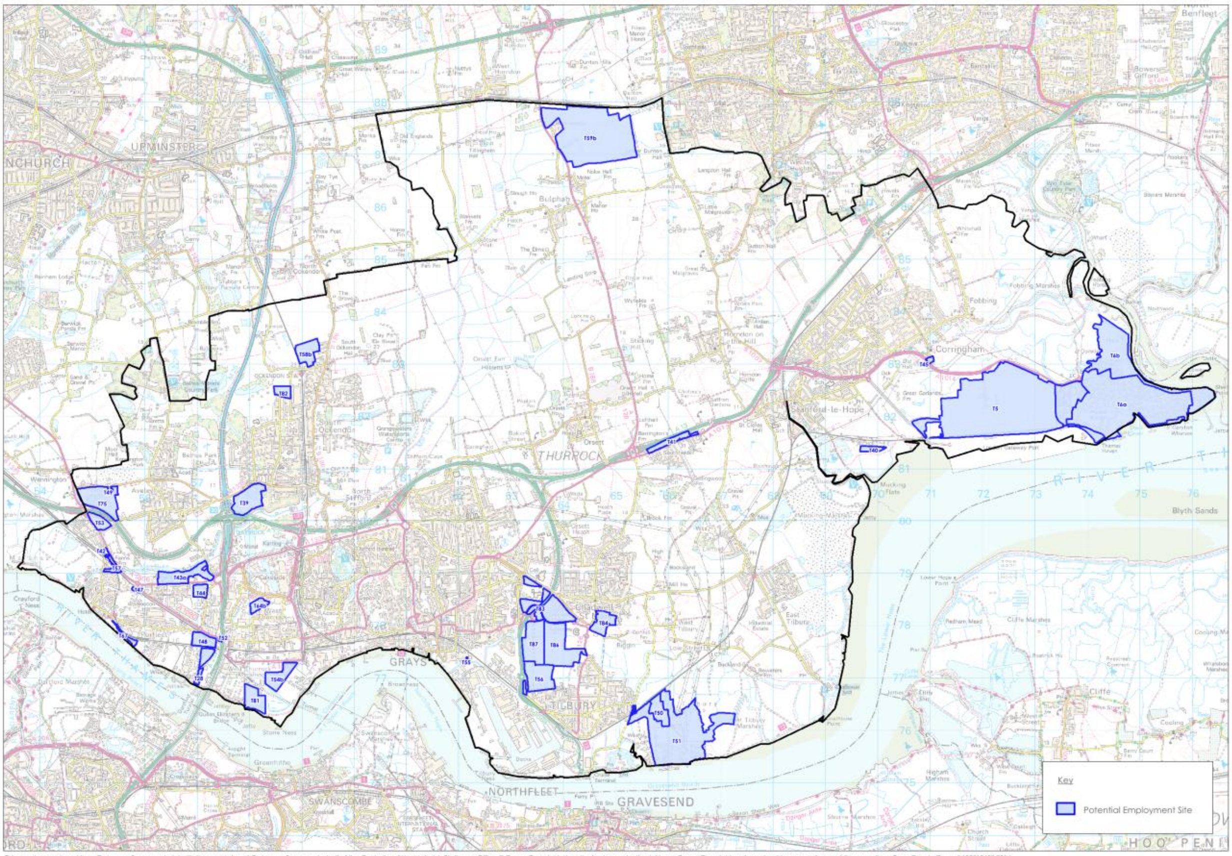
- Allocated Employment Sites;
- Previously Assessed Employment Sites
- Sites identified for employment use through the Call For Sites process.

7.49 Sites proposed through the Call For Sites process for mixed use development are initially considered, however due to the uncertainty they present in relation to the area that could come forward for employment use, and the characteristics and/or constraints of these sites which mean they are not necessarily suitable to accommodate employment development, they are excluded from the potential employment sites total.

7.50 Potential sites which fall within the Purfleet Centre Masterplan area (discussed in Section 6) are excluded from this assessment as their full site area is not likely to come forward for employment use in light of these mixed use plans. However, to include the potential employment site area proposed as part of the Purfleet Centre 31,000sqm of floorspace for B1/B2/B8 use, equating to 3.1ha of employment land, is added back to the potential sites total.

7.51 Additional detail regarding potential employment sites in Thurrock and those which are excluded for various reasons, is included within the Thurrock Employment Land Availability Assessment (ELAA).

Figure 35: Thurrock Potential Employment Sites



This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Essex County Council 100019602 2014

Table 48: Thurrock Potential Employment Sites

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
T67	**CSSP2/CS TP6 Employment - Land For New Development - Purfleet Centre Site**	1	2.6	Allocated as Proposed Employment	Narrow brownfield site neighbouring railway line, with poor access and shape that lends little to significant development opportunities	Site forms part of Purfleet Centre regeneration proposals, and is identified for **mixed use including A1, A3, A4, B1, C1, C3, D1, D2.** Whilst it could provide opportunities to accommodate expansion of neighbouring B2/B8 activity, due to the small site area and proposed mixed use nature it is excluded from the potential sites total here.	NA
T28	**LaFarge Jetty Site**	1	2.3	Allocated as Proposed Employment	Narrow vacant brownfield site which is in port related context surrounded by oil storage sites, in	**B1c/B2 or B8 or sui generis** (expansion of oil storage use on neighbouring	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					wider area dominated by port related industrial and distribution activity, with good strategic road network connectivity. Site could be appropriate to accommodate neighbouring activities or similar stand-alone activity.	site(T27))	
T44	**Bluelands (West)**	1	5.7	Allocated as Proposed Employment	Former quarry site immediately south of Watts Wood potential employment site. Hybrid planning application (10/50227/TTGFUL) approved in 2011 for part filling of quarry and development of site for mixed use storage and distribution and hotel development (approx. 90% of proposed development indicated to be for B8 use. Site allocated for primary employment and HGV parking facilities.	Approximately 90% of proposed development within hybrid applications is indicated to be for **B8 use,** which is in-keeping with neighbouring uses and strategic road network connectivity. Development activity is evident on site	Short
T47	**Tank lane/Arterial Road**	1	0.6	Allocated as Proposed Employment	Vacant site adjacent to Arterial Road (linking directly to A13), located in an industrial activity cluster, and in close proximity to Purfleet station.	**B1c/B2 or B8 use**	Short
T48	**Land adjoining Van den Bergh & Jurgens**	1	16.3	Allocated as Proposed Employment	Site split into two large vacant parcels either side of the railway line containing some infrastructure, parking and	**B1c/B2 or B8 use**	Short

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					structures relating to industrial activity on neighbouring sites (including Purfleet Hanson Cement Site). Well connected to the strategic road network via A1090. Site has planning permission for 20,000sqm B2/B8 use.		
T52	**885 - 901 London Road**	1	0.3	Allocated as Proposed Employment	Smaller piece of vacant land bounded by A1090 and A282, adjacent to active London Road site and other potential employment sites (above). In well-established industrial and distribution location with good strategic road network accessibility.	**B1c/B2 use** most suitable considering size of site, however could also accommodate **B8 use** (particularly if combined to join with T48).	Short
T53	**Ponds Farm**	1	8.2	Allocated as Proposed Employment	Vacant brownfield site adjacent to Purfleet Industrial Park, bounded by Arterial Road and the A13. Part of the site is identified for employment use in the Core Strategy and planning permission has been granted for B8 use with ancillary office use (38,686sqm B8/B1a).	**B8** with ancillary B1a	Short
T42	**Plot 44, Purfleet Industrial Park**	1	0.8	Allocated as Proposed Employment	Small brownfield site bounded by A1306, Tank Hill Road and New Tank Hill Road and the railway line to the south, adjacent to Purfleet Industrial	**B1c/B2 or B8 use** would be suitable (in-keeping with neighbouring activity in T2) subject to the appropriateness of this with the	Long

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					park. There is some form of utilities infrastructure on site, so potential future employment activity around this may be limited.	existing hard infrastructure on site.	
T76	**CSSP2/CS TP6 Employment - Secondary Industrial - CLEARED / RESIDENTIAL DEVELOPMENT**	2	12.7	Allocated as Proposed Employment	Part of site has been cleared and other parts of site accommodate new residential development. Site has therefore been excluded from this assessment.	Cleared site / new residential development	NA
T55	**Manor Way Industrial Estate, Curzon Drive, Grays**	3	0.1	Allocated as Proposed employment	Very small portion of vacant land within the centre of existing site T14, surrounded by B2/B8 activity. Site has been excluded from assessment as less than 0.25ha.	Site below 0.25ha threshold	NA
T56	**Land North of Tilbury, Adj. Dock Approach Road**	6	27.6	Allocated as Proposed Employment	Brownfield site accommodating the emerging London Distribution Park, with new B class development coming forward on site (Travis Perkins distribution shed) in line with the most recent outline permission for 204,820sqm of B2/B8 + ancillary B1a office.	**B1c/B2 or B8** use in line with planning permission, road connectivity and nearby employment activity	Short
T50	**Land North of Tilbury Power station**	6	13.9	Allocated as Proposed Employment	This site combined with the Land at Tilbury Power Station (T51) accommodates the former Tilbury Power Station, which is in the process of being demolished (demolition completion	Considering the Tilbury2 proposals, this site is most suitable for **B1c/B2 or B8** use. These uses would also be suitable on the remainder of the site not acquired for the Tilbury2	Medium

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					expected in 2018) leaving a very large scale brownfield development opportunity. The Tilbury2 proposals by the Port of Tilbury for the development of a new port terminal would accommodate a significant portion of this and site T51. A planning application is expected to be submitted directly to the Planning Inspectorate (on behalf of the Secretary of State).	development.	
T40	**Stanhope Industrial Park (STW_30)**	7	4.2	Allocated as Proposed Employment	Fairly small vacant site clustered with existing sites T19 and T20 (currently low intensity of activity), creating potential for attracting re-located uses to this cluster across the 3 sites	Suitable for **B1c/B2** use considering size of site and neighbouring context and activities.	Short
T6a	**Land at Coryton Oil Refinery**	7	180.8	Allocated as Oil Refineries / Employment Land	This part of the Former Coryton Oil Refinery Site (closed in June 2012) consists of the land for the Thames Enterprise Park development focusing on environmental technologies and energy sector activities (with the potential to create up to 2,000 new jobs).	**B8** use, in line with the Thames Oilport and Thames Enterprise Park prospective developments	Short
T6b	**Land at Coryton Oil Refinery – Thames Oilport**	7	129.1	Allocated as Oil Refinery / Employment / Oil Refinery Expansion Land	This part of the Former Coryton Oil Refinery Site (closed in June 2012) has now been rebranded as Thames Oilport (to be used for bulk import and	None – Accommodates new bulk import and fuel blending activities	NA

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					fuel blending). It therefore represents the part of the site which is not available for future B class employment. Site area has therefore been excluded from this assessment.		
T5	**London Gateway (former Shell Haven Site)**	7	249.7	Allocated as Proposed Employment	This former Shell Haven site is cleared and being redeveloped to accommodate the DP World London Gateway Port (deep sea container port) which is now operational, and the DP World London Gateway Logistics Park which is currently being developed and seeing significant pre-letting activity	**B8** use in line with the DP World London Gateway Port and Logistics Park developments	Short
T49	**Sandy Lane Farm**	1	0.7	Call For Sites Employment	Small vacant site south of B1335 and north of A13, which therefore has good strategic road network accessibility. In close proximity to existing employment activity and Aveley residential cluster.	**B8** use would be most appropriate considering neighbouring use, subject to this site being combined with T75	Medium
T41	**Land to the north of Stanford Road**	5	9.2	Call For Sites Employment	Narrow and largely undeveloped site, set on greenfield land within the Green Belt, and bounded by Stanford-le-Hope bypass to the north and the A1013 to the south. The site is adjacent to Orsett Fire Station in the	Site is not considered suitable for B class employment use due to its constrained nature (considering site shape and direct site access), as well as its position within the green	NA

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					west and a McDonalds and BP service station to the east. Good strategic road network connections despite more rural location. Site has no employment allocations.	belt and the fact that it will be affected by the A13 widening. Site has therefore been excluded from this assessment.	
T51	**Land at Tilbury Power Station**	6	126	Call For Sites Employment	This site combined with the Land North of Tilbury station (T50) accommodates the former Tilbury Power Station, which is in the process of being demolished (demolition completion expected in 2018) leaving a very large scale brownfield development opportunity. The Tilbury2 proposals by the Port of Tilbury for the development of a new port terminal would accommodate a significant portion of this and site T50. A planning application is expected to be submitted directly to the Planning Inspectorate (on behalf of the Secretary of State). Part of this site is located in the Green Belt and subject to inert landfill.	Considering the Tilbury2 proposals, this site is most suitable for **B1c/B2 or B8** use. These uses would also be suitable on the remainder of the site not acquired for the Tilbury2 development.	Medium
T45	**Rookery Hill, Corringham**	7	1.4	Call For Sites Employment	Small greenfield site neighbouring some small scale existing employment activity, as well as non-employment activity such as	Most suitable for **B1c /B2** use considering size of site and neighbouring context and activities. B1a/b use could be	Medium

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					the East Thurrock Football Club. The site is directly connected to the A1014. The site has no employment allocations, but has been proposed for employment use through the call for sites process.	accommodated here but the transport links and the neighbouring site uses are not as suitable for this	
T39	**Land South of Stifford Road**	1	24.1	Call For Sites Employment	Large undeveloped greenfield site located in the Green Belt. The site is included in environmental designations and contains woodland.	Environmental constraints render this site unsuitable for development, and it has therefore been excluded from this assessment.	NA
T75	**Ponds Farm 2, Aveley**	1	29.9	Call For Sites Mixed Use	Large undeveloped greenfield site in the Green Belt, located south of B1335 and north of A13, with strong strategic road network connectivity. In close proximity to existing B2/B8 employment activity and Aveley residential cluster.	Undeveloped site in the Green belt, therefore unsuitable for B class use.	Long – due to mixed use development promotion for site
T82	**Land on the South West Site Side of Arisale Avenue**	2	6.1	Call For Sites Mixed Use	Inert landfill site in the Green Belt with no employment allocation. The site neighbours residential and employment activities, and lies in close proximity to the strategic road network (M25) although without a direct connection to it.	Environmental constraints render this site unsuitable for development, and it has therefore been excluded from this assessment.	NA
T58b	**Land to the North of the West Road, South**	2	15.8	Call For Sites Mixed Use	Undeveloped site which is within the Green Belt (a small part of the site is existing but excluded due to	Undeveloped site in the Green belt, therefore unsuitable for B class use.	NA

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
	Ockendon				being below 0.25ha). Site has therefore been excluded from this assessment.		
T59b	**Blue House Farm**	4	148.4	Call For Sites Mixed Use	Large undeveloped greenfield site in the Green Belt bordering the northern boundary of Thurrock, which contains a small proportion of existing B2 / B8 activity (subtracted out from the potential site area total). It is in an isolated rural context with no employment allocation, and the Council does not support mixed use on this site.	This site is rejected from the assessment due to being isolated and as its development would impact on the Green Belt.	NA
T83	**Land South of Wood View and Chadwell Bypass**	6	36.2	Call For Sites Mixed Use	A collection of five separate site parcels in the Green Belt surrounding Dock Approach Road (A1089), nearby to a range of uses including Palmer's College, Thurrock Coaches employment site and residential. The site has been proposed for a range of development including residential, B1/B2/B8 employment and retail (A1-A5).	Environmental constraints render this site unsuitable for development, due to the impact it would have on the Green Belt, and it has therefore been excluded from this assessment.	NA
T84	**Land adjacent to St Johns Road and Chadwell Hill**	6	13.9	Call For Sites Mixed Use	Brownfield site in the Green Belt with some existing residential and other use, neighbouring existing site T37, in close proximity to residential use and the Gateway Academy (to the	Environmental constraints render this site unsuitable for development, due to the impact it would have on the Green Belt, and it has therefore been excluded	NA

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					south west). The site has no employment allocation and has been proposed for mixed use.	from this assessment.	
T86	**TSC_10**	6	42	Call For Sites Mixed Use	Large undeveloped greenfield sites located in the Green Belt. The site is Flood zone 3b and includes flood storage and designated flood reservoir area.	Environmental constraints render this site unsuitable for development, and it has therefore been excluded from this assessment.	NA
T87	**TSC_10**	6	31	Call For Sites Mixed Use	Large undeveloped greenfield sites located in the Green Belt. The site is Flood zone 3b and includes flood storage and designated flood reservoir area.	Environmental constraints render this site unsuitable for development, and it has therefore been excluded from this assessment.	NA
T64b	**South of West Thurrock Way / East of Euclid Way**	1	5.8	Full permission - residential	Vacant brownfield section of T64 site (existing) however this section has permission for residential development, so has been excluded from this assessment.	Residential permission for site	NA
T43a	**Watts Wood**	1	21.9	Previously Assessed Employment	Part brownfield part greenfield site (with woodland cover) in the Green Belt immediately south of A13, and close to a cluster of existing employment activity. Signs of B8 open storage use on site	Potential part of site contains woodland cover and other environmental constraints, so is not considered likely to come forward, and has therefore been excluded from this assessment.	NA
T57	**Union Oil (North) Ltd.**	1	3.6	Previously Assessed Employment	Vacant site split into three parcels due to division by two railway lines, bounded by Arterial Road to the north, and a river to the south.	Suitable for **B1c/B2 or B8** use subject to overcoming challenges of site division by hard	Long

Site Ref.	Site Name	Cluster	Area	Current Status	Site Description	Suitable employment use	Possible timescales
					In mixed residential and employment cluster with good strategic road network accessibility. There are several electricity pylons on parts of the site and parts are affected by environmental designations which could constrain development potential.	infrastructure	
T54b	**Former West Thurrock Power Station**	1	9.84	Previously Assessed Employment	This brownfield site in a well-established industrial and distribution cluster accommodates some new employment development in its north west corner (5.86ha which is subtracted off the potential site area) to accommodate the new Daily Mail printing facilities (relocated from South London). Site has planning permission for 44,598sqm employment use (B1c, B2, B8 and ancillary B1a).	**B1c**, **B2**, **B8** and ancillary B1a	Short

7.52 By including all the Allocated Employment Sites, Previously Assessed Employment sites and Call For Sites: Employment (17 sites in total), there is **652ha** of total land available in Thurrock for potential future employment use.

7.53 This does not account for the sites excluded from this assessment (in red text in the previous and following tables), which are either proposed for mixed use development through the Call For Sites process, or which are excluded for other reasons such as environmental constraints.

7.54 Table 49 below shows the potential employment land totals for each Thurrock Cluster by category of site (with the first three categories summing to provide the land total of 652ha for potential future employment use, and the figures excluded from this highlighted in red). This shows availability of land for future employment use in all clusters apart from Cluster 2 and Cluster 4.

Table 49: Potential Employment Land Totals in Thurrock Clusters (ha)

	Allocated Employment	Previously Assessed Employment	Call For Sites: Employment	Call For Sites: Mixed Use	Other Excluded Sites
Cluster 1	34.2	13.44	0.7	29.9	54.4
Cluster 2	0	0	0	21.9	12.7
Cluster 3	0	0	0	0	0.1
Cluster 4	0	0	0	148.4	0
Cluster 5	0	0	0	0	9.2
Cluster 6	41.5	0	126.	123.1	0
Cluster 7	434.7	0	1.4	0	129.1
Thurrock Sites Total	**510.4**	**13.4**	**128.1**	**323.3**	**205.5**

7.55 In terms of the suitability of potential sites for different employment uses, Table 50 draws on the assessment of suitability included within Table 48 to show the proportion of land available for different B class uses/combination of uses. The portfolio of potential employment sites provides the opportunity to accommodate the range of B1, B2 and B8 employment uses, with the largest proportion (68%) of the total 652ha most suitable for solely B8 uses, bolstered significantly by the T5 and T6 sites.

7.56 The potential employment land total of 652ha includes the site areas for site T5 – London Gateway and site T6 – Land at Coryton Oil Refinery. Unlike the other potential sites included within the assessment, both of these sites have masterplans for delivering solely employment floorspace on site, with development coming forward and in some parts already completed and occupied.

Table 50: Potential Employment Land Totals by Suitability for B Class Uses in Thurrock (ha)

	Total Potential Sites Area	Proportion of Total
B8	445.1	68%
B1c/B2	131.6	20%
B1c/B2 or B8	65.4	10%
B1a/b or B1c/B2	0.0	0%
B1/B2/B8	9.8	2%
Total	**651.9**	**100%**

Combined South Essex Potential Employment Land Portfolio

7.57 Combining the figures for each local authority, Table 51 shows that significantly more than half of the identified potential 941ha of employment land is located in Thurrock, followed by Rochford and Basildon, and then with much smaller identified land in Castle Point and Southend-on-Sea. The scale of potential employment land in the local authorities is reflective of the scale of the existing employment land portfolio assessed in Section 6.

Table 51: South Essex Potential Employment Sites

	Potential Employment Sites	Identified Potential Employment Land (ha)	% of South Essex Total
Basildon	25	72.5	8%
Castle Point	3	24.3	3%
Rochford	10	175.4	19%
Southend-on-Sea	6	16.4*	2%
Thurrock	17	652	69%
Total	**61**	**940.6**	**100%**

7.58 Table 52 shows that the majority of potential employment sites in South Essex (just below half) are assessed to be most suitable for B8 use, underpinned largely by identified land in Thurrock, followed by suitability for industrial & distribution use (B2/B8) and for light industrial (B1c/B2) constituting 19% and 17% of the total potential portfolio respectively. The tables shows the importance of industrial uses in the sub-region, which is expected to continue over the next 20 years, with potential supply seeming aligned to continue to accommodate this strength.

7.59 There is only a small amount (1% - 5.4ha) of land identified solely for B1a office use contributed to solely by potential sites in Southend. However, as shown in Table 52 for South Essex as a whole and Table 53 split for individual authorities, in addition to this there are sites identified as being suitable to accommodate office uses as part of a B1/B2 or B1/B2/B8 mix. Potential sites in the majority of authorities are expected to be able to accommodate some form of office uses, with Castle Point being the exception based on the currently identified potential site portfolio. Southend is the only authority where some potential sites are assessed to be suitable solely for office uses, however this is due to the inclusion of sites from the Southend Central AAP without few other potential site allocations currently in existence.

7.60 Considering the limited scale of potential sites suitable for office uses compared to other B class employment uses, particular focus should be placed on the supporting office and flexible workspace development on sites where appropriate to meet SME demand across the sub-region.

Table 52: Potential Employment Land Totals by Suitability for B Class Uses within South Essex (ha)

	Total Potential Sites Area	Proportion of Total
B8 (Storage and Distribution)	445.1	47%
B2/B8 (Industrial & Distribution)	183.26	19%
B1/B2 (Office and Light Industrial)	45.5	5%
B1a (Office)	5.42	1%
B1c/B2 (Light Industrial)	156.95	17%
B1c/B2/B8 (Mixed Industrial)	65.4	7%
B1/B2/B8 (Mixed)	38.91	4%
Total	**940.54**	**100%**

7.61 Table 53 shows that of the most prominent suitable uses for potential employment sites in South Essex, the majority of identified potential B8 use employment sites by area is located in Thurrock, and the majority of potential B2/B8 use employment sites is in Rochford.

7.62 It seems evident that Thurrock will remain a key employment centre in the sub-region, capable of accommodating substantial employment growth opportunities, particularly for larger scale warehouse and general industrial activities. Basildon is likely to continue to foster a mix of employment sites and sectors. The scale of land identified for potential future employment use in Rochford, which could accommodate a mix of B1c, B2 and B8 uses with substantial suitability for B2/B8 uses, suggests potential to significantly increase B-class employment provision within the local authority above its current level, whereas the limited potential site portfolios in Castle Point and Southend (caveated by the limited allocations currently in place) suggest more modest future growth capabilities in these local authority areas in terms of land quantum.

Table 53: Potential Employment Land Totals by Suitability for B Class Uses within each local authority (ha)

	Basildon	Castle Point	Rochford	Southend	Thurrock
B8 (Storage and Distribution)	0	0	0	0	445.1
B2/B8 (Industrial & Distribution)	20.3	24.3	138.66	0	0
B1/B2 (Office and Light Industrial)	6.2	0	28.31	10.99	0
B1a (Office)	0	0	0	5.42	0
B1c/B2 (Light Industrial)	22.2	0	3.15	0	131.6
B1c/B2/B8 (Mixed Industrial)	0	0	0	0	65.4
B1/B2/B8 (Mixed)	23.8	0	5.31	0	9.8
Total	**72.5**	**24.3**	**175.43**	**16.41**	**651.9**

7.63 Whilst the identified total potential employment land portfolio of **941ha** across South Essex provides significant land availability to support a range of employment uses, which will later be assessed in comparison to forecast demand (set out in the following section), there are several factors which influence the likelihood and timescales for potential sites coming forward;

- Certain potential sites are large scale brownfield sites which would require significant site clearance and remediation in order to prepare the site for new employment development, which could affect the viability of delivering any form of employment activity on site.
- Some brownfield sites accommodate existing power and utilities infrastructure, or infrastructure and built development supporting the functionality of neighbouring sites, or may be required to accommodate these types of provision in the future, which could constrain the employment development potential on these sites.
- A number of potential sites provide large scale opportunities which would naturally support certain types of storage and distribution (B8) activities, and may be particularly appropriate for port-related activity. This means that whilst other small industrial, SME and office business activities could be accommodated on parcels of these sites, taking

advantage of their urban context and connectivity, this type of development on these sites is less likely to be brought forward by the market without significant public sector intervention. This is also true for potential sites with a particularly rural context which have poor connections to the urban area as well as the local amenities and services, and public transport connectivity sought by employees.

7.64 This emphasises the importance of understanding the balance of land required to accommodate future employment growth on both a quantitative and qualitative basis, in order to ensure the right type of employment locations and facilities can be provided for the range of employment activity expected in South Essex over the projection period to 2036. A comprehensive and balanced understanding will underpin a cohesive approach across the sub-region that takes a strategic approach towards promoting economic growth and meeting employment needs over the next 20 years.

7.65 Having considered the potential employment supply, the following section explores the possible ranges of future employment demand expected across South Essex, using economic growth forecasting.

7.66 Utilising the understanding of future supply and demand, the final section of this report makes conclusions which reflect on the balance between future employment land supply and demand quantitatively (comparing the range of land demand in ha with the total area available from potential sites) and qualitatively in terms of the types of employment land required to support different forms of economic growth to 2036, which informs the recommendations of this study to support a strategic approach to South Essex wide economic growth and development.

8. Employment Growth Scenarios

8.1 This Study undertakes detailed economic forecasting for each of the five South Essex local authorities (Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock) in order to understand future employment growth in South Essex.

8.2 There are two key components to the forecasting approach that result in a projection range and a single combined projection of employment land need within South Essex and the component local authority areas. The two elements considered are:

- A forecast of land and floorspace required to accommodate new demand, based on projections of employment growth in each authority area;
- An allowance made for supply side factors to ensure sufficient space is available throughout the plan period to accommodate existing and new businesses.

8.3 The approach to estimating new demand identifies a base economic forecast, develops a number of scenarios testing the range of growth possibilities for the South Essex local authorities, and then develops a 'combined scenario' for each authority area which provides a synthesis bringing together the reasonable growth expectations for each local authority to provide a robust and realistic growth projection for the entire South Essex sub-region.

8.4 The range of scenarios developed build upon our understanding of past economic performance, the strengths and weaknesses of the local economies, factors expected to influence future growth, and the wider macro-economic context for key economic sectors. The production of combined scenarios, and their combination to produce a total growth forecast for South Essex provides a consistent growth position to develop a robust economic strategy for the area and supports any future planning policy development required to support this position.

8.5 To understand the range and portfolio of future employment land and floorspace need, it is important to understand the potential nature of employment growth within South Essex, and specifically within each of the five local authority areas, to ensure sufficient provision is made and protected through existing and potential employment sites across South Essex.

8.6 This facilitates the quantitative assessment of the alignment between employment land supply and the range of projected future demand, which will inform the conclusions and recommendations of this study. It provides a robust understanding of the required approach towards managing each of the local authorities' employment land portfolios in a way that supports appropriate future economic growth across South Essex. This is also supported by qualitative assessment of the requirements of employment land to meet the needs of expected future sector-specific economic growth.

South Essex Economic Growth Drivers

8.7 Based on the socio-economic analysis undertaken at the South Essex wide and local authority level, which forms the baseline understanding for this Study, a number of key sectors have been identified which underpin the current and expected future strength of the South Essex economy. The sectors set out below are those considered to be high value, and most pivotal to future economic growth opportunities in the sub-region. However, this is not to suggest these are the only significant economic sectors in the local authorities within South Essex.

8.8 For example; the construction sector is a comparative strength in both the Castle Point and Rochford local economies, as is the public services sector in Castle Point and Southend, however neither of these groups of activities are strategic enough in their nature across the sub-region to justify specific isolation as a key sector.

Transport and Logistics

8.9 This activity has a strong sector presence in South Essex, with the core cluster of activity evident in Thurrock. Basildon has some strength in this activity, and Rochford has been seeing an increasing role in recent years, but not at the scale at which Thurrock accommodates this activity related to the authority's key ports; Tilbury, Purfleet and London Gateway.

8.10 The strength of this type of activity is expected to be further increased, particularly in Thurrock driven by its proximity to London and other key exporting centres, its road infrastructure connectivity, current and future investment into the infrastructure required to support this sector (such as at London Gateway), and the comparatively affordable rents offered for this type of activity in Thurrock compared with existing London locations (such as Barking & Dagenham).

8.11 The transport and logistics sector is therefore expected to be a strong growth sector for South Essex, driven particularly by its growth potential in Thurrock, over the projection period for this study (2016 – 2036).

Manufacturing and Engineering

8.12 The manufacturing and engineering sector has a strong presence across South Essex, with defined strengths around the manufacturing of fabricated materials and architectural and engineering activities.

8.13 This sector strength is evident in Thurrock, however the core sector cluster is found in Basildon, supported by large anchor businesses such as Ford. The growth in manufacturing and engineering activity can be supported by the established infrastructure and supply network in Basildon and Thurrock, and the clustering of existing manufacturing and engineering activities, which in the case of Thurrock tend to be port related.

8.14 Potential exists in Southend and Rochford to strengthen advanced manufacturing and engineering in association with the London Southend Airport and new Airport Business Park. Aviation related businesses are already located in the area and the JAAP proposes capacity for c.5,000 additional jobs which should consider how the existing local network can be best utilised. Whilst the aviation sector forms a key part of the manufacturing and engineering activities clustered around the airport, this is not significant enough for the sub-region to be categorised as a specific sector strength here, and is adequately captured within the manufacturing and engineering sector. As such, an advanced manufacturing sector forecast for Rochford is not undertaken, because it has weaker potential compared to other authorities which are not reliant one or two key sites for this sector specific activity.

8.15 A key focus for the Councils in attracting this type of growth should be in providing support and training for local employees to take up opportunities in this sector, addressing the current trend of the provision of these jobs for in-commuters, rather than Basildon, Thurrock, or South Essex residents.

Energy and Green Technology (links with manufacturing and engineering)

8.16 Thurrock attracts the majority of this sector-specific activity within the South Essex sub-region considering employment numbers, however Rochford also shows strength in this sector often with smaller scale activity.

8.17 In the context of Thurrock there is potential to build on its existing strengths by expanding the clustering of existing activity, as well as linking with other sector strengths in manufacturing and engineering in Thurrock and South Essex. Whereas for Rochford, the potential lies more providing support to existing activities to reinforce their existing activity and any expansion opportunities.

8.18 However, there has been a falling trend in the employment level in South Essex in this sector, so it is not expected to be the strongest sector specific growth opportunity.

Digital Cultural and Creative

8.19 The digital cultural and creative sector category captures a range of employment activities, which show links with the manufacturing and engineering sector, and to a lesser extent the energy and green technology sector. The potential for this type of activity in South Essex is supported by the Thames Estuary focus for creative production and innovation detailed in the Thames Estuary Production Corridor Vision[16].

8.20 The strongest sector presence for digital, cultural and creative sectors in South Essex is in Basildon, Southend-on-Sea and Thurrock. Whilst the South Essex sub-region, and these local authorities specifically, are not necessarily considered 'traditional' locations for the creative industries they show their strengths in different ways.

8.21 The strength for Thurrock is underpinned by the Royal Opera House Production activity at High House Production Park in Purfleet. Thurrock also benefits from its proximity to creative centres in London, with the potential for these types of activity to spread eastwards along the Thames Estuary Corridor due to affordability pressures along, as well as a result of the political will to nurture and grow this sector to diversify the economic offer and employment opportunities.

8.22 Southend-on-Sea is home to a number of existing cultural production companies and facilities, including The Royal Pavilion, as well as a strong education presence with the University of Essex and South Essex College that can underpin the growth and success of digital, cultural and creative industries.

8.23 The strength of digital, cultural and creative sector activities in Basildon shows greater links with the advanced manufacturing sector and high skilled employment activity, as well as building on the educational presence of South Essex College. The Underwater Studio in Basildon is also renowned as a core focus for this sector, having been used for scenes in productions such as Skyfall, Taboo, The Tunnel and 47 Metres Down.

8.24 Growth in this sector in South Essex will require a focus on better attracting graduates and employees to the area, which is an important pull factor for labour in the creative sector. This could include better social and leisure provision in urban areas across the authority area, as well as considering location opportunities in close proximity to town centre connectivity and amenities.

[16] Thames Estuary Production Corridor Vision Document (www.southeastlep.com/images/uploads/resources/TEPC_VISION.pdf)

Healthcare

8.25 The healthcare sector strength in South Essex is underpinned predominantly by the university and further education presence in Southend-on-Sea (including the Southend Adult Community College, the South Essex College and the University of Essex), which provides a strength to be built on. These activities could also be built upon in Basildon, where the location of the university hospital is coupled with businesses and public organisations, such as the Basildon and Brentwood Clinical Commissioning Group, the North East London NHS Foundation Trust, and South West Essex Community Services (located at Phoenix House on the Cranes Estate), and other health sector businesses located on Basildon's A127 corridor such as Waymade Healthcare Plc., Timesco Healthcare Ltd. and Binley's.

8.26 Recent growth in the health care sector in Southend-on-Sea particularly demonstrates an opportunity for further growth in this activity as part of the South Essex economy.

8.27 These five key sector trends inform the production of the employment growth scenarios for each of the five South Essex authorities, contributing to the overall South Essex growth scenarios.

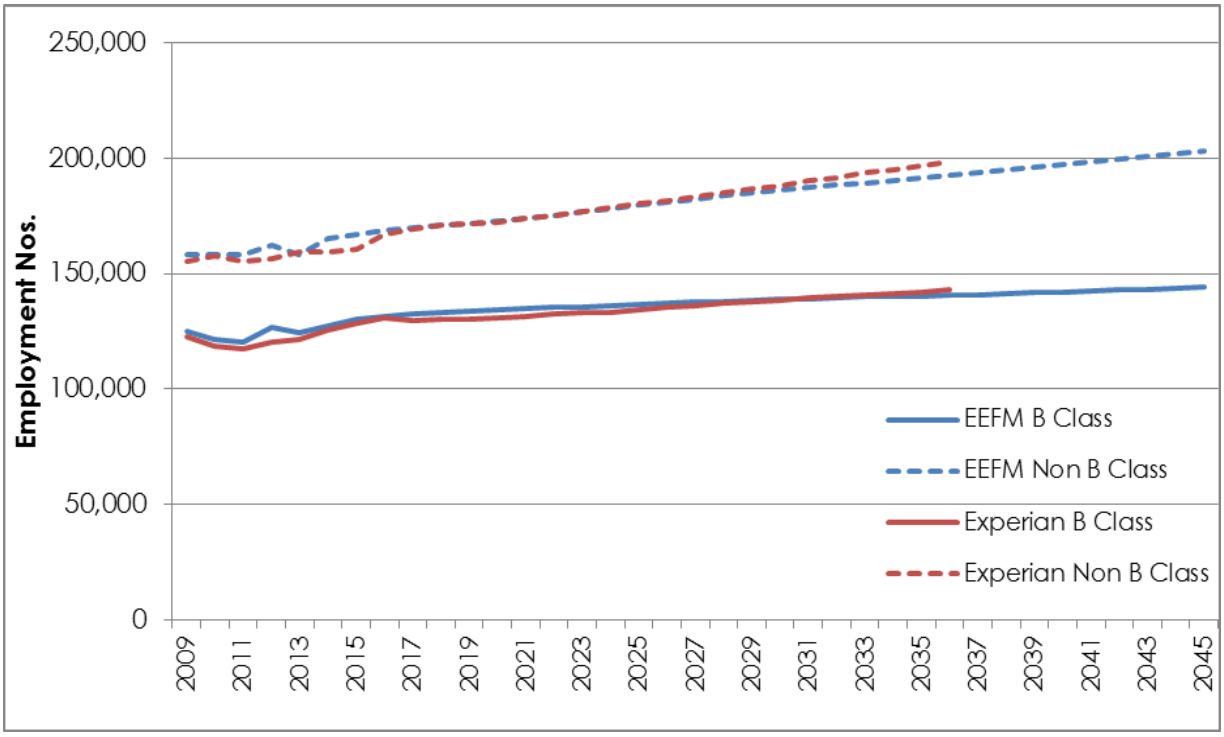
Projections of Growth to Meet Economic Needs

8.28 The same methodology and base data is used to produce the base employment forecast and forecasting scenarios for each South Essex local authority. The key similarities are set out here before detailing the forecasting outputs for each local authority and South Essex as a combined sub-region.

Base Employment Forecast

8.29 To determine the most appropriate base forecast for South Essex, both the East England Forecasting Model (EEFM) and Experian forecasting model were considered. As shown in Figure 36 below, a comparison is made between the 2016 EEFM forecast (which incorporates 31 sectors in its base data assumptions) and the 2016 Experian forecast (September 2016 version, which incorporates 38 sectors in its base data assumptions).

Figure 36: Comparison between EEFM and Experian Base Forecasts for B class and Non B class uses (2009 - 2045)



Source: EEFM & Experian, 2016

8.30 Following this comparison, in consultation with the Client Group (the five South Essex local authorities and Essex County Council), the East England Forecasting Model (EEFM) was selected to provide the base model for the South Essex growth forecasts.

8.31 Whilst neither the EEFM or Experian model is a 'perfect fit', the EEFM shows most alignment with the growth expectations of the five South Essex authorities and provides consistency with other studies and wider planning objectives across South Essex.

8.32 The forecasting model used in this Study delineates growth into major sectors, which in turn are aggregated into land use types. This approach provides a land and floorspace requirement for office (B1a / b), manufacturing / industrial (B1c / B2) and warehousing (B8) activity. Whilst this approach aligns with the guidance provided by the NPPF and NPPG and provides a robust basis for planning purposes, it should be recognised that future delivery may not be as neatly categorised.

8.33 The base EEFM forecast for each local authority sets out the 'business as usual' employment growth scenario for each South Essex local authority over the 2016 – 2036 projection period, with figures presented as Full Time Equivalent (FTE) to allow for direct translation into floorspace needs.

8.34 Using employment density assumptions the job creation forecasts are translated into additional floorspace requirements. As a base model we use the following employment densities, which are based on; our understanding of the nature of economic activity within (and likely to be attracted to) the area, the subsequent occupier requirements within these activities, and the guidance provided by the HCA Density Guide Third Edition, 2015[17]:

- B1a/b – 12 square metres per employee (NIA)
- B1c / B2 – 36 square meters per employee (GIA); and
- B8 – 70 square metres per employee (GEA).

Employment Growth Scenarios

8.35 The employment growth scenarios seek to understand a number of 'reasonable alternatives' for potential future employment growth across South Essex, derived from the EEFM base forecast.

8.36 Six employment growth scenarios have been tested to consider the impact of a range of sector specific growth impacts, for some or all of the local authorities, as follows:

- **Advanced Manufacturing Growth:** Basildon

  This scenario forecasts the potential increased floorspace and land requirement in Basildon, based on its strength in this sector. It is important to forecast this scenario because the base forecast shows decline in this sector, despite the authority area continuing to attract advanced manufacturing activities. Whilst there is a small 5% increase in B1c/B2 demand in the base forecast from 2016 - 2036, this masks a decline in all manufacturing specific activities in Basildon such as pharmaceuticals, electronics, and transport equipment, which does not necessarily accurately reflect the physical presence of these activities in the Borough.

- **B8 Demand Adjustment:** Thurrock

  The B8 Demand Adjustment scenario forecasts the implications of high demand for new B8 'shed' floorspace in Thurrock. This makes an adjustment to the 'suppressed' B8 requirements in the base forecast which are driven by the recent loss of industrial floorspace in Thurrock overall, but do reflect future expectations for growth.

- **London Industrial Land Re-location:** Basildon, Castle Point, Rochford & Thurrock

  London is seeking to release significant industrial land in the North Thames Gateway, and London policy evidence suggests that the displaced uses from land in this area (particularly from Barking & Dagenham, Havering & Newham boroughs) will move to neighbouring property market areas.

17 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/484133/employment_density_guide_3rd_edition.pdf

The GLA's Industrial Land Supply & Economy Study (2015)[18] updates London's industrial land baseline and assesses the economic impacts of reduced industrial land supply. This Study identifies an expected continuation of significant industrial land release in London over the next twenty years, particularly from Outer London.

It is therefore reasonable to test the potential impact of this displacement on South Essex authorities, using four authority area focussed scenarios. The potential impact tested through these scenarios largely reflects the authorities' proximity to the North Thames Gateway area and the existing nature of their economy, both of which reflect their suitability to accommodate displaced activities. A twenty year re-location period for displaced uses is assumed, following which the industrial sector growth will return to EEFM levels.

The focus for this industrial re-location is placed particularly on Basildon and Thurrock, as they are in closer proximity to the North Thames Gateway and already demonstrate industrial strength, which would make them an attractive re-location destination. These locations within South Essex are particularly well-placed to accommodate distribution activities. To a lesser extent, Castle Point and Rochford are also considered likely to accommodate a limited proportion of displaced industrial activity.

Analysis within the GLA's Industrial Land Supply & Economy Study identifies that the Thames Gateway area (including Newham, Barking & Dagenham, Havering & Redbridge) has a potential land release figure of 185.3ha. For the purpose of these forecasting scenarios to test the impact of the re-location of industrial land from London, we assume South Essex will wholly accommodate this displacement over a twenty year period (however in practice this may not be the case and some of the activities from the released land could be accommodated elsewhere in London). This equates to 926,500sqm using a 0.5 plot ration, and 46,325sqm per annum.

There is an estimated assumption of the proportional split of displaced uses to each of the South Essex authorities which is a professional judgement made by GVA based on our understanding of the industrial land sectors in both London and South Essex, and influenced by the proximity and connectivity of South Essex locations to the key Thames Gateway boroughs in East London where industrial land is being released.

As well as making an assumption of the proportion of displaced uses accommodated by each of the South Essex authorities, we have also used our professional judgement to determine the industrial/distribution split within each of these properties (to inform the specific growth uplift for each authority focused scenario). This is based on our understanding of the clustering and strength of existing industrial and warehousing activity in South Essex authorities, as well as the suitability of the potential future employment sites

[18] https://www.london.gov.uk/sites/default/files/industria_land_supply_and_economy2015.pdf

portfolio to accommodate these activities, and is identified specifically for each authority area in the relevant part of this section.

It is important to clarify that the London Industrial Re-location scenarios undertaken for each authority consider the displacement of floorspace capacity within displaced areas rather than just the displacement of current activity. This means that the forecasting for this scenario factors in the allocations which have been made for future growth in these East London locations and can no longer be accommodated there, as well as the existing activity that is being pushed out.

- **Creative Industries Growth:** Southend-on Sea & Thurrock

  Thurrock and Southend-on-Sea are the two South Essex authority areas which receive focus in relation to potential growth in the creative industries, considering their existing strength in this sector and their drive towards growing the sector as part of their economic composition. This is not to say that other authorities in the sub-region, such as Rochford, cannot benefit from some broad clustering of similar activity, or spillover of activities that cannot be accommodated in Southend or Thurrock, however the strength of this potential does not warrant particular focus in forecasting the growth of these activities in other authority areas.

  Publishing sector activities are used as a proxy for the creative industries in this context, with arts activities translating into non-B class activity in the forecasting model. To reflect expected growth in the creative industries we have looked to boost the sector beyond the base forecast level in Southend-on-Sea.

  Considering creative industries sector strength in locations like Brighton and Maidstone, Experian data suggests that these locations are seeing projected growth of between 1 and 2%, which is a similar level to the projected growth of arts activities in other locations with some form of creative industries strength.

- **London Southend Airport Impact:** Rochford & Southend

  The London Southend Airport Impact scenario relates specifically to Rochford and Southend-on-Sea local authorities.

  Previous assessment of the London Southend Airport Impact undertaken in the Rochford District Council Employment Land Study 2014 suggests 400 additional jobs in Rochford as a result of the airport (in addition to the 4,700 jobs assumed in the adopted JAAP for the London Southend Airport area). These additional jobs constitute the supply chain and related service jobs expected to be created at Airport Business Park Southend. This equates to a c.30% uplift in B class employment and 1.4% employment growth per annum.

  The JAAP allocates land to accommodate up to 109,000sqm of additional employment floorspace, with 99,000sqm of this total being in a major new business park, Airport Business

Park Southend, north of the existing Aviation Way Industrial Estate, which will accommodate up to 4,950 additional jobs in the area over the plan period to 2031 and beyond. A small business park at Nestuda way will accommodate 500 jobs, and intensification of Aviation Way Industrial Estate will provide a further 15,000sqm of floorspace and deliver 750 jobs.

- **Healthcare Sector Growth:** Southend-on-Sea

  Southend-on-Sea is increasing its activity in the health care sector, underpinned by a strong university and further education presence. This supports the potential to exploit this increasing strength to build on the existing health care cluster and grow this further.

8.37 For each authority, each growth scenario test understands particular growth drivers and influences for land requirements across South Essex, based on a combination of local context, historic performance, strategic growth and growth expectations for particular sectors.

8.38 In arriving at a combined growth scenario for each authority we have sought to reflect the breadth of growth opportunities and balance growth rates across different economic activities. This is based on our experience and professional judgement both locally, and in providing similar forecast based advice to support planning policy. As with all future projections, this is not intended to be a singular, definitive projection of the scale and nature of future growth. Instead it provides a reasoned investigation of how local assets could potentially influence the future of the South Essex economy, as a basis for strategic land allocations, which themselves will need to be flexible enough to respond to future economic change. Ultimately these scenarios provide credible growth forecasts which are based on national and local demand drivers.

Basildon Growth Scenarios

8.39 As a starting point the base employment forecast for growth in Basildon is produced, followed by a series of employment growth scenarios.

8.40 The employment growth scenarios take into consideration the relevant South Essex economic drivers discussed above, as well as feedback from Basildon Borough Council on the alignment of the base forecast with its growth expectations. The following two scenarios have been undertaken to make adjustments to the based forecast assumptions, reflecting a suitable range of alternatives for considering the future economic growth in Basildon, and the consequent employment floorspace and land requirements:

- Advanced Manufacturing Scenario
- London Industrial Land Re-location Scenario

8.41 The detailed assumptions applied to the base forecast to develop these scenarios is set out alongside the scenario outputs later in this section. Following the development of these two scenarios a combined scenario has been produced, as set out later in this section.

Base Employment Forecast

8.42 The EEFM base employment forecast for Basildon sets out the 'business as usual' employment growth scenario for the authority area to 2036 across 31 economic sectors, with figures presented as Full Time Equivalent (FTE) to allow for direct translation into floorspace needs. The baseline forecast employment growth would see 13,225 new FTE jobs created within Basildon over the period 2016 - 2036, an increase of 14%.

8.43 The results of the forecast are shown below in Figure 37.

Figure 37: Basildon Base Forecast Employment Growth

Source: EEFM, GVA, 2016

8.44 This baseline forecast includes job creation of 4,914 B class specific FTE jobs. Within 'B class' activities the base forecast shows an increase in office based employment activities (15%), and a smaller increase in employment in manufacturing and light industrial space (5%) and warehousing (5%). As discussed previously these results are predicated on a combination of historic performance and national sector trends. This does not fully reflect the expected growth trend in Basildon, which is addressed when producing the employment growth scenarios, and reaching a recommended growth forecast position through the production of a combined scenario.

8.45 Using the employment density assumptions detailed earlier in this chapter, these job creation forecasts are translated into additional floorspace requirements, as shown in Table 54 and Figure 38. Without making any allowances for windfall losses or churn, the base forecast estimates the following additional demand for floorspace and land from 2016 – 2036.

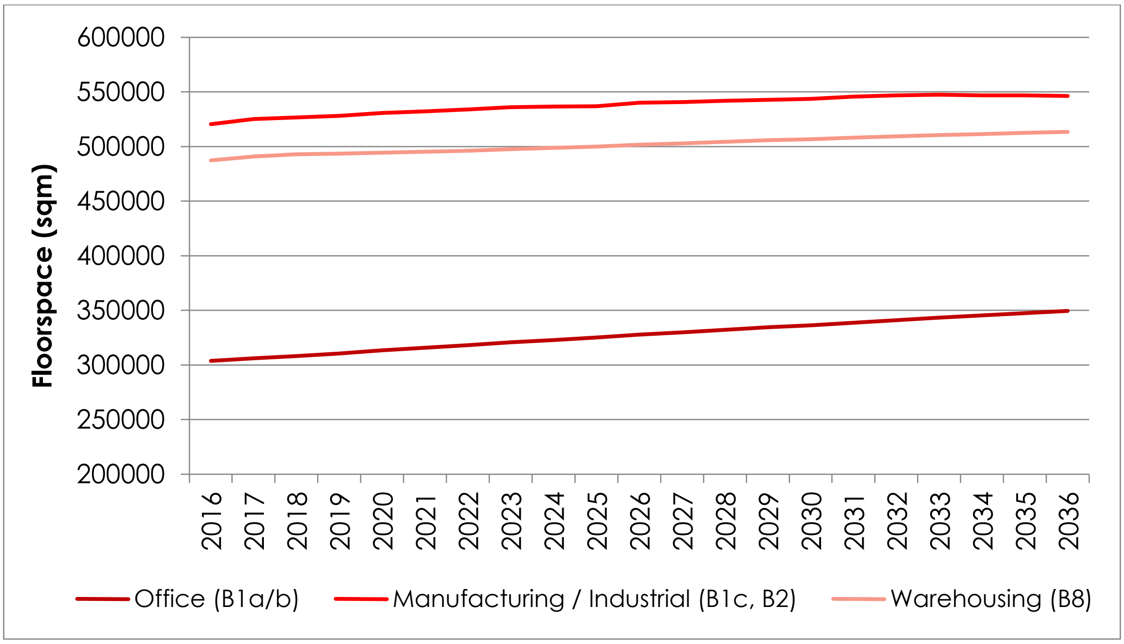
Table 54: Basildon Base Forecast Employment Floorspace & Land Requirement (2016 - 2036)

	Floorspace Demand 2016- 2036	Change in Land 2016-2036
	Sqm	Ha
Office	45,845	5
Manufacturing / Industrial	26,031	7
Warehouse	25,939	6
Total	**97,815**	**18**

Source: EEFM, GVA, 2016

Note: All figures represent number of FTE jobs and are considered 'minimums' based on economic projections. Some figures may not sum due to rounding

Figure 38: Basildon Base Forecast Floorspace Requirements



Source: EEFM, GVA, 2016

8.46 The base forecast identifies a total B class floorspace requirement of 97,815sqm to 2036, which is driven by all three B class sectors, more significantly by growth in floorspace for B1a/b activities (15% growth) compared to B1c & B2 activities (5% growth) and B8 activities (5% growth). Employment creation under this base forecast is calculated to equal the following additional jobs to 2036:

- Office: 3,820 jobs;
- Manufacturing / Industrial: 723 jobs;

- Warehouse: 371 jobs.

Advanced Manufacturing Scenario

8.47 Basildon's advanced manufacturing strength is reflected mainly in ICT, transport and health sector activities, however the consideration and forecasting of this sector here also captures the relationship of advanced manufacturing with the creative industries sector, which is not forecast explicitly as a growth scenario for Basildon. A range of other UK locations, such as Derby and Sunderland, are experiencing similar strength in the advanced manufacturing sector (particularly ICT and Transport activities). However, growth rates in these locations range from 0.5% to 3.5% per annum.

8.48 It is considered likely that the ICT, transport and health sector activities in Basildon will have a very different experience over the projection period as the economy evolves in certain directions. As such, these sectors are boosted to reflect improved growth prospects. This translates into an annual boost of 0.5% for Pharmaceuticals manufacturing, 1.5% for transport equipment manufacturing, 1% for electronics manufacturing, 1% for R&D activity and 1% for professional services activity over the projection period to 2036.

8.49 As shown below in Table 55, overall this results in a total requirement for 172,456 of employment floorspace; 54,500sqm for office (B1a/b) floorspace, 92,017sqm for manufacturing/industrial space (B1c/B2) floorspace and 25,939 for warehouse (B8) floorspace. This would require an additional 74,641sqm of space over the base scenario.

Table 55: Basildon Advanced Manufacturing Scenario Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**54,500**	**5**	**4,542**
Manufacturing / Industrial	**92,017**	**23**	**2,556**
Warehouse	25,939	6	371
Total	**172,456**	**35**	**7,468**

Source: EEFM, GVA, 2016

8.50 This scenario evidently provides a considerable uplift in demand for manufacturing / industrial floorspace which, given the national trends in industrial activity, would see a significant reversal of national trends. However, there are many attributes and strengths within the Basildon area that are likely to support positive growth in manufacturing sectors. It is also worth noting that recent development within Basildon has delivered a different form of industrial activity, which combines production and distribution based activity, this relationship is considered further in the combined scenario.

8.51 This advanced manufacturing scenario also inherently captures some growth resulting from business re-location, which is addressed separately in the following scenario. As such, it is ensured this impact is not overstated beyond its realistic influence within the combined scenario.

London Industrial Land Re-location Scenario

8.52 It could reasonably be expected that Basildon could accommodate a significant proportion of the displaced industrial activities from London, particularly for distribution activity. Reflecting this, Basildon's London Industrial land Re-location scenario captures 35% of the total displaced activity, with a split of 70% industrial activity and 30% distribution activity.

8.53 As shown below in Table 56, for Basildon the projected impact of industrial land re-location from London is a greater requirement for manufacturing/industrial and warehouse space than identified in the base forecast. There translates into a projected requirement for over 225,000sqm of manufacturing/industrial space and 97,000sqm of warehouse space.

Table 56: Basildon Industrial Land Re-location Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	45,845	5	3,820
Manufacturing / Industrial	**226,993**	**57**	**6,305**
Warehouse	**97,282**	**24**	**1,390**
Total	**370,120**	**86**	**11,516**

Source: EEFM, GVA, 2016

Basildon Combined Scenario

8.54 The combined growth scenario for Basildon draws on the lessons learned from the Advanced Manufacturing and London Industrial Land Re-location scenarios, acknowledging the sub-sector variations within them. This combined scenario reflects balanced industrial and manufacturing growth capturing the effect of businesses re-locating out from London and acknowledging sub-sector distinctions within industrial and manufacturing activities.

8.55 The outputs of the combined scenario are shown below in Table 57. To calculate the "Change in Land" both the office and manufacturing/industrial floorspace need figures have been adjusted to convert from NIA (office – 20% adjustment) and GIA (manufacturing/industrial – 5% adjustment) to GEA – the basis for the land conversion (warehouse figures are already provided as GEA).

Table 57: Basildon Combined Scenario Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**49,997**	**6**	**4,166**
Manufacturing / Industrial	**38,540**	**10**	**1,071**
Warehouse	**46,387**	**12**	**663**
Total	**134,923**	**28**	**5,900**

Source: EEFM, GVA, 2016

8.56 As shown in the comparison table for all scenarios (Table 58), this combined scenario does not significantly alter the office floorspace requirements over the projection period (seeing the same overall office floorspace requirement). The manufacturing / industrial floorspace requirement is larger than in the base forecast, but significantly smaller than in the advanced manufacturing and London industrial land re-location scenarios, reflected in the land requirement figure. The warehouse floorspace requirement is larger than in the base forecast and advanced manufacturing scenario, however it is significantly smaller than in the London industrial land re-location scenario, again reflected in the land requirement figure.

Table 58: Summary of Basildon Employment Growth Forecasts in Floorspace and Land Requirements (2016 - 2036)

Floorspace (sqm)	Total	Office	Manufacturing / Industrial	Warehouse
Baseline	97,815	45,845	26,031	25,939
Advanced Manufacturing	172,456	54,500	92,017	25,939
Industrial Re-location	370,120	45,845	226,993	97,282
Combined Forecast	**134,924**	**49,997**	**38,540**	**46,387**

Source: EEFM, GVA, 2016

8.57 The Combined Forecast provides a balanced form of growth within Basildon that reflects both national economic expectations and local opportunities to unlock new growth and demand. Taking this Combined Scenario forward will see a total need of 28ha to accommodate new demand, with a focus primarily on industrial and warehousing land.

Castle Point Growth Scenarios

8.58 As a starting point the base employment forecast for growth in Castle Point is produced, following which an employment growth scenario is produced.

8.59 The employment growth scenario takes into consideration the relevant South Essex economic drivers discussed above, and the influence of this on the base forecast growth expectations. The following employment growth scenario makes adjustments to the base forecast assumptions, reflecting a suitable alternative for considering the future economic growth in Castle Point, and the consequent employment floorspace and land requirements:

- London Industrial Land Re-location Scenario

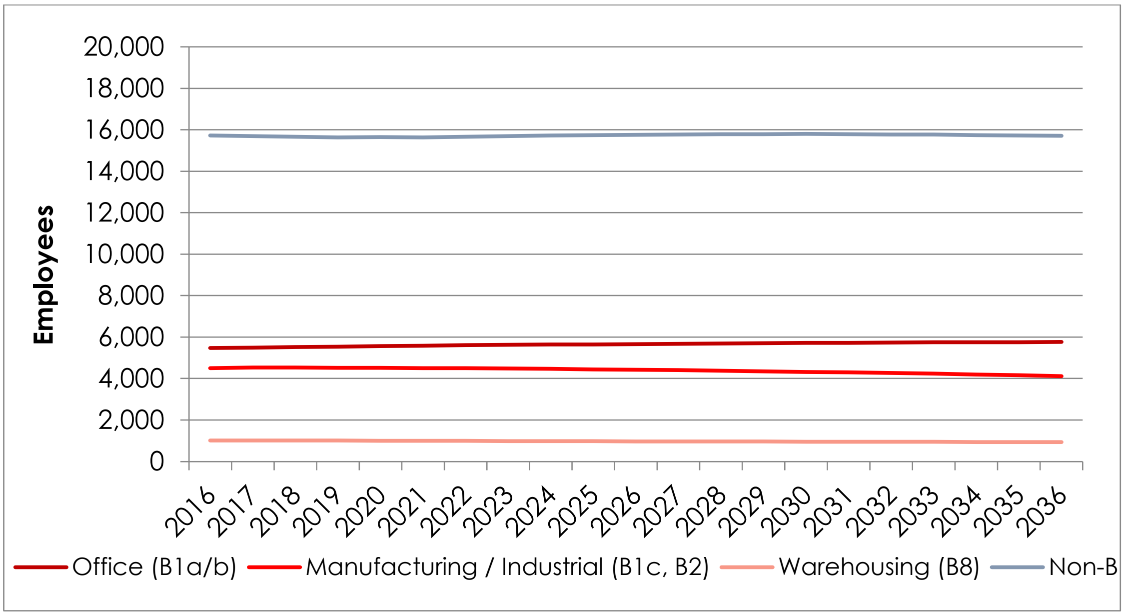
8.60 The detailed assumptions applied to the base forecast to develop these scenarios is set out alongside the scenario outputs later in this section. Following the development of this scenario a combined scenario is then produced, as set out later in this section.

Base Employment Forecast

8.61 The EEFM base employment forecast for Castle Point sets out the 'business as usual' employment growth scenario for the authority area to 2036 across 31 economic sectors, with figures presented as Full Time Equivalent (FTE) to allow for direct translation into floorspace needs. The baseline forecast employment growth would see a reduction of 201 FTE jobs within Castle Point over the period 2016 - 2036, an decrease of -1%.

8.62 The results of the forecast are shown below in Figure 39.

Figure 39: Castle Point Base Forecast Employment Growth



Source: EEFM, GVA, 2016

8.63 This baseline forecast includes job reduction of 187 B class specific FTE jobs. Within 'B class' activities the base forecast shows an increase in office based employment activities by 293 FTE jobs (5% growth), however this is counteracted by a loss of 392 manufacturing / industrial FTE jobs (9% reduction) and a loss of 88 warehousing FTE jobs (9% reduction). As discussed previously these results are predicated on a combination of historic performance and national sector trends. This does not fully reflect the expected growth trend in Castle Point, which is addressed by producing the employment growth scenario, and reaching a recommended growth forecast position through the production of a combined scenario.

8.64 Using the employment density assumptions detailed earlier in this chapter, these job creation forecasts are translated into additional floorspace requirements, as shown in Table 59 and Figure 40. Without making any allowances for windfall losses or churn, the base forecast estimates the following additional demand for floorspace and land from 2016 – 2036.

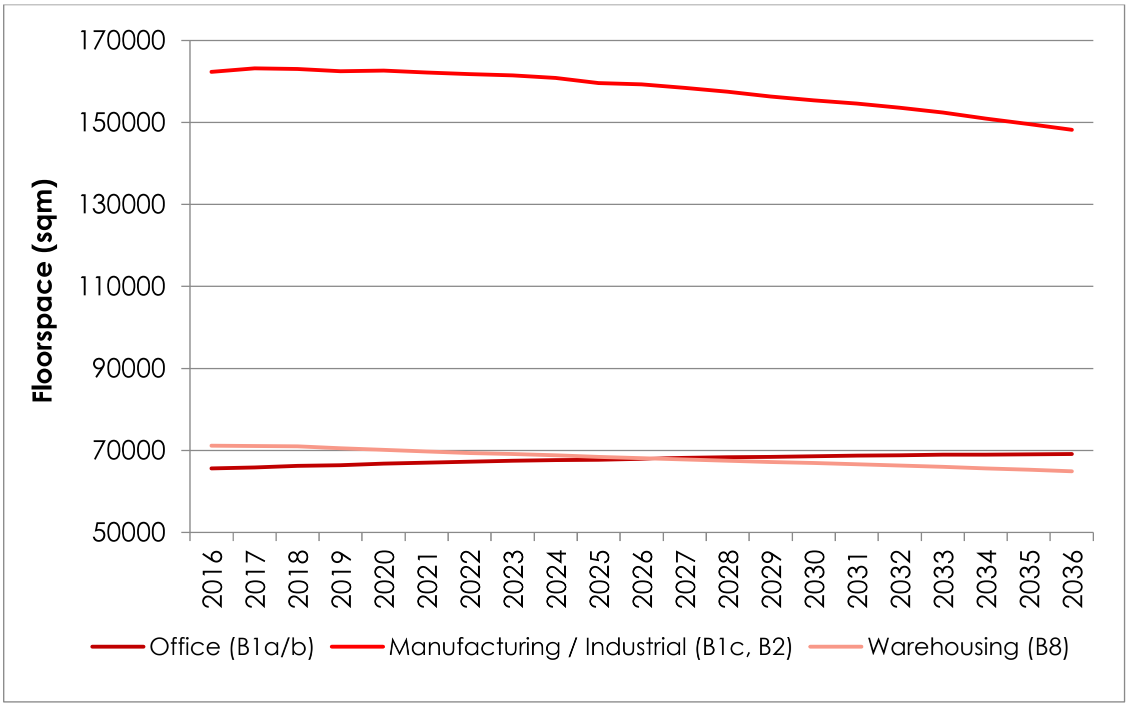
Table 59: Castle Point Base Forecast Employment Floorspace & Land Requirement (2016 - 2036)

	Floorspace Demand 2016- 2036	Change in Land 2016-2036
	Sqm	Ha
Office	3,520	0
Manufacturing / Industrial	-14,117	-4
Warehouse	-6,181	-2
Total	**-16,777**	**-5**

Source: EEFM, GVA, 2016

Note: All figures represent number of FTE jobs and are considered 'minimums' based on economic projections. Some figures may not sum due to rounding

Figure 40: Castle Point Base Forecast Floorspace Requirements



Source: EEFM, GVA, 2016

8.65 The base forecast identifies a total B class floorspace requirement of -16,777sqm to 2036. Employment growth is evident in floorspace for B1a/b activities (5% growth), however this is counteracted by a reduction in projected floorspace requirement for B1c/B2 activities (-9% growth) and B8 activities (-9% growth). Employment creation under this base forecast is calculated to equal the following additional jobs to 2036:

- Office: 293 jobs;
- Manufacturing / Industrial: -392 jobs;
- Warehouse: -88 jobs.

London Industrial Land Re-location Scenario

8.66 It could reasonably be expected that Castle Point can only accommodate a limited amount of the smaller scale displaced light industrial activity. Reflecting this, Castle Point's London Industrial land Re-location scenario only captures 15% of the total displaced activity, with 100% industrial activity.

8.67 As shown below in Table 60, for Castle Point the projected impact of industrial land re-location from London is the reversal of the negative manufacturing / industrial floorspace requirement to a positive growth requirement of 9,265sqm. There is no change in the projected floorspace requirement for office and warehouse activities compared to the base forecast.

Table 60: Castle Point Industrial Land Re-location Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	3,520	0	293
Manufacturing / Industrial	**9,265**	**2**	**257**
Warehouse	-6,181	-2	-88
Total	**6,605**	**1**	**462**

Source: EEFM, GVA, 2016

Castle Point Combined Scenario

8.68 The combined growth scenario for Castle Point is slightly different to the combined scenarios produced for the other South Essex authorities. Only one scenario is produced for this authority area in addition to the base forecast, and rather than combining the assumptions of the base forecast and Industrial Land Re-location scenario the combined scenario simply adopts the Industrial Land Re-location scenario assumptions and output. Whilst this is noted as providing an 'upper bound' for the floorspace and land requirements in Castle Point, it provides a more positive requirement for Castle Point to plan for, which will allow for flexibility in the delivery approach for employment activities, and will support the ability of Castle Point to contribute in a meaningful way to the growth of the South Essex sub-region.

8.69 To calculate the "Change in Land" both the office and manufacturing/industrial floorspace need figures have been adjusted to convert from NIA (office – 20% adjustment) and GIA (manufacturing/industrial – 5% adjustment) to GEA – the basis for the land conversion (warehouse figures are already provided as GEA).

Table 61: Castle Point Combined Requirement Forecast (2016 - 2036)

	Floorspace Demand 2016- 2036	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	3,520	0	293
Manufacturing / Industrial	**9,265**	**2**	**257**
Warehouse	-6,181	-2	-88
Total	**6,605**	**1**	**462**

Source: EEFM, GVA, 2016

8.70 This is shown in the comparison table for all scenarios below (Table 62).

Table 62: Summary of Castle Point Employment Growth Forecasts in Floorspace Requirements (2016 - 2036)

Floorspace (sqm)	Total	Office	Manufacturing / Industrial	Warehouse
Baseline	-16,777	3,520	-14,117	-6,181
Industrial Re-location	6,605	3,520	9,265	-6,181
Combined Forecast	**6,605**	**3,520**	**9,265**	**-6,181**

Source: EEFM, GVA, 2016

8.71 The Combined Forecast provides a base from which the future of the Castle Point economy can be planned, reflecting the local scale and industrial focus of the area. It suggests a total requirement of 1ha of employment land over the projection period; 0ha for office activity, 2ha for manufacturing / industrial (B1c / B2) activity and -2ha (2ha over-supply) for warehouse (B8) activity.

Rochford Growth Scenarios

8.72 As a starting point the base employment forecast for growth in Rochford is produced, following which a series of employment growth scenarios are produced.

8.73 The employment growth scenarios take into consideration the relevant South Essex economic drivers discussed above, as well as feedback from Rochford District Council on the alignment of the base forecast with its growth expectations. The following two scenarios have been undertaken to make adjustments to the base forecast assumptions, reflecting a suitable range of alternatives for considering the future economic growth in Rochford, and the consequent employment floorspace and land requirements:

- London Industrial Land Re-location Scenario

- London Southend Airport Impact Scenario

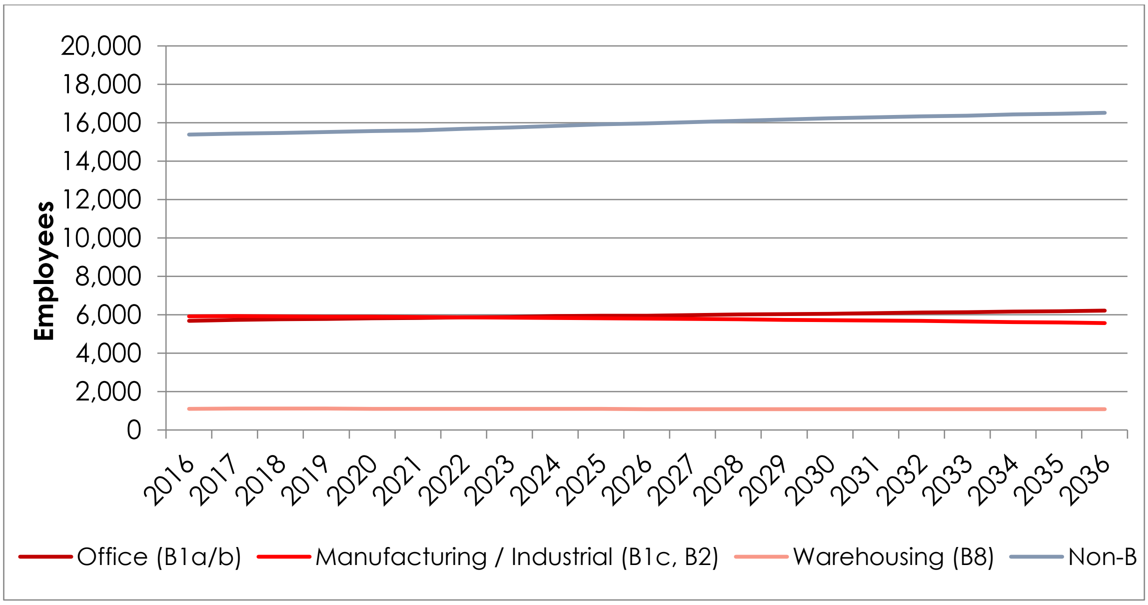
8.74 The detailed assumptions applied to the base forecast to develop these scenarios is set out alongside the scenario outputs later in this section. Following the development of these two scenarios a combined scenario has been produced, as set out later in this section.

Base Employment Forecast

8.75 The EEFM base employment forecast for Rochford sets out the 'business as usual' employment growth scenario for the authority area to 2036 across 31 economic sectors, with figures presented as Full Time Equivalent (FTE) to allow for direct translation into floorspace needs. The baseline forecast employment growth would see 1,292 new FTE jobs created within Rochford over the period 2016 - 2036, an increase of 5%.

8.76 The results of the forecast are shown below in Figure 41.

Figure 41: Rochford Base Forecast Employment Growth



Source: EEFM, GVA, 2016

8.77 This baseline forecast includes job creation of 156 B class specific FTE jobs. Within 'B class' activities the base forecast shows an increase in office based employment activities (9%). However this is counteracted by a projected reduction in manufacturing / light industrial jobs (-6%) and in warehousing jobs (-2%). As discussed previously, these results are predicated on a combination of historic performance and national sector trends. This does not fully reflect the expected growth trend in Rochford, which is addressed when producing the employment growth scenarios, and reaching a recommended growth forecast position through the production of a combined scenario.

8.78 Using the employment density assumptions detailed earlier in this chapter, these job creation forecasts are translated into additional floorspace requirements, as shown in Table 63 and Figure 42. Without making any allowances for windfall losses or churn, the base forecast estimates the following additional demand for floorspace and land from 2016 – 2036.

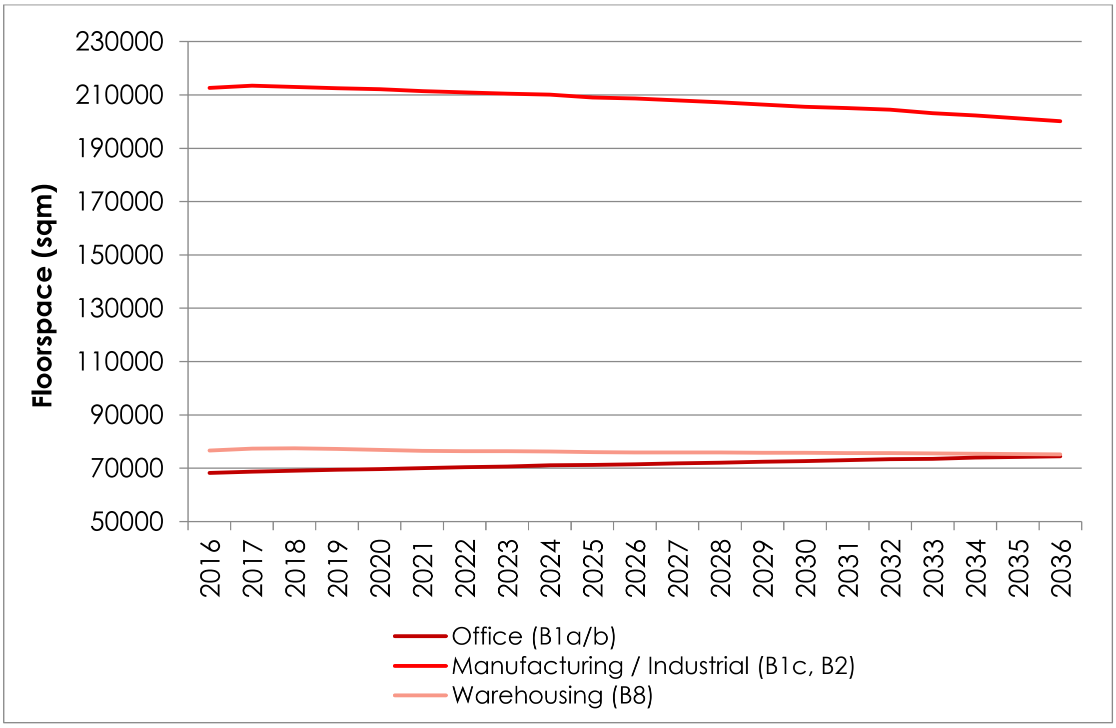
Table 63: Rochford Base Forecast Employment Floorspace & Land Requirement (2016 - 2036)

	Floorspace Demand 2016- 2036	Change in Land 2016-2036
	Sqm	Ha
Office	6,271	1
Manufacturing / Industrial	-12,442	-3
Warehouse	-1,481	0
Total	**-7,652**	**-3**

Source: EEFM, GVA, 2016

Note: All figures represent number of FTE jobs and are considered 'minimums' based on economic projections. Some figures may not sum due to rounding

Figure 42: Rochford Base Forecast Floorspace Requirements



Source: EEFM, GVA, 2016

8.79 The base forecast identifies a total B class floorspace requirement of -7,652sqm to 2036. Employment growth is evident in floorspace for B1a/b activities (9% growth), however this is counteracted by a reduction in projected floorspace requirement for B1c/B2 activities (-6% growth) and B8 activities (-2% growth). Employment creation under this base forecast is calculated to equal the following additional jobs to 2036:

- Office: 523 jobs;

- Manufacturing / Industrial: -346 jobs;
- Warehouse: -21 jobs.

London Industrial Land Re-location Scenario

8.80 It could reasonably be expected that Rochford can only accommodate a limited amount of the smaller scale displaced light industrial and distribution activity, compared to that accommodated by Basildon and Thurrock. Reflecting this, Rochford's London Industrial land Re-location scenario only captures 10% of the total displaced activity, a split of 50% industrial activity and 50% distribution activity.

8.81 As shown below in Table 64, for Rochford the projected impact of industrial land re-location is the increase in the floorspace requirement for manufacturing / industrial activity and warehouse activity. This translates into an increased manufacturing / industrial land requirement of 46,325sqm and an increased warehouse floorspace requirement of the same scale 12ha. There is no projected change in the floorspace or land requirement for office activity under this scenario.

Table 64: Rochford Industrial Land Re-location Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	6,271	1	523
Manufacturing / Industrial	**46,325**	**12**	**1,287**
Warehouse	**46,325**	**12**	**662**
Total	**98,921**	**24**	**2,471**

Source: EEFM, GVA, 2016

London Southend Airport Impact Scenario

8.82 For this forecasting scenario, building on the previous assessment of the London Southend Airport Impact undertaken in the Rochford District Council Employment Land Study (detailed earlier in this section), a 1.4% per annum growth rate is used as the employment multiplier, which is split equally between use classes, resulting in 0.7% office growth and 0.8% industrial growth.

8.83 It should be noted here that based on slight changes in job expectations in the adopted London Southend Airport & Environs Joint Area Action Plan, revisions to these assumptions are made and applied in the Rochford Combined scenario set out later in this section.

8.84 As shown below in Table 65, for Rochford the projected impact of the indirect jobs created by London Southend Airport is a slightly greater requirement for office floorspace (520sqm increase) and a slightly greater requirement for manufacturing / industrial floorspace (1,409sqm increase), however this remains a negative floorspace requirement at -11,033sqm. These slight increases in projected floorspace requirement are not translated into any changes in the land requirement for office or manufacturing / industrial activity. There is no projected change in the floorspace or land requirement for warehouse activity as a result of this scenario.

Table 65: Rochford London Southend Airport Impact Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**6,791**	**1**	**566**
Manufacturing / Industrial	**-11,033**	**-3**	**-306**
Warehouse	-1,481	0	-21
Total	**-5,724**	**-2**	**238**

Source: EEFM, GVA, 2016

Rochford Combined Scenario

8.85 The combined growth scenario for Rochford draws on the lessons learned from the London Industrial Land Re-location and the London Southend Airport Impact scenarios. This combined scenario reflects a more realistic expectation of manufacturing / industrial growth reflecting the influence of industrial land re-location and the indirect jobs created at Airport Business Park as a result of the London Southend Airport.

8.86 Specifically for the impact of the London Southend Airport, it revises the forecasting of this compared to the scenario set out earlier, using the figures from the adopted London Southend Airport & Environs Joint Area Action Plan (Policy E3 – Airport Business Park) indicating 424 additional indirect jobs as a result of the airport (in addition to the 4,700 direct jobs). This equates to a 30% uplift in B class employment and 1.5% employment growth per annum. This therefore uses a 1.5% per annum growth rate as the employment multiplier, which is split equally between use classes resulting in 0.8% office growth and 0.8% industrial growth.

8.87 The outputs of the combined scenario are shown below in Table 66. To calculate the "Change in Land" both the office and manufacturing/industrial floorspace need figures have been adjusted to convert from NIA (office – 20% adjustment) and GIA (manufacturing/industrial – 5% adjustment) to GEA – the basis for the land conversion (warehouse figures are already provided as GEA).

Table 66: Rochford Combined Scenario Land Requirement Forecast (2016 – 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**6,837**	**1**	**570**
Manufacturing / Industrial	**24,950**	**6**	**693**
Warehouse	-1,481	0	-21
Total	**30,306**	**7**	**1,242**

Source: EEFM, GVA, 2016

8.88 As shown in the comparison table for all scenarios (Table 67), this combined scenario does not significantly alter the office floorspace requirements over the projection period (seeing the same overall office land requirement). The manufacturing / industrial floorspace requirement is significantly larger than the requirement in the base forecast and the London Southend Airport Impact scenario, however it is significantly smaller than the requirement in the London Industrial Land Re-location scenario. Again, this is reflected in the land requirement figure.

Table 67: Summary of Rochford Employment Growth Forecasts in Floorspace and Land Requirements (2016 - 2036)

Floorspace (sqm)	Total	Office	Manufacturing / Industrial	Warehouse
Baseline	-7,652	6,271	-12,442	-1,481
Industrial Land Re-location	98,921	6,271	46,325	46,325
London Southend Airport Impact	-5,724	6,791	-11,033	-1,481
Combined Forecast	**30,306**	**6,837**	**24,950**	**-1,481**

Source: EEFM, GVA, 2016

8.89 The Combined Forecast provides an overall requirement for 7ha of land, driven primarily by the opportunities in the District to accommodate new production based activity (manufacturing), in part driven by the Airport. This broadly aligns with the previous ELS advice, which suggested a requirement for up to 8.8ha of land, based on the previous EEFM 'High Migration' scenario, which incorporated a higher level of labour force led employment growth than the current model outputs.

8.90 This 7ha land requirement equates to total employment creation of 1,242 jobs over the projection period (2016-2036), which equates to job creation of approximately 62 jobs per annum.

Southend-on-Sea Growth Scenarios

8.91 As a starting point the base employment forecast for growth in Southend-on-Sea is produced, following which a series of employment growth scenarios are produced.

8.92 The employment growth scenarios take into consideration the relevant South Essex economic drivers discussed above, as well as feedback from Southend-on-Sea Borough Council on the alignment of the base forecast with its growth expectations.

8.93 The following four scenarios have been undertaken to make adjustments to the base forecast assumptions, reflecting a suitable range of alternatives for considering the future economic growth in Southend-on-Sea, and the consequent employment floorspace and land requirements:

- Creative Industries Growth Scenario
- London Southend Airport Impact Scenario
- Healthcare Sector Growth Scenario
- Combined Creative Industries and Health Sector Growth Scenario

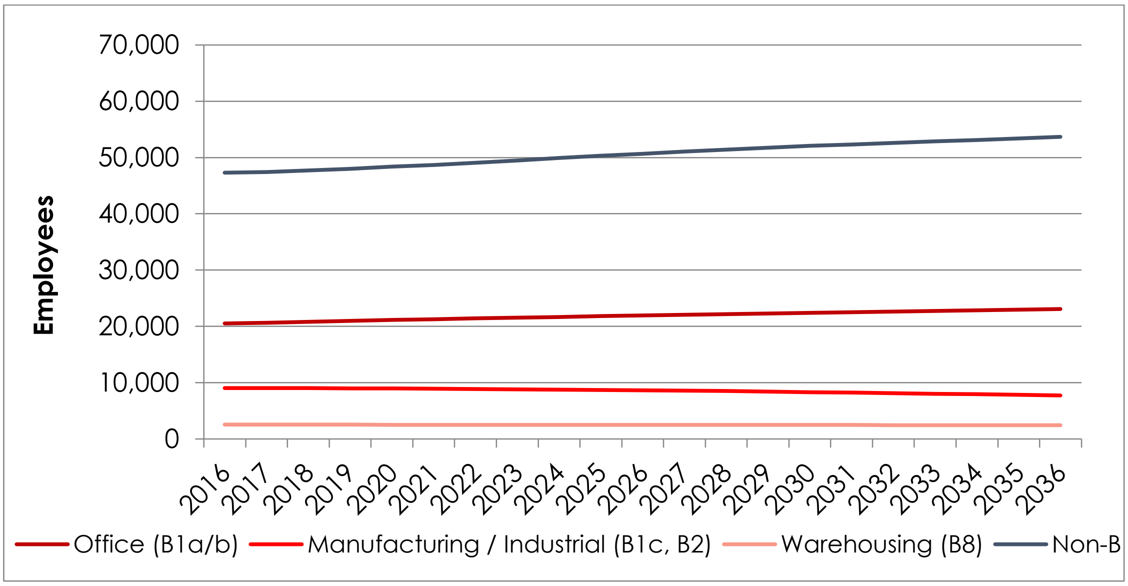
8.94 The detailed assumptions applied to the base forecast to develop these scenarios is set out alongside the scenario outputs later in this section. Following the development of these four scenarios a combined scenario has been produced, as set out later in this section.

Base Employment Forecast

8.95 The EEFM base employment forecast for Southend-on-Sea sets out the 'business as usual' employment growth scenario for the authority area to 2036 across 31 economic sectors, with figures presented as Full Time Equivalent (FTE) to allow for direct translation into floorspace needs. The baseline forecast employment growth would see 7,555 new FTE jobs created within Southend-on-Sea over the period 2016 - 2036, an increase of 10%.

8.96 The results of the forecast are shown below in Figure 43.

Figure 43: Southend-on-Sea Base Forecast Employment Growth



Source: EEFM, GVA, 2016

8.97 This baseline forecast includes job creation of 1,186 B class specific FTE jobs. Within 'B class' activities the base forecast shows an increase in office based employment activities (13%), however there is a projected reduction in manufacturing / industrial employment numbers (-14%) and to a lesser extent in warehousing employment numbers (-3%). These results are predicated on a combination of historic performance and national sector trends. This does not fully reflect the expected growth trend in Southend-on-Sea, which is addressed when producing the employment growth scenarios, and reaching a recommended growth forecast position through the production of the final combined scenario.

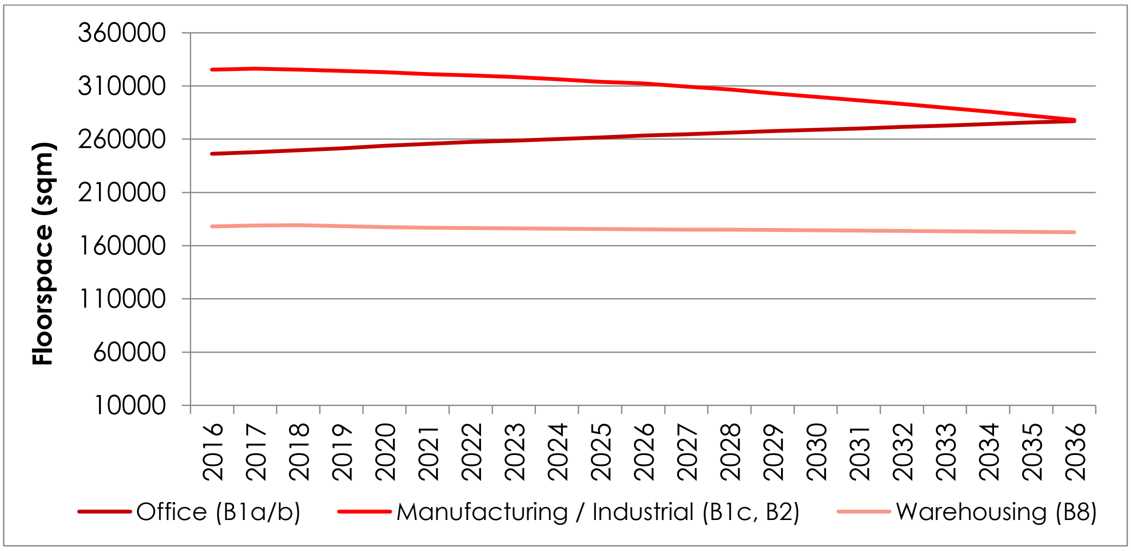
8.98 Using the employment density assumptions detailed earlier in this chapter, these job creation forecasts are translated into additional floorspace requirements, as shown in Table 68 and Figure 44. Without making any allowances for windfall losses or churn, the base forecast estimates the following additional demand for floorspace and land from 2016 – 2036.

Table 68: Southend-on-Sea Base Forecast Employment Floorspace & Land Requirement (2016 - 2036)

	Floorspace Demand 2016- 2036	Change in Land 2016-2036
	Sqm	Ha
Office	30,848	3
Manufacturing / Industrial	-47,023	-12
Warehouse	-5,525	-1
Total	**-21,700**	**-10**

Source: EEFM, GVA, 2016
Note: All figures represent number of FTE jobs and are considered 'minimums' based on economic projections. Some figures may not sum due to rounding

Figure 44: Southend-on-Sea Base Forecast Floorspace Requirements



Source: EEFM, GVA, 2016

8.99 The base forecast identifies a total 'net' B class floorspace requirement of -21,700sqm to 2036, which is only positively driven by growth in B1a/b activity floorspace (13% growth), with projected decline in the floorspace requirement for B1c/B2 and B8 activity (-14% and -3% respectively) offsetting the additional need created. Employment creation under this base forecast is calculated to equal the following additional jobs to 2036:

- Office: 2,571 jobs;
- Manufacturing / Industrial: -1,306 jobs;
- Warehouse: -79 jobs.

Creative Industries Growth Scenario

8.100 Based on Southend-on-Sea's existing strength in the creative industries, and its drive to realise growth in this sector going forward, an adjustment of 1.5% per annum has been made to the sector's growth rate in Southend-on-Sea, which has been made directly in the forecasting model. This is supported by comparable growth rates in other locations, referenced earlier in this chapter.

8.101 As shown in Table 69 below, the adjusted growth rate for this sector has not changed the overall land requirements for office, manufacturing / industrial, and warehouse activity compared to the base forecast requirements. There is a slight increase in the floorspace demand figures for each type of employment activity, however this is not of a significant enough scale to uplift the projected land requirements.

Table 69: Southend-on-Sea Creative Industries Growth Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**32,440**	3	**2,703**
Manufacturing / Industrial	**-46,325**	-12	**-1,287**
Warehouse	**-5,096**	-1	**-73**
Total	**-18,980**	**-10**	**1,3.44**

Source: EEFM, GVA, 2016

London Southend Airport Impact Scenario

8.102 To consider this impact for Southend-on-Sea, building on the logic set out for this scenario for Rochford and earlier in the Section, a 1.4% per annum growth rate is used as the employment multiplier, which is split equally between use classes, resulting in 0.7% office growth and 0.7% industrial growth.

8.103 As shown below in Table 70, for Southend-on-Sea the projected impact of the indirect jobs created by London Southend Airport is a greater requirement for office floorspace (1,931sqm increase) and manufacturing / industrial floorspace (1,975sqm increase, however the requirement still remains negative). This increased requirement provides only small amounts of additional floorspace need for office and industrial/manufacturing activity.

Table 70: Southend-on-Sea London Southend Airport Impact Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**32,778**	3	**2,738**
Manufacturing / Industrial	**-45,048**	**-11**	**-1,251**
Warehouse	-5,525	-1	-79
Total	**-17,795**	**-9**	**1,401**

Source: EEFM, GVA, 2016

Health Sector Growth Scenario

8.104 Southend-on-Sea is increasing its activity in the health care sector, underpinned by a strong university and further education presence. This supports the potential to exploit this increasing strength to build on the existing health care cluster and grow this further.

8.105 Over the past five years growth of approximately 3% per annum in this sector has been observed, which is continued forward in the base model using a forecast growth of 1% per annum. To reflect increasing activity and boost growth in this sector, a potential growth rate of

2% per annum has been applied here to test its effects. Approximately 10% of jobs within this sector fall within the B class category.

8.106 The following floorspace demand and land requirements, shown in Table 71, are evident for Southend-on-Sea as a result of the potential employment impact of boosted healthcare sector growth.

Table 71: Southend-on-Sea Health Sector Growth Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**35,032**	**4**	**2,919**
Manufacturing / Industrial	**-47,023**	-12	-1,306
Warehouse	-5,525	-1	-79
Total	**-17,515**	**-10**	**1,534**

Source: EEFM, GVA, 2016

8.107 The projected impact of the health sector growth is the increase in the floorspace requirement for office activity and manufacturing / industrial activity (however the manufacturing / industrial floorspace requirement still remains negative). There is no projected change in the floorspace requirement for warehouse activity as a result of this scenario.

Combined Creative Industries and Health Sector Growth Scenario

8.108 Considering the modest floorspace and land requirement uplifts resulting from the Creative Industries growth and Health Sector growth, a combined scenario is undertaken which combines the sector specific uplifts of these two scenarios. This reflects a realistic growth possibility for Southend.

8.109 The projected combined impact of growth in the creative industries and health sector is shown in Table 72 below.

Table 72: Combined Creative Industries & Health Sector Growth Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**36,625**	**4**	**3,052**
Manufacturing / Industrial	**-46,325**	-12	**-1,287**
Warehouse	**-5,096**	-1	**-73**
Total	**-14,796**	**-9**	**1,692**

Source: EEFM, GVA, 2016

8.110 The projected impact of this combined growth is the increase in floorspace requirements for all forms of B class employment activity, yet for manufacturing / industrial and warehouse floorspace the requirements remain negative despite this increase.

Southend-on-Sea Combined Scenario

8.111 The combined growth scenario for Southend-on-Sea draws on the lessons learned from the Creative Industries Growth, London Southend Airport Impact and Health Sector Growth scenarios, as well as the Combined Creative Industries and Health Sector Growth Scenario. This reflects a realistic expectation of growth across B class employment activity, particularly for office and manufacturing / industrial activities.

8.112 Whilst a London Industrial Land Re-location scenario is not undertaken for Southend-on-Sea due to the unlikely nature of the authority area capturing the transition of uses from London, growth in industrial activity is captured as part of the other forecasting scenarios, reflecting the links of this activity with a range of sectors.

8.113 The outputs of the combined scenario are shown below in Table 73. To calculate the "Change in Land" both the office and manufacturing/industrial floorspace need figures have been adjusted to convert from NIA (office – 20% adjustment) and GIA (manufacturing/industrial – 5% adjustment) to GEA – the basis for the land conversion (warehouse figures are already provided as GEA).

Table 73: Southend-on-Sea Combined Scenario Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**38,767**	**4**	**3.231**
Manufacturing / Industrial	**-44,170**	**-11**	**-1,227**
Warehouse	**-5,096**	-1	**-73**
Total	**-10,499**	**-8**	**1,931**

Source: EEFM, GVA, 2016

8.114 As shown in the comparison table for all scenarios (Table 74), the combined scenario results in some level of increase for the floorspace requirements for all forms of B class employment activity, particularly for office activity and manufacturing / industrial activity.

Table 74: Summary of Southend-on-Sea Employment Growth Forecasts in Floorspace and Land Requirements (2016 - 2036)

Floorspace (sqm)	Total	Office	Manufacturing / Industrial	Warehouse
Baseline	-21,700	30,848	-47,023	-5,525
Creative Industries Growth	-18,980	32,440	-46,325	-5,096
London Southend Airport Impact	-17,795	32,778	-45,048	-5,525
Health Sector Growth	-17,515	35,032	-47,023	-5,525
Combined Creative Industries and Health Sector Growth	-14,796	36,625	-46,325	-5,096
Combined Forecast	**-10,499**	**38,767**	**-44,170**	**-5,096**

Source: EEFM, GVA, 2016

8.115 The Combined Forecast still results in a negative land requirement overall, but largely as a result of an opportunity to contract industrial land supply and deliver additional office accommodation. Given the restructuring of some of the R&D sector in particular it may be there is still a requirement for more 'hybrid' space that combines all B1 uses as well as some B8 space, however these would require a different (more office type) environment than a traditional industrial estate. The allocated land at Southend Airport (potential site S34 – Nestuda Way) could play a particular role in accommodating this type of employment space, and is expected to play a key role as part of Southend's future employment land portfolio.

8.116 As discussed in the Conclusion chapter, as well as this quantitative understanding of projected employment demand, qualitative understanding of demand is also undertaken to establish the specific types and formats of business accommodation required for sector specific activity. This could indicate that the projected over-supply of manufacturing floorspace and land in quantitative terms does not mean there is not a qualitative need for floorspace and land at a particular scale or format not currently provided in the local authority or South Essex area, which supports manufacturing / industrial activity.

8.117 This qualitative consideration is important when considering the relationship between the continued need for the existing employment sites identified in Section 6 and the potential employment land identified in Section 7. A forecast reduction in the requirement for employment land in the projection period does not necessarily mean there is not a continued requirement for the full portfolio of existing employment sites, or the development of certain potential employment sites, if they meet a qualitative employment need in the borough, regardless of the quantitative position.

Thurrock Growth Scenarios

8.118 As a starting point the base employment forecast for growth in Thurrock is produced, following which a series of employment growth scenarios are produced.

8.119 The employment growth scenarios take into consideration the relevant South Essex economic drivers discussed above, as well as feedback from Thurrock Borough Council on the alignment of the base forecast with its growth expectations.

8.120 The following three scenarios have been undertaken to make adjustments to the base forecast assumptions, reflecting a suitable range of alternatives for considering the future economic growth in Thurrock, and the consequent employment floorspace and land requirements:

- B8 Demand Adjustment Scenario
- London Industrial Land Re-location Scenario
- Creative Industries Growth Scenario

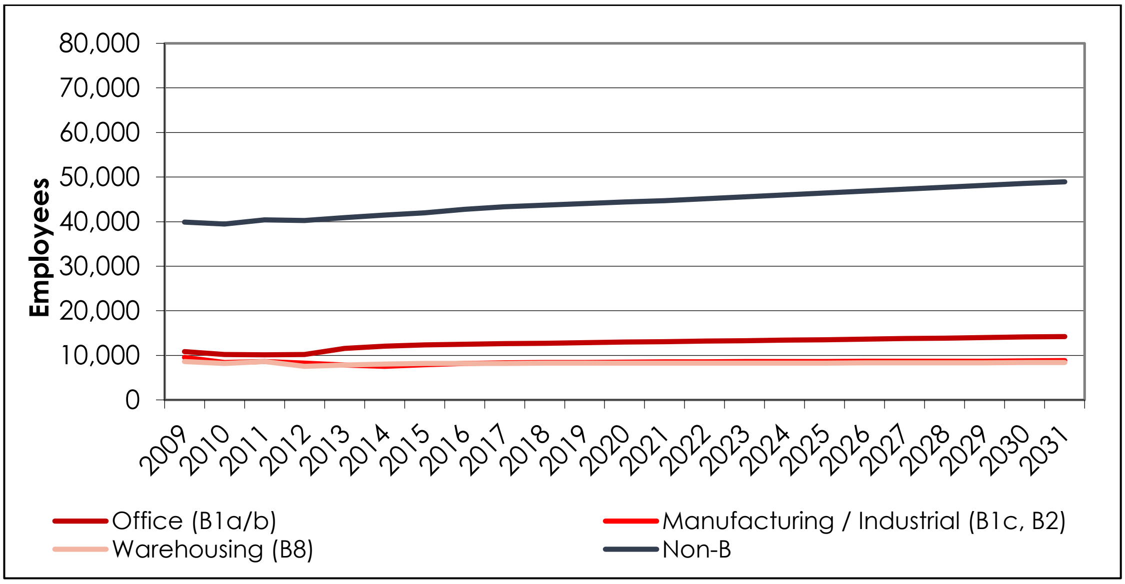
8.121 The detailed assumptions applied to the base forecast to develop these scenarios is set out alongside the scenario outputs later in this section. Following the development of these three scenarios a combined scenario has been produced, as set out later in this section.

Base Employment Forecast

8.122 The EEFM base employment forecast for Thurrock sets out the 'business as usual' employment growth scenario for the authority area to 2036 across 31 economic sectors, with figures presented as Full Time Equivalent (FTE) to allow for direct translation into floorspace needs. The baseline forecast employment growth would see 11,928 new FTE jobs created within Thurrock over the period 2016 - 2036, an increase of 16%.

8.123 The results of the forecast are shown below in Figure 45.

Figure 45: Thurrock Base Forecast Employment Growth



Source: EEFM, GVA, 2016

8.124 This baseline forecast includes job creation of 3,207 B class specific FTE jobs. Within 'B class' activities the base forecast shows an increase in office based employment activities (19%), and to a lesser extent an increase in manufacturing / industrial jobs (7%) and warehousing jobs (4%). These results are predicated on a combination of historic performance and national sector trends. This does not fully reflect the expected growth trend in Thurrock, which is addressed when producing the employment growth scenarios, and reaching a recommended growth forecast position through the production of the final combined scenario.

8.125 Using the employment density assumptions detailed earlier in this chapter, these job creation forecasts are translated into additional floorspace requirements, as shown in Table 75 and Figure 46. Without making any allowances for windfall losses or churn, the base forecast estimates the following additional demand for floorspace and land from 2016 – 2036.

Table 75: Thurrock Base Forecast Employment Floorspace & Land Requirement (2016 - 2036)

	Floorspace Demand 2016- 2036	Change in Land 2016-2036
	Sqm	Ha
Office	28,093	3
Manufacturing / Industrial	19,626	5
Warehouse	22,475	6
Total	**70,194**	**13**

Source: EEFM, GVA, 2016
Note: All figures represent number of FTE jobs and are considered 'minimums' based on economic projections. Some figures may not sum due to rounding

Figure 46: Thurrock Base Forecast Floorspace Requirements

Source: EEFM, GVA, 2016

8.126 The base forecast identifies a total B class floorspace requirement of 70,194sqm to 2036, which is driven by 19% growth in B1a/b floorspace, 13% growth in B1c/B2 floorspace and 15% growth in warehouse floorspace. Employment creation under this base forecast is calculated to equal the following additional jobs to 2036:

- Office: 2,341 jobs;
- Manufacturing / Industrial: 545 jobs;
- Warehouse: 321 jobs.

B8 Demand Adjustment Scenario

8.127 The B8 Demand Adjustment scenario forecasts the implications of high demand for new B8 'shed' floorspace in Thurrock. This makes an adjustment to the 'suppressed' B8 requirements in the base forecast which are driven by the recent loss of industrial floorspace in Thurrock overall.

8.128 This adjustment is based on evidence of high demand from recent completions, with a mixture of key sites contributing to meeting this B8 need which include; London Gateway, London Distribution Park and Logistics City. Over the last 5 years an annual average of approximately 76,000sqm has been delivered in Thurrock, and there are no evident signs of market demand abating.

8.129 Based on the current stock estimate of 1,198,000sqm, this suggests that floorspace is increasing by c. 6% per annum. Considering employment has grown by c. 3% per annum, this suggests that floorspace demand equates to double the employment land demand.

8.130 When planning for the future it is difficult to know how long the levels of demand will remain this high, however there is potential to support the approach of modelling higher performance over the short and medium term, with a return to a closer alignment between employment and floorspace in the longer term. This translates into an annual 6% growth uplift between 2016 and 2027, which reduces to 4% between 2027 and 2036. Beyond the defined projection period for this Study, this can be stepped down further to 2% between 2037 and 2045 (which is the furthest extent of the EEFM projections).

8.131 This approach indicates a requirement for 944,131sqm of warehouse space over the projection period, as shown below in Table 76. This is significantly above the base forecast requirement. There is no change to the floorspace requirements for office or manufacturing / industrial activity.

Table 76: B8 Demand Adjustment Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	28,093	3	2,341
Manufacturing / Industrial	19,626	5	545
Warehouse	**944,131**	**236**	13,488
Total	**991,850**	**244**	**16,374**

Source: EEFM, GVA, 2016

London Industrial Land Re-location Scenario

8.132 Thurrock could reasonably be expected to see a 40% uplift in future industrial activity as a result of the re-location of existing industrial activity from London, with a split of 30% industrial and 70% distribution. This reflects the expectation that Thurrock (similar to Basildon) is well placed to accommodate a significant proportion of the displaced industrial activities, particularly for distribution activity.

8.133 As shown below in Table 77, for Thurrock the projected impact of industrial land re-location from London is a significantly greater requirement for other manufacturing / industrial floorspace and warehouse floorspace compared to the base forecast requirements, with no projected change in office floorspace requirements. This translates into a requirement for 111,180sqm of manufacturing g/ industrial land and for 259,420sqm of warehouse land.

Table 77: London Industrial Land Re-location Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	28,093	3	2,341
Manufacturing / Industrial	**111,180**	**28**	**3,088**
Warehouse	**259,420**	**65**	**3,706**
Total	**398,693**	**95**	**9,135**

Source: EEFM, GVA, 2016

Creative Industries Growth Scenario

8.134 Based on Thurrock's existing strength in the creative industries, and its drive to realise growth in this sector going forward, an adjustment of 1% per annum has been made to the sector's growth rate in Southend-on-Sea, which has been made directly in the forecasting model. Specifically, this models the potential multiplier impact of Purfleet Centre, as all of the expected 2,000 jobs are site-specific and not 100% B class.

8.135 For Thurrock the adjusted growth rate for this sector has had the same impact as observed for Southend-on-Sea. There is a slight increase in the floorspace demand figures for each type of employment activity, however this is not of a significant enough scale to uplift the projected land requirements.

Table 78: Creative Industries Growth Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**28,397**	3	2,366
Manufacturing / Industrial	**19,717**	5	548
Warehouse	**22,653**	6	324
Total	**70,767**	**13**	**3,238**

Source: EEFM, GVA, 2016

Thurrock Combined Scenario

8.136 The combined growth scenario for Thurrock draws on the lessons learned from the B8 Demand Adjustment, London Industrial Land Re-location and Creative Industries Growth scenarios. This reflects a realistic expectation of growth across B class employment activity, particularly for warehouse activity, which is the local authority's greatest employment activity strength and future asset.

8.137 The outputs of the combined scenario are shown below in Table 79. To calculate the "Change in Land" both the office and manufacturing/industrial floorspace need figures have been adjusted to convert from NIA (office – 20% adjustment) and GIA (manufacturing/industrial – 5% adjustment) to GEA – the basis for the land conversion (warehouse figures are already provided as GEA).

Table 79: Thurrock Combined Scenario Land Requirement Forecast (2016 - 2036)

	Floorspace Demand	Change in Land	Employment Creation
	Sqm	Ha	Jobs
Office	**28,397**	3	2,366
Manufacturing / Industrial	**19,717**	5	548
Warehouse	**944,131**	**236**	**13,488**
Total	**992,245**	**244**	**16,402**

Source: EEFM, GVA, 2016

8.138 As shown in the comparison table for all scenarios (Table 80), the combined scenario results in some level of increase for the floorspace requirements for all forms of B class employment activity. For office floorspace and manufacturing / industrial floorspace the uplift for the combined scenario is modest compared to the base forecast. For warehouse floorspace the combined scenario shows a very significant uplift in requirement. This is reflected in there being no change in the 3ha and 5ha land requirements for office floorspace and manufacturing / industrial floorspace respectively in the combined scenario, however there is a 230ha increase in the B8 land requirement (from 6ha to 236ha).

Table 80: Summary of Thurrock Employment Growth Forecasts in Floorspace Requirements (2016 - 2036)

Floorspace (sqm)	Total	Office	Manufacturing / Industrial	Warehouse
Baseline	70,194	28,093	19,626	22,475
B8 Demand Adjustment	991,850	28,093	19,626	944,131
London Industrial Land Re-location	398,693	28,093	111,180	259,420
Creative Industries Growth	70,767	28,397	19,717	22,653
Combined Forecast	**992,245**	**28,397**	**19,717**	**944,131**

Source: EEFM, GVA, 2016

South Essex Growth Requirement

8.139 The total growth requirement for South Essex over the next 20 years to 2036 is reached by totalling the combined floorspace / land requirements for each of the South Essex authorities, as set out below in Table 81.

8.140 This shows a requirement of 1,153,581sqm of B class employment floorspace in South Essex from 2016 – 2036, which is made up of a requirement for 127,518sqm of office floorspace, 48,302sqm of manufacturing / industrial floorspace, and 977,760sqm of warehouse floorspace.

8.141 This is translated into a total land requirement of 272ha, made up of a requirement for 15ha of land for office activity, 12ha of land for manufacturing / industrial activity, and 245 ha of land for warehouse activity.

Table 81: Combined Forecast Requirements for each of the South Essex Authorities (Floorspace and Land)

Floorspace (sqm)	Total	Office	Manufacturing / Industrial	Warehouse
Basildon	134,924	49,997	38,540	46,387
Castle Point	6,605	3,520	9,265	-6,181
Rochford	30,306	6,837	24,950	-1,481
Southend-on-Sea	-10,499	38,767	-44,170	-5,096
Thurrock	992,245	28,397	19,717	944,131
Total South Essex Combined Forecast	**1,153,581**	**127,518**	**48,302**	**977,760**
Land (ha)				
Basildon	28	6	10	12
Castle Point	1	0	2	-2
Rochford	7	1	7	0
Southend-on-Sea	-8	4	-11	-1
Thurrock	244	3	5	236
Total South Essex Combined Forecast	**272**	**15**	**12**	**245**

Source: EEFM, GVA, 2016 – Note: Totals may not sum due to rounding

8.142 Table 81 shows the trend in South Essex floorspace requirements for each type of B class employment activity. This shows clear distinctions in the growth trends over the projection period. Whilst the projected growth in office floorspace and industrial / manufacturing floorspace is modest, there is a steep growth trend in the projected growth for warehouse floorspace, which sees growth almost double.

8.143 Employment creation under this total forecast requirement for South Essex as a whole is calculated to equal the following additional jobs to 2036:

- Office: 10,626 jobs;
- Manufacturing / Industrial: 1,342 jobs;
- Warehouse: 13,969 jobs.

8.144 This equates to total B class employment creation figure of 25,937 additional jobs in South Essex to 2036, shared as follows across the area.

Table 82: Combined Forecast Additional Jobs (B and Non-B)

	Basildon	Castle Point	Rochford	Southend on Sea	Thurrock	South Essex
Office (B1a/b)	4,166	293	570	3,231	2,366	**10,626**
Manufacturing /Industrial (B1c, B2)	1,071	257	693	-1,227	548	**1,342**
Warehousing (B8)	663	-88	-21	-73	13,488	**13,969**
Total B Class	**5,900**	**462**	**1,242**	**1,931**	**16,402**	**25,937**
Non B	8,636	-14	1,137	8,978	8,118	26,855
Total B and Non-B	**14,536**	**448**	**2,379**	**10,909**	**24,520**	**52,792**

Potential Supply Side Adjustments

8.145 The scenarios outlined above have considered the floorspace needs across South Essex generated from potential employment growth. However in order for future employment forecasts to be based on more than economic growth 'predictions' and to better reflect the fluid nature of land allocations, there is the potential need to make some 'supply side' adjustments.

8.146 Traditionally two 'additional allowances' have been made to growth projections to help ensure there is flexibility locally, creating a contingency based on historic development rates that have either generated new employment floorspace and to offset losses of employment space to other non-B class use.

8.147 Both adjustments can be applied independently to ensure there is headroom within South Essex to accommodate changes within the market. However, as noted in the analysis below, these approaches have limitations and the respective authorities may wish to discount the need for the allowance to be made in future policy.

Contingency Allowance for 'Windfall Losses'

8.148 Firstly, a contingency allowance is made which takes into account the fact that a proportion of designated employment land will not be entirely used by B-Use-Class employment. Land uses such as: recycling, waste management, combined heat and power plants and bus depots can, under certain circumstances and where appropriate, will be located on employment land. Car related retail uses such as car showrooms, servicing and other car related activities are permitted in employment sites.

8.149 A significant part of the projected employment growth also arises from sectors which have traditionally not been located on B Class employment land such as healthcare, education, hotels and leisure. Under specific circumstances and where appropriate, employment land might also be used as part of a more mixed-use scheme which would enable employment development to come forward on a proportion of it.

8.150 Further, with the extension of Permitted Development Rights making the conversion of office premises to residential use more straightforward, there is the potential for an increase in the unexpected loss of employment floorspace.

8.151 To estimate the amount of land that may be used for non-B class activities, historic net losses of employment land to other uses such as housing and leisure as reported in the Council's Authority Monitoring Report have been used.

8.152 It is important that only land that is truly lost to B Class employment activity is included within the Windfall allowance rather than land which is transferred between B class land uses (i.e. land that changes from B2 activity to B8). To provide this estimate we have utilised the 'net' change from the Authority Monitoring Report (AMR). Where the net change has been negative (i.e. floorspace lost is greater than floorspace gained) we have included these in the Windfall estimate, where the opposite is true these are included within the 'Churn' allowance (explained further later).

Table 83 - Allowance for Windfall Losses

	Office (sqm)	Industrial (sqm)	Warehouse (sqm)
Basildon (2011-2016)	106,836	6,418	6,418
Castle Point (2011-2016)	9,420	23,335	2,224
Rochford (2010-2016)	12,607	26,983	3,120
Southend (2011-2016)	99,973	6,257	22,723
Thurrock (2010-2014)	0	25,295	14,975
Total South Essex Allowance	**228,836**	**88,288**	**49,460**

Source: GVA Analysis of Local Authority Monitoring Reports

8.153 As shown in Table 83 there has been a significant quantum of floorspace lost to other uses, most significantly office space has been lost, however there has also been a significant level of industrial/warehouse premises lost.

8.154 Looking at the data available in more detail there have been differing drivers for the figures between use classes.

8.155 The loss of office capacity has been most significant within Basildon and Southend. Historically these have been key office markets for South Essex, acting as regional hubs for range of professional service and public sector activity. This has led to a larger supply of stock which dates from a similar era (1960s/70s) which has also meant that many properties are coming to the end of their functional life at the same time.

8.156 Shifts in permitted development rights and the inability to refurbish these properties viably to meet modern occupier requirements has seen a large quantum of space converted from office to residential, driving the high windfall loss figures. For example within the period Trafford House and Kelting House (Basildon) and Portcullis House and Queensway House (Southend) have been lost to office use, removing in the region of 50,000sqm of supply. These have been demolished or converted to provide new residential accommodation in the main, albeit Queensway is currently a car park.

8.157 Given the restructuring of the local economies in recent years (largely as government agency functions have been centralised) and the nature of the stock lost it is unlikely that its loss has placed a major constraint on the economic capacity of South Essex as space was unlikely to be reoccupied. As such it is unlikely that the full amount of floorspace would need to be replaced through future land allocations.

8.158 The losses of industrial space have been more complex in terms of drivers. In some locations the lost capacity has been a result of stock or land becoming redundant as occupiers vacate, allowing redevelopment for non-B class uses. This has resulted in the wholesale loss of industrial estates in some of the local authority areas. However, in many cases the losses have been more piecemeal, with individual units being lost to non-industrial activity, in many cases leisure uses as this sector has grown across the UK.

8.159 In terms of future planning, the losses that have occurred by occupation of premises by non-B class activity are likely to have placed some limitations on the capacity of South Essex to accommodate B class activity, as such making a future allowance to offset this limitation is likely to be necessary to correct historic losses.

Contingency Allowance for ‘Churn’

8.160 As well as making an allowance for unexpected losses of employment land, allowance is made for the fact that locational and premises needs of businesses change over time. This requires businesses to move. In other instances an existing business might cease its operations and a new business take over a site for redevelopment. For this to happen smoothly there is a need for certain level of available vacant land. This type of demand has been called ‘churn’ demand or ‘frictional vacancy’.

8.161 An allowance for 'churn' is calculated from the average annual construction rate of space within South Essex as recorded within the Authority Monitoring Report, as noted above this includes data for years where there has been a net increase in floorspace.

Table 84 - Allowance for Churn

	Office (sqm)	Industrial (sqm)	Warehouse (sqm)
Basildon (2011-2016)	0	12,009	12,009
Castle Point (2011-2016)	193	14	1,297
Rochford (2010-2016)	0	238	52
Southend (2011-2016)	151	0	365
Thurrock (2010-2014)	1,740	10,190	5,952
Total South Essex Allowance	**2,084**	**22,451**	**19,675**

Source: GVA Analysis of Local Authority Monitoring Reports

8.162 This allowance for churn, allows the commercial property market realities to be added to the baseline economic forecast, reflecting historic demand and development rates. As can be seen in Table 84 the allowance for churn is significantly lower than potential adjustments made for historic losses, however there is still evidence of an ongoing demand for industrial and warehouse property across the area.

Combined Land Requirements

8.163 By combining the demand and supply side factors considered in the previous two sections it is possible to identify the total projected employment land requirement across South Essex which will provide sufficient capacity to accommodate future business needs. This draws on the outputs of the Combined Forecast and the Windfall and Churn allowances.

Table 85 – Combined Requirement (Floorspace and Land)

Floorspace (sqm)	Total	Office	Manufacturing / Industrial	Warehouse
Basildon	278,613	156,833	56,967	64,813
Castle Point	43,088	13,133	32,614	-2,660
Rochford	73,306	19,443	52,172	1,691
Southend-on-Sea	118,971	138,892	-37,913	17,922
Thurrock	1,050,397	30,137	55,202	965,058
Total South Essex	**1,564,375**	**358,438**	**159,042**	**1,046,824**
Land (ha)	**Total**	**Office**	**Manufacturing / Industrial**	**Warehouse**
Basildon	50	19	15	16
Castle Point	9	2	9	-1
Rochford	16	2	14	0
Southend-on-Sea	11	17	-10	4
Thurrock	259	4	14	241
Total South Essex	**345**	**44**	**42**	**260**

8.164 As shown in Table 85 including the Churn and Windfall allowances makes a significant impact on the land and floorspace requirements across South Essex, necessitating almost 400,00sqm of additional floorspace to be provided across the area within an additional 70ha of employment land.

8.165 The majority of this additional capacity requirement is driven by the need to offset historic losses of industrial and office premises which, as discussed previously, may not be necessary as much of the stock was redundant prior to demolition/conversion. Given the different dynamics in each district, it may be that each local authority adopts differing approaches to including these supply side adjustments.

8.166 If this is the case, we would expect Basildon, Southend and Thurrock would (most likely) not require the inclusion of the full allowance, and may instead plan on the basis of economic growth projections and an additional allowance for 'churn' – reflecting the fact most stock has been lost as it was (in effect) redundant. Rochford may wish to follow a similar route, albeit much of the loss here has been of space that could (in theory) have been reused for B class activity. For Castle Point the smaller scale of the current employment land portfolio means it will be more sensitive to any future floorspace losses, so there may be more reliance on building in some additional capacity.

8.167 This decision will need to be made at the local level based on more detailed understanding of the nature of stock that has been lost over the past 5 years and the need to reprovide this capacity locally.

9. Conclusions & Recommendations

9.1 This Study is not an Employment Land Study for each of the five South Essex authorities. The current studies for each authority therefore still stand (with the exception of Thurrock with a separate Employment Land Availability Assessment having been undertaken alongside this Study with both studies feeding into each other). Updates to the authorities' employment land studies, if/when required, should include a more detailed and authority specific focus on the current and future employment land portfolio and advice on its management, than the strategic economic development needs focus of this Study. As an Economic Development Needs Study its focus is on understanding the needs of the South Essex economy, contributed to by the local economies of each authority area (Basildon, Castle Point, Rochford, Southend-on-Sea and Thurrock), and how these needs can be broadly accommodated. It is therefore at a much more strategic level than an individual employment land study would be.

9.2 The first step is to draw together the quantitative assessment of potential future employment land supply and forecast employment demand (to 2036) to establish the balance between these two factors, and the ability for the identified future employment land portfolio to meet demand in terms of the quantum of land available. This is considered in relation to the total land supply for the local authorities and South sub-region in total.

9.3 Having drawn conclusions about the suitability of potential future employment land provision across South Essex in quantitative terms, the qualitative elements of balancing employment land demand and supply are explored. This goes beyond the quantum to understand whether the right type of employment land is being identified and allocated in the right locations, to meet the land requirements of different types of sector specific employment activity.

9.4 For each of the five strategic growth sectors identified for South Essex (Transport & Logistics, Advanced Manufacturing, Green Technology, Digital / Cultural / Creatives and Health Technology), the requirements from its location are detailed, which supports the identification of the site clusters which support the growth of this sector in the South Essex economy. Further requirements which provide secondary support for the growth of sector specific activity are also identified.

Balancing Demand & Supply

9.5 In quantitative terms the total South Essex Employment Land Portfolio (specifically the potential employment sites which constitute provision that is not currently utilised) more than adequately provides for the projected future total employment land demand across the sub-region, as shown below in Table 86. This is based on demand from the combined forecasting scenarios, where the supply side adjustment is both excluded and included.

Table 86: Balance between Total Employment Land Supply and Demand in South Essex

	Total Employment Land Supply – Potential Sites (ha)	Total Employment Land Demand (ha)- Combined scenario	Total Employment Land Demand (ha) - Combined scenario with supply side adjustment	Employment Land Demand as % of Supply in Respective Area	Employment Land Demand as % of Total South Essex Supply
South Essex	**941**	**272**	**345**	**29% or 37%**	**29% or 37%**
Basildon	72.5	28	50	39% or 69%	3% or 5%
Castle Point	24.3	1	9	4% or 37%	0% or 1%
Rochford	175.4	7	16	4% or 9%	1% or 2%
Thurrock	652	244	259	37% or 40%	26% or 28%
Southend-on-Sea	16.4	-8	11	-49% or 67%	-1% or 1%

9.6 The potential employment site portfolio in South Essex comfortably provides the total quantum of employment land supply required to meet forecast demand to 2036, without needing to deliver on all potential employment sites. This is also the case for the total potential employment site portfolio in each respective authority area. However, the balance must also be considered for the forecast requirement for office, manufacturing/industrial and warehouse development and the sites identified to be most suitable for each. This is shown below in Table 87.

9.7 Whilst the Southend total employment demand figure for the combined scenario (without supply side adjustment) is negative, this masks variation in the use class specific demand, as presented earlier in this Section. This shows that a positive 4ha demand for office floorspace, which counteracts the negative requirements for industrial and warehousing land.

9.8 Whilst there is not direct comparison between all categories, due to some potential sites being identified as suitable for a mix of different B class uses, this helps to understand how well the available land portfolio for South Essex in total could accommodate the growth of employment activities in the future.

9.9 For Warehouse uses there is direct comparability for B8, as well as the supply of sites most suitable for B2/B8 use. For manufacturing/industrial uses the potential supply consists of sites which are identified as most suitable for light industrial (B1c/B2) and mixed industrial

(B1c/B2/B8). Office uses are most difficult in comparability terms, however there are a number of potential sites identified as most suitable for mixed employment (B1/B2/B8) and mixed office and light industrial (B1/B2) including office uses, as well as sites with pure B1(a) suitability, so this combination of sites is used to consider the ability to accommodate future office demand.

Table 87: Balance by Employment Land Supply and Demand in South Essex by Employment Activity

	Total South Essex Employment Land Supply – Potential Sites (ha)	Total South Essex Employment Land Demand (ha) – Combined Scenario	Total South Essex Employment Land Demand (ha) – Combined Scenario with supply side adjustment	Employment Land Demand as % of Respective Supply Total
B8 (Warehouse)	445.1	245	260	39% or 41%
B2/B8 (Industrial/Warehouse)	183.26			
B1c/B2 (Manufacturing/ Industrial)	156.95	12	42	5% or 19%
B1c/B2/B8 (Manufacturing/ Industrial)	65.4			
B1a (Office)	5.42	15	44	17% or 49%
B1/B2 (Mixed including Office)	45.5			
B1/B2/B8 (Mixed including Office)	38.91			
Total	**940.54**	**272**	**345**	**29% or 37%**

9.10 This analysis therefore shows that the identified land supply can more than accommodate forecast demand for each authority and the sub-region in total, as well as for each employment use for the sub-region. For each form of employment use, warehouse, manufacturing/industrial and office, the proportions in the final column confirms that the identified future supply from potential sites is more than adequate to accommodate forecast demand for this type of employment use, with more than twice the available supply required.

9.11 Office floorspace will be the most challenging demand to accommodate, because whilst projected demand can be accommodated by the comparable mixed employment site supply, there are a limited number of potential sites identified solely for office floorspace, with a very modest land quantum. The South Essex authorities must ensure that future office development is focussed towards sites which meet its occupier requirements, which may not be possible within this mixed site portfolio, so this will have to be assessed on a site-by-site basis and monitored carefully over the projection period. Further discussion on catering for new office floorspace can be found in the remainder of this sub-section, and within the Recommendations sub-section.

9.12 Whilst the potential employment site portfolio provides the flexibility to meet demand without needing to deliver employment development on all potential employment sites in quantitative terms, this does not reflect the characteristics of this potential employment land and its subsequent suitability for the range of employment activity expected to be locating in South Essex over the period to 2036. It is therefore important to identify the key qualitative considerations relating to the potential employment land supply across South Essex as a whole, contributed to by the requirements in individual local authorities, and assess how this aligns with sector-specific employment growth.

9.13 To achieve a more practical understanding of whether the employment land portfolio in South Essex supports growth in the sub-region's strategic economic sectors, the qualitative factors associated with meeting demand must also be considered.

Qualitative Considerations

9.14 The challenge for supporting the economic growth of South Essex is clearly not related to the quantum of potential employment land available across the sub-region, but rather reflects the suitability of this land in meeting the demand from the different growth sectors and employment activities. This suitability is dependent on a set of key characteristics relating to identified employment activity clusters (existing and potential employment sites) and how this meets the requirements for South Essex's key sector specific growth requirements.

Alignment of Site Characteristics with Sector Requirements

9.15 Using a qualitative understanding of the balance between employment land demand and supply, a portfolio of sites / site clusters is identified which maximise land use assets and infrastructure connectivity, and meet with the occupier demands and requirements to support growth in the key growth sectors identified for the South Essex sub-region, see Figure 47. This draws on the conclusions made about the sites in each South Essex authority in Chapter 6.

9.16 Blue shading indicates the strategic site clusters, and the green shading identifies the main town centre clusters in South Essex, which can also contribute to sector specific economic growth opportunities. The following strategic clusters are identified, and labelled in the figure:

- 1 – Purfleet Cluster

- 2 – Lakeside Basin Cluster
- 3 – Tilbury Cluster
- 4 – London Gateway Cluster
- 5 – Southfields/Ford Technical Centre Cluster
- 6 – Basildon A127 Corridor Cluster
- 7 – London Southend Airport JAAP Cluster
- 8 – Northern Southend Cluster

9.17 For each growth sector, further detail about the sector requirements, strategic site clusters and other supporting requirements are set out in the remainder of this section. The role of the following South Essex town centres (which are not captured within the strategic site clusters) in supporting strategic economic growth and employment for South Essex is also set out later in this section;

- Grays
- Basildon
- Southend
- Rochford
- Rayleigh
- Leigh on Sea and Westcliff
- Canvey Island, South Benfleet and Hadleigh

9.18 This strategic portfolio of site clusters underpins a strategy to co-ordinate and focus future site delivery and investment to ensure the area acts like a functional economic hub, rather than a group of local authority areas with competing or conflicting propositions.

9.19 The economic sector analysis informing the initial phases of this Study, and further consideration of sector performance and how this can be translated into future economic growth projections, informs the identification of a set of key location requirements for each type of sector specific activity relevant to the South Essex area.

9.20 Table 88 combines these location requirements with suitable typologies, and aligns this with the strategic employment clusters identified in South Essex to identify the clusters that can meet these requirements. It also provides some examples of specific sites that could be appropriate to accommodate activities within these sectors. This is not an exhaustive list, but identifies the key locations where activity already exists and can be supported and increased, or where there is a good opportunity to support new activity. This takes into consideration market presence, the capacity to accommodate a significant scale of activity, the presence of key occupiers related to the identified economic growth sectors, and links with supply chains and the ability to draw skills to the area.

9.21 Whilst this identifies the strongest locations which should act as strategic hubs across the sub-region for activity within each growth sector, this is not to suggest that other sites and locations are not also able to accommodate these activities, albeit at a less strategic or smaller scale. As such, this strategic approach is not intended to overrule or devalue existing local policy protections for sites that do not fall within the identified strategic clusters.

Figure 47: Site Clusters Supporting Strategic South Essex Economic Growth

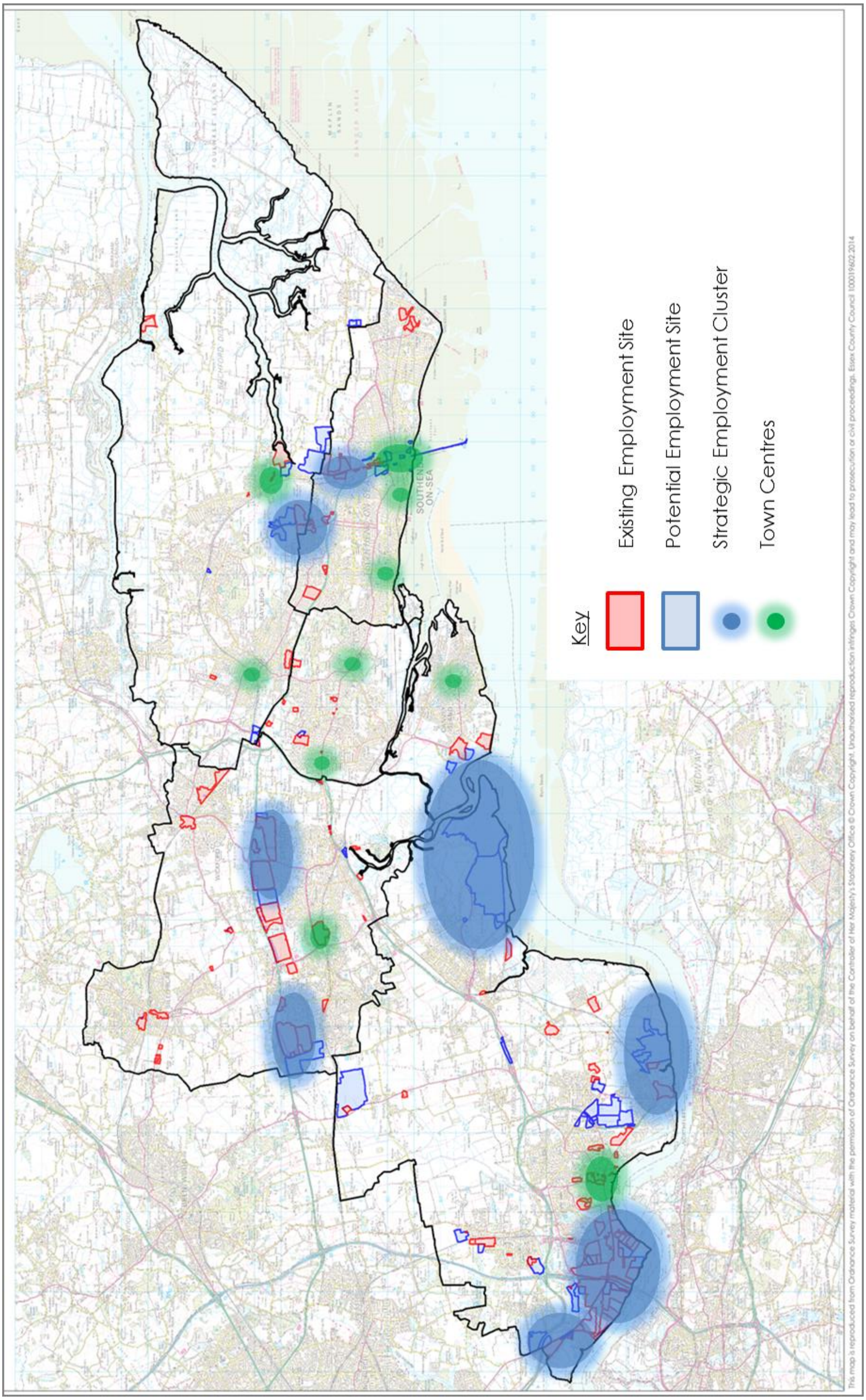


Table 88: Alignment of Site Clusters with Sector Specific Activity and its Location Requirements

Sectors	Requirements	Suitable Site Typologies	Site Clusters	Examples of Potential Suitable Sites
Transport & Logistics	• Good connectivity to the strategic road network • Availability of large scale sites in non-residential areas which can accommodate HGV traffic • Proximity and accessibility to London and South East markets • Link with supply chains such as ports and airports	• Medium and large floorplates with external yard space / servicing areas	• Purfleet (1) • Lakeside Basin (2) • Tilbury (3) • London Gateway (4) • Southfields / Ford Technical Centre (5) • Basildon A127 Corridor (6)	• **Thurrock** – T5, T6, T44, T53 • **Basildon** – B42, B45, B54, B55 and B56
Advanced Manufacturing **&** **Green Technology**	• Good connectivity to the strategic road network • Availability of large scale sites in non-residential areas • Access to local skilled workforce • Proximity and accessibility to London and South East markets and supply chains • Link with supply chains such as ports and airports • Clustering with existing manufacturing activity and similar types of business activity	• Small, medium and large floorplates • Floorspace within existing tech and industrial park locations	• Purfleet (1) • Lakeside Basin, Thurrock (2) • Tilbury, Thurrock (3) • London Gateway (4) • Southfields / Ford Technical Centre (5) • Basildon A127 Corridor (6) • London Southend Airport JAAP (7) • Northern Southend (8)	• **Thurrock** – T51, T6, T50, T54b • **Basildon** – B46, B47, B48, B52, B55 • **Rochford** – R15, R19, R20, R21
Digital / Cultural / Creative Industries	• Mixed use environments • Proximity to anchor tenants and institutions (supporting clustering	• Small to medium floorplates with flexibility in layout options	• Purfleet (1) • Lakeside Basin (2) • Northern Southend (8)	• **Thurrock** – T45, T48, T54b, T56 • **Town Centre sites across South Essex**

	of activity) • Access to local skilled workforce • Proximity to local services and amenities (i.e. high streets and town centres) • Good public transport connectivity for employees • Good broadband and digital infrastructure	• Can work well as park of mixed use buildings / schemes	• All Town Centres: Grays, Basildon, Southend, Rochford and Castle Point (possibly alongside smaller centres in Southend, Leigh on Sea and Westcliff on Sea, and Castle Point)	
Health Technology	• Access to dense population clusters (i.e. town centres and residential areas) • Proximity to Research & Development and health institutions • Access to local skilled workforce • Proximity to Advanced Manufacturing activity clusters	• Small, medium and large floorplates with flexibility in layout options • Potential provision of lab space within layout	• Basildon A127 Corridor (6) • Northern Southend (8) • London Southend Airport JAAP (7) • Basildon Town Centre	• **Basildon** –B52, B37, B45 • **Rochford / Southend**– R15, R19, R20, R21

Transport & Logistics Sector Growth

9.22 As indicated above, transport & logistics sector activity has a number of key location requirements which must be met in order to expand and strengthen existing activity and attract new clustering of activity in South Essex.

9.23 Excellent connectivity to the strategic road network is one of the most important requirements, which enables vehicles to travel efficiently to and from the sites in order to service their key markets (in London, the South East, and further) and link effectively with supply chains.

9.24 The site clusters identified to support transport & logistics activity all offer this level of connectivity, with Purfleet and Lakeside Basin connected directly with the A13 (which links with the M25), Tilbury connected with the A13 via the A1089 and London Gateway connected with the A13 via the A1014. The connectivity strengths of the Basildon clusters (Southfields / Ford Technical Centre and Basildon A127 Corridor) are in their direct link with the A127 Southend Arterial Road (which links with the M25).

9.25 The proximity to London and South East markets is related to the requirement for good connectivity, but also refers specifically to the geographic distance from London and the London facing nature of a location. In the case of the South Essex clusters identified each of the Thurrock clusters (Purfleet, Lakeside Basin and Tilbury) are an immediately eastwards extension of London along the Thames Gateway, and are much more London facing than the majority of the other parts of the South Essex sub-region.

9.26 In terms of site requirements, all the Thurrock and Basildon clusters identified as supporting the transport & logistics sector in South Essex, have potential employment sites within the cluster which could accommodate the large scale B8 activity associated with the sector, as well as accommodating existing B8 activities and key occupiers to underpin the strength of focusing on supporting these activities within the clusters.

9.27 Existing key occupiers undertaking this type of activity, underpinning the focus for growth in the identified clusters include; XPO Logistics, Amazon Logistics and Tesco Distribution Centre in the Lakeside Basin cluster; Maya Logistics and Fortress Distribution Park in the Tilbury cluster; the emerging DP World London Gateway Logistics and Thames Enterprise Park developments in the London Gateway cluster; DB Schenker in the Southfields / Ford Technical Centre cluster; and Amazon Logistics and Yodel in the Basildon A127 Corridor cluster.

9.28 The unique characteristic in the South Essex context, which relates predominantly to the Thurrock clusters identified, is the role of the ports (Purfleet, Tilbury, and London Gateway in Thurrock and Baltic Wharf in Rochford) in supporting and attracting transport & logistics activity for the South Essex sub region. The economic role of the Thurrock ports is explored in detail within the Thurrock ELAA. However, it is important to identify here that these port activities provide differentiation in economic terms compared with other types of employment activity and accessibility to supply chains. Whilst there is a complicated relationship between port activity and its direct and indirect relationships in supporting general industrial and transport and logistics activity, there is an undoubted economic advantage which the ports create, which is particularly beneficial for the Purfleet, Lakeside Basin, Tilbury, London Gateway clusters and businesses located around Baltic Wharf.

9.29 The strength of the ports in underpinning transport and logistics activity is exemplified by London Gateway Port, and the underpinning this provides for the DP World London Gateway Logistics Park which is described as a "game changer" in the link it is creating between logistics activity and the London Gateway deep sea port to achieve "Portcentric logistics", taking advantage of the supply chain efficiencies such a location can provide. Arguably, as an occupier of the Logistics Park you are unlikely to pay the premium for locating on this new development without the requirement for the proximity to the port and the supply chain links this provides in combination with proximity to London and connectivity to the strategic road network. This shows how the ports can act as a further driver for the transport and logistics sector in this part of South Essex.

9.30 Baltic Distribution Ltd. at Baltic Wharf in Rochford is of a much smaller scale than the ports located in Thurrock, which accommodates importation and onwards distribution of timber and steel products through businesses such as Norvik Shipping. Whilst it does not perform the same strategic level function as the Thurrock ports, support should be provided for the continuation and growth of its operations. The weaker strategic road network connections of the Baltic Wharf port related activities means it does not meet the requirements for strategic contribution to growth of South Essex's transport and logistics sector, but can continue to perform a smaller scale more localised role, underpinning transport and logistics sector activity within Rochford.

9.31 Whilst there are a number of different key location requirements identified which support the growth of transport and logistics sector activity, it is a combination of factors that identify the clusters which can support this growth, rather than reliance on a single factor. For example; whilst the Northern Southend cluster has good connectivity to the strategic road network via the A127 linking with the A13 and the A130, it does not provide the proximity to London markets or the availability of the scale of sites required to successfully support the transport and logistics sector growth in South Essex in a strategic way.

9.32 As well as the key location requirements supporting sector growth, there are also supporting requirements which will underpin the success of transport and logistics sector growth in South Essex. The road infrastructure has been identified as a key issue impacting economic growth across the South Essex sub-region, and is particularly relevant to transport and logistics activity. There are concerns with respect to delivering the road infrastructure developments and improvements required to support South Essex economic growth which all authorities, and particularly Thurrock Borough Council, will need to address.

9.33 Related to transport and logistics sector activity there are also land requirements in addition to those accommodating core employment activity, to provide adequately for parking facilities and haulage areas to support distribution activity. This is likely to require specific land allocation for vehicle parking facilities. Whilst there is some current provision, there does not seem to be any provision specifically to support the growth and requirements of the port locations in the area.

9.34 This is a particular requirement for the London Gateway and Tilbury Port locations, without which the expansion of the growth in the logistics and distribution sectors in these locations will be significantly challenged. For DP World London Gateway, as well as the site for the new Logistics Park development, to support the operation of its distribution activity there is a requirement for land for the development of lorry parks to enable more efficient transport operations. There is likely to be a fairly large site size required for this type of use, which in the absence of specific allocations for vehicle parking, could be accommodated by some of the surplus potential employment land (considering the supply demand balance oversupply). However, this will need to be in the right location and with appropriate accessibility and connectivity to London Gateway in order to effectively support its operations. This type of lorry parking could also be a temporary use for certain sites while their more definite future is determined. Lorry parking provision is incorporated within this Study's Recommendations under the theme of 'Prioritising required amenities to support growth'.

9.35 Further detailed discussion of the key employment supporting requirements is set out within the Thurrock ELAA, which also applies more widely across the South Essex sub-region, and later in the Recommendations

Advanced Manufacturing & Green Technology Sector Growth

9.36 Whilst the advanced manufacturing and green technology sectors do not constitute the same employment activity, there are crossovers between their industrial activities and their key location requirements, which is the reason they are considered together here.

9.37 Both of these sectors have certain location requirements which are similar to the transport & logistics sector. This includes good connectivity to the strategic road network, which is via the A127 for the London Southend Airport JAAP cluster and the Northern Southend cluster, and has been identified in the discussion of transport & logistics sector growth for the other clusters (Purfleet, Lakeside Basin, Tilbury, London Gateway, Southfield / Ford Technical Centre, and Basildon A127 Corridor). Availability of potential employment sites within the cluster which could accommodate the often large scale activity associated with the advanced manufacturing and to a lesser extent the green technology sector, is another similar requirement, which is provided by the identified clusters perhaps with the exception of the Northern Southend cluster.

9.38 Proximity and accessibility to the London and South East markets and supply chains is another similar requirement for advanced manufacturing and green technology sector activity, and as discussed in relation to the transport & logistics sector this is strongest for the identified clusters in the Thurrock authority area. However, despite the comparable weakness in proximity for the Basildon cluster and more significantly the London Southend Airport JAAP cluster, this is counteracted by their strengths in meeting other locational requirements of these sectors.

9.39 The role of the ports discussed in relation to the Transport & Logistics sector the other similar requirement with the advanced manufacturing sector in particular, which has a more indirect relationship in supporting the advanced manufacturing and green technology sectors, but similarly enhanced supply chain links. However the added dimension here is proximity to airports, which is met by the London Southend Airport JAAP cluster, and to a lesser extent the Northern Southend cluster, and supports aviation related advanced manufacturing activity in particular, accommodating existing occupiers such as Ipeco Holdings, Inflite MRO Services and Avionicare.

9.40 Having accessibility to draw locally on a highly skilled workforce is a key requirement which reinforces the technological aspect of the advanced manufacturing and green technology sectors. This is an important factor that informs location decisions of such facilities, who are reliant on well qualified / highly skilled employees to meet their Research & Development and technological and engineering activity requirements. In the case of the identified clusters here this is met by all clusters through their proximity to clusters of the local population (without needing to be immediately next to population settlements) and proximity to local town centres and transport connections. However, specifically in relation to the Basildon and Southend clusters this is also supported by proximity to other types of activity clustering such as the Basildon and Southend University Hospitals.

9.41 As is the case for supporting growth in all sector specific activity, there is substantial benefit to locating where there is existing strength in the activity. In the case of the advanced manufacturing and green technology sectors there are a number of current occupiers underpinning the focus for growth including; Paper Round Waste Management Company in the Purfleet cluster, Proctor & Gamble (Manufacturing Plant and Distribution Centre), Unilever Foods and Aggregate Industries and Transmec Group in the Lakeside Basin cluster, Procat (UK's first College of Advanced Technology), Gilbarco Verder-Root (integrated technology solutions in the retail petroleum industry), Leonardo Electronics Defence & Security Systems (global high tech company focusing in Aerospace, Defence and Security), Veolia Environmental Services, EcoTherm Insulation, Gardner Aerospace, and Rimplas Technologies in the Basildon A127 Corridor cluster, and Ipeco Holdings, Inflite MRO Services, Avionicare, Hi-Tec Europe and Enigma Telematics in the London Southend Airport JAAP cluster.

9.42 Whilst the Ford Dunton Technical Centre is identified as a cluster for the purpose of considering strategic locations, it represents a strategically important asset for advanced manufacturing in Basildon and the wider South Essex sub-region which should continue to be supported and allowed to expand into the neighbouring potential employment site if appropriate, rather than constituting a cluster which could underpin significant growth in activity from a range of other occupiers. The same could be said for the New Holland Tractor Plant as an isolated site in the Basildon A127 Corridor cluster, however this sits within the context of a cluster including other advanced manufacturing activity which is what differentiates it from the Ford Dunton Technical Centre.

9.43 In addition to the existing sector specific activity within the identified clusters, they are also supported by potential employment sites providing the opportunity to attract further similar activity and/or expand existing activity in order to support strategic growth in the advanced manufacturing and green technology sectors in South Essex.

Digital / Cultural / Creative Sector Growth

9.44 The location requirements for the digital, cultural and creative sector are largely different to the requirements identified for the transport & logistics, advanced manufacturing and green technology sectors.

9.45 However, the key similarity in requirements to the advanced manufacturing and green technology sectors is the accessibility to draw locally on a highly skilled workforce, This is linked with the advantage of being located in proximity to education facilities and institutions, such as the South Essex College with locations in Basildon, Grays and Southend-on-Sea, and the University of Essex in Southend-on-Sea.

9.46 As well as the location proximity to institutions, there is significant support for future growth of the digital, cultural and creative sector activities taken from proximity to existing anchor tenants. The key facilities within and in close proximity to (and therefore supporting) the identified clusters which provide this are as follows; High House Production Park in the Purfleet/Lakeside Basin cluster area (which includes Royal Opera House production workshops, the Backstage Centre, artist studios, and a centre for technical training), Focal Point Gallery in Southend town centre, Metal & Netpark in Southend, near to the Northern Southend cluster and Southend town centre, East 15 Acting close to Southend town centre, the South Essex College facilities close to Basildon town centre, in Grays town centre, and in Southend town centre, and the University of Essex Southend Campus in Southend town centre.

9.47 In addition to the existing anchor activities within / in close proximity to the identified clusters, there are potential employment allocations that could accommodate new digital, cultural and creative activities, as well as proposed new activity such as the Purfleet Quartermaster Studios (an independent media production facility).

9.48 The other key location requirements for continued strength and growth in the digital, cultural and creative sector activities in South Essex is the requirement for accessibility to local services and amenities, public transport connectivity, and well-designed successful mixed use environments. All these factors support the strength of the locations in attracting a young, diverse and highly skilled workforce which is crucial for strengthening and developing the sectors. These requirements indicated the suitability of the town centres within South Essex for accommodating this type of economic activity, particularly for Grays, Basildon and Southend where the town centres already accommodate or are in close proximity to existing anchors.

9.49 Whilst the High House Production Park is an important existing anchor for digital, cultural and creative activity in South Essex, this facility would arguably benefit from better accessibility to amenities, and a better range and quality of residential provision to provide for employees. Building on the identification of the importance of local services and amenities and mixed use environments, investment in these supporting requirements could have a substantial benefit in supporting the strength and growth of this sector within Thurrock and in similar locations across South Essex.

9.50 Digital cultural and creative sector activities in South Essex are receiving additional support from the Government and South East Local Enterprise Partnership (LEP) through its focus on the Thames Estuary Production Corridor, as set out in the Thames Estuary Production Corridor Vision Document[19]. This sets the intention for growth of these sectors in South Essex as part of the wider Thames Estuary Gateway, which underpins the existing strength in activity from current occupiers.

9.51 In terms of supporting requirements for strength and growth potential in these sectors investing in the broadband and digital infrastructure is imperative to ensuring locations meet the sector's requirements, and this should be monitored to ensure improvements are continually made as and when required across each of the South Essex authority areas, and particularly within the identified clusters.

Health Technology Sector Growth

9.52 The Health Technology sector may seem to be of slightly weaker focus in South Essex compared to sectors such as Transport & Logistics and Advanced Manufacturing, however it forms an important component of the sub-regional economy, with opportunities to be strengthened further.

9.53 Its location requirements are similar to the advanced manufacturing considering the benefit of being located in close proximity to a locally skilled workforce, and the health technology sector also benefits from being in close proximity to advanced manufacturing activity, with which it shares crossovers in the nature of activity and is supported by the co-location of similar occupiers.

9.54 However there are also distinctions in its location requirements, particularly in its requirement to be located in close proximity to research and development facilities and health institutions, as

[19] www.southeastlep.com/images/uploads/resources/TEPC_VISION.pdf

well as the benefit of being located close to dense population clusters such as town centres and residential areas.

9.55 Although currently there is not the same level of activity in health technology as seen for other target sectors in South Essex, there are some key existing occupiers that can act as anchors to form a health technology cluster such as the Olympus Medical facility in the Northern Southend cluster. The presence of Southend Unviersity, Southend Hospital and Basildon Hospital in close proximity to the Basildon and Southend clusters identified also support the potential for this activity, which is underpinned further by the strength in the advanced manufacturing sector more generally.

9.56 Whilst the potential employment sites identified in the South Essex portfolio provide the opportunity to accommodate growth in health tech sector activities, not all sites are immediately proximate to the existing anchors and supportive facilities (educations and hospital/healthcare facilities) that will underpin this growth. Those which do have this proximity and location advantage should be prioritised to support growth in this sector due to the importance of co-location of skills and facilities for this sector.

9.57 The Land North of Southend Airport site (R15) provides a particular example of the opportunity for the potential land portfolio in South Essex to accommodate growth in the health technology sector. There are plans (with outline consent) for a new Anglia Ruskin Medtech campus to be accommodated within the new Airport Business Park Southend on this site, along with complementary facilities including an innovation centre, space for local engineering and aviation businesses, and high spec office space.

Town Centre Opportunities

9.58 As mentioned above, the key town centres across South Essex (to varying degrees and for varying scales of activity) have the potential to provide growth opportunities for the digital, cultural and creative industries sector, considering the requirements for high quality mixed use environments which provide access to a good range of facilities and amenities, and good transport connectivity for employees. However, there are other economic development opportunities for the sub-region's town/local centres.

9.59 The town centres also provide the opportunity more generally to encourage smaller and more diverse employment activity, some of which will fall into the above identified economic opportunity sectors, but some of which will represent other economic sectors and add to South Essex's economic diversity.

9.60 A level of professional and business sector growth in particular could be expected to locate in these town centre environments considering their strong link with population clusters, and the level of service, amenities and facilities they provide in one location. These types of activities will continue to be an important part of the South Essex economy, and should be supported and invested in going forward despite not being focused on as part of the key growth sectors for the sub-region. The focus on town centres is identified later in this section as a specific recommendation for this Study.

Lower Thames Crossing Impact

9.61 The planned Lower Thames Crossing is a strategic scheme intended to provide a new crossing to reduce congestion on the existing crossing and better connect the South Essex sub-region to East London, at a cost of c. £4.4 - £6.2bn. The existing crossing has been the single road link across the Thames to East London for the last fifty years and sees fifty million vehicle crossings a year. The intended scheme will improve the resilience of the road network and reduce travel times, with a positive impact on the distribution industry in the sub-region which is a large contributor to the Thurrock economy (£6 billion).

9.62 Three location options were proposed for the new crossing with several routes proposed for the preferred option C. There has been substantial delay to the announcement of the preferred route for the crossing, which was not made during the data analysis and forecasting stages of this assessment despite the route consultation having taken place in January – March 2016. However on 12th April 2017 the announcement was made by the Secretary of State, confirming the preferred route as a bored Tunnel at Location C, following Route 3 (new road joining the M25 between junctions 29 and 30), and following the Western Southern Link (a new road south of the Thames which joins the A2 east of Gravesend.

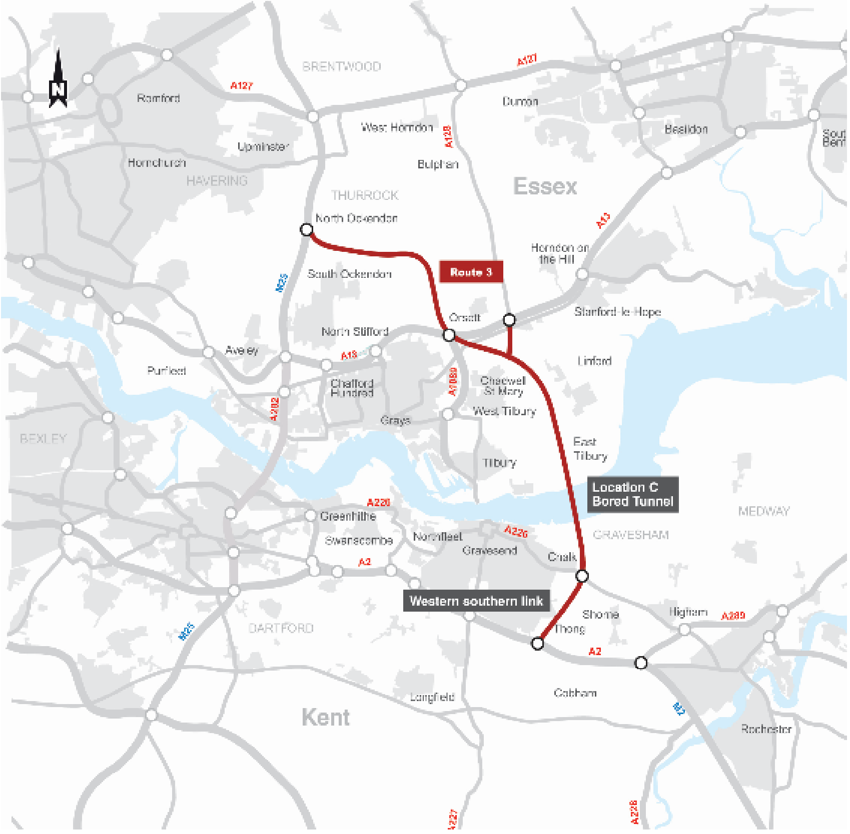
9.63 Further detail on the preferred route announcement is identified below in Figure 48.

Figure 48: LTC Preferred Route Announcement Information

Preferred Route Announcement

Following extensive assessment and a record breaking response to consultation, the Secretary of State for Transport has announced the preferred route for the Lower Thames Crossing. This is as follows:

- a bored tunnel crossing under the River Thames east of Gravesend and Tilbury (Location C)
- a new road north of the river which will join the M25 between junctions 29 and 30 (Route 3)
- a new road south of the river which will join the A2 east of Gravesend (the Western Southern Link)



About the route

Location C

A new crossing east of Gravesend and Tilbury offers the improved journeys, network reliability and economic benefits that only a new, alternative river crossing, away from Dartford, can provide. It also:

- provides an entirely new transport connection at a critical part of the road network, creating more than 70% additional capacity across the Thames east of London
- offers significant economic and transport benefits and safer, more reliable journeys
- offers a modern, reliable alternative crossing east of London. Relieves pressure and congestion on the existing crossing and approach roads
- opens opportunities for investment and regeneration, for businesses to grow, offering access to jobs, housing, leisure and retail facilities for local residents

A bored tunnel will minimise impacts on local communities with the least visual and noise impacts and will have the least impact on environmentally sensitive areas as it avoids specially designated areas along the riverside.

Route 3

A new road north of the river would run from a new junction on the M25 between junctions 29 and 30 and connect to the tunnel via the A13. This offers the transport and economic benefits of the shortest, most direct route, whilst minimising community and environment impacts overall.

The Western Southern Link

A new road south of the river would run from the tunnel to the A2 east of Gravesend. This route will provide the lowest impact on residential areas and communities, with the least environmental impacts on protected natural areas, countryside and landscape, combined with the transport and economic benefits of a route with a re-modelled A2 junction.

Source: Highways England, 2017 (http://roads.highways.gov.uk/projects/lower-thames-crossing/)

9.64 This preferred route option has obvious implications for employment activity in Thurrock, and more widely South Essex, as well as on junction proposals in the area. Its positioning affects certain existing and potential employment sites and their connectivity, and also has implications for the scale of benefit felt by different parts of Thurrock and the wider South Essex and North Kent sub-regions.

9.65 Its main direct impact will be on Tilbury and its port. Whilst the road route does not affect any existing or potential employment sites assessed in this Study, it could create significant improvements for the strategic road network connectivity of such sites. Whilst it does not have a direct impact on the ports at Purfleet or London Gateway, the crossing is key to the development plans for the Port of Tilbury which are conditional on there being a slip road to the port provided.

9.66 The crossing could improve the connectivity of sites across most of Thurrock's portfolio by providing another alternative road connection to plug into. There could also be opportunities for the creation of additional new potential future employment sites alongside the new road infrastructure, however the understanding of this opportunity will evolve as further details of the exact road alignment and land requirement are determined. In order to realise this opportunity the appropriate local junctions and connections must be provided so that existing and new sites can access the network, without which the positive influence of this new road infrastructure will be severely limited.

9.67 Whilst a decision on the preferred route alignment was expected to inform this study, the timing of the announcement in April 2017 at the point when this study's reporting was being undertaken means that quantitative consideration of its impact for has not been undertaken, and still cannot be undertaken at this time until further route alignment and land take details are available. Further work should be undertaken as plans for the route progress, in order to develop a robust understanding of the implications of this route and the connections it creates for Thurrock's employment land position, and more importantly for its strategic growth opportunities in the context of the wider South Essex sub-region.

Recommendations

9.68 Based on the findings of the EDNA set out above, the following recommendations are provided to advise the South Essex authorities in their approach to pursuing joined up economic growth that seeks to support the local workforce and strengthens and grows existing sector strengths, whilst also delivering the range of economic activity required to achieve balanced economic growth and efficient and appropriate allocation, protection/release and development of employment land. This will help to define South Essex's role and function as part of the nationally important Thames Gateway corridor.

9.69 These recommendations build on the foundations set out in key growth strategies for South Essex, including the Thames Gateway South Essex Growth Deal, Opportunity South Essex (Economic Growth Strategy for South Essex) and Enterprising Essex: Opportunities and Challenges, providing further, more specific recommendations for the approach to promoting economic growth and managing the employment land portfolio across the sub-region.

9.70 The Recommendations from this Study can be grouped into the following framework that could inform the development of overarching strategic policy for South Essex's growth over the next 20 years:

- **Improving local skills levels and improving economic prospects;**
- **Increasing productivity levels and GVA growth;**
- **Promoting the culture of entrepreneurship;**
- **Supporting and promoting key economic growth sectors;**
- **Maintaining a Flexible and Responsive Employment Land Portfolio**
- **Elevating the role and position of key town centres;**
- **Maximising strong transport connections and making the case for transport investment;**
- **Prioritising required amenities and infrastructure to support growth;** and
- **Strengthen the sub-region's connections and relationship with London;**

Improving Local Skills Levels and Improving Economic Prospects

9.71 Drawing on this Study's socio-economic analysis there are several identified weaknesses in the form of relatively low skills levels of the local workforce (resulting in skills shortages for certain sectors), low self-containment for high skilled jobs (which are more commonly taken up by in-commuting workers rather than residents), and high deprivation levels. These weaknesses must all be addressed in order to promote local economic prospects and support the sustainability of the sub-region's economic growth aspirations.

9.72 It is recommended that South Essex authorities target support and investment for education, skills and training towards the occupations and industries within the sub-region's identified growth sectors (transport & logistics, advanced manufacturing & green tech, digital/cultural/creative industries, and health technology). This should help to boost the qualifications and skills levels of local people in order for them to take-up the jobs being created in the area over the next 20 years, and have better access to higher level occupation opportunities.

9.73 Whilst it is expected that different authorities will approach this issue differently and may draw on different resources to support it, it is important that it is focused on with some consistency in terms of outcomes being sought to align with South Essex's growth sector aspirations.

Increasing Productivity Levels and GVA Growth

9.74 The challenge South Essex faces in relation to productivity levels across the sub-region and the ability to increase productivity levels in order to improve competition with neighbouring areas is evident from the range of existing economic strategies and evidence set out in the initial sections of this report. This impedes the ability of South Essex authorities to return to its pre-recession economic position, and is reflected in the poor GVA growth observed in South Essex. As identified in South Essex's socio-economic profile (Section 3) its GVA output per capita is significantly lower than the Essex, East of England and UK levels (with Basildon being the only South Essex authority which shows some strength in this measure), and this pattern of comparative weakness is also shown in GVA growth levels from 2001 – 2014.

9.75 A focus on increasing these levels is particularly important for South Essex considering the high levels of business start-ups and small businesses within the sub-region (discussed under the following heading) and suggests there is a need to place greater need on business support services.

9.76 It is recommended this be addressed by seeking to promote innovation and support individual business productivity in key employment clusters and town centres throughout South Essex, particularly in the locations where SMEs are being encouraged (again discussed under the following heading). The opportunity to create links with higher education provision should also be explored, such as with the South Essex College campuses in Grays, Basildon and Southend.

Promoting the Culture of Entrepreneurship

9.77 Across South Essex strength in the culture of entrepreneurship is evident, with high business start-up rates suggesting a real opportunity to nurture new and growing businesses, particularly where they align with the sub-region's growth sectors.

9.78 To take advantage of this strength it is crucial to attract Small and Medium Sized Enterprises (SMEs) to the right locations which can meet their business and property requirements including; public transport connectivity, broadband infrastructure, access to retail and leisure amenities, clustering of similar activity, and suitable office and flexible workspace provision.

9.79 SMEs are not currently well supported across the South Essex sub-region in terms of existing employment sites with no potential sites identified solely for B1a/b use. The exception to this is the potential for the Eldon Way, Hockley site (R14) in Rochford to accommodate SME and small business space when redeveloped in line with its employment land designation in the

Hockley AAP, however this is of a minor scale, in the South Essex wide context. There could therefore be challenges in terms of location and scale of sites suitable for this type of activity in the future, depending on the site-by-site consideration of sites for office use over the next 20 years. In terms of sectors, the digital, cultural and creative industries are likely to incorporate a significant amount of this entrepreneurship and SME activity, the requirements of which are identified in Table 88 along with an indication of possible suitable site clusters, however this is not to say that it will not also be observed within other sectors.

9.80 It is therefore recommended that support for the provision of adequate office and flexible workspaces to support entrepreneurship and SMEs is focused towards the main town centres. This will require appropriate investment to create attractive, high quality town centre environments that are capable of attracting and retaining these businesses. Where town centres do not currently have an existing cluster of office stock or business activity to underpin the clustering of SMEs, opportunities to incorporate this form of employment activity in mixed use regeneration should be pursued, which is already evident in the example of emerging plans for the Purfleet Centre in Thurrock, and where there may be other opportunities which have been mentioned in previous sections for Southend.

9.81 This focus for flexible workspace and town centre employment activity is discussed in more detail under separate themes.

Supporting and Promoting Key Economic Growth Sectors

9.82 The four key growth sectors for South Essex identified through this Study (Transport & Logistics, Advanced Manufacturing & Green Technology, Digital/Cultural/Creative Industries, and Health Technology) provide the strongest opportunity for economic development and growth across the sub-region.

9.83 A key recommendation for the South Essex authorities in light of the identified requirements for these growth sectors, is to focus investment and development activity towards supporting these sectors, alongside continuing to support the range of other sectors which play a key role in the South Essex economy. This includes tourism, which whilst not identified at the scale across South Essex to warrant a specific growth sector scenario in this Study, is an important part of the South Essex economy, particularly for Southend and its local employment offer.

9.84 To utilise South Essex's available employment land portfolio in a way which maximises opportunities to support the sub-region's growth sectors, each authority should take a steer from the identification of land requirements and suitable site clusters identified earlier in the Conclusions within Table 88. This advises on an approach for focusing major growth into identified strategic site clusters across the sub-region, as well as detailing a set of requirements for each sector which each local authority can use to identify other more secondary employment locations.

9.85 With regards to the projected employment demand scenarios for each authority over the next twenty years, whilst the combined scenario outputs are taken forward as the growth expectations of this Study, there is a wider range of possible growth across the base projections, scenario forecasts and combined forecast (recommended). The combined scenario for each authority, and the South Essex sub-region as a whole, does not suggest that higher land requirements resulting from other scenarios are not possible, but presents the 'policy-off' expectation of growth based on current trends and economic sector strengths and opportunities explored throughout this Study,

9.86 Planning policy could be used as a tool to steer the direction or scale of growth, particularly by making more ambitious land allocations to encourage greater levels of growth in certain sectors, or by applying specific B class use conditions on site allocations to encourage growth in specific sectors, rather than adopting more flexible allocations which mean the market alone will dictate the types of uses they are likely to accommodate.

9.87 To give an example, if Basildon Council has an aspiration to maximise the amount of general industrial activity it accommodates as a borough, achieving levels closer to those forecast in the industrial land re-location scenario rather than the combined scenario, this could be promoted by allocating more land with strong strategic road network connections in the western half of the Borough that could be attractive to industrial uses such as those being displaced from London. If the aspiration is to promote the role of Thurrock as a hub for tech start-ups, more allocations and policy support for town centre office and flexible workspace provision could be made.

9.88 Whilst these are approaches that could be taken by individual authorities to take some control in their direction of economic growth, this should not result in the protection of employment allocations that are unreasonable in scale compared to forecast demand, and should consider the suitability of the land for other uses before a specific allocation is made. Secondly, individual authorities should ensure allocations and strategies towards encouraging employment activity are in line with the wider characteristics and strengths across the South Essex sub-region, to ensure that growth is being promoted in a comprehensive and inclusive way that supports the whole sub-region rather than individual authorities at the expense of others.

Maintaining a Flexible and Responsive Employment Land Portfolio

9.89 Flexibility of land opportunities is crucial for accommodating key growth activities and supporting the growth and expansion of existing employment activities.

9.90 Using the guidance on sector requirements and site clusters (Table 88) and the assessment of balance between supply and demand discussed earlier in the Conclusions section, each South Essex authority should take a positive policy approach towards protecting strategically important employment allocations, which can accommodate key growth sector activity, as well as protecting existing employment sites and the active employment activities they accommodate within each authority area (more specific guidance for which is provided in Section 6).

9.91 It is important employment allocations and the status and role of the potential future employment land portfolio and the existing site portfolio in each authority is monitored regularly to ensure sites remain suitable for their allocated or existing uses, particularly where there are increasing pressures on land for alternative residential development.

9.92 It will be imperative to provide start-up, move on and established business space, across a range of scales and qualities, to cater for all types and size of businesses. Part of this will require support for mixed use development sites, however mix should also be accommodated within hybrid buildings.

9.93 Flexibility should be applied across the South Essex portfolio to accommodate expansion or new employment activity to the most appropriate location, without being constrained by local authority boundaries. Similarly, if an employment site is lost to other uses, re-location of that site's activity should be considered across the South Essex existing and potential employment land portfolio.

9.94 Consideration of the balance between quantitative capacity and qualitative choice is an important factor in adopting flexibility towards managing the potential employment land portfolio. This requires the acknowledgement that whilst there may be an adequate amount of identified potential employment land, the location, type and condition of this land will affect its suitability and attractiveness as a site for employment use development occupation, particularly in relation to different sector activities. This increases the importance of following the guidance set out in Table 88 to help to align sector specific employment opportunities to the site clusters which meet their specific requirements.

9.95 Taking this combined South Essex approach will underpin the strength and economic growth of the sub-region, able to accommodate a wide range of types and scales of employment activities which can be located in clusters of similar activity that supports their success and future growth.

9.96 When it comes to the delivery of new employment space, the South Essex authorities should ensure there are policy controls in place to secure high quality, appropriately formatted industrial and office / flexible workspaces, as well as ensuring provision is focused towards the most appropriate locations across the sub-region. In terms of office activity specifically, South Essex authorities should focus new office development within mixed potential sites or as part of the town centre mix, and where it is being accommodated within town centres, this should target those with the connections, facilities and amenities that are attractive to occupiers and employees and support their business activities.

Elevating the Role and Position of Key Town Centres

9.97 As already discussed in relation to Table 88, it will be crucial to support the role of the town centres across South Essex for professional and business centre growth and SME space, providing flexible workspace opportunities that integrate into well designed mixed use environments. Town centres should also be supported to accommodate particular sector specific growth opportunities where they meet its location requirements, most significantly for digital/cultural/creative industries sector activities, as well as tourism related activities to support the strength of the tourism sector in Southend in particular.

9.98 Supporting the role of town centres is related to a number of the other themes discussed in this framework, and will play a key role in helping to support the promotion of the culture of entrepreneurship. It can be contributed to in a number of ways including; investing in the broadband/digital infrastructure, committing to public transport investment and improvements, promoting mixed use development supported by high quality urban design and placemaking, and encouraging and supporting high quality retail and leisure facilities within the town centre and will play a key role in helping to support the promotion of the culture of entrepreneurship.

Maximising Strong Transport Connections and Making the Case for Transport Investment

9.99 The provision of strong infrastructure connections and continued adequate investment into road conditions and the public transport network is essential for supporting economic development and employment activities across South Essex. Without this investment it will not be possible to achieve the economic growth potential identified for the South Essex sub-region or any of the local authorities within it. Transport is the key to unlocking this potential, with the key transport priorities being the road infrastructure and rail network.

9.100 As discussed in the Conclusions and Recommendations of the Thurrock ELAA, there are significant issues with the existing **road infrastructure** which will challenge economic growth opportunities not only in Thurrock, but for each of the five local authorities in South Essex and across South Essex as a whole. The road infrastructure is a particular concern for the future growth potential of the transport and logistics sector. Taking Thurrock as an example, based on the findings from the ELAA, there are major issues on Thurrock's road network that is being addressed by schemes such as the A13 widening project. However, there are other areas of weakness on the road network where further intervention/infrastructure is needed to address traffic congestion and improve network resilience to support economic growth, particularly around Basildon, London Southend Airport and the Southend Central Area. Looking more broadly at the whole South Essex sub-region the A13, the A127 and junctions 30 and 31 of the M25 are the main areas of concern with regard to highways capacity.

9.101 As discussed earlier in Section 2 of the report, investment towards this issue has already been secured by the South Essex LEP to the tune of £60 million. The South Essex local authorities should work together to ensure this is invested appropriately and to continue to lobby for further investment to ensure the road network is capable of accommodating the expected future growth over the next twenty years.

9.102 In terms of the **public transport network** further challenges are being faced through weaknesses in the rail network, and there are concerns about its ability to meet growing demand for both passenger and freight movement across the sub-region. Particular weaknesses are evident in journey time delays (contributed to by factors such as the lack of dual tracks, restricted line speeds and frequent closures of level crossings), the limited frequency of services provided and poor connectivity between train and bus services, as well as the need for more substantial investment to support requirements such as the electrification of all lines in this area.

9.103 Whilst £38.7 million has been proposed to invest in bus services, more investment is required to improve the rail services, which is an important requirement which contributes to the attractiveness and appropriateness of locations for employment activities and their growth. The South Essex local authorities should continue to lobby for rail service investment, particularly considering the increasing role this could play in attracting SMEs into well connected urban locations which are accessible for employees, and its potential to provide alternative opportunities for freight movement which would further strengthen the strategic role of the sub-region for port related activity and as a hub for the transport & logistics sector. This investment is also crucial for supporting tourism in Southend and Castle Point in particular.

Prioritising Required Amenities to Support Growth

9.104 As well as considering the site requirements for employment activity itself, and the transport requirements to support this activity (discussed above), there is a need to comprehensively identify and prioritise the delivery of the supporting requirements which will underpin the success of the sector specific growth in the identified clusters and throughout the South Essex sub-region, most importantly; broadband and digital infrastructure and lorry parking. Both of these requirements are identified in the Thurrock ELAA, but apply more broadly to the requirements across the sub-region.

9.105 **Lorry parking** is critical for supporting the continued operation and future growth of the transport and logistics sector and port related economic activity in Thurrock and the wider South Essex sub-region. This is discussed as a required amenity to support employment growth in the Thurrock ELAA, and is considered to be in most acute need in Thurrock, where demand has already outstripped current provision, although it is also particularly important for Basildon which has a significant amount of transport & logistics sector activity. The consequence of not providing adequate lorry parking facilities is roadside parking on both strategic and local roads, which will have significant implications for road safety, traffic and noise disruption.

9.106 There a number of recommended responses to this issue which, where required, the South Essex authorities should apply as appropriate in their local contexts. Firstly all local authorities should seek to secure lorry parking facilities within the new development of B8 facilities across South Essex. Secondly local authorities should monitor employment land allocations and identify any surplus allocated land suitable to accommodate vehicle parking uses, which is not required for employment uses. Thirdly local authorities should take this a step further and seek to make separate vehicle parking site allocations which are independent of any employment allocations, provided they are on sites which are in close proximity and well connected to the strategic road network. Finally, as a short term solution to this issue, authorities could seek to provide vehicle parking as a meanwhile use on identified employment sites with longer delivery timescales, which as well as helping to meet vehicle parking requirements could also help to identify any infrastructure issues or requirements to support future employment use on the sites in the fullness of time.

9.107 As discussed in the Thurrock ELAA, **broadband/digital infrastructure** which provides the required technological and communication capabilities is a crucial requirement for a range of SME and other business activity, particularly in relation to the digital/cultural/creative industries sector.

9.108 Local authorities in South Essex should ensure that key town centres across the sub-region offer the highest possible digital connectivity, supporting the recommended clustering of office and flexible workspace in these locations for this digital/cultural/creative and other sectors, but this should also be a priority for more rural locations, where broadband connectivity can be a particular issue, which as identified in the Thurrock ELAA could substantially enhance rural employment opportunities and better nurture home working and business start-ups which are not yet at the stage of accommodating purpose built business premises in more urban locations.

9.109 Technical innovation can also act as a potential mechanism for supporting economic activity, an example of which is investment in smart roads which can provide roadside information and alerts to help better manage traffic situations and minimise the impact of this on business activity, particularly for the transport and logistics sector.

Strengthen the Sub-region's Connections and Relationship with London

9.110 It is evident from the analysis in this Study, that one of the key factors related to the economic growth potential of South Essex, alongside the prominence of key economic growth sectors and the economic role of the ports, is its proximity to London as an integral part of the Thames Gateway and the Thames Estuary Production Corridor, and the economic opportunities this provides.

9.111 Whilst there is not a specific set of recommendations related to this, it is important to acknowledge the economic potential created by this proximity, and the potential benefits for South Essex of developing and strengthening a relationship with the capital. The greatest opportunity for this is for Thurrock, as the closest South Essex authority which borders LB Havering, as demonstrated by the potential of the industrial land re-location forecasting scenario, however there can also be wider benefits for Basildon, Rochford, Southend and Castle Point (of decreasing scale). The scale of land availability across South Essex (particularly in Thurrock, and to a lesser extent Basildon) and the comparative affordability of land, means that there is expected to be an increasing trend of business located in London which are being priced out and looking further east to re-locate their business activities.

9.112 South Essex authorities, and Thurrock Borough Council in particular, should therefore continue to promote themselves as pro-growth authorities capable of accommodating employment activity which is re-locating from London, particularly where this aligns with South Essex's identified growth sectors.

9.113 Drawing all strands of this framework together, all of the South Essex local authorities, seeking support from Essex County Council and the South East LEP, should work together to focus on the different strands that will contribute towards strategic economic growth underpinned by the South Essex economy's key growth sectors.

9.114 This should commit the required investment towards skills and education training to improve the economic prosperity and opportunities of local residents and support a culture of entrepreneurship, as well as committing the required investment to promote the sub-region's key economic growth sectors. Planning and economic development policy and regular monitoring procedures should be utilised to maintain a flexible and responsive employment land portfolio which provides for both the quantitative and qualitative needs for delivering employment floorspace across South Essex, in line with the economy's key growth sectors. The ultimate goal is to ensure a land portfolio is maintained which is attractive to a diverse range of sectors.

9.115 In addition, the local authorities must acknowledge the role of key town centres across the sub-region for SMEs, bolstered by transport, digital infrastructure and amenities investment that will cement their economic role and function, as well as supporting larger scale transport and logistics sector activities through transport investment. It will also be crucial to develop the economic relationship of South Essex with London, as an eastward extension of the Thames Gateway, maximising the economic potential of South Essex over the next twenty years.