

West Berkshire District Council Employment Land Review

Stantec with Aspinall Verdi

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Executive Summary

1. This Employment Land Review will inform the preparation of the economic development and employment land policies in the next West Berkshire Local Plan. This report considers the requirements and thrust of current national policy, and how local policy should respond. It was prepared prior to the outbreak of Covid 19, and so it has not been possible to capture the impact of the pandemic by this report.
2. The study has been prepared to achieve the following three objectives:
 - i an assessment of future demand for employment floorspace;
 - ii an assessment of the existing and committed future supply; and finally
 - iii identification of a floorspace/land requirement to address unmet need.
3. A number of steps were required to achieve these objectives.
4. The first step establishes the District's socio-economic baseline, which shows West Berkshire is a strong economic performer, second only to Reading in Berkshire in terms of jobs and economic activity, with strong recent jobs growth in high value sectors, but only marginally a net importer of labour.
5. The property market assessment highlights that the office market is divided east and west, and is currently performing reasonably well, but there is a lack of modern purpose-built stock. Vacancy is low, but large amounts of space have been lost to residential Permitted Development Rights (PDR). Most office take up is from SMEs mainly in Theale and Newbury, but due to the lack of available space more remote locations such as Greenham Business Park are attracting office occupiers. The market view is that the existing stock should now be protected, and should office space be speculatively developed in suitable locations in Newbury town centre then it would be occupied.
6. The industrial market is performing well with low vacancy and tight supply especially for smaller units, which are the most challenging to develop. Demand is evident for larger B8 distribution in close proximity to the M4 motorway junctions particularly close to Reading. Development is generally viable on a pre-let basis, or on a speculative basis close to motorway junctions. The existing industrial stock is generally in good condition and current rents mean it is viable to maintain for its existing use. The current balance of the market means that existing industrial sites should be protected.
7. The site assessments indicate how the town centre commercial areas, the Preferred Employment Areas and the other employment areas are currently performing, and identify key issues and boundary / allocation considerations. The findings are summarised in the recommendations below
8. The net demand for employment land (generated from employment growth) was derived by comparing projections based on past take-up with economic forecasts, the latter using a specially developed population and jobs scenario aligned with the Government's Standard Method for housing need. For office space, the past trends approach identified

little growth in the future, but the economic forecast identified positive jobs growth over the plan period. In line with Government guidance to positively plan for growth we recommend using the economic forecast in order to project net demand. The net demand for office being 63,000 sq m. For industrial the two approaches – past trends and economic forecast closely align, with the forecast-based approach producing a net demand marginally higher at 136,000 sq m.

- The net demand figures were converted into gross demand by taking into account floorspace losses and existing under provision in the market. Account was also taken of sites in the planning pipeline, in order to provide an overall floorspace requirement for office and industrial (row d in the table below).

Summary demand supply balance – 2020-36

	Office (B1a/b)		Industrial (B1c, B2&B8)	
	Sq m NIA	Ha	Sq m GIA	Ha
a Net demand	62,699		136,217	
b Gross demand	79,524		144,485	
c Gross supply	14,935		83,325	
d Requirement (b-c)	65,000	11	62,000	16

- We estimate that as a minimum 65,000 sq m of new floorspace should be provided for office use in the next plan. Some could come forward through office provision at Theale (THE8). However, this would neither be quantitatively nor qualitatively sufficient to meet the needs of Newbury. The gap in the overall balance (circa 34,000 sq m) could be met through a combination of new office provision on the London Road Industrial Estate, redevelopment schemes in Newbury town centre, and/or mixed-use allocations on larger housing sites.
- The Council should scope the next generation of policies so that, if market demand for offices strengthens, it is clear that the 65,000 sq m requirement is a minimum and policy is flexible and supportive for all forms of office development.
- For industrial, demand for land is higher than for offices, with gross demand at 62,000 sq m, and because of the lower plot ratios 16 ha of new land is needed to meet future demand over the Plan period. Demand is also more pressing given the current market shortage, and there is a need to frontload the plan with 16 ha of easily deliverable sites. Four or possibly five potentially suitable sites are identified through the HELAA that are capable of meeting the need for industrial floorspace. All of these sites are extensions to existing employment areas, and these are in the main area of market demand in the east of the District. Other sites are also identified that could meet market demand in the rural and eastern parts of the District should any of the top five sites fail to progress.
- None of the promoted industrial sites are in Newbury, which is an imbalance that could be made worse should the London Road site be redeveloped for non-industrial uses.

Consideration should be given to providing new industrial floorspace as part of mixed-use allocations and as part of any potential large housing sites.

14. The concluding recommendations to the Council are:

- Over the 2020-36 Plan period, a need to plan for:
 - a minimum 11 ha (65,000 sq m) requirement for office uses, and
 - a minimum 16 ha (62,000 sq m) requirement for industrial uses.
- Consider allocating for office use: THE8 – Land adjacent to J12 or M4, Theale.
- Consider allocating for industrial uses:
 - MID5 – Land east of Colthrop Industrial Estate, Thatcham;
 - ALD3 – Former Youngs Garden Centre, Youngs Industrial Estate, Aldermaston;
 - ALD6 – Land off Benyon Road, Easter Park, Tadley;
 - ALD8 – Land south of Youngs Industrial Estate, Rag Hill, Padworth; and
 - LAM6 – Land West of Ramsbury Road, Membury.
- Consider identifying additional land, particularly to address the qualitative gap in provision in Newbury, encouraging redevelopment in the town centre to include office uses and examining the potential of housing sites to secure an element of new office or industrial space.
- Policy should be framed to encourage town centre or edge of centre retail redevelopment schemes to maximise office reprovision.
- Monitor Vodafone’s development strategy, as in the unlikely event that this moves away from the Campus approach, additional land (1.7 ha) in the general market would be needed.
- Continue to safeguard all the PEAs. Extend Charnham Park, reduce Station Road, Hungerford. Consider extending Turnpike Estate, Colthrop Estate and Youngs Industrial Estate to provide new land for employment uses.
- Designate as PEAs Greenham Business Park, the Vodafone Campus, Easter Park, Langley Business Court, and the Old Mill Trading Estate.
- Review the Newbury, Hungerford and Theale town centre boundaries in line with the suggested minor changes.



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1 INTRODUCTION

- 1.1 West Berkshire District Council (the Council) have commenced preparation of a new Local Plan, and commissioned Stantec to prepare an Employment Land Review (ELR) to inform the review of economic development and employment land policies.
- 1.2 The study conforms with the latest Government policy and planning guidance, and supersedes earlier studies, and in particular the 2016 Berkshire Economic Development Needs Assessment (EDNA).
- 1.3 This ELR study applies broadly the same method as that used in the Employment Land Needs (ELN) studies undertaken by Stantec at the same time as this study for two other Berkshire Authorities (Bracknell Forest and Wokingham). However, while the ELR and ELN have the same approach to the calculation of need, the main difference is that this ELR considers future supply. Bracknell Forest and Wokingham Councils have considered future supply where there is a gap between demand and current supply, but separately from the ELN study.
- 1.4 The study's core purposes are to:
 - Assess the future demand and need for different types of B use class employment land (office and industrial) in the District over the plan period 2020-36;
 - Compare the demand with the supply currently identified for employment uses,
 - Advise accordingly on planning policy and development management, to identify:
 - If the existing employment sites are fit for purpose, or potentially suitable for other employment purpose.
 - If and where additional land should be identified for employment over and above the current planned supply.
- 1.5 This report firstly sets out the policy context in Chapter 2, then in Chapter 3 reviews the District's socio-economic context. Chapter 4 analyses the current property market and the existing portfolio of employment areas and land. Chapter 5 considers different approaches to estimating the demand for employment land over the plan period, and identifies a future requirement. Next in Chapter 6 the land supply to meet the requirement is assessed. Conclusions and recommendations are drawn in Chapter 7.

2 POLICY BACKGROUND

- 2.1 This section reviews the current national policy context and guidance for Local Planning Authorities (LPAs) when planning for economic development and employment land.
- 2.2 Then the existing employment policies in the Core Strategy that were prepared under the previous national guidance, are considered alongside current national policy and guidance.
- 2.3 The purpose of the review is to provide direction in terms of how future policy and site designations / allocations in the Local Plan should respond to the requirements and thrust of national policy.

National Policy and Guidance

The National Planning Policy Framework

- 2.4 Updates to the National Planning Policy Framework were published in July 2018 and again in February 2019.
- 2.5 The Government's overarching economic objective for the planning system is to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure (para 8).
- 2.6 Local Plans should apply a presumption in favour of sustainable development, which means they should: positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change (para 11).
- 2.7 In respect of economic development, as for all other land uses, the guiding principle is that Local Plans should create the conditions for economic growth and productivity improvements. This should take account of local business needs and wider opportunities for development. (para 80)
- 2.8 Opportunities are characterised as *building on strengths, countering weaknesses and addressing the challenges of the future*, and accords with the vision of the Government's Industrial Strategy that looks to improve employment productivity. (para 80)
- 2.9 Planning policies should do four things (para 81):
 - set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;
 - set criteria or identify strategic sites for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
 - seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and

- be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.
- 2.10 The need to identify and make provision for the specific locational requirements of different employment activities is recognised. Specifically, the opportunity for clustering of knowledge and data driven activities and the differing accessibility requirements of different scales of storage and distribution activity (para 82).
- 2.11 The need for support for the rural economy is identified, with policies and decisions enabling (para 83):
- the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;
 - the development and diversification of agricultural and other land-based rural businesses;
 - sustainable rural tourism and leisure developments which respect the character of the countryside; and
 - the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.
- 2.12 The need to accommodate business needs beyond settlement boundaries is acknowledged, subject to key considerations such as being sensitive to the surroundings, being acceptable in terms of accessibility impact, brownfield if possible and well related to existing settlements (para 84).
- 2.13 Plans should be prepared positively, being both aspirational, but also deliverable, and be shaped by early, proportionate and effective engagement with, inter alia, businesses.
- 2.14 Plans must include strategic and non-strategic policies. Strategic policies can extend beyond a single Local Plan area, and should set out an overall strategy for the pattern, scale and quality of inter alia employment development, making sufficient provision of land to accommodate the need.
- 2.15 Strategic policies should look ahead over a minimum 15-year period from adoption, to anticipate and respond to long-term requirements and opportunities, such as those arising from improvements in infrastructure. (para 22)
- 2.16 In terms of land allocations, the Framework states:
- Broad locations for development should be indicated on a key diagram, and land use designations and allocations identified on a policies map. Strategic policies should provide a clear strategy for bringing sufficient land forward, and at a sufficient rate, to address objectively assessed needs over the plan period, in line with the presumption in favour of sustainable development (para 23)*
- 2.17 In ensuring that the Local Plan is positively prepared the Framework highlights the importance of maintaining effective cooperation and collaboration on cross-boundary strategic issues between Local Authorities and other prescribed bodies such as the

Local Economic Partnership (LEP). Two particular areas are highlighted – future infrastructure requirements and whether development needs that cannot be met in full in one area can be accommodated in another area.

- 2.18 Non-strategic policies can include site allocations as well as development management policies.
- 2.19 Policies should be underpinned by relevant, proportionate and up-to-date evidence, taking into account relevant market signals. Policies should be reviewed to see if they need updating at least once every five years, taking into account changing local circumstances or changes to national policy.
- 2.20 Planning policies should promote the effective use of land in meeting the objectively assessed needs for various types of uses, and in particular the use of brownfield land and under-utilised land and buildings (paras 117/18).
- 2.21 Regular reviews should be undertaken of land allocations and land availability to take account of the demand for land. Where it is considered there is no reasonable prospect of an application coming forward the land should be re or de-allocated, and prior to the Plan update, applications for alternative uses should be supported where this would help meet an unmet need. (para 120)
- 2.22 Under the guise of making effective use of land the Framework advises Local Authorities to take a positive approach to applications for alternative uses on land that is currently developed, but not allocated (para 121). This is particularly relevant in areas of high housing demand. The approach does come with the proviso that in so doing this does not undermine key economic sectors or sites.

Planning Practice Guidance

- 2.23 Revised guidance for planning for economic needs was published in February 2019 and is set out in section 25. An update in respect of planning for logistics and specialist sectors was issued on 22 July 2019.
- 2.24 In broad terms this ‘new’ guidance is similar to the original guidance – it provides very little detail, which is surprising given the importance of land use planning to the provision of land for economic growth and in the pursuit of improved productivity.
- 2.25 The guidance acknowledges that national economic trends will not apply universally, and business needs will vary according to local circumstances and market conditions. Functional Economic Market Areas (FEMA) may extend over more than one Local Authority area, and the assessment of need should reflect this, and LEPs can play a helpful role in such assessments.
- 2.26 In drawing up evidence on economic need the Guidance stresses the importance for engagement with the business community.
- 2.27 The evidence should cover:
 - Best fit FEMA
 - The existing stock of employment land (by market segment and (possibly) sub-areas)

- Recent patterns of gains and losses of employment land
 - Market demand and business requirements (for the different B use class activities, including identification of gaps in provision)
 - Projected growth in specific market sectors; and
 - Oversupply and market failure (preventing the land being used effectively for employment)
- 2.28 This last point is interesting in that it is a ‘warning’ that the employment land supply should be deliverable (i.e. free of market failure), but also should not be oversupplied. An oversupply of land can depress commercial values to a point where development is not viable and resulting in ‘market failure’. This warning re-confirms a long running thrust of national policy where land for economic needs was oversupplied and possibly constraining the scope for sites to be used for housing. The most obvious example of this was the removal of planning control via Permitted Development Rights (PDR) for conversions of property to residential.
- 2.29 The PPG goes on to state that data to estimate future employment need includes:
- Sectoral and employment forecasts and projections (labour demand)
 - Demographically derived assessments of future employment needs (labour supply)
 - Analysis of past take-up of employment land and property and/or future property market requirements
 - Consultation with relevant organisations, studies of business trends, and monitoring of business, economic and employment statistics.
- 2.30 Guidance is provided on the method for turning jobs (by SIC categories) into jobs by use class (the separate B use classes), and then jobs to floorspace (by applying employment densities) and floorspace to land (by applying industry proxy plot ratios¹).
- 2.31 Understanding the employment needs for the B class sectors will help with the consideration of individual sites, ensuring sites are allocated for the most appropriate use, and meet the reasonable prospect test.
- 2.32 Finally, the July 2019 amendment expands the guidance as it relates to logistics and warehousing. The amendment recognises the substantial expansion there continues to be in logistics and distribution that requires warehouse space, and this has been a problematic area of evidence. The main difficulty is that the demand for new logistics space is poorly related to job forecasts or past take-up at the local level.
- 2.33 In general there is a relationship between the demand for floorspace, jobs and job forecasts. But for logistics the size of the units can be much bigger than ‘normal’ and the divergence in job densities much greater. There is a new generation of new

¹ A plot ratio is the ratio of the building footprint to the total site area. The PPG advises applying ‘industry proxies’. For industrial uses 40% is the ‘standard, reflecting the comparatively high proportion of site area dedicated to outdoor space for vehicle access/circulation, parking and outdoor storage facilities, but can be higher towards 65%. But office plot ratios vary much more widely, and can be very high (well above 100%) for multi-floored buildings in urban environments.

automated warehouses in the UK, but also a new generation of highly labour intensive warehouses as well. So a strategic employment site, if taken up for logistics, could employ between (almost) no people at one end of the spectrum to thousands at the other. Past take-up in the logistics and warehousing sector is also very 'lumpy' – the unit sizes are so large that a whole plan allocation can be taken-up by two or three single occupiers within a short period of time. Logistics is also much more footloose than other forms of commercial development – with a much larger 'area of search'. Demand tends to follow supply more readily than other uses – and occupiers will compromise to secure the right unit even if it is in the 'wrong' district.

- 2.34 In summary, the needs of logistics should be considered more qualitatively than may otherwise be the case – informed by, but not held to job forecasts or a projection of past take-up. This is why we overlap the quantitative assessment with the qualitative property market assessment. Practically where a council has a site or area known to be attractive to logistics then it should be considered favourably – even if it is in excess of 'need'.

Development Plan

- 2.35 The West Berkshire Core Strategy (adopted 2012) sets the overall spatial strategy and core policies for future development across the whole District, and provides a framework for detailed planning policies that are contained in other plan documents. At the present time the detailed policies are to be found in the saved policies in the Local Plan (1991-2006).

Core Strategy

- 2.36 The Core Strategy covers the 20-year period from 2006-26. An overarching strategic objective is to provide for a range of sizes and types of employment land and premises in the right locations to respond to the forecast changes in economic activity, the location of new residential development and the specific needs of the rural economy.
- 2.37 Two policies support the economy and employment – CS9 is the key policy guiding the location of economic development, and CS10 supporting the rural economy.

Policy CS 9 Location and Type of Business Development

- 2.38 The policy seeks to support the growth in B1 floorspace, anticipates a reduction in B2 uses and seeks to retain sites for B8 use in suitable locations.
- 2.39 The appropriate location for industrial and storage and distribution uses is in the Protected Employment Areas (PEAs) and existing suitably located employment sites and premises. Proposals for these uses on sites in other locations need to satisfy two criteria – compatibility with, and lack of harmful impact on surrounding uses, and capacity and impact on the road network and access by sustainable modes of transport.
- 2.40 Office development should firstly be directed to the town and district centres where it should be appropriate in terms of scale. Where no suitable sites are available in the

centres the policy directs a sequential approach to site selection – edge of centre – specifically brownfield sites, sites within edge of centre PEAs and Newbury Business Park, then out of centre brownfield or PEA locations with good accessibility. Finally, other existing employment sites or premises.

- 2.41 Proposals for non-town centre uses that would result in a loss of town / district centre office floorspace need to demonstrate the proposal maintains the vitality of the centre and would not prejudice overall supply over the Core Strategy period.
- 2.42 The policy supports exploring opportunities for complementary employment elements on sites that come forward for housing in the Site Allocations and Delivery DPD (adopted as the Housing Site Allocations DPD).
- 2.43 The PEAs are designated for B class use, and their boundaries and role should be reviewed to achieve a balanced portfolio to meet future requirements. There is a general presumption for employment generating uses within the PEAs and against non-employment uses.
- 2.44 The other strategically important existing employment sites are Greenham Business Park, Vodafone and the Atomic Weapons Establishment (AWE). Policy CS9 states their role and function should be considered to determine if they should be designated PEAs or a bespoke designation.
- 2.45 The final, part (c) of the policy encourages business development generally throughout the District, which should not be incompatible with environment, existing uses and sustainable transport. It also encourages more efficient use of the existing stock through intensification.

Policy CS 10 Rural Economy

- 2.46 Proposals to diversify the rural economy are encouraged, particularly in or adjacent to Rural Service Centres and Service Villages. Existing SMEs will be supported. Proposals seeking the loss of existing sites or premises must demonstrate they do not have a negative impact on the local economy and surrounding rural area. Farm diversification will be supported where it will help sustain the agricultural enterprise.

Housing Site Allocations DPD

- 2.47 The DPD was adopted in 2017, and identifies two sites where employment use will be encouraged.
- London Road Industrial Estate – identified as an opportunity for comprehensive mixed-use regeneration given the area’s inefficient layout and poor-quality environment. The uses should include employment opportunities, and in particular a high-quality office environment, to supplement office provision in Newbury.
 - Pirbright Institute site, Compton – formerly a Research Institute that is identified for comprehensive mixed-use redevelopment including an ‘element of employment floorspace.
- 2.48 In March 2019 a Position Statement was prepared for London Road, and this refers to an on-going partner procurement process, the need to prepare a masterplan, and a

number of recent major mixed-use planning permissions that include office floorspace. The Council is currently preparing a development brief.

- 2.49 The former Pirbright Institute site was an employment location in a rural part of the District, but its future use is unlikely to include employment activity.

Saved Policies

- 2.50 In addition to Core Strategy policies, there are a number of relevant Local Plan saved policies that are also part of West Berkshire's Development Plan. The relevant employment related saved policies are:

- Town Centre Commercial Areas (ECON5) – this defines the boundaries of the commercial area in the five town centres and sets the criteria for considering development proposals within each centre. The criteria include (e) that seeks to avoid additional housing development in these areas.
- Former Greenham Common Airbase (ECON6) – this policy supports the provision of employment uses within the defined area subject to policy criteria. Small scale starter units are encouraged. Office floorspace is restricted to 15% plus the Council's Enterprise Centre (considered an ancillary use).
- Safeguarding Rail-based Industry at Theale (ECON7) – the site at Wigmore Lane is used as a rail head for onward distribution of principally minerals and waste materials. The activity benefits from the location's isolation from sensitive land uses, as well as the link between the rail and strategic road networks.
- Farm Diversification (ENV16) – a policy supportive of new economic uses that allow the principle agricultural activity to remain viable. This includes new uses for existing buildings, but also could be in new buildings, subject to consideration of landscape, environmental and traffic impact.
- Re-use and adaptation of Existing Buildings in the Countryside (ENV19) – this policy links to ENV16 and seeks to ensure the reuse of buildings for business purposes does not generate unacceptable harm.

Local Plan Review

- 2.51 Work has commenced to prepare the Plan review covering the period to 2036.
- 2.52 The latest Regulation 18 consultation took place at the end of 2018 and sought comments on the overall vision, boundaries and specific policies. In terms of the economy and employment policies the consultation document suggested:
- CS9 – a need to update the policy approach in light of new evidence, national policy and to include a review of the PEAs.
 - CS10 – a need to update the policy approach in a comprehensive rural economy policy.
 - Saved policies ENV16 and 19 – it is anticipated these will be carried forward, but combine into a rural economy policy – ie a revision of CS10.
 - Saved policy ECON5 – the role and function of the town centres needs reconsidering.

- Saved policy ECON6 – a need to consider the role and function of New Greenham Park.
- Saved policy ECON7 – the site’s important railhead role is now controlled by inclusion in the District’s emerging Waste Plan. Consideration is needed as to how the range of industrial uses at the site can be managed by general employment policies in the new Local Plan.

2.53 Comments received included:

- The Plan should support opportunities for existing businesses to expand, in addition to the expressed encouragement to provide opportunity for new businesses to establish in the area.
- There should be a review of the role and function of the PEAs. With the potential for more intensive redevelopment of some sites within the PEAs. Greenham Business Park’s role as a key employment location should be recognised and supported by enhanced transport and infrastructure.
- In assessing economic needs wider strategies such as the LEP should be taken into account, and needs that may arise from predictable known events such as the impact of Crossrail and Heathrow expansion. The requirement figure should include a margin for choice and flexibility, and take account of the changes to working habits resulting from technology.

Housing and Employment Land Availability Assessment

- 2.54 A HELAA was published in February 2020 and, this study considers the sites that have been promoted for employment use either solely or in combination with other uses.

Economic Strategies

- 2.55 Economic Strategies are being prepared by the Thames Valley Berkshire Local Enterprise Partnership and also by the Council. The TVBLEP are preparing a Strategic Economic Plan that will focus on support for businesses, developing the skills base, improvements to infrastructure and retaining the high number of international businesses currently operating in the area. The recently approved Council Economic Development Strategy looks to 2036, and covers similar ground to the TVBLEP Strategic Economic Plan, but with a local people, places, businesses and infrastructure focus. The ELR and these economic plans will be evidenced by very similar data, and it will be important that both align as far as possible, identifying objectives and opportunities to grow the economy that are realistic and achievable.

Summary

National context

- 2.56 The key economic objective of national policy is to support a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time. Relevant market signals and up-to-date evidence of objectively assessed economic need are important in promoting the

effective use of land. The Covid 19 pandemic will inevitably lead to changes in Government planning policy to support economic recovery, and may well require an update of this work. However, this work precedes any such planning policy changes, and has been prepared in line with current policy guidance.

- 2.57 To deliver on these national objectives, national guidance suggests the current stock should be reviewed, and past trends in provision of that stock should be analysed, and this review is undertaken in chapter 5 of this report). Complementing this quantitative review should be a qualitative understanding of market demand and business requirements through engagement with the business community (refer to chapter 4 of this report). An area of market demand that the guidance specifically identifies is logistics and distribution, which are land hungry uses with very particular locational requirements, and the requirement for them should be tested through engagement with the business community.
- 2.58 Projected growth in specific market sectors should be undertaken over a minimum 15 year horizon based on either past trends or an economic forecast of labour demand/supply (refer to chapter 5). From a review of the overall balance between demand and supply (covered in chapter 6) comes consideration of the potential oversupply of employment land. This in turn needs to consider if current provision or existing land are in the right place/ right time to satisfy the reasonable prospect test.

Local context set against the guidance

- 2.59 Policy C9 provides a solid base for review rather than replacement, but needs updating to reflect the latest requirement forecasts, and also to more comprehensively cover the District's employment areas. The policy responds to the locational 'sensitivities' of logistics and distribution, and this is something that 'chimes' with current national policy as referred to above.
- 2.60 The 20 PEAs were effectively carried over from the old Local Plan, and policy CS9 recognises that the portfolio may not be balanced and needs review, added to which their number may need increasing to reflect existing provision. Where unmet need is identified the opportunities to expand the relevant existing employment areas should be assessed in addition to assessing potential new sites.
- 2.61 The policy position for employment proposals in locations outside the PEAs and existing sites is generally supportive and encouraging schemes appropriately scaled that could be in the rural areas of the District where there is a national and local policy direction to actively support rural economies.
- 2.62 Since the Core Strategy was adopted in 2012 there has been a fundamental shift in national policy to increase support for housing development and minimum density standards for city and town centres. The PDR reforms have also made change of use from office to residential in any location highly attractive from a viability perspective. Policy CS9 pre-dated this change in national policy and the Local Plan Review will need to consider the Council's approach to housing delivery in town centres accordingly.

- 2.63 The test, and particularly ensuring any scheme involving the loss of office “would not substantially prejudice overall supply over the Core Strategy period” should be defined to provide a more effective policy instrument. The need to safeguard employment provision may be better linked to an overall strategy of supporting town centres by supporting redevelopment proposals that provide a net additional contribution to office space.

3 SOCIO-ECONOMIC CONTEXT

Introduction

- 3.1 This section reviews the District's socio-economic baseline, comparing change over time and where relevant compared to the other Berkshire Authorities. It is critical to note that this assessment was undertaken pre-Covid 19, and therefore reflects the baseline prior to the economic consequences of the pandemic, the impact of which will not be fully apparent for some time to come.
- 3.2 For this we use a range of data sources principally the Experian economic baseline data (release date: March 2019), ONS data as supplied by NOMIS and the VoA floorspace data.
- 3.3 The 2016 Berkshire FEMA study undertook a county-wide assessment of socio-economic indicators, based on 2015 Experian economic data. Where relevant this study draws comparison between the data points, expands and updates on that study.
- 3.4 The data looks at the whole economy, but where possible we draw out issues relating to the B-use class activities.

Whole economy

- 3.5 The table below is Experian economic data identifying jobs by SIC category in 1997 and 20 years later. 2017 is the latest available economic data that is based on actual survey data from the suite of annual ONS surveys.

Table 3.1 West Berks – whole economy – comparison 1997-2017

Job category	SIC	1997	2017	Change		
		Jobs	Jobs	Jobs	per cent	Per ann
Agriculture, Forestry & Fishing	A	1,300	1,300	0	0%	0
Mining & quarrying	B	300	0	-300	-100%	-14
Manufacture of Food, Drink & Tobacco	C	600	800	200	33%	10
Manufacture of textiles & clothing	C	500	0	-500	-100%	-24
Manufacture of wood & paper	C	600	400	-200	-33%	-10
Printing and reproduction of recorded media	C	600	200	-400	-67%	-19
Manufacture of coke and refined petroleum products	C	0	0	0	0%	0
Manufacture of chemicals and chemical products	C	100	100	0	0%	0
Manufacture of basic pharmaceutical products	C	0	100	100		5
Manufacture of Non-Metallic Products	C	600	500	-100	-17%	-5
Manufacture of basic metals	C	5,400	6,400	1,000	19%	48
Manufacture of Computer & Electronic Products	C	2,100	1,000	-1,100	-52%	-52
Manufacture of Machinery & Equipment	C	800	600	-200	-25%	-10
Manufacture of Transport Equipment	C	200	400	200	100%	10
Other Manufacturing	C	500	500	0	0%	0
Utilities	D/E	500	1,800	1,300	260%	62
Construction of Buildings	F	1,800	2,700	900	50%	43
Civil Engineering	F	500	900	400	80%	19
Specialised Construction Activities	F	3,300	4,800	1,500	45%	71
Wholesale	G	9,500	8,300	-1,200	-13%	-57
Retail	G	7,300	7,700	400	5%	19
Land Transport, Storage & Post	H	2,200	3,600	1,400	64%	67
Water and air transport	H	0	0	0		0
Accommodation & Food Services	I	5,500	5,400	-100	-2%	-5
Media Activities	J	700	1,300	600	86%	29
Telecoms	J	2,600	5,900	3,300	127%	157
Computing & Information Services	J	2,500	6,800	4,300	172%	205
Finance	K	1,700	1,300	-400	-24%	-19
Insurance & Pensions	K	0	0	0		0
Real Estate	L	1,700	2,200	500	29%	24
Professional services	M	6,900	8,300	1,400	20%	67
Administrative & Supportive Services	N	5,600	9,300	3,700	66%	176
Public Administration & Defence	O	3,500	3,900	400	11%	19
Education	P	4,100	8,800	4,700	115%	224
Health	Q	1,100	2,400	1,300	118%	62
Residential Care & Social Work	Q	2,200	4,100	1,900	86%	90
Recreation	R	2,300	3,200	900	39%	43
Other Private Services	S	3,300	5,200	1,900	58%	90
TOTAL JOBS		82,400	110,200	27,800	34%	1,324

source: Experian baseline Mar19

nb the sectors that are broadly industrial based are toned yellow and those broadly office sectors are toned blue.

3.6 The FEMA study identified total job growth of 31.9% between 1997 and 2015, updating this to the latest actual data (2017) shows the change in jobs continued to rise, by 34% since 1997. The banding on the table identifies three broad groupings²:

- Broadly industrial (yellow): the manufacturing sectors (the SIC C activities) saw a decline in jobs (overall down circa 2,000 jobs), but saw gains in jobs in the other industrial, construction and logistics and distribution sectors (notably 1,400 extra jobs, more than doubling in the land transport, logistics and post sector and 1,500

² These groupings do not fully read across to the land use classes, but are broadly consistent. A much finer grained approach using IDBR data is used later in this study to 'map' from job category to land use class.

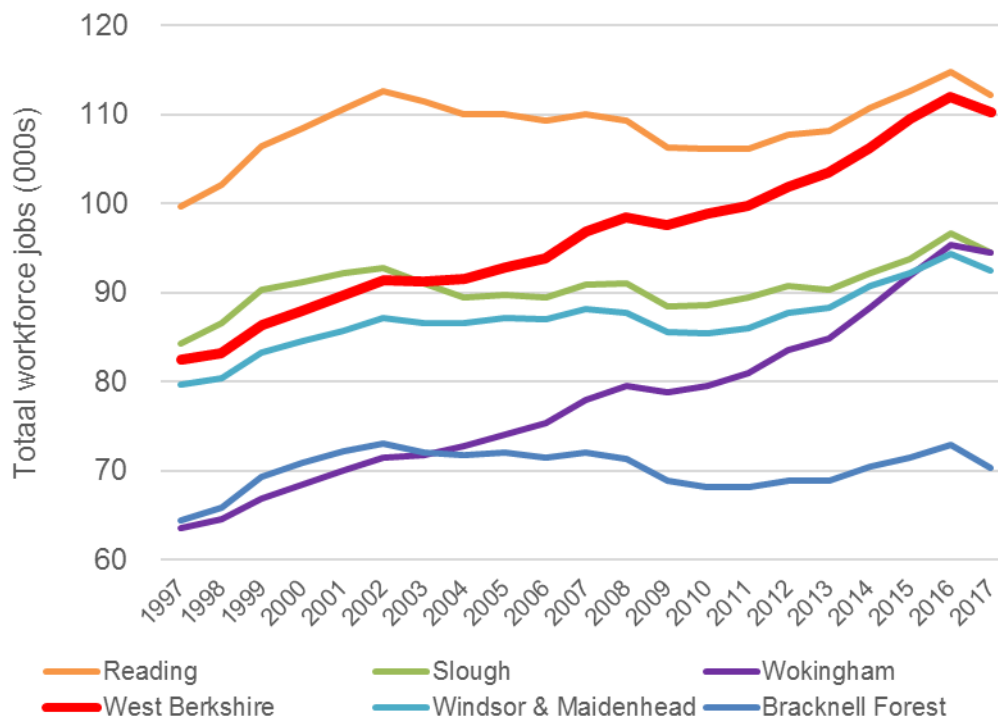
in specialised construction). As shown in Table 3.1, we exclude the manufacturing of basic metals from the ‘broadly industrial’ grouping because as we show later on virtually all these jobs relate to jobs at AWE, and the official data classifies these as jobs in defence estates, which is a non-B class category. Overall industrial jobs account for 8% of the jobs growth.

- Broadly office (blue) this shows comparatively big gains in jobs 55% of all growth, with the key sectors being telecoms and computing/IT (the main SIC J sectors), these sectors alone account for 29% of the total jobs growth over the past 20 years. As we see later in the report West Berks is home to some global telecoms businesses, and Vodafone in particular has accommodated a lot of growth in the telecoms/computing/IT sector on its own Campus.
- Broadly the non-B class activities (white) collectively account for the remaining 37% of the growth, with the big job gains in education and health care activities.

3.7 Overall, in 2017 the proportion of total jobs between the B class and collective non-B class activities is almost exactly 50:50.

3.8 Later in this report we look more closely at the read-over from job categories to land use class and at what happened to B class floorspace over a similar period to see if there is a corresponding increase, but next we compare job change in West Berkshire with the other Berkshire Authorities.

Figure 3.1 Total workforce jobs



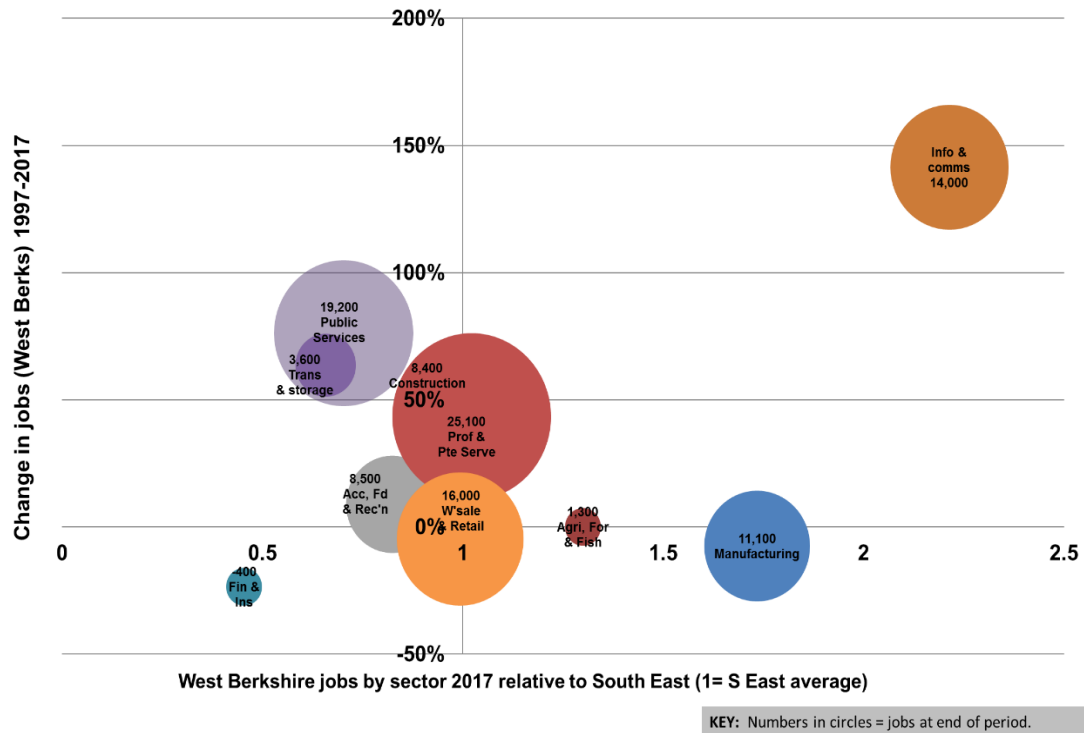
Source: Experian baseline March 2019

3.9 As can be seen in Figure 3.1, only Wokingham has experienced a similar level of rapid growth in jobs over the past 20 years, but from a much lower base.

3.10 The chart indicates two key findings, again common to just Wokingham and West Berks. The relatively minor impact of the financial crisis that commenced in 2008,

and the more rapid growth in the decade since the crash. Job numbers in West Berks now just about match the overall number in Reading at around 110,000.

Figure 3.2 Jobs by sector – West Berkshire compared to the South East



Source: Experian baseline March 2019

- 3.11 The location quotient chart illustrates three key points. Firstly, the information and communications sector was by far away the ‘star’ performing sector where jobs rose by 8,200 over the period to total 14,000 in 2017. Secondly, manufacturing declined, but the data, which is aggregated includes positive job change at AWE (jobs that are we discuss later on are not ‘normal’ manufacturing jobs), and so the decline in manufacturing jobs as we shall see later on was more significant. Thirdly, there was strong growth (50% plus) in the public services, transport and storage and construction sectors, and these have scope to increase to align with South East averages (denoted by a score of 1 on the horizontal axis). Overall, as shown on Table 3.1 above, total job change was +35% for West Berkshire which compares favourably with +22% for the South East.

Geographic distribution of businesses

- 3.12 When planning for job change in a district it is important to understand the existing distribution of jobs. The next section of the report discusses the seven property market areas including the ‘catch all’ rural area that accounts for the vast majority of the District’s land area.
- 3.13 The table below ranks the distribution of jobs across these market areas (the map at Figure 4.1 in the following chapter locates the market areas) with the rural area listed last. This table is an estimate based on the proportion of jobs in each area as

identified in the IDBR data, applied to the Experian 2017 total workforce jobs figure set out in Table 3.1 above³.

Table 3.2 2017 Job distribution by market area

Market area	Total jobs
Newbury	39,445
Theale	11,997
Thatcham	10,144
Hungerford	4,363
Beenham	1,107
Membury	648
Rural	42,495
Total	110,200

Source: Stantec analysis (see Figure 4.1 for the map depicting these areas)

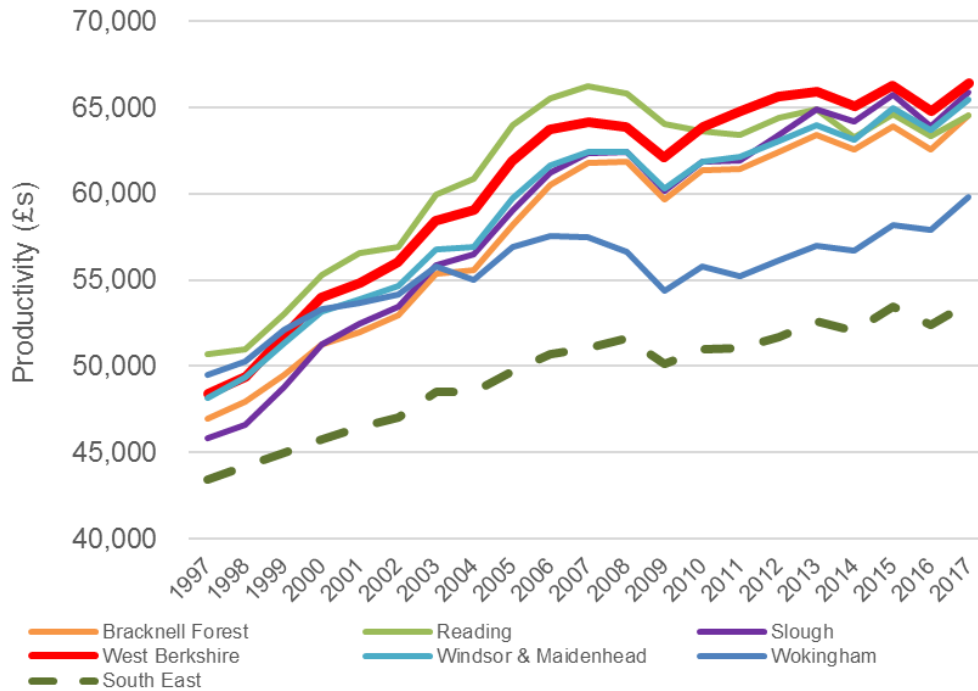
- 3.14 Aside from the rural area, Newbury is by far the most dominant market area. After Newbury Theale is the next most important location at just less than one third the size of the Newbury jobs market. Thatcham has fewer jobs than Theale and is only just over one quarter the size of Newbury's jobs market. To the west the market areas are minor (Hungerford and Membury).
- 3.15 The data shows the importance of the Newbury market in the District, and also the importance of Theale, where the jobs are predominantly B class and located at Arlington and the Station Road industrial estates.
- 3.16 The rural area takes in the AWE sites, centres such as Pangbourne and employment areas such as Greenham Business Park and Cavella Park. The majority of the rural jobs are located on the east side of the District, closer to Reading, with far less in the west which economy wise is more remote.

Productivity

- 3.17 Using the same metric as used in the FEMA, GVA per workplace job, the chart below illustrates productivity in the Berkshire Authorities.

³ The IDBR is a comprehensive survey at individual property level and the best available data. It records most, but not all jobs, because it is updated incrementally. Experian economic data does identify all jobs within an area. Thus, we apply the IDBR distribution to the Experian total jobs assuming the proportions remain the same.

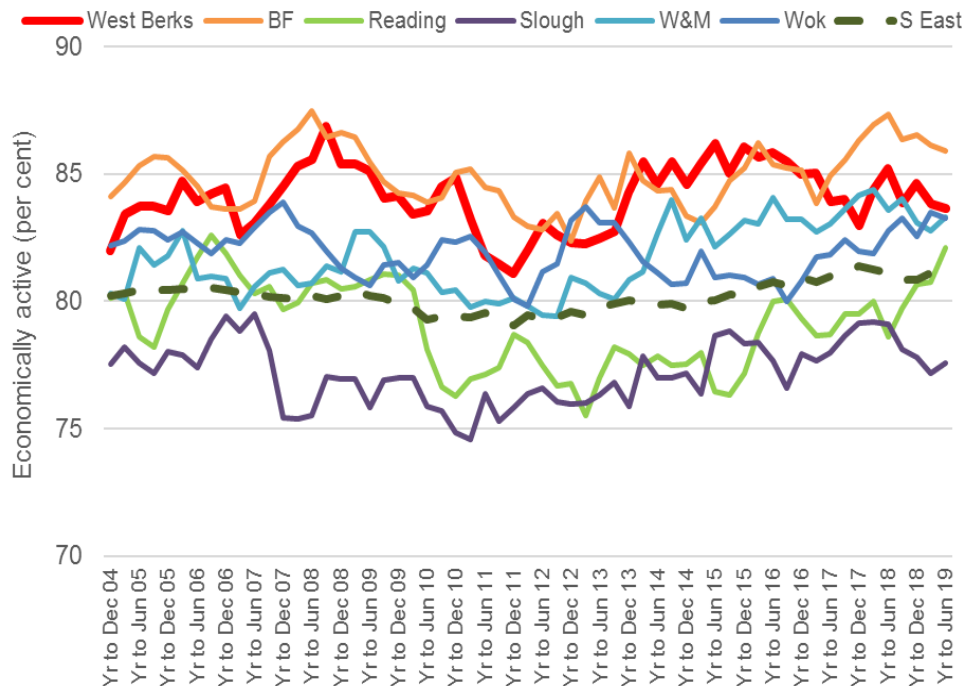
Figure 3.3 Productivity



Source: Experian (March 2019) GVA / workplace jobs

3.18 Figure 3.3 shows that productivity in the Berkshire authority areas is much higher than for the South-east overall average. With West Berks and Reading consistently being the highest performers over the period.

Figure 3.4 Economic activity



Source: ONS annual population survey, aged 16-64

3.19 The pattern is similar for rates of economic activity (Figure 3.4), with in this case West Berks and Bracknell Forest consistently outperforming the South East average.

Earnings

3.20 Table 3.3 below compares average gross weekly earnings for residents and workers in West Berks compared to the South-east and GB.

Table 3.3 Earnings resident and work place

	West Berkshire	South East	Great Britain
	ave gross weekly pay per FT worker (Pounds)		
Earnings by place of residence	708	636	587
Earnings by place of work	709	614	587

Source: ONS annual survey of hours and earnings - resident analysis (2019).

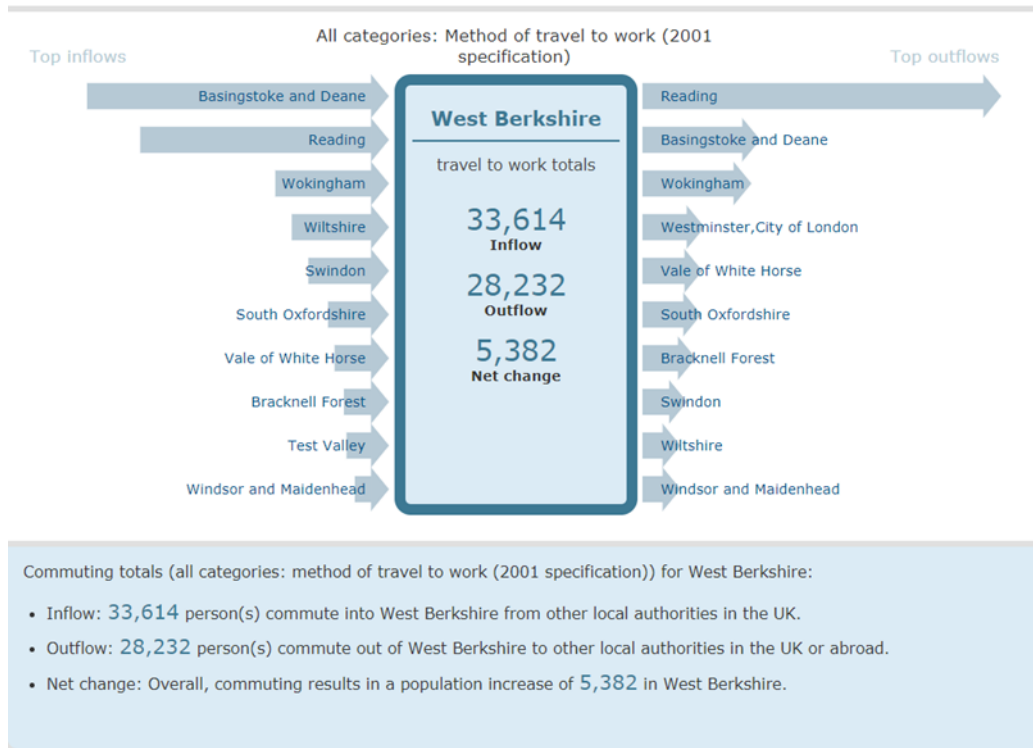
Median earnings in pounds for employees resident in the area and those working in the area.

3.21 For West Berks there is almost no difference between residents and workplace jobs. This is unusual, as most areas show the same pattern as the South-east where residents (some of whom travel beyond the South East for usually higher value work) earn more than those working in the South East, because of the uplift from the higher wages available to those prepared to travel longer distances, and in particular into London. Earnings are also comfortably higher in West Berks compared with the South East region.

Commuting

3.22 The source of commuting data is the census, and this is now therefore relatively historic given the census cycle. However, without the impact of major development or other factors commuting flows are relatively stable. The chart below shows the highest recorded commuting relationships with West Berkshire.

Figure 3.5 Commuting flows



Source: ONS, Census WU03UK - Location of usual residence and place of work by method of travel to work

[See more visualisations by Nomis](#)

Source: ONS, 2011 Census table WU03UK

- 3.23 The net inflow is higher than the outflow, meaning West Berks is an overall importer of workers. However, the number of commuters set against the overall number of jobs in the district (110,000), are modest and the net change relatively small.
- 3.24 What is noteworthy is the dominance of Reading as a commuter destination, accounting for a third of all West Berks resident out-commutes, 3,000 more than those commuting from Reading. Most other locations on Figure 3.5 supply more labour to West Berks than they receive. West Berkshire is a strong importer of labour from Basingstoke and Deane and this is likely to be due to the close proximity of the AWE sites to the northern parts of Basingstoke and Deane, areas such as Tadley.
- 3.25 Unfortunately the Census is the only reliable data source for commuting. There is however a more recent ‘benchmark’ indicator – Job Density Statistics. These are released by the ONS as a simple division of the size of the working age population and number of jobs. Nationally there 0.87 jobs per 16-64 people. This reflects the fact not every 16-64 person is employed – many are still in education or voluntary removed from the workforce (for example childcare). However in West Berkshire the current density is 1.17 and has risen sharply since 2011 (was 1.01). This suggests West Berkshire has attracted more commuters since 2011 but until the next Census this cannot be confirmed – nor can the origin/destinations be identified.

Businesses

- 3.26 Table 3.4 assesses the business base in the District, while Table 3.5 compares the size of businesses in the District to the South East. The data looks at change in the

recent past - between 2015 base year and 2019. There is rounding in some of the smaller categories due to disclosure rules.

Table 3.4 West Berkshire businesses by broad sector and size band

Industry	Total			Micro (0 to 9)			Small (10 to 49)			Medium-sized (50 to 249)			Large (250+)		
	2015	2019	Change	2015	2019	Change	2015	2019	Change	2015	2019	Change	2015	2019	Change
1 : Agriculture, forestry & fishing (A)	330	345	5%	310	330	6%	20	15	-25%	0	0	0%	0	0	0%
2 : Mining, quarrying & utilities (B,D and E)	95	100	5%	75	80	7%	10	20	100%	5	5	0%	0	0	0%
3 : Manufacturing (C)	445	445	0%	330	340	3%	70	75	7%	20	25	25%	5	5	0%
4 : Construction (F)	1,015	1,100	8%	935	1,025	10%	65	65	0%	10	15	50%	0	0	0%
5 : Motor trades (Part G)	280	295	5%	235	245	4%	35	40	14%	10	5	-50%	0	0	0%
6 : Wholesale (Part G)	465	435	-6%	330	310	-6%	125	110	-12%	15	15	0%	5	5	0%
7 : Retail (Part G)	650	625	-4%	505	485	-4%	105	120	14%	25	15	-40%	5	5	0%
8 : Transport & storage (inc postal) (H)	275	310	13%	225	265	18%	25	30	20%	10	10	0%	0	0	0%
9 : Accommodation & food services (I)	415	440	6%	260	275	6%	100	145	45%	15	15	0%	0	5	[0%]
10 : Information & communication (J)	1,155	1,270	10%	1,030	1,145	11%	85	85	0%	30	30	0%	10	10	0%
11 : Financial & insurance (K)	180	220	22%	155	195	26%	25	25	0%	0	0	0%	0	0	0%
12 : Property (L)	315	330	5%	280	310	11%	20	20	0%	5	0	-100%	0	0	0%
13 : Professional, scientific & technical (M)	1,960	2,000	2%	1,860	1,880	1%	70	105	50%	20	10	-50%	5	5	0%
14 : Business admin & support servs (N)	820	870	6%	730	755	3%	65	85	31%	15	25	67%	5	5	0%
15 : Public administration & defence (O)	60	70	17%	40	50	25%	15	10	-33%	5	5	0%	5	5	0%
16 : Education (P)	230	235	2%	115	105	-9%	75	90	20%	35	30	-14%	5	5	0%
17 : Health (Q)	335	315	-6%	210	195	-7%	90	95	6%	20	25	25%	5	5	0%
18 : Arts, ent't, rec'n & ot'r servs (R,S,T&U)	765	750	-2%	665	635	-5%	85	100	18%	10	10	0%	0	5	[0%]
Total	9,785	10,145	4%	8,290	8,615	4%	1,080	1,235	14%	240	240	0%	50	55	10%

Source: ONS (NOMIS) UK Business Counts - local units by industry and employment size band, compiled from the Inter Departmental Business Register (IDBR), 2019

- 3.27 Table 3.4 shows that over the period the total number of businesses (first set of columns) has increased by just 4%, which other data shows is half the level of change in the South East. However, while the rate of growth in recent years has been slower than the South East, overall the proportion of businesses within each size category very much align. The number of small and large businesses have grown by 10% or more, with the large firm growth all within accommodation and food services (row 9), and this sector also accounts for the largest change in small business numbers. Medium sized businesses and critically in terms of the overall percentage change – micro businesses, have had no change and relative to the South East low rate of change.
- 3.28 The table above shows that the largest business sector in 2019 is Professional, scientific and technical businesses (row 13), but the biggest growth (2015-2019) has been in the IT and communications sector (row 10) with around 100 extra businesses all in the micro category. The only other sector to have more than 1,000 businesses is construction (row 4), the vast majority of which again are in the micro category.

Table 3.5 West Berkshire and South East businesses by size band

Local Units	West Berks (%)	Southeast (%)
Micro (0 To 9)	84.9	85.6
Small (10 To 49)	12.2	11.7
Medium (50 To 249)	2.4	2.4
Large (250+)	0.5	0.3

Source: ONS (NOMIS) UK Business Counts - local units by industry and employment size band, compiled from the Inter Departmental Business Register (IDBR), 2019

Summary

- 3.29 The work to prepare this report preceded the onset of the Covid 19 pandemic, the impact of which on the current economy and future economic growth will no doubt need to be assessed. Any future review is also likely to post-date the publication of the TVBLEP's Strategic Economic Plan and the Council's emerging Economic Development Strategy. However, it has not been possible to capture the impact of these strategies or the impact of the pandemic in this report.
- 3.30 West Berks and Reading remain the largest economies in Berkshire in terms of jobs and economic activity.
- 3.31 The District has seen strong job growth over the past twenty years. The job sectors that have driven the strongest growth are telecoms and professional scientific and technical services, which tend to be high value sectors, and this is reflected in the wages, commuting and overall economic activity rates.
- 3.32 Manufacturing jobs in the District have declined over the past 20 years, as they have more generally in the UK. We have separated out the specialist defence related activity at AWE (that fall within the 'manufacturing of basic metals category', a category that would ordinarily be classified as industrial) from the rest of manufacturing, as specialist defence activity does not take place in normal B class floorspace. Job numbers in the 'manufacturing of basic metals category' have increased in the past 20 years, but this is likely to be linked to AWE in the south of the District that is close to some settlements in Basingstoke and Deane such as Tadley.
- 3.33 The District's strategic location at the crossroads of the M4/A34 has also contributed to the expansion of the warehouse sector as logistics and distribution jobs (the 1,200 extra jobs in land transport storage and post - see in Table 3.1) have expanded.

4 PROPERTY MARKET REVIEW

Introduction

- 4.1 This work builds on the market analysis undertaken in the Western Berkshire FEMA: Economic Development Needs Assessment (EDNA), dated October 2016, prepared on behalf of Thames Valley Berkshire Local Enterprise Partnership and the six Berkshire authorities⁴.
- 4.2 This chapter provides analysis of the West Berkshire area market signals and market intelligence to confirm the trends indicated in Chapter 3 of the EDNA ‘Commercial Property Market Signals and Intelligence.’ Our analysis covers offices and general industrial/distribution space, considering in turn demand, supply and the balance of the market. The main purpose of the analysis is to identify where there is potential demand for new floorspace, and hence a need for development land to be identified in the emerging plan.
- 4.3 In relation to demand, we identify the types of business that are taking space in the Authority area, or may consider doing so, and what type of property they are looking for in terms of size, location and quality. In relation to supply and market balance, we analyse the stock which is currently available, recently developed and in the pipeline, and the rental values and capital values that properties in the area are achieving. The purpose of our analysis is to determine:
- How far the existing floorspace stock is meeting current and foreseeable occupier requirements;
 - Hence, how far there is likely to be demand for more or different space, now or in the future;
 - Conversely, if property and land are oversupplied, overall or in particular sections of the market.
- 4.4 These findings help assess the potential demand for new employment floorspace, and hence the quantity of employment land and qualitative mix of development sites that the new Local Plan should identify for employment uses.
- 4.5 A strength of the market-facing analysis is that it considers real-life property transactions, including the values (rents and prices) realised in such transactions, and whether these values are enough to support viable development. This provides evidence of effective, or viable, demand – which means that potential occupiers will pay enough, and (where relevant) have enough covenant strength⁵, to support financially viable development. This is important because planning policies and decisions need to reflect changes in the demand for land⁶. Where it is considered

⁴ RB Windsor & Maidenhead, Wokingham, Bracknell Forest, West Berkshire, Reading and Slough Councils

⁵ A business tenant has strong covenant if there is good evidence that they will be in good financial health, and able to pay the rent, through the period of the tenancy.

⁶ SoS for Ministry of Housing, Communities and Local Government (July 2018), National Planning Policy Framework, para 120

there is no reasonable prospect of an application coming forward for the use allocated in a plan the LPA should reallocate the land for a more deliverable use.⁷

Sources and definitions

4.6 Our property market research has drawn on four main sources:

- We have relied on the property market database Estates Gazette Interactive (EGi), CoStar and commercial property research reports for evidence of take-up, availability and values, both for the market overall and individual properties. Take up and vacancy data was originally accessed on EGi/CoStar in August 2018. This was subsequently updated in October 2019.
- Total stock figures have been derived from analysis of Valuation Office Agency (VoA) data on business rate assessments. The data was accessed in August 2018. We have cross-referenced this data with the EGi/CoStar data to provide an indication of vacancy rates. Cross referencing the EGi/CoStar and VoA data does have limitations as the sources are different therefore not guaranteeing the description on unit type or size being the same. The reason why there may be discrepancies with the unit type is that the VoA data has 117 description codes, of which we have used 9⁸ in our analysis. Whereas agents may list property on EGi/CoStar for industrial or office purposes that do not fall in the VoA categories that we have used in our analysis. Part of the reason the size data may not correlate is that the EGi/CoStar may provide a total floor area for a single building whereas VoA may list this into various suites, and vice versa. Due to the volume of data it has not been possible to “iron out” all discrepancies, but in the overall context these are marginal.
- We undertook site visits in West Berkshire to provide context of the quality, and health of employment areas.

4.7 For greater qualitative understanding of the market, we have consulted with agents, developers and investors active in West Berkshire and the wider area. This involved many one to one telephone discussions between Aspinall Verdi, commercial property market specialist surveyors, and local and sub-regional property professionals. The discussions were structured around market segments both use wise and geographic, focusing on testing published property market indicator data as discussed in more detail below, but also seeking understanding of market sentiment. We then took the many and varied views expressed in one to one discussions and compared this against our wider knowledge of the employment markets. We formed our views on what the market was telling us and tested this in a group workshop. The outputs of this process refined along the way, together with the various published data and

⁷ SoS for Ministry of Housing, Communities and Local Government (July 2018), National Planning Policy Framework, para 120(a)

⁸ Office and premises; Office store and premises; Offices and premises; offices, car spaces and premises; Offices, office and premises; Warehouse and premises; Workshop and premises; Workshop, office showroom and premises; Workshop, Workshop and premises

analysis referred to above, form our qualitative view on the property market reported throughout this chapter.

- 4.8 The main market indicators we have considered are rental values, yields, capital values, recent take-up and floorspace vacancy. In a property market context, 'take-up' means the occupation of business floorspace⁹. Take-up covers both new-build and second-hand space (second-hand being the larger share of the market).¹⁰ When we consider vacancy, we consider all space being currently marketed. This covers both new and second-hand space.

Areas of analysis

- 4.9 In this study we refer to eight separate areas - seven specific areas plus a 'catch all' rural West Berks, and we assess the Preferred Employment Areas (PEAs) and any other non-designated areas within each of these, as summarised below:
- Membury – comprises a number of small protected employment areas located to the west of the Authority area, close to junction 14 of the M4. The employment areas are:
 - Lowesdon Works (PEA ref 9)
 - Membury (8)
 - Hurst Farm (8a)
 - Hungerford – is a small town in the west of the Authority area. The settlement boundary follows the extent of the built-up area of the settlement. The area includes the following protected employment areas:
 - Charnham Park (7)
 - Station Road (5)
 - Smitham Bridge Road (6)
 - Newbury – is in the centre of the Authority area, and its largest town. The settlement boundary follows the extent of the built-up area of the settlement. The area includes the following protected employment areas:
 - Castle Estate (14)
 - Turnpike Estate (13)
 - Newbury Business Park (12)
 - London Road Estate (11)
 - Hambridge Road and Lane (10)
 - Thatcham – is located to the east of Newbury. The settlement boundary follows the built-up area of the settlement. The area includes the following protected employment areas:
 - Green Lane (16)
 - Colthrop Estate (17)
 - Beenham – is located towards the east of the Authority area. To the south of the village, just north of the A4, the following protected employment area is located:
 - Beenham Grange Industrial Area (3)
 - Theale – is located on the eastern edge of the Authority area. The settlement boundary follows the built-up area of the settlement. To the south of the village the following protected employment areas are located:
 - Arlington Business Park and Station Road Estates (18/19)
 - Theale Lakes Business Park at Sheffield Bottom (20)

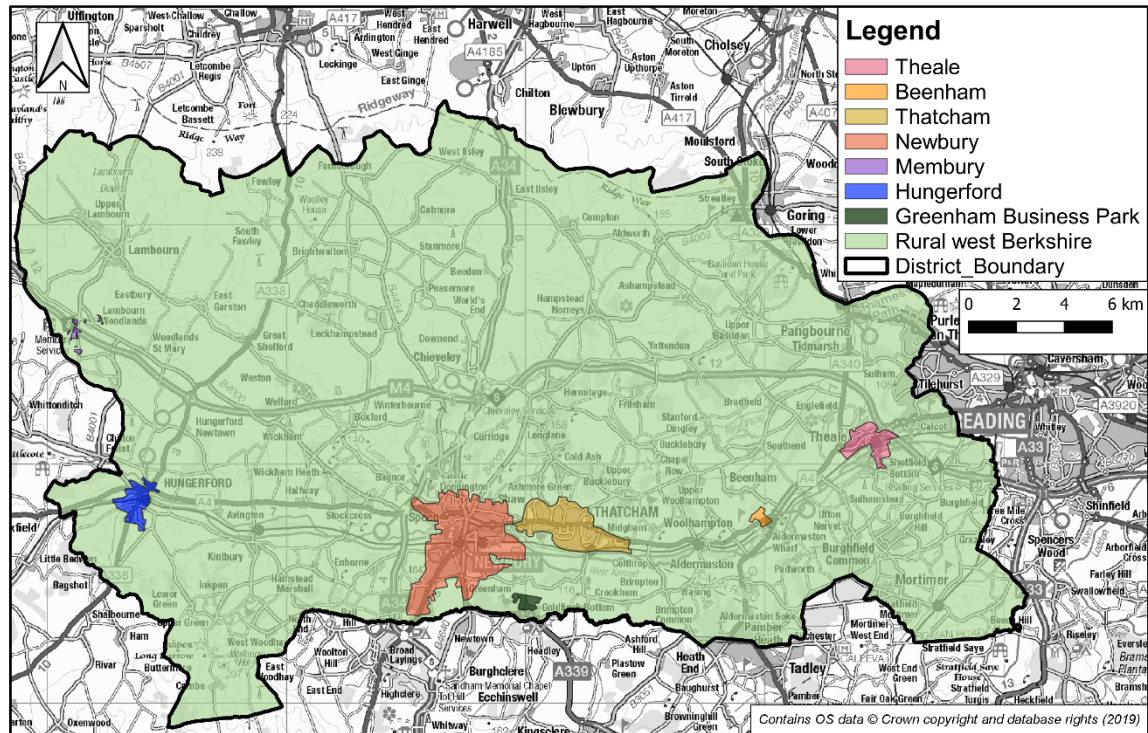
⁹ By contrast, in a planning context 'take-up' means the land developed to provide new floorspace.

¹⁰ Second-hand stock comprises all previously occupied floorspace, including refurbishments.

- Greenham Business Park – is located to the South East of Newbury. The boundary of the estate has been provided to us by the council. (not currently identified as a PEA)
- Rural West Berkshire¹¹ – includes the rest of the of the Authority area not contained with the above defined areas. The majority of the area is rural, and includes the following protected employment areas:
 - 'Horseshoe Park, Pangbourne (15)
 - Red Shute Hill (4)
 - Youngs Paices Hill, Aldermaston (2)
 - Calleva Park, Aldermaston' (1)
 - Easter Park (not currently identified as a PEA)

4.10 The eight employment areas are depicted below in Figure 4.1. The extent of each area is broadly based on settlement boundaries, but these have been adapted where appropriate to better represent how the market operates. For example, as part of Newbury we include the Vodafone Campus in our analysis. In reality the settlement boundary set by the Council does not include the Vodafone Campus

Figure 4.1 Main employment areas in West Berkshire



Source: OS, West Berkshire Authority area Council (2018)

4.11 To allow us to gain an understanding of supply and demand trends we have analysed the data using different size bands for office and industrial space – these are set out in Table 4.1 and Table 4.2.

¹¹ The Rural West Berkshire Area includes the Atomic Weapons Establishment (AWE). Our analysis does not include the specialist property found on this site.

Table 4.1 West Berkshire size range bands – office

Size sq ft	Sq m	Label
up to 1,000	up to 93	Micro
1,001 – 2,000	93 - 186	Small
2,001 – 5,000	186 – 465	Small/medium
5,001 – 10,000	465 – 929	Medium
10,001 – 20,000	929 – 1,858	Medium/large
20,001 plus	1,858 plus	Large

Source: AspinallVerdi (2018)

Table 4.2 West Berkshire size range bands – industrial

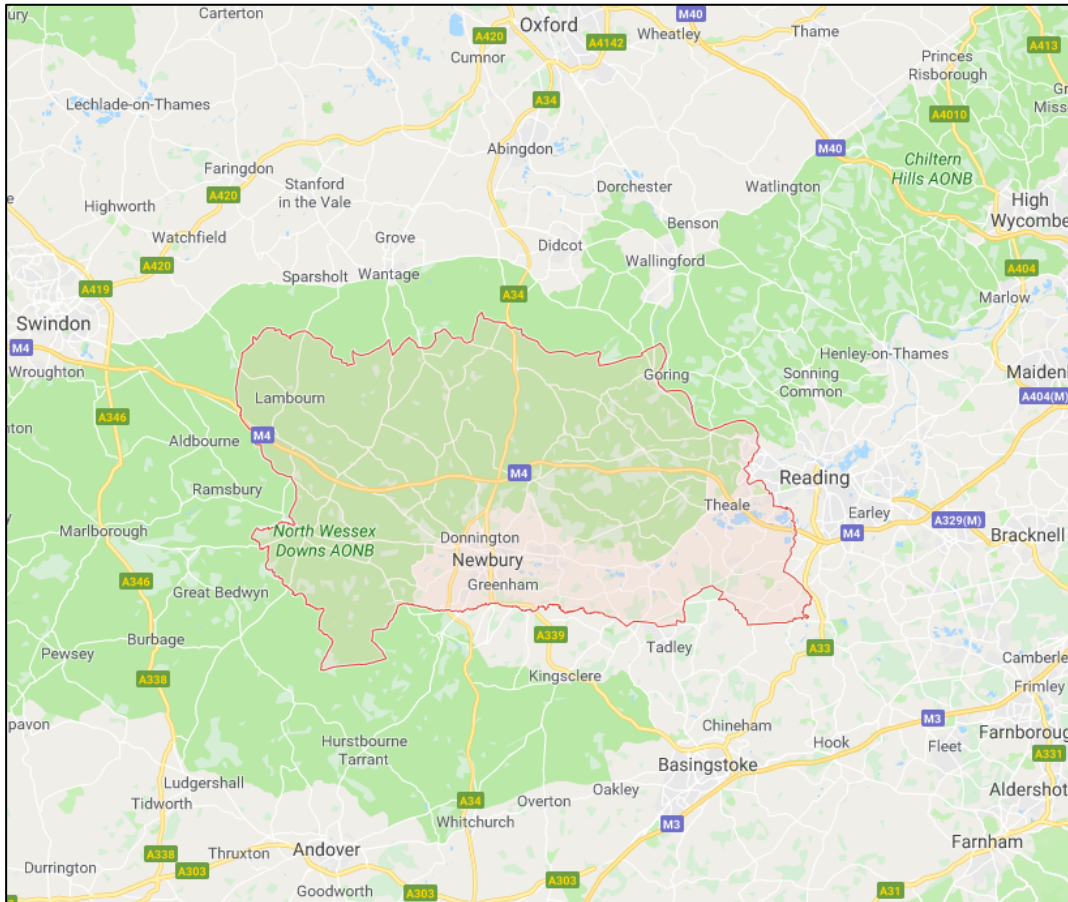
Size sq ft	Sq m	Label
up to 1,000	up to 93	Micro
1,001-2,000	93 - 186	Small
2,001-5,000	186 – 465	Small/medium
5,001-10,000	465 – 929	Medium
10,001-20,000	929 – 1,858	Medium/large
20,001-50,000	1,858 – 4,645	Large
50,000 plus	4,645 plus	Strategic

Source: AspinallVerdi (2018)

Background

- 4.12 As illustrated in Figure 4.2 West Berkshire lies in the Thames Valley to the west of London. The towns of Bracknell and Reading lie east of the Authority area, with Basingstoke to the south and Oxford to the north. The M4 corridor, the main arterial route linking the South West and South Wales to London, intersects the Authority area. Access to the M4 is provided at junctions 12, 13 and 14. Access to the M3, the main arterial route linking Southampton/Portsmouth and their ports with London, is via the A34, which runs north/south through the District, and the A339 linking Newbury to Basingstoke.

Figure 4.2 West Berkshire - location and administration boundary



Source: Google maps (2018)

- 4.13 Due to the Thames Valley's proximity to London and Heathrow, and the availability of land (compared to London where developable land is highly constrained) the area has long been attractive to corporate occupiers seeking Grade A office space, in large buildings at relatively affordable rents (again, compared to London). The Thames Valley has a number of corporate occupiers, which use this location as the headquarter facilities such as Vodafone and Huawei (telecommunication), Microsoft (technology), Waitrose (retail), and Thales Group (high tech engineering).

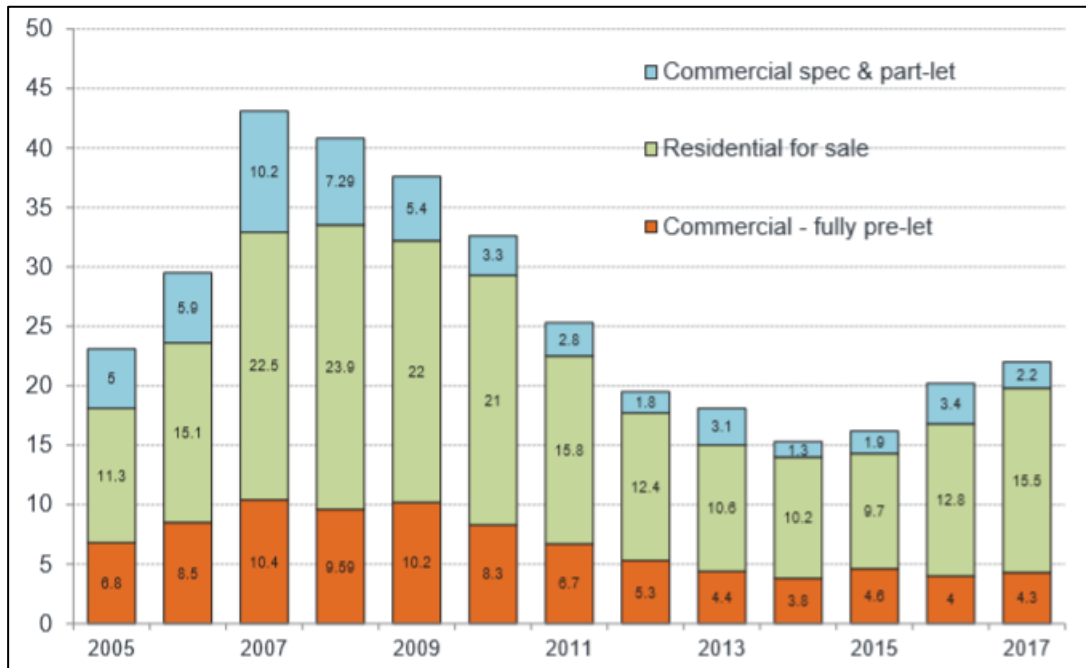
Offices

National Context

- 4.14 Since the global financial crisis developers are finding it much more difficult to finance development as banks have sought to limit their exposure to commercial lending - this is illustrated in Figure 4.3, which shows that outstanding development loans for commercial¹² fully pre-let properties are currently less than half the value they were in 2007, and for speculative and part-let commercial around 1/5th.

¹² Commercial property is classified as all non-residential property thus including the B class uses - office, industrial and warehousing as well as uses such as retail.

Figure 4.3 Outstanding development loans £bn



Source: Cass Business School, Commercial Real Estate Lending Survey Analysis and conclusions 2017/18

- 4.15 Due to the strict nature of the lending markets speculative office development is only occurring in strong and established office markets. There is evidence of speculative office building in London, Thames Valley (e.g. Forbury Place, Reading) and key regional centres such as the Birmingham and Manchester.
- 4.16 Generally, new development requires a pre-let in place to a blue-chip covenant – i.e. on a long lease to a high-quality tenant that is likely to always pay its rent and adhere to its obligations. This structure gives sufficient security to the investment to enable funding to be obtained.
- 4.17 In recent years the main drivers of demand for new office space have been from finance, professional services, Technology, Media and Telecommunications (TMTs) and flexible workspace providers. Since the referendum to leave the European Union there has been a slight cooling of office demand from finance and professional services, but demand from TMTs and flexible workspace providers remains robust.

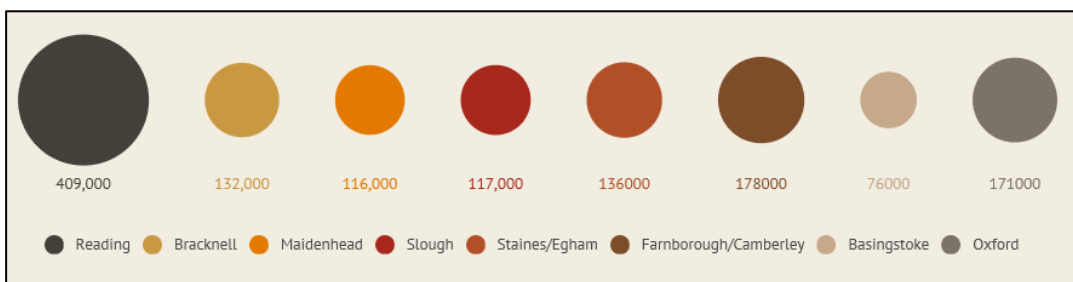
Thames Valley/West London as an office location

- 4.18 The Thames Valley/West London corridor is a long established and attractive office location. The area is one of the few locations outside London to see speculative development occurring e.g. Forbury Place Reading and 3 The Sector Newbury.
- 4.19 Demand for office space has been steady throughout the region over the past few years from TMTs, professional services, finance, insurance and pharmaceuticals. The area attracts many corporate companies seeking bespoke “trophy” head quarter buildings.
- 4.20 Agents report that current occupier demand in the Thames Valley is predominantly focused on Reading and Maidenhead – partly driven by the forthcoming opening up

of the Elizabeth line which will provide quick links into and through central London and the availability of new build space. Recent large deals in these areas include Ericsson (telecommunication) taking 37,600 sq ft at Thames Tower in Reading and FORA (co-working provider) taking 21,600 sq ft in the same building; along with LANE4 (management consultancy) taking 21,800 sq ft at TOR in Maidenhead.

- 4.21 The popularity of Reading as an office location is highlighted in Figure 4.4 which shows that Reading, on average, sees the majority of take-up of office space by some margin followed by Farnborough/Camberley. This reflects the availability of good quality office space in Reading town centre and at established business parks in that borough.

Figure 4.4 Thames Valley office take-up sq ft – 10-year average (2007-2017)



Source: <https://www.propertyweek.com/data/reading-comes-out-top-in-newly-resurgent-valley-office-market-/5088966.article>

- 4.22 Lambert Smith Hampton (LSH) report¹³ prime office rents in Newbury as £23.50 psf, which is significantly lower than Maidenhead at £39.50 psf and Reading at £38.00 psf but more akin to Bracknell at £25.50 psf.

West Berkshire as an office location

- 4.23 West Berkshire has two distinct office markets, Newbury town centre and out of town. The Newbury town centre market is smaller than the out of town with the majority of the town centre offices located in Newbury. The majority of out of town office stock is located in Newbury Business Park, Charnham Park, Hungerford, Arlington Business Park, Theale and Calleva Park to the south of the Authority area. In town centres and out of town, there are numerous examples of office being lost through permitted development rights (PDR).
- 4.24 The out of town market has the more modern purpose-built premises, and attracts some corporate occupiers, but not to the scale seen further east in Reading and Bracknell. Generally, West Berkshire has fewer corporate occupiers and a higher percentage of Small and Medium Enterprises.

Newbury

- 4.25 Newbury is the largest town in the Authority area. As illustrated in Figure 4.5 office space varies in terms of quality, specification and age. Out of town office stock can be found in locations such as Newbury Business Park and Hambridge Road Estate.

¹³ LSH (2018) Thames Valley Office Report

Though these locations still have some office stock they have seen a significant amount of space lost in recent years through office to residential permitted development rights.

- 4.26 The majority of space is dated, especially in the town centre. There are some examples of office development in recent years, for example 3 The Sector development in Newbury Business Park. There is a mix of occupiers within Newbury including the West Berkshire Unitary Authority, Grass Valley Broadcast Solutions (Quantel)(TMT), Stryker (Pharmaceuticals), and Vodafone Ltd (TMT). Vodafone Ltd have the largest out of town office park in the District with their National HQ totalling 456,298 sq ft located in the north of Newbury.

Figure 4.5 Office space in Newbury



Source: Google (2018)

Thatcham

- 4.27 Thatcham is the second largest settlement in the Authority area. Compared with Newbury to the west, Thatcham has a smaller town centre with less office stock as a whole and with fewer dedicated out of town office parks. The out of town stock is located at Colthrop Estate and Thatcham Business Village. Figure 4.6 shows some examples of office space in Thatcham. Occupiers are generally local SMEs and public sector, including Thames Valley Police, Phabrix Limited (Electronics), M4 Recruitment (professional services) and Stuart Michael Associates (Engineer).

Figure 4.6 Office space in Thatcham



Source: Google (2018)

Hungerford

4.28 Hungerford is a small town in the west of the Authority area. It has a small office market with some older buildings in the town centre and some more modern offices at Charnham Business Park. Figure 4.7 shows examples of office space in Hungerford. Occupiers are from a range of sectors, but in the town centre they are generally local businesses, with more corporate occupiers at Charnham Business Park. Occupiers in Hungerford include LJ Smith Accounts (finance), Dickins Hopgood Chidley (professional services), David Wilson Homes (property development), CDK Global (TMT) and Kerridge Commercial Systems (TMT).

Figure 4.7 Office space in Hungerford



Source: Google (2018)

Theale

4.29 Theale is a large village to the east of the Authority area, 5 miles southwest of Reading. There are some offices located in the centre, but the majority of the stock is found out of town at Arlington Business Park and Theale Lakes Business Park. These office parks are considered part of the Reading office market which acts differently to the rest of the Authority area. Figure 4.8 shows examples of office space in Theale. The occupiers are a mix of local and national firms. Occupiers include NFU Mutual (finance), Ridge and Partners LLP (professional service), KPMG (financial), Clearswift (TMT) and Sondrel Ltd (professional services).

Figure 4.8 Office space in Theale



Source: Google (2018)

Membury

- 4.30 As illustrated in Figure 4.9 Membury is not a major office location with the majority of stock dated or ancillary to industrial space. Occupiers are generally local, these include Asset Management Advice (finance) and Sienna Exhibitions (contractor’s office).

Figure 4.9 Office space in Membury



Source: Google (2018)

Beenham

- 4.31 Beenham is a small village located to the east of the Authority area. The village is not an office location, and the protected employment area to the south of the village (Beenham Grange Industrial Area) is largely occupied by industrial operators.

Greenham Business Park

- 4.32 Greenham Business Park is located directly to the south of Thatcham. Occupiers include Special Auction Services with 5,536 sq ft and serviced office accommodation for smaller occupiers. An example of this flexible space is Liberty House, where the entire 22,482 sq ft building is owned by Greenham Common Community Trust with smaller units let occupiers including Cosmos Energy, Corn Exchange & New Greenham Arts and Marketing Unity Limited. There is a mix of unit ages (see Figure 4.10) in Greenham Business Park but there has been no recent office development

and the majority of units are between 20 – 40 years old. Greenham Business Park is located close to Newbury but attracts different occupiers than Newbury town centre. Greenham Business Park is attractive to occupiers looking for out of town offices which can be built bespoke to their needs.

Figure 4.10 Office space Greenham Business Park



Source: Google, Co-star (2018 & 2019)

Rural West Berkshire

4.33 Rural West Berkshire incorporates the rest of the Authority area not included in the other defined areas above. The majority of occupiers are small predominantly local professional services including accountants and solicitors, located in various small villages throughout the area e.g. Pangbourne and Mortimer. Figure 4.11 shows examples of out of town offices in Rural West Berkshire. Easter Park, located directly east of the Atomic Weapons Establishment (AWE) in the south of the Authority area. Occupiers here include Atkins with 3,418 sq ft, and Elliot Turbo Machinery Group with 8,160 sq ft. The units are of a modern specification being developed in 2008. Calleva Park is also located in the south of the Authority area near the AWE. Occupiers include Mott MacDonald (construction), JBI International Insurance Brokers Ltd (finance) and TravelUp (travel agents). Calleva Park has slightly older units than Easter Park with the majority of development occurring in the 1990s, this being said the units seem to be of modern specification.

Figure 4.11 Office space in Rural West Berkshire



Source: Google, Co-star (2018 & 2019)

Demand

- 4.34 Demand for office space in West Berkshire follows a similar pattern to the wider Thames Valley. But generally, there are fewer corporate requirements than compared to Reading, Bracknell etc., with requirements tending to be for smaller units. This corresponds with the type of stock available, with a wide range of units attracting both SMEs and local businesses. There is a clear divide in the market with areas in the east of the borough i.e. Theale, connected to the Reading market more than the rest of the District i.e. Newbury and Thatcham.
- 4.35 Table 4.3 shows that between 2014 and 2018 the annual office take-up averaged 55 units / 181,302 sq ft. Take-up in 2016 and 2018 was particularly high. In 2016 the two largest deals were for Hitachi and NCS each taking approximately 20,000 sq ft.

Table 4.3 West Berkshire - annual office take-up 2014-2019

Calendar year	No. of transactions	Total take-up (sq ft)
2014	59	151,993
2015	48	138,551
2016	59	200,826
2017	59	178,359
2018	47	213,967
2019 (to date)	16	54,627
Total	288	1,147,648
Annual Average 2014 - 2018	55	181,302

Source: EGi (2019)

- 4.36 Table 4.4 shows that there have been reasonable levels of take-up of office space across all size bands over the 2014 – 2019 period. Take-up of office space is primarily focused on the under 5,000 sq ft size band.

Table 4.4 West Berkshire - annual office take-up by size, 2014-2019

Size range sq ft	No. units	% of units by size
up to 1,000 sqft	71	25%
1,001-2,000 sqft	66	23%
2,001-5,000 sqft	98	34%
5,001-10,000 sqft	27	9%
10,001-20,000 sqft	16	6%
20,001 sqft plus	10	3%
Total	288	100%

Source: EGi (2019)

Newbury

4.37 Generally there is stronger demand for office space in Newbury than other locations in the Authority area. Demand for office space in the town centre is predominantly for smaller units with larger requirements focusing on the out of town stock. Occupiers are attracted to the town centre due to the access to amenities and public transport. But there is limited modern stock left in the town centre, so though it is attractive occupiers they cannot find what they are looking for, which is modern smaller units. There are large vacant offices formally occupied by Bayer and Sovereign Housing in the town centre, but these are unlikely to be attractive to occupiers as they are too large and are not of modern specification. Occupiers attracted to the out of town stock require modern purpose-built premises and co-located with other occupiers. Occupiers in Newbury who have taken space since 2013 include:

- Stearn Electric Company (Electronics) taking 3,860 sq ft at The Votec Centre
- Roc Technologies Limited (TMT) taking 3,562 sq ft at Wharf House
- Exony Limited (TMT) taking 10,435 sq ft at St Catherine's House

4.38 The Vodafone Campus located to the north of Newbury, forms part of the Newbury office market. Agents report that having Vodafone as an occupier in the Authority area is good for credibility, but does not have any supply chain benefit because Vodafone procures its third-party services nationally.

Thatcham

4.39 Generally, there is less demand for office space in Thatcham compared to Newbury to the west or Theale to the east. Occupiers usually require small units in the town centre, but there is some demand for purpose-built units at Thatcham Business Estate. Occupiers in Thatcham who have taken space since 2013 include

- Harris Health Care Solutions (pharmaceuticals) taking 2,027 sq ft at The Atrium
- Harewood Developments Limited (property) taking 1,489 sq ft at Clearwater Place
- 2TemptU Travel Limited (travel agent) taking 558 sq ft at The Burdwood Centre

Hungerford

4.40 The office market in Hungerford is small and demand is from local businesses. Sectors include professional services and SME engineering firms. Demand for space in Hungerford is comparably less than other areas of the Authority area.

4.41 Occupiers in Hungerford who have taken space since 2013 include:

- Fuel Cell Systems Limited (engineering) taking 5,061 sq ft at Station Yard
- Joined Up Thinking Limited (professional services) taking 2,575 sq ft at 3, Tealgate
- Abley Letchford Partnership (engineering) taking 1,085 sq ft at Tealgate

Theale

4.42 Theale is in more demand from occupiers than other areas in the Authority area. This is because of its close proximity to Reading to the east. Recent take up in Theale has

come from a range of occupiers; those already located in the area and occupiers relocating from other areas. There are more examples of corporate occupiers taking space in Theale than compared to other areas in the Authority area. Occupiers in Theale who have taken space since 2013 include:

- Direct Wines (food and beverage) taking 26,411 sq ft at Arlington Business Park
- Nokia (TMT) taking 33,042 sq ft at Arlington Business Park
- Broadway Malyan (professional services) taking 4,500 sq ft at Ilex House

Membury and Beenham

- 4.43 There has been no recent take up of office space recorded on EGi at Membury or Beenham. This is not unexpected as there is only a small amount of stock found here. There is minimal occupier demand for office space in these areas, with existing occupiers remaining in occupation for long periods.

Greenham Business Park

- 4.44 Demand for space in Greenham Business Park has increased as quality land or vacant space has been lost closer to Newbury. In the past 5 years the area has been able to capture demand from a number of sectors that would have historically located in or closer to the town centre. Sectors attracted to the area include professional services, TMTs and housing associations, with occupiers prepared to trade the access to public transport, services and facilities for workers that town centre locations offer, for the availability of suitable office space in a more remote location. Occupiers who have taken space since 2013 include:

- Sovereign Housing (housing association) taking 27,000 sq ft
- ROC (TMT)

Rural West Berkshire

- 4.45 The majority of demand in rural West Berkshire is from small local professional services looking for space in the village centres. These occupiers do not usually require a modern purpose-built space, and will occupy more dated accommodation. The exceptions are Calleva Park and Easter Park which are located in the Authority area in close proximity to the AWE. Many occupiers are located here for historic reasons with links to the AWE. Occupiers in this area recently taking space include:

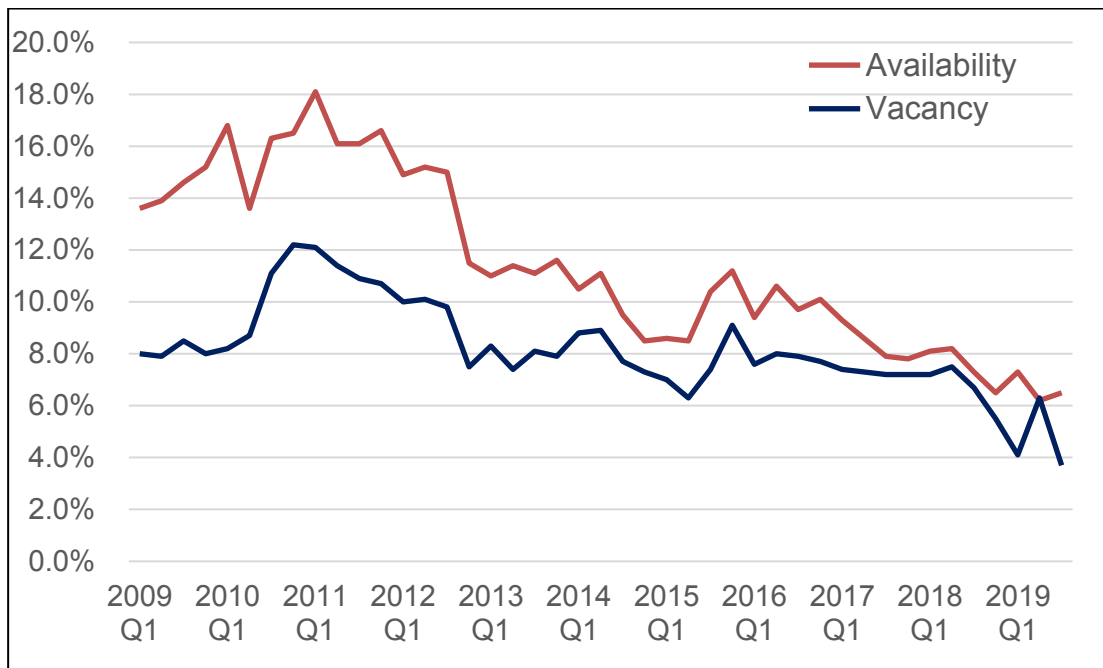
- Wolseley (plumbing merchant) taking 986 sq ft at Bacchus House
- Elmdale Maintenance (printer providers) taking 7,665 sq ft at Bacchus House
- Varcas & Partners (air conditioning engineers) taking 1,789 sq ft at Bacchus House
- Guralp Systems (seismic monitoring) taking 1,874 sq ft at Calleva Park
- TAAB (dddd) taking (laboratory equipment) 1,173 sq ft at Jupiter House

Supply and market balance

Overview

- 4.46 Figure 4.12 shows trends in availability¹⁴ and vacancy¹⁵ in West Berkshire between quarter 1 2009 to quarter 3 2019. Both have decreased in the last 10 years with vacancy and availability currently at their lowest levels.

Figure 4.12 West Berkshire office availability and vacancy trends



Source CoStar, AVL 2019

- 4.47 Table 4.5 shows office vacancy at a recent snapshot in time (20th November 2019). On this date there were 35 office units currently available in the Authority area, providing a total of 163,935 sq ft of floorspace. This is against a total stock of 1,536 units / 4.22 million sq ft registered on VoA. This equates to a current vacancy rate of 3.9% of floorspace and 2.3% of number of units. If we cross-reference the availability in Table 4.5 with annual average take-up in Table 4.3 of 181,302 sq ft / 55 units the availability across the Authority equates to around 11 months' supply in relation to floorspace, and around 7 months' supply in relation to number of units. In terms of number of units and floorspace vacancy is very low. When we look at availability of floorspace on the same date this is higher at 8.75% (370,000 sq ft being marketed) indicating that space is being taken up before it becomes vacant.

¹⁴ The total amount of space that is currently being marketed as available for lease or sale in a given time period. It includes any space that is available, regardless of whether the space is vacant, occupied, available for sublease, or available at a future date. (CoStar)

¹⁵ Space which is currently vacant and is currently being marketed as available space. (CoStar)

Table 4.5 West Berkshire –office stock and vacancy

	Floorspace sq ft	No. of units
Total stock	4,219,920	1,536
Vacancy	163,935 ¹⁶	35
	3.9%	2.3%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Newbury

- 4.48 Table 4.6 shows that in Newbury there are 14 units available on CoStar against a total stock of 535 units registered on VoA in 2018. Newbury has the most stock and available units in the Authority area. The availability equates to a vacancy rate of 2.6%, which is slightly lower than the Authority average. Most availability lies in the 2,001 – 5,000 sq ft range with 6 units currently marketed. The highest percentage of vacancy is for units between 10,001 – 20,000 sq ft, but this is just for two units therefore is not considered a concern. Generally vacancy in Newbury is low and the properties that are currently being marketed are older and are not attractive to modern occupier requirements.

Table 4.6 Newbury stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	268	50%	0	0.0%
1,001 - 2,000	110	21%	5	4.5%
2,001 - 5,000	90	17%	6	6.7%
5,001 - 10,000	39	7%	1	2.6%
10,001 - 20,000	13	2%	2	15.3%
20,001 plus	15	3%	0	0.0%
Total	535	100%	14	2.6%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Thatcham

- 4.49 Table 4.7 shows that in Thatcham there is just one unit available on CoStar against a total stock of 125 units registered on VOA. The availability equates to a vacancy rate of 0.8% which is lower than the Authority average. There are no large units currently being marketed. Overall the market for offices in the west of the Authority area is focused around Newbury not Thatcham.

¹⁶ These figures do not include some properties that are going to be lost to residential uses through permitted development i.e. Bayer House in Newbury

Table 4.7 Thatcham stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	73	58%	0	0.0%
1,001 - 2,000	24	19%	1	4.2%
2,001 - 5,000	23	18%	0	0.0%
5,001 - 10,000	3	2%	0	0.0%
10,001 - 20,000	1	1%	0	0.0%
20,001 plus	1	1%	0	0.0%
Total	125	100%	1	0.8%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Hungerford

- 4.50 Table 4.8 shows that in Hungerford there are no units available on CoStar against a total stock of 77 units registered on VOA. Given that the office market in West Berkshire is not predominantly focused on Hungerford, the local vacancy rate is not a concern, it is more of a localised issue. The market in Hungerford is very small so vacancy levels are more sensitive – a handful of units coming onto the market would considerably increase vacancy on a percentage basis.

Table 4.8 Hungerford stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	47	61%	0	0.0%
1,001 - 2,000	11	14%	0	0.0%
2,001 - 5,000	12	16%	0	0.0%
5,001 - 10,000	5	6%	0	0.0%
10,001 - 20,000	1	1%	0	0.0%
20,001 plus	1	1%	0	0.0%
Total	77	100%	0	0.0%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Theale

- 4.51 Table 4.9 shows that the bulk of units in Theale are under 1,000 sq ft. This being said there are a number of units between 1-10,000 sq ft. Vacancy is higher here than other though overall is still low. Vacancy is highest in units between 10-20,000 sq ft. This is one of the only areas of the Authority area that has this size of units which can attract occupiers due to its proximity to Reading. The higher vacancy in for this size band is not a cause for concern.

Table 4.9 Theale stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	179	63%	1	0.6%
1,001 - 2,000	29	10%	1	3.4%
2,001 - 5,000	38	13%	0	0.0%
5,001 - 10,000	23	8%	4	17.4%
10,001 - 20,000	9	3%	4	44.4%
20,001 plus	6	2%	0	0.0%
Total	284	100%	10	3.5%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Membury

- 4.52 Table 4.10 highlights that the office market in Membury is negligible with a total of six units all under 2,000 sq ft. There is currently no vacancy recorded in any of the six units.

Table 4.10 Membury stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	3	50%	0	0.0%
1,001-2,000	3	50%	0	0.0%
2,001-5,000	0	0%	0	0.0%
5,001-10,000	0	0%	0	0.0%
10,001-20,000	0	0%	0	0.0%
20,001 plus	0	0%	0	0.0%
Total	6	100%	0	0.0%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Beenham

- 4.53 Table 4.11 shows a similar picture in Beenham as with Membury, the office market here is negligible with a total of five units all under 2,000 sq ft, with currently no recorded vacancies.

Table 4.11 Beenham stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	4	80%	0	0.0%
1,001-2,000	1	20%	0	0.0%
2,001-5,000	0	0%	0	0.0%
5,001-10,000	0	0%	0	0.0%
10,001-20,000	0	0%	0	0.0%
20,001 plus	0	0%	0	0.0%
Total	5	100%	0	0.0%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Greenham Business Park

- 4.54 Table 4.12 shows there are a total of 61 units in Greenham Business Park listed on the VOA. We are aware that there has been some recent development on the site and the data for these units may not be reflected in the latest VOA data in Table 4.12. There are currently no vacant units being advertised on the employment site.

Table 4.12 Greenham Business Park stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	49	80%	0	0.0%
1,001-2,000	7	11%	0	0.0%
2,001-5,000	5	8%	0	0.0%
5,001-10,000	0	0%	0	0.0%
10,001-20,000	0	0%	0	0.0%
20,001 plus	0	0%	0	0.0%
Total	61	100%	0	0.0%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Rural West Berkshire

- 4.55 Table 4.13 includes office stock the majority of stock is located in villages i.e. Mortimer and Pangbourne and in purpose-built office parks such as Calleva Park. The bulk of units in the rural area are smaller than 2,000 sq ft with very few over 5,000 sq ft. Vacancy is low with a total of 10 currently being marketed. All vacant units in rural West Berkshire are under 5,000 sq ft.

Table 4.13 Rural West Berkshire stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	237	53%	2	0.8%
1,001-2,000	107	24%	4	3.7%
2,001-5,000	82	19%	4	4.9%
5,001-10,000	7	2%	0	0.0%
10,001-20,000	3	1%	0	0.0%
20,001 plus	7	2%	0	0.0%
Total	443	100%	10	2.3%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Development opportunities

- 4.56 There is a development opportunity being marketed at Newbury Business Park - The Edge 5000 First Avenue available on a pre-let basis for up to 47,195 sq ft of space.
- 4.57 Two plots have been marketed as available in Greenham Business Park, Plot A is 1.4 acres and Plot B is 2.4 acres. Both these plots are now either under construction or to be developed imminently. There is additional land which could be made available for development at Greenham, subject to planning, but it is currently occupied on short term leases so the landowner benefits from income.
- 4.58 There are a number of employment sites promoted to the Council as part of the Housing and Economic Land Availability Assessment (HELAA). These will be considered and assessed through the Local Plan Review process as their developability is uncertain at this stage.

Rents

- 4.59 Generally with regard to rents, West Berkshire is more affordable than Reading and Bracknell. In most cases the stock in the Authority area is more dated, and there is less appetite for larger 'trophy' buildings than in more prime locations. This means that rents are generally lower. For those business parks located further east i.e. Arlington Business Park, rents for refurbished Grade A space are the highest in the Authority area at £25 - £30 psf. This is approximately £5 - £10 lower than Reading where new build Grade A space ranges from £35 - £38 psf.
- 4.60 Rents in Newbury are generally lower again. The highest recorded transactions in the past five years are located in Newbury Business Park at £25 psf. Outside of Newbury Business Park rents in Newbury are lower, ranging from £10 - £17 psf. At Greenham Business Park recent office transactions have been at rents of £19 psf with no rent-free incentive.
- 4.61 To the east, Thatcham has less office stock than Newbury and rents are generally slightly lower, second-hand town centre stock is currently transacting at £8 - £15 psf.

- 4.62 In the rest of the Authority area rents vary depending on location and size but are generally around £8 - £12 psf.
- 4.63 The rents currently achieved across the area make it viable to maintain and refurbish the existing stock. Development is viable with a pre-let in place in prime areas (e.g. Arlington Business Park), but not on a speculative basis.

Conclusion: the office market

- 4.64 The office market in West Berkshire is currently performing reasonably well, but due to lack of new build development there is a lack of modern purpose-built stock. There is also an Authority area east west divide in the market. Areas such as Theale, are more connected to the Reading market in the east. Newbury and Thatcham in the centre of the Authority area are more distinct. Vacancy in terms of number of units is low but this is due to large amounts of space being recently lost to residential uses through permitted development rights
- 4.65 Evidence shows that the bulk of take up comes from SMEs with a focus on locations such as Theale and Newbury – these are the areas which are consistently seeing the most demand. Demand is usually for units up to 20,000 sq ft. These locations also attract the occasional larger requirement from corporate occupiers as they have suitable quality stock e.g. Vodafone, but this is less common than in the eastern Thames Valley. Outside of Theale and Newbury, the office market has a local focus with limited modern Grade A stock.
- 4.66 Office occupiers prefer to be closer to the town centre or a motorway junction. But due to the lack of available space and land, they are now prepared to take space in locations such as Greenham Business Park, which is remote from the range of services and facilities available in Newbury town centre and much less accessible by public transport, but it is where good quality stock is available.
- 4.67 The weakest demand is seen in areas outside of Theale, close to Reading, and Newbury and Thatcham. Rural West Berkshire, Hungerford etc. have less attractive stock and do not benefit from the specification/amenities required from occupiers.
- 4.68 Generally, the market signals are generally not sufficient to trigger new build development on a speculative basis because:
- No suitable land is allocated for office development
 - Rents are only sufficient for viable development on a pre-let basis.
 - The area lacks significant numbers of large-scale corporate occupiers which would de-risk the development.
- 4.69 The only exception is that at Greenham Business Park which has seen some new build development in recent years. The owners of this estate have been able to develop due to their own unique circumstances i.e. already owning the land, being able to develop on a piecemeal basis when there is demand and are long term investors.

- 4.70 Agents confirmed that should office space be speculatively developed in suitable locations in Newbury town centre then it would be occupied.
- 4.71 Due to the lack of alternative sites and marginally viability to build new additional loss of space would negatively impact the market i.e. existing employment sites should be protected. The Council should seek to allocate additional land around Newbury to satisfy future demand.

Industrial

Introduction

- 4.72 For our market analysis we consider industrial and distribution uses (B1c, B2 and B8) as one property market sector, referred to in this section of the report as the industrial market. This is because these uses generally occupy the same types of building, are generally inter-changeable and are difficult to distinguish in practice.
- 4.73 Typically, for studies of this nature we split our analysis of the industrial market into general industrial uses and large-scale strategic warehousing (100,000 sq ft+) because they are driven by different factors on the demand side. However, the focus of the employment market across this Authority area is not large-scale strategic warehousing, and therefore separating the analysis would not provide for any meaningful analysis.

National context

- 4.74 The national industrial market remains healthy. In the global economic crisis speculative development came to a halt. At that point in time there was excess supply to meet demand due to weakening occupier demand and the wave of speculative development that had occurred pre-financial crisis (driven by easy access to finance). In recent years supply has tightened, this is due to; improvement in the economy, changing shopping patterns (increase in online sales), and some units being lost to higher value residential uses. Recently, the devaluation of the pound, has supported growth in the UK manufacturing sector, by making exports more competitive.
- 4.75 In some areas of the country supply of industrial units have not kept pace with demand due to the lack of new build development occurring. As highlighted in Figure 4.3, developers are finding it much harder to fund commercial development compared to pre-financial crisis. Due to the tight nature of the funding markets, speculative development is generally only occurring in 'super prime' areas (e.g. parts of the M1 corridor, Heathrow etc.). Speculative development in 'super prime' areas often only occurs on part of the development site with the remaining brought forward on a build to suit basis (ie at East Midlands Gateway and Markham Vale). These areas have very strong occupier demand from blue-chip covenants; therefore the perceived risk is low. Speculative development is often only occurring for larger units that can be occupied by these large national /international firms.
- 4.76 The economics for smaller and medium sized development is different from large-scale distribution units both in terms of cost and values. Smaller and medium sized units do not benefit from economies of scale for build costs compared to large units.

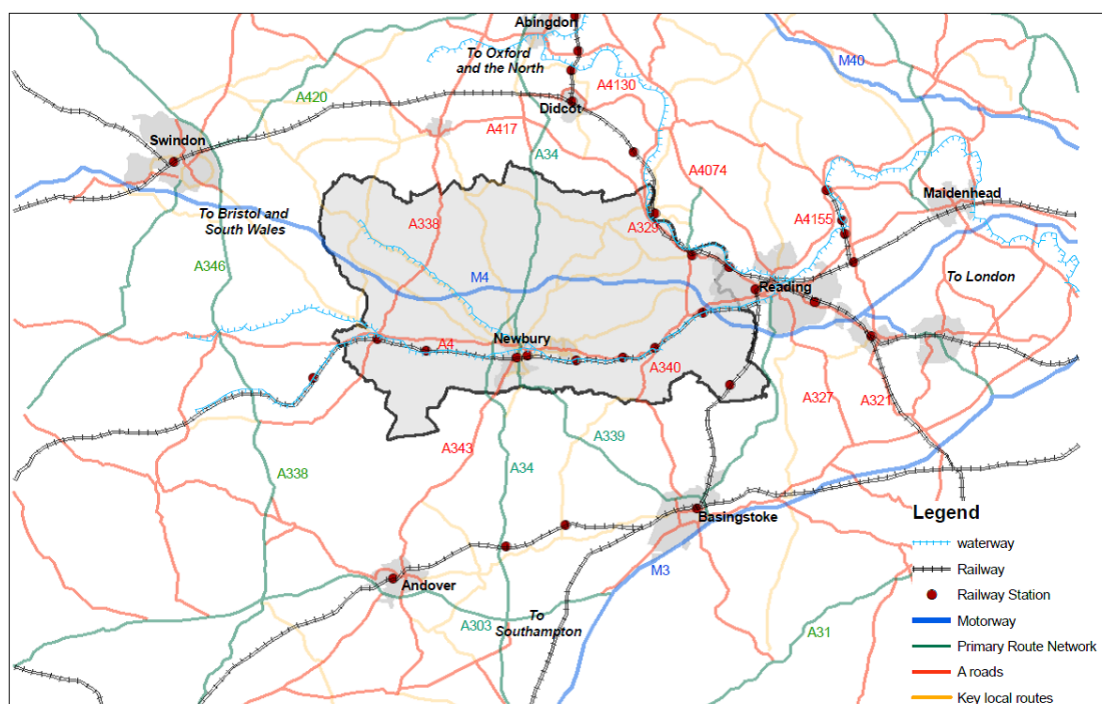
Covenant strength of occupiers of smaller units are generally weaker and result in less secure income, and lower capital values. In addition, this income is usually guaranteed for a shorter period due to shorter lease terms. Small and medium sized development is typically only occurring on previous employment sites where infrastructure is currently in place; or as part of larger strategic employment sites whereby the large-scale distribution units are able to pay for the infrastructure to service the smaller and medium sized units.

- 4.77 The lack of speculative development has led to an imbalance in the market with some occupiers having to wait for build to suit opportunities, or taking second-hand space to satisfy immediate requirements. With a lack of suitable medium sized space, occupiers across the country are struggling to find suitable space for business expansion. This is having a knock-on effect, with smaller units not experiencing 'natural' levels of market churn therefore not freeing up space for SMEs and start-ups.

Thames Valley/West London as an industrial location

- 4.78 The Thames Valley is an attractive industrial location for those occupiers serving London and the South West. As Figure 4.13 shows this is due to the good connectivity created by access to the national motorway networks; M4, M3, M40 and M25 corridors.

Figure 4.13 Thames Valley/West London strategic road network

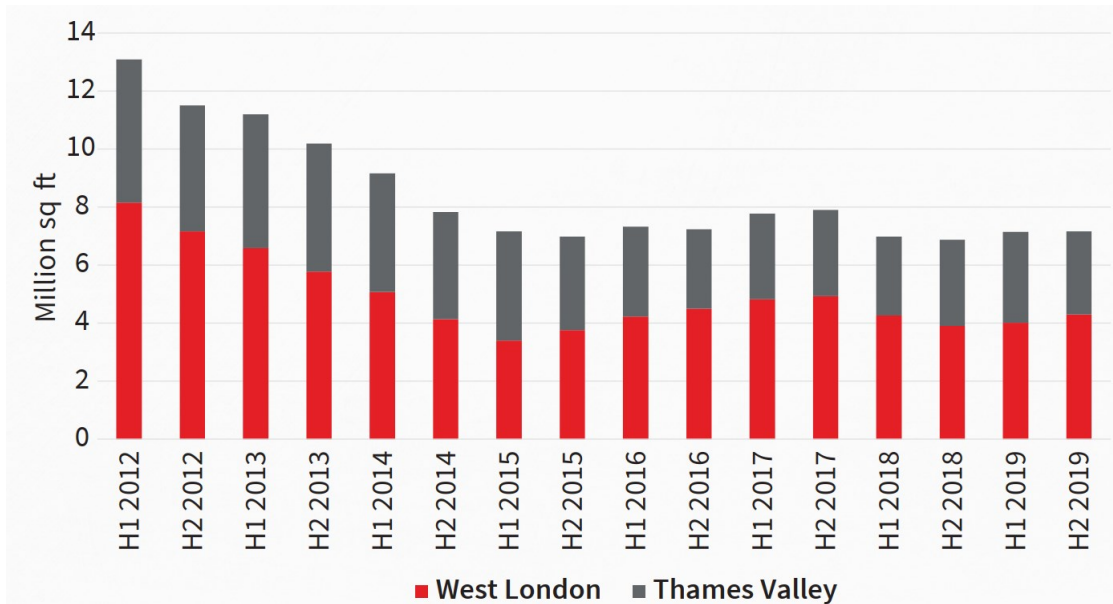


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Source: West Berkshire Council

- 4.79 As shown in Figure 4.14 due to strong demand for industrial space across the Western Corridor supply has tightened.

Figure 4.14 Supply of industrial accommodation, units of 2,000 sq ft plus



Source: JLL, March 2020, Western Corridor industrial market

4.80 Industrial rents west of the M25 range from £13.00 psf in Reading to £14.50 psf in Slough. East of the M25 rents increase further to £15.00 psf at Heathrow and £17.50 psf at Park Royal. Industrial rents in West Berkshire are around £12 psf.

West Berkshire as an industrial location

4.81 The industrial market in West Berkshire is very diverse, attracting a range of size and type of occupiers – typically we do not see one particular sector driving demand for space. The area is attractive to some B8 distribution due to its east/west links along the M4 and north/south link through the A34. Also, there is activity from business servicing the local and regional markets.

Newbury

4.82 The Newbury industrial market is focused around three areas, Castle Industrial Park, London Road Industrial Estate, Hambridge Road/Lane. Hambridge Road/Lane is the largest industrial area in the town and includes a number of smaller industrial estates such as The Paddocks, Kennetside and Arnhem Road. The area has a mix of mostly smaller and medium sized warehouse style units, examples are shown in Figure 4.15 Current occupiers include NCR (manufacturing), Bodyshops (automotive), Travis Perkins (trade counter) and Curtiss Wright Surface Technologies (high tech manufacturing). In contrast, London Road Industrial Estate primarily comprises car showrooms, but there are some B class occupiers, these include Newbury Weekly News (printers) and Newbury Electronics (manufacturing).

Figure 4.15 Industrial space in Newbury



Source: Google (2018)

Thatcham

- 4.83 Thatcham’s main industrial area is Colthrop Estate. The estate comprises a mix of larger distribution units and smaller workshops. The units are mixed in terms of age and types – some are modern steel portal frame clad units (as illustrated in Figure 4.16), along with some more traditional brick-built construction. Major occupiers on the estate include Kuehne + Nagel (distribution), Saica pack (packaging supplier) and Harrods (distribution) whose sole UK distribution operation is here. Elsewhere on the estate there are recently refurbished units at Transigo Industrial Park – occupiers include Celestron Ltd (electrical wholesale) and Clover Environmental Solutions Ltd (Waste Collection). There is also a small industrial area on Green Lane which is occupied by local companies such as Thatcham Glass Centre (manufacturing).

Figure 4.16 Industrial space in Thatcham



Source: Google (2018)

Hungerford

- 4.84 The Hungerford industrial market is focused around two areas, Hungerford Trading Estate and Charnham Park. In terms of number of units, Charnham Park hosts a mix of office and industrial units, and is the largest employment area in the town. It

comprises a range of sizes and quality of units. Examples of industrial space in Hungerford are shown in Figure 4.17. Occupiers include Sulzer Mixpac and Chr. Hansen, both pharmaceutical manufactures. Hungerford Trading Estate comprises small terraced industrial units. Occupiers on the estate are mainly companies servicing the town/region including Sapphire Fabrications (manufacturing) and Digga Europe (manufacturing). Station Yard is located close to the town centre and adjacent to the railway line and comprises a number of smaller light industrial uses. The site is currently protected employment land but recently part of the site has been given permission to be redeveloped to provide residential units. The remaining area to the south of the railway line remains in light industrial use, with a large single occupier on the land to the north of the railway.

Figure 4.17 Examples of industrial space Hungerford



Source: Google (2018)

Theale

- 4.85 The main industrial area in Theale is Arlington/Station Road. It is a mix of medium to large sized distribution units and smaller units. One of the main occupiers of the estate is Amazon (shown in Figure 4.18), which recently took 90,700 sq ft of space at HQUBE. Other major occupiers include Swiftpak Ltd (packaging supplier), TNT (distribution) and SSE (energy supplier). The smaller units are occupied by companies servicing the local and regional markets. Smaller occupiers include EDC Electronics (electronics), Materion Brush Ltd (metal parts distribution) and Conservatree Print (printers). There is also a small amount of new development occurring in the area. An example of this is Theale Logistics Park, which is a 134,000 sq ft logistics unit that was brought forward on a speculative basis by McKay Securities.

Figure 4.18 Examples of industrial space Theale



Source: Google (2018)

Membury

- 4.86 Membury, located to the west of the Authority area has numerous industrial areas located around the M4 Motorway, including Hurst Farm and Lowesdown Works. Across Membury there are a range of different sizes and styles of industrial units. Occupiers include Walker Logistics (distribution) and MKJ group (engineers). Figure 4.19 shows that some of the units in Membury are reasonably large when compared to other locations in the Authority area.

Figure 4.19 Examples of industrial space Membury



Source: Google and AVL (2018)

Beenham

- 4.87 Beenham has a single industrial location known as Beenham Grange Industrial Area. Much of the Beenham Grange Industrial Area is occupied by more traditional 'dirty' industrial when compared to the rest of the Authority area. The estate comprises larger occupiers including Marley Roofing (manufacture) and Porsche Cars (distribution) and Aldermaston Coaches (automotive).

Figure 4.20 Examples of industrial space Beenham



Greenham Business Park

- 4.88 Greenham Business Park is located south of Newbury town. It has a range of industrial sectors that include food production and storage. Units vary in size age and quality across the estate and there is still land available for further development. Occupiers at include English Provender Co Ltd (food production) with 84,817 sq ft of space and Keeps Printing Ltd with 3,798 sq ft of space.

Figure 4.21 Examples of industrial space Greenham



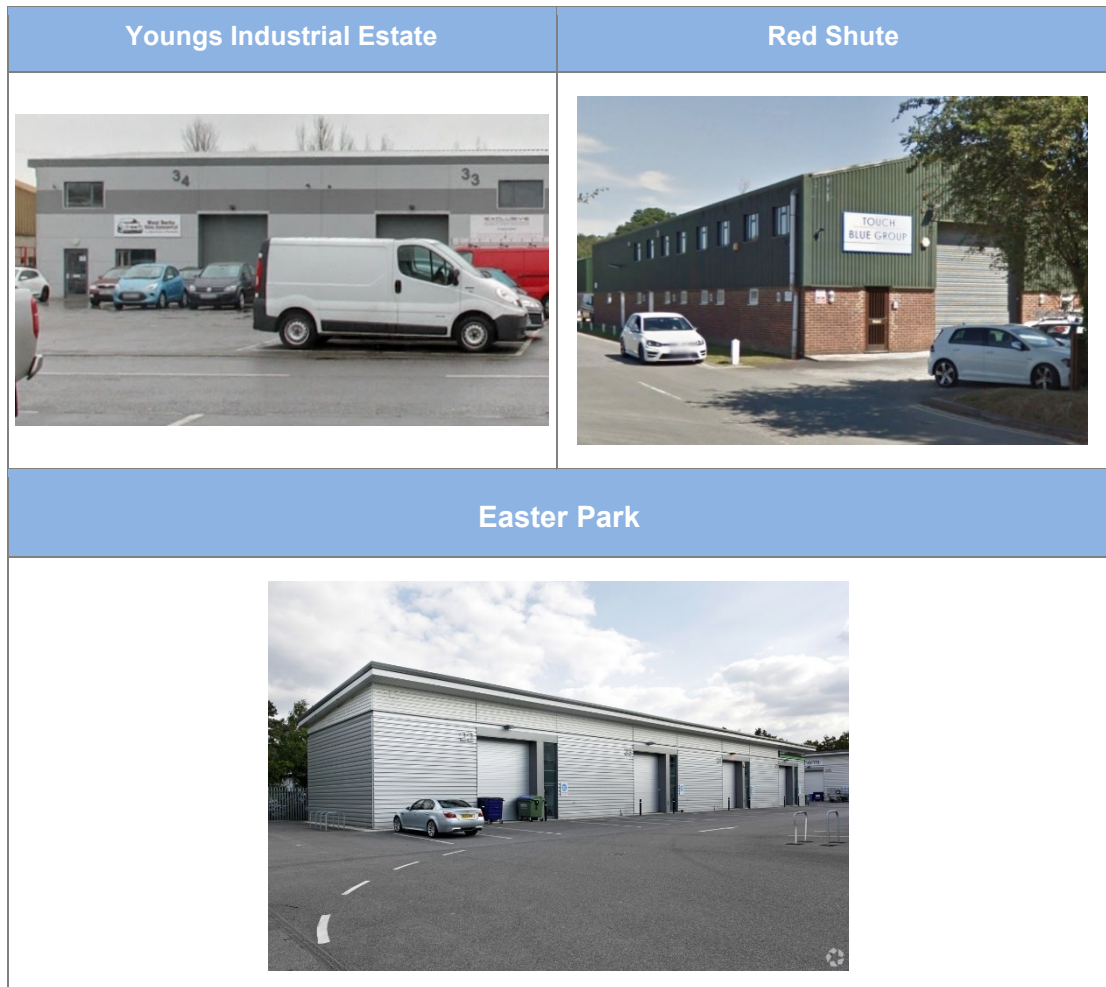
Source: Google and Co Star (2018 & 2019)

Rural West Berkshire

- 4.89 There are a number of small industrial units distributed across Rural West Berkshire. The four largest estates are Red Shute Hill Estate, located south of the village of Hermitage, Youngs Industrial Estate, Easter Park and Greenham Business Park all located in the south of the Authority area close to the AWE. Figure 4.22 shows examples of industrial units from each estate. The main occupiers in Red Shute Hill Estate are Emotion Systems (TMT) and Baileys Coaches (automotive). The major occupiers in the Youngs Industrial Estate are Berkshire Parts & Panels (automotive) and Eurasia Food Service (food supplier). In Easter Park the key occupiers include Elliot Turbo Machinery Group (Manufacturing) with 59,448 sq ft of space and CTS

Group (transportation) with 13,867 sq ft. Figure 4.22 shows examples of industrial space Rural West Berkshire.

Figure 4.22 Examples of industrial space Rural West Berkshire



Source: Google and Co Star (2018 & 2019)

Demand

- 4.90 Demand for industrial space in West Berkshire is from both local and national occupiers. These occupiers require good quality premises that have good access to the strategic road network.
- 4.91 Table 4.14 shows that between 2014 and 2018 the annual industrial take-up averaged 37 units / 232,300 sq ft.

Table 4.14 West Berkshire - annual industrial take-up 2014-2019

Year	No. of transactions	Total take-up sq ft
2014	48	256,748
2015	42	254,444
2016	33	300,963
2017	30	110,930
2018	31	238,413
2019 so far	15	165,627
Total	199	1,327,125
Annual Average 2014 - 2018	37	232,300

Source: EGi (2019)

- 4.92 Table 4.15 shows that the majority of take-up between 2014 – 2019 period was for units between 1,001 and 5,000 sq ft. This shows that the bulk of activity is for smaller to mid-size units rather than large-scale.

Table 4.15 West Berkshire - industrial take-up by size, 2014-2018

Size range sq ft	No. units	% of units by size
up to 1,000 sq ft	12	6%
1,001-2,000 sq ft	46	23%
2,001-5,000 sq ft	73	37%
5,001-10,000 sq ft	34	17%
10,001-20,000 sq ft	23	12%
20,001-50,000 sq ft	7	4%
50,001 sq ft plus	4	2%
Total	199	100%

Source: EGi (2019)

- 4.93 Since 2013 take-up for large space i.e. 20 - 50,000 sq ft has included:
- Formula One Autocentres (Automotive Repair) - 61,300 sq ft at Hambridge Road and Lane, Newbury
 - Global Freight Solutions (Logistics) - 44,300 sq ft at Hambridge Road and Lane, Newbury
 - Celestron (Electrical Wholesale) - 38,500 sq ft at Colthrop Estate, Thatcham
 - JV Foods (Food Wholesale) 19,300 sq ft at Arlington / Station Road, Theale

Newbury

- 4.94 Newbury generally sees stronger demand than other locations in the Authority area. Demand for space in Newbury is from regional and national occupiers attracted to the area due to its direct links to the M4 motorway and access to the M3 via the A34 and A339. There is more limited demand in this location from occupiers engaged in

logistics/last mile delivery serving just Newbury – last mile space servicing Newbury is located closer to Reading. Recent activity in Newbury includes Electronic Manufacturing Solution Ltd (electronics manufacturing) taking a 15,700 sq ft unit at Fountain House and national occupier F1 Autocentres (automotive) taking a 14,800 sq ft unit at Plenty House, Hambridge Road.

Thatcham

- 4.95 Demand for industrial space in Thatcham is from a mix of local and larger companies servicing the area as well as national occupiers mostly based around Colthorp Lane. Examples of recent take up include a 12,300 sq ft unit let to Berkshire Powder Coatings (manufacturing) at Colthorp Business Park and TC5 Design Ltd (fabrication) taking 3,000 sq ft unit at Avon Park, Colthorp.

Hungerford

- 4.96 Hungerford's industrial market demand is from companies servicing the local area who seek good links to the M4 motorway. Recent take up include a 3,750 sq ft unit at New Mills Industrial Estate taken by EJC Ground Works Ltd (civil engineering) and 2,600 sq ft of space at Station Road taken by Basset Down Balancing Ltd (vehicle repairs).

Theale

- 4.97 Theale's proximity to the junction 12 of the M4 means that it is attractive location for B8 distribution (specifically last mile servicing Reading), however, there is little availability of this type of stock in the area. Businesses here include Amazon who occupy 90,700 sq ft unit, John Lewis and Lockhart Cater Equipment. The area also attracts companies servicing the Reading and local markets. Examples of recent deals include a 4,800 sq ft unit taken by Qwerty Ltd and a 2,800 sq ft unit taken by Really Wild Clothing, both national companies.

Membury

- 4.98 Demand for space is weaker than other areas of the Authority area, but this is due to the small size of the industrial area. This being said there have been proposals for existing occupiers to expand their operations i.e Walker Logistics. Industrial demand in is mainly from local/regional occupiers, although there are a few national companies in the area. There have been a few examples of take up in recent years, one of which is The Wedding Present Co (distribution) taking 17,000 sq ft of space at Aerial Business Park.

Beenham

- 4.99 Demand for industrial space in Beenham is mostly around Beenham Grange Industrial Area and is from a mix of locally based companies and larger companies servicing the area. This area appears to attract 'dirtier' more traditional industrial occupiers than other areas in the Authority area. Recent activity includes trade counter operator Autoglass UK (automotive) taking a 6,250 sq ft unit.

Greenham Business Park

4.100 Demand at Greenham comes from a range of occupiers including food manufacturing, automotive and high-tech engineering. Often demand comes from existing occupiers on the estate looking to expand. Occupiers are looking for space between 10 – 40,000 sq ft and also for smaller terraced units around 2 – 3,000 sq ft.

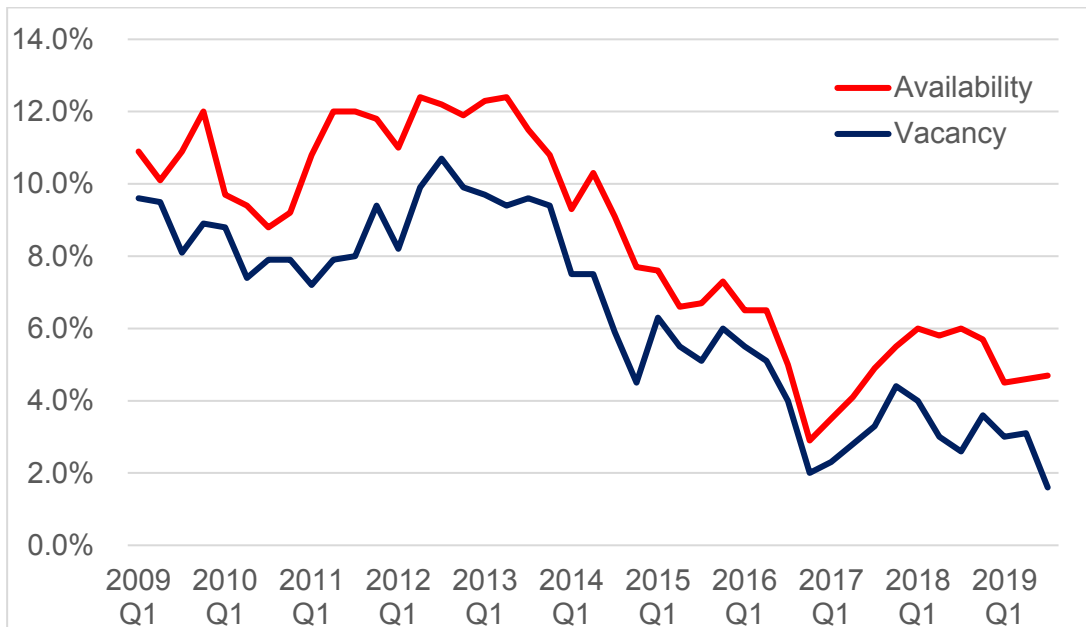
Rural West Berkshire

4.101 The majority of demand is for units in Red Shute Hill Estate, Youngs Industrial Estate, Easter Park and Greenham Business Park. These areas provide the highest quality units and offer the greatest critical mass outside of the more established industrial locations identified in this study. Beyond these areas demand for industrial space is minimal with the majority coming from small businesses servicing the local market. Occupiers recently taking space include Start Platforms (storage) and Harwood Recycling (waste disposal). In Easter Park demand has come from occupiers including UK Virtual Events taking 2,285 sq ft and Futurepro Logistics taking 7,250 sq ft.

Supply and market balance

4.102 Figure 4.23 shows trends in industrial availability¹⁷ and vacancy¹⁸ in West Berkshire between quarter 1 2009 to quarter 3 2019. Both have decreased in the last 10 years with availability low and with vacancy at its lowest level over this period.

Figure 4.23 West Berkshire industrial availability and vacancy trends



Source CoStar, AVL 2019

¹⁷ The total amount of space that is currently being marketed as available for lease or sale in a given time period. It includes any space that is available, regardless of whether the space is vacant, occupied, available for sublease, or available at a future date. (CoStar)

¹⁸ Space which is currently vacant and is currently being marketed as available space. (CoStar)

4.103 Again, we have analysed vacancy at a recent snapshot in time (20th November 2019) – see Table 4.16. On this date, there were 10 industrial units currently available in the Authority area, providing a total of 122,418 sq ft against a total stock of 1,150 units / 8.03 million sq ft. Therefore, the current vacancy rate in the area is 1.5% in floorspace terms and 0.9% in unit terms. When we cross-reference the current availability against the annual average take up in Table 4.14 it equates to 3 months' supply in unit terms, and 6 months' supply in floorspace terms. Vacancy in terms of floorspace is low, but vacancy in terms of number of units is even lower. This could indicate that the vacancy is weighted towards larger units, which is a concern given that in

4.104 Table 4.15 we have identified that take- up in recent years has been focused on smaller units and typically this is where we see most demand.

Table 4.16 West Berkshire industrial stock and vacancy

	Floorspace sq ft	No. of units
Total stock	8,031,885	1,150
Vacancy	122,418	10
	1.5%	0.9%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Newbury

4.105 Table 4.17 shows that there are 10 industrial units available in Newbury on CoStar against a total stock of 319 units registered on VOA. Aside from Rural West Berkshire, Newbury has the largest amount of industrial stock in the Authority area. The availability equates a vacancy rate of 3.1%, which is marginally higher than the authority average.

Table 4.17 Newbury stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	25	8%	0	0.0%
1,001 - 2,000	63	20%	0	0.0%
2,001 - 5,000	126	39%	2	1.6%
5,001 - 10,000	51	16%	4	7.8%
10,001 - 20,000	33	10%	3	9.1%
20,001 - 50,000	21	7%	1	4.8%
50,000 plus	0	0%	0	0.0%
Total	319	100%	10	3.1%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Thatcham

4.106 Table 4.18 shows that there are seven industrial units available in Thatcham on CoStar against a total stock of 128 units registered on VoA. The availability equates a vacancy rate of 6.3%, which is higher than the Authority average, but equates to just eight units. The analysis does highlight that currently there is low vacancy for the smaller units (i.e. up to 2,000 sq ft), and seven units between 2,001 and 10,000 sq ft – vacancy for these sizes is reasonable in terms of quantity and is where there is the most demand, but some of the units are dated and likely unattractive to occupiers.

Table 4.18 Thatcham stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	13	10%	0	0.0%
1,001 - 2,000	20	16%	1	5.0%
2,001 - 5,000	40	31%	3	7.5%
5,001 - 10,000	26	20%	4	15.4%
10,001 - 20,000	11	9%	0	0.0%
20,001 - 50,000	11	9%	0	0.0%
50,000 plus	7	5%	0	0.0%
Total	128	100%	8	6.3%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Hungerford

4.107 Table 4.19 shows that there is one industrial unit available in Hungerford on CoStar against a total stock of 47 units registered on VOA. The availability equates a vacancy rate of 2.1%, which is lower than Authority area average. This illustrates a lack of industrial supply in the town, but the localised nature of the market means there is less demand for small industrial units located outside of the Hungerford area. Vacancies are minimal given occupiers tend to stay in the same units for longer.

Table 4.19 Hungerford stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	9	19%	0	0.0%
1,001 - 2,000	14	30%	0	0.0%
2,001 - 5,000	9	19%	0	0.0%
5,001 - 10,000	6	13%	1	16.6%
10,001 - 20,000	5	11%	0	0.0%
20,001 - 50,000	3	6%	0	0.0%
50,000 plus	1	2%	0	0.0%
Total	47	100%	1	2.1%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Theale

4.108 Table 4.20 shows that there are five industrial units available in Theale on CoStar against a total stock of 77 units registered on VOA. The availability equates a vacancy rate of 5.2%, which is higher than the Authority average. This might be due to discrepancies when cross referencing VOA data with availability data from CoStar where a total floor area for a single building may be listed as various suites. An example of this is Theale Logistics Park. This unit is listed on CoStar, but at the time of writing was not listed on the VOA This effectively creates an available unit which does not exist on the VOA.

Table 4.20 Theale stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	0	0%	0	0.0%
1,001 - 2,000	16	21%	0	0.0%
2,001 - 5,000	18	23%	1	5.6%
5,001 - 10,000	21	27%	0	0.0%
10,001 - 20,000	12	16%	1	8.3%
20,001 - 50,000	7	9%	1	14.3%
50,000 plus	3	4%	1	33.3%
Total	77	100%	4	5.2%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Membury

4.109 Table 4.21 shows that there are no available industrial units at Membury on CoStar against a total stock of 46 units registered on VOA. The zero-vacancy rate reflects the small size of the industrial market in this location.

Table 4.21 Membury stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	8	17%	0	0.0%
1,001 - 2,000	16	35%	0	0.0%
2,001 - 5,000	7	15%	0	0.0%
5,001 - 10,000	6	13%	0	0.0%
10,001 - 20,000	8	17%	0	0.0%
20,001 - 50,000	0	0%	0	0.0%
50,000 plus	1	2%	0	0.0%
Total	46	100%	0	0.0%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Beenham

4.110 Table 4.22 shows that there are no industrial units available at Beenham on CoStar against a total stock of 24 units registered on VOA. The zero-vacancy rate reflects the small nature of the industrial market in this location.

Table 4.22 Beenham stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	3	13%	0	0.0%
1,001 - 2,000	11	46%	0	0.0%
2,001 - 5,000	4	17%	0	0.0%
5,001 - 10,000	5	21%	0	0.0%
10,001 - 20,000	0	0%	0	0.0%
20,001 - 50,000	0	0%	0	0.0%
50,000 plus	1	4%	0	0.0%
Total	24	100%	0	0.0%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Greenham Business Park

4.111 Table 4.23 shows there are a total of 60 industrial units in Greenham Business Park registered on the VOA. Currently there is no vacancies advertised on CoStar or on the Parks website. We are aware from our consultations with the owners that demand for the Business Park has been strong and any available units should now have been taken up.

Table 4.23 Greenham Business Park stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	33	55%	0	0.0%
1,001 - 2,000	2	3%	0	0.0%
2,001 - 5,000	9	15%	0	0.0%
5,001 - 10,000	5	8%	0	0.0%
10,001 - 20,000	3	5%	0	0.0%
20,001 - 50,000	5	8%	0	0.0%
50,000 plus	3	5%	0	0.0%
Total	60	100%	0	0.0%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Rural West Berkshire

4.112 Table 4.24 shows that there are seven industrial units available across the rest of West Berkshire on CoStar against a total stock of 449 units registered on VOA. The

availability equates a vacancy rate of 2.4%, which is lower than the Authority average, this illustrates the tightness of supply across the rural parts of the area as a whole. The majority of the stock in Rural West Berkshire is small with 82% under 5,000 sq ft, but unlike other areas analysed there is some availability in these smaller size ranges.

Table 4.24 Rural West Berkshire stock and availability

Size range sq ft	Total No of units	% of units by size range	No. of units available	% of units available
up to 1,000	129	29%	1	0.8%
1,001 - 2,000	124	28%	1	0.8%
2,001 - 5,000	117	26%	1	0.9%
5,001 - 10,000	52	12%	3	5.8%
10,001 - 20,000	19	4%	1	5.3%
20,001 - 50,000	4	1%	0	0.0%
50,000 plus	4	1%	0	0.0%
Total	449	100%	7	1.6%

Source: CoStar, VoA, AspinallVerdi (2018 & 2019)

Development opportunities

- 4.113 Due to the tight nature of the industrial market in the Authority area there are no obvious development opportunities. Development has only come forward in recent years on brownfield sites in existing employment areas which benefit from existing infrastructure in place (roads and services). The best examples of recent industrial development include Access 12, Station Road, Theale, and Easter Park, Aldermaston. There have also been planning granted around the exiting Walker Logistics site in Membury, but this has not yet been developed.
- 4.114 There are also high-quality industrial units being speculatively developed in Theale at Total Park. This area of the District is close to Reading and is the most viable.
- 4.115 There are a number of employment sites promoted to the Council as part of the Housing and Economic Land Availability Assessment (HELAA), however these need to be considered and assessed through the Local Plan Review process as their developability is uncertain at this stage.

Rents

- 4.116 The best example of new build industrial space is at Access 12 in Theale with transactions for new build units between 2014 and 2017. Transacted units vary in size between 1,000 to 9,000 sq ft, with smaller units generally achieving a rent of £11.80-£12.20 psf, higher rent per square foot than the around £10 psf achieved by larger units. Rents at these levels make development marginally viable.

- 4.117 Elsewhere in the area there is no evidence of new build units lease transaction. Generally, for second-hand units' rents tend not to drop below £6 psf. At these levels, the rents are sufficient to maintain the existing premises in good repair.

Conclusion: the industrial market

- 4.118 The industrial market in West Berkshire is performing well and vacancy is generally low. Supply is currently very tight for smaller units i.e. up to 5,000 sq ft, and this is the size range where the area sees most of its activity. But due to the development economics these are the size of units that are the most challenging to develop. There is also some demand for larger B8 distribution, but only for those locations in close proximity to the M4 motorway junctions. Generally, distribution occupiers would be most attracted to locations close to Reading i.e. Theale
- 4.119 Occupiers across all building sizes range from local to national businesses covering a wide variety of business activity with no specific sector driving demand.
- 4.120 Development is viable in the area on a pre-let basis. In some cases (i.e. site close to motorway junction, or in established employment locations) development has come forward on a speculative basis, for example at Nexus Park, Hambridge Road. Even in this location there was a pre-let in place for some of the units prior to additional units being delivered on a speculative basis.
- 4.121 The existing industrial stock is generally in good condition and the current rents achieved mean it is viable to maintain for its existing use. The current balance of the market means that existing industrial sites should be protected. Proposals that come forward for development for alternative uses should be resisted. This is particularly important in established locations in Newbury and Thatcham and for estates located close to the M4. New land will need to be found if employment space is lost, as demand is steady and vacancy across the local authority area is low.

Conclusions on the employment areas

- 4.122 In this chapter we have considered the existing employment areas - both the 20 PEAs and the other employment areas largely in the context of the property market areas. Site assessments have also been undertaken of these areas as reported at Appendix A. In respect of the currently undesignated existing employment areas consideration has focused on whether any should be designated as PEAs.
- 4.123 In this section we bring these data together plus consideration of the five town centre commercial areas to reach conclusions on these areas, and specifically how they are currently performing, any key issues, boundary considerations – adjustments required, opportunities for expansion and areas where there may be scope for intensification of employment uses. In terms of expansion opportunities this review identifies potential PEA expansion opportunities that have been promoted through the Call for Sites/HELAA. Sites assessments for these sites are reported at Appendix A (second part), and also discussed towards the end of Chapter 6 - potential land to meet the shortfall.

4.124 Below, we consider all the employment areas in each market area beginning with Newbury.

Newbury

- 4.125 Newbury town centre has some large office building, but as discussed elsewhere has lost some very large and significant buildings in recent years to PDR. The town centre boundary is defined by some very fixed physical boundaries such as Victoria Park, the River Kennet and the residential area to the west. The boundary is therefore generally sound, but we suggest the office activity at Swan House at the junction of Northcroft Lane and West Street should be included, and Sherwood House at the eastern end of London Road that is now residential and no longer office (and The Lodge) should be excluded, thereby redrawing the boundary with York House as the outer limit of the boundary.
- 4.126 Hambridge Road and Lane (10) - the District's premier industrial estate 'wedged' between the railway line/racecourse and the River Kennet, but with a dedicated access road to the A4. It has a broad range of stock by age, type and activity, ranging from small lock-ups to very large units, with some office interspersed (eg Kingfisher Court). Hambridge Lane area is wholly industrial and logistics/distribution with large modern units, but Hambridge Road is predominantly industrial, but has a significant number of retailers (Newbury Trade Park) and trade counters. The Bone Lane area is home to the older industrial stock including some of the dirtier general industrial activities. Most of the office units have prior approval for residential, but there is high occupancy rates in the industrial stock, with the PEA attractive to occupiers. There has been, and is likely to continue to be scope for redevelopment of the older stock, but the confines of the PEA boundary means no scope for expansion.
- 4.127 London Road Estate (11) - a long established low density industrial estate that has become increasingly mixed use, with retail units and sui generis car showrooms taking sites particularly on the northern London Road (A4) side of the estate. The Riverpark industrial estate units are the most modern stock dating from the mid-1980s. The Estate lies very close to Newbury town centre, separated by the A339, which means it is likely to be attractive as an office location. The low intensity of the current activity across the area and the edge of town centre location, suggests there is potential for significant intensification of use. As discussed elsewhere in the report the Estate is the subject of current master planning for comprehensive mixed-use redevelopment.
- 4.128 Newbury Business Park (12) - an out of centre office park of pavilion buildings dating from the 1980s. A number of buildings have prior approval to convert to residential, and this may weaken the overall attraction to office occupiers. There is one remaining land parcel in the Park's northern corner (Plots 650 and 660 0.3 ha) and this has a permission for 2,968 sq m of office floorspace. The Business Park has firmly fixed boundaries in the A4, River Lambourn and the residential estate to the west, and therefore offers no scope for expansion.
- 4.129 Turnpike Estate (13) - long established industrial site containing small workshop light industrial units providing local services. Adjacent to, but separate from a large office

building. Immediately to the north is a scrap yard (circa 1 ha), otherwise surrounded by residential. Some vacant units, but generally good level of occupancy. Potential to expand into the scrap yard to the north, but this would be likely to require the scrap yard activity to relocate, and would therefore not count as an addition to the supply.

- 4.130 Castle Estate (14) - a purpose built late 1980s industrial site with small/medium purpose built light industrial units (circa 10 in total) with one larger office unit. The estate is in a residential area to the north of Newbury town centre and occupancy is very high. No prospect of intensification or expansion.

Thatcham

- 4.131 Thatcham town centre contains a small number of purpose-built office buildings, mostly towards the southern part of the centre such as Wagtech Court, and all the provision are small in scale. The centre predominantly provides convenience shopping and leisure activity on the Broadway and High Street. It is not an area of market attraction for office. The boundary is tightly and appropriately drawn to the surrounding road network and bordering the institutional and religious properties to the west.
- 4.132 Green Lane (16) - a very small area of predominantly light industrial units providing local services such as catering and motor repairs, situated 200 m to the west of the town centre with direct access on to the A4. The buildings are dated, but no scope for intensification or site expansion.
- 4.133 Colthrop Estate (17) - the District's premier logistics and distribution park, home to some very large modern warehousing for Gist (M&S), Harrods and Kuehne & Nagel amongst others. The Estate also provides a range of smaller warehousing and light industrial units (eg Pipers Court) and the Thatcham Business park that provides office space. Some vacancy in the office stock, but very high occupancy in the industrial and warehousing stock. Land to the south of Gables Way, is the only undeveloped parcel, and this has planning permission for flexible B uses. Farmland to the east has been promoted through the Call for Sites (MID5 a 5 ha site) as having potential to expand the estate.

Beenham

- 4.134 Beenham Grange Industrial Area (3) - a small cluster of mostly general industrial uses such as building materials manufacturer (Marley), waste management depot, a scrap yard, but also a distribution unit (Porsche), the latter having direct access on to the A4. To the rear is Beenham Grange, a collection of mostly former agricultural buildings used for a variety of local service activities. The activity is long established and is located within the North Wessex Downs AONB, which is a major constraint on redevelopment or expansion.
- 4.135 The Call for Sites identified four land parcels (BEEN3,4,5&6) on sites adjacent to the existing Industrial Area, all of which are within the AONB.

Theale

- 4.136 Theale town centre – is comparable in size to Thatcham and Pangbourne, but has more office provision with the largest building being Theale Court (circa 1,400 sq m) purpose built office dating from the early 1990s, and with a number of office units at Brewery Court (repurposed buildings behind the High Street). The boundary is drawn to reflect the commercial centre with one exception, the southern-most area (easterly extension of Fletcher Court) that has been redeveloped for residential.
- 4.137 Arlington Business Park (18) - the District's premier Business Park, pavilion office buildings dating from the 1990s, providing 19 modern (some recently refurbished) in a high-quality landscaped setting with immediate access on to the A4/ J12 of the M4. Considered part of the Reading office market, it is in an area of high market demand. High levels of occupancy, but with some buildings and floors within buildings available. While the boundary is fixed by road and rail, land to the north of the A4 (THE8 5.2 ha) has been promoted through the Call for Sites, and because of the locational advantages and being within an area of market attraction could accommodate employment uses, and office in particular.
- 4.138 Station Road Estates (19) - an established cluster of mostly industrial estates either side of the railway line. The major occupiers are large distribution firms such as John Lewis, Westcoast and Amazon. Light industrial stock is found at Commercial Park and west of the roundabout on Station Road with some office at the western end some of which has been lost to PDR (eg Theale House). There is on-going redevelopment/intensification opportunities, with a new warehouse on the former Kuehne and Nagel site and replacement light industrial/warehousing at the Technology Centre, Station Road. These opportunities are likely to continue, but no scope to expand the boundaries.
- 4.139 Theale Lakes Business Park, Sheffield Bottom (20) - a modern out of town office park dating from the early 2000s, containing 21 buildings in a rural setting. The Park is considered to be part of the Reading office market, and occupancy rates are very high as a consequence. Access and flood risk (surrounded by water) are the key constraints. No scope to intensify or to expand the boundary.

Membury

- 4.140 Membury (8) - small clusters of long-established employment activities either side of the M4. The main area is Membury Industrial Estate that abuts the Membury Airfield immediately to the west, and is a mix of light and general industrial and distribution activity. There is aviation related activity, a number of large well-established businesses and range from agricultural products, hauliers to chemical manufacturing and more general light industrial. High occupancy levels and evidence of new buildings, expansion and intensification of use. Land West of Ramsbury Road, Membury (LAM6) was promoted through the Call for Sites for industrial use. The site is located immediately to the southwest of the existing employment area.
- 4.141 Hurst Farm (8a) - a very small former farm buildings/yard, now used for pallet business. Poor vehicular access, in an area of weak demand. Safeguard, but no prospect of redevelopment/expansion.

4.142 Lowesdon Works (9) – site and buildings of the former RAF Membury. The existing employment space occupying repurposed airfield buildings is fully occupied, and a mix of mostly light industrial and some office.

4.143 All three areas are within the AONB, which is a major constraint on development.

Hungerford

4.144 Hungerford town centre – historic market town that concentrates on shopping and leisure activities with comparatively little office activity in the centre. Office activity takes place primarily at Charnham Park / Charnham Lane, a short distance to the north and minor provision at Station Yard. The commercial area boundary is largely appropriate, but should be redrawn to include the Tesco store and car park that is presently included within the Station Road PEA (PEA needs redrawing to exclude the Tesco store). One minor contraction is also needed at the southern end where the boundary should be redrawn to Neates Yard, excluding Burlington House that is now residential.

4.145 Station Road (5) - comprises a number of small clusters with a mix of older light industrial and office units (Station Yard) either side of the railway line, with some 1980s light industrial stock further up Station Road. As referred to above the PEA boundary should be redrawn to exclude the Tesco store and car park that was constructed in the late 1990s. Occupancy rates across the clusters is high, but for the industrial activity road access is the key constraint. Detached from the existing employment is a small parcel of land, formerly occupied by a warehouse that is within the rail station car park (former Oakes Bros site). The site has permission for residential and is being promoted through the Call for Sites to be excluded from the PEA boundary (HUN 3 0.2 ha). The detached nature of the parcel and the road constraints and better alternative employment space at Charnham Park and Charnham Lane suggest it should be released.

4.146 Smitham Bridge Road (6) - a terrace of light industrial units. Fully occupied, but with road access limitations requiring vehicles to pass through the town centre / residential areas to access the A338/M4. Only scope for refurbishment.

4.147 Charnham Park (7) - a relatively modern mostly industrial and warehousing estate with some large office, located on the M4 side of town that provides Hungerford's premier employment location. Occupancy is high, one undeveloped parcel (1 ha) but this has planning permission for an hotel. The adjacent Charnham Lane employment area of small office and light industrial has high occupancy and should be included within the PEA.

Rural West Berkshire

4.148 Calleva Park, Aldermaston (1) - a small (no. 25 buildings) out of town office/light industrial park built in the 1980s in a rural setting, north of Tadley and immediately west of AWE Aldermaston with which a number of the businesses are linked. Occupancy is high for the small flexible buildings that cater for light industrial, but the office space has a number of vacancies. With the exception of a very small parcel

that had a permission for 2,000 sq m office that lapsed 15 years ago, the park is built out to its limits.

- 4.149 Youngs Paices Hill, Aldermaston (2) - a long established light industrial estate immediately to the west of AWE Aldermaston. Some evidence of redevelopment of the stock, and occupancy is extremely high. There are no undeveloped land parcels within the existing boundary, but through the Call for Sites land immediately to the north (HELAA ALD3 - an area currently used for open storage) and to the south (HELAA ALD8 - former race-track) have been promoted as potentially suitable for employment uses.
- 4.150 Red Shute Hill (4) - an industrial estate in a rural location (Hermitage), with a wide mix of activity including agri-tech, timber yard, coach hire as well as engineering. The existing site is fully built out, but land to the rear is promoted through the Call for Sites (HELAA CA6). The estate is popular, but not in an area of high demand. The principle constraints on site expansion are access - the rural lanes that make vehicle access challenging and potential impact on the adjacent AONB.
- 4.151 Pangbourne town centre - is of similar scale to Theale and Thatcham, but has virtually no office space. The town centre's economy focuses on retail and leisure activities, and this is reflected in the boundary drawn, which is appropriate for the town centre uses. It is of note that both Horseshoe Park and the Old Mill employment areas are both located reasonably close to, but beyond the town centre boundary.
- 4.152 Horseshoe Park, Pangbourne (15) - a mix of approximately 60 small office and light industrial workshop units arranged in terraces around central parking areas. While the Park has very low prominence and poor access through a residential area, it has a very high level of occupancy, and clearly insufficient parking availability. It is largely surrounded by residential areas, and the whole area, including land immediately to the south is washed over by the AONB designation.

Non-PEA designated employment areas

- 4.153 Greenham Business Park - contains a broad mix of uses including sui generis car showrooms in addition to the B class uses, and has undergone a lot of redevelopment for employment uses of the former airfield stock. There continues to be some scope to intensify on the former airfield buildings, but no longer substantial scope. Neither is there prospect of expanding the boundary due to neighbouring environmental designations. The Business Park should be designated as a PEA.
- 4.154 The Vodafone Campus - dates from the early 2000s and is where the business has consolidated all its activity and much of its supply chain, and where its growth strategy will continue to absorb expansion of a large proportion of the office based SIC J class activities in the future. The Vodafone Campus should be designated as a PEA.
- 4.155 Easter Park - is a modern business park to the south-east of AWE Aldermaston, and comprises office, light industrial and warehousing activity. There is one small remaining parcel that has permission for warehousing. The Park should be designated as a PEA. Land adjoining to the northeast is promoted through the Call for

- Sites (ALD6 2.1 ha), and is within an area of market attraction for employment uses, and we would support the inclusion of ALD6 within the Easter Park PEA designation.
- 4.156 Langley Business Court, Beedon - provides employment opportunities for residents in the nearby villages in small flexible business units. Occupancy appears high, and we consider that it should be designated as a PEA.
- 4.157 Old Mill Trading Estate, Pangbourne - is very close to the town centre and has high occupancy. While small in scale, it is of similar size to some of the other rural PEAs and is in an area where the provision of flexible light industrial/office space is clearly in demand, as evidenced by occupancy rates at Horseshoe Park, and should therefore be designated as a PEA.
- 4.158 The AWE sites (Aldermaston and Burghfield) – these sites are very large, but are not normal industrial sites. The specialist nature of the activity that the official published data defines as defence services and the need to accommodate all the direct jobs on site means that it is not necessary to designate the AWE sites as PEAs.
- 4.159 Padworth Sawmills - is a very small, rural and very remote site, and largely used for open storage. Employment is very low on site, and it is not necessary to designate this site as a PEA.

Summary – employment areas

- 4.160 In terms of the 20 existing PEAs we have found that all have high occupancy rates for industrial uses, and high to moderate for office. All require safeguarding.
- 4.161 The only one that has real prospect for significant intensification of floorspace through redevelopment is the London Road Industrial Estate, and we explore the options further in Chapter 6.
- 4.162 PEA boundaries should be extended at Charnham Park to include the existing employment area at Charnham Lane, and reduced at Station Road, Hungerford to exclude the former Oakes Bros site.
- 4.163 PEA boundaries could be extended to provide new land for employment uses at Turnpike Estate, Colthrop Estate and Youngs Industrial Estate.
- 4.164 To support the creation of local job opportunities in the more western rural areas. PEA boundaries could also possibly be extended at the Membury Estate. However, any boundary extension would need to be considered in the context of the AONB designation. Land has also been promoted adjacent to the Beenham Industrial Area, but this area is also AONB, and Beenham is in the eastern part of the District that currently has better options for the provision of new industrial land. The potential of all these sites to meet the identified shortfall of industrial land is considered in Chapter 6.
- 4.165 We recommend that Greenham Business Park, the Vodafone Campus, Easter Park, Langley Business Court and the Old Mill Trading Estate are designated PEAs.
- 4.166 Generally the town centre boundaries are appropriate with a few recommended changes to the boundaries of Newbury, Hungerford and Theale.

5 THE NET DEMAND FOR EMPLOYMENT LAND

Introduction

- 5.1 In this section we assess the net demand for employment land. As required by the Government's Planning Policy Guidance, we use two alternative means of doing this:
- firstly projections based on **past trends** of development completions in the District, and
 - secondly an assessment based on **economic forecasts** for the District.
- 5.2 The past trends approach is based on the Council's planning completions data, that includes both gains and losses of B class floorspace, and also the Valuation Office Agency (VoA) floorspace data for the District that we use to 'sense check' the Council data. These data are used to project forward what could be required over the Plan period were the past to repeat.
- 5.3 The economic forecast based assessment considers which of two forecasting houses' forecasts to apply, and then starting with the forecaster's baseline, aligns this with the Government's standard method for calculating housing need to produce an up to date forecast that will be consistent with projected population growth and the Council's housing evidence.
- 5.4 The assessment considers separately the net demand for office (B1a/b use classes) and industrial (B1c/B2/B8). We include the logistics and distribution activity (B8) with the industrial activity because in practice it is difficult to distinguish between premises used for these purposes, and the uses are generally inter-changeable.

Past Trends

- 5.5 The starting point for our analysis is a review of past trends in change in floorspace / land used for the B class uses. We use two different sources - firstly, the Council's, this is then cross-checked with data from the VoA.
- 5.6 We compare the two sources because while Council monitoring data is reliable in terms of schemes that require planning permission, because demolition (losses) often do not require planning permission these can be under-recorded, and this can over-represent the gains in floorspace/land.
- 5.7 The VoA data source is useful because it is driven by taxation data. There is therefore a motivation for landowners to remove lost floorspace from the database in a timely manner, and the VoA has a motivation to identify new space. The VoA data is therefore a good indication of net change in floorspace.
- 5.8 Also, in recent years, Permitted Development Rights have allowed office space to be lost outside the planning process, which risks under-reporting in planning monitoring data.
- 5.9 There can often be a timing difference between the two data sets (the Council's and the VoA), relating to when each considers development completed, which means we

look for the overall pattern over the longer term rather than comparing data in specific years.

Offices

- 5.10 Reliable consistent planning monitoring data extends back to 2010/11, which gives a nine-year data set to 2018/19, which is immediately post-financial crisis, and so is broadly reflective of an economic cycle.

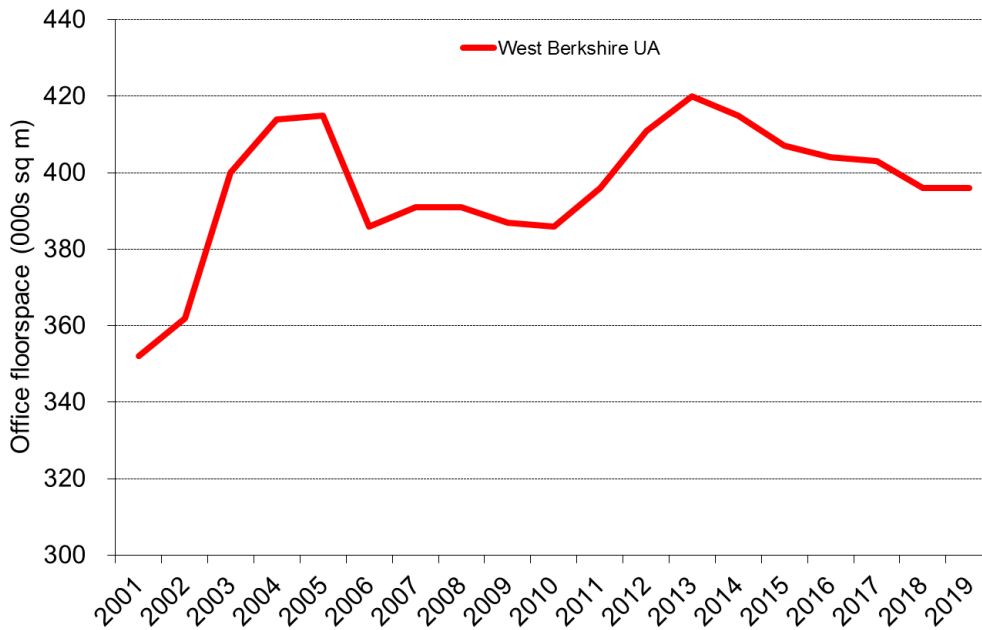
Table 5.1 Office completions

	Gross gains (sq m)	Gross losses (sq m)	Net change (sq m)
2010/11	1,230	3,339	-2,109
2011/12	3,671	2,184	1,487
2012/13	12,571	600	11,971
2013/14	507	2,467	-1,960
2014/15	5,052	2,923	2,129
2015/16	2,093	4,310	-2,218
2016/17	600	2,921	-2,321
2017/18	4,428	10,313	-5,885
2018/19	3,768	4,172	-404
Total	33,920	33,229	691
Per ann ave 2010/11-18/19	3,769	3,692	77

Source: WBDC monitoring

- 5.11 Overall, gains have almost exactly matched losses in office floorspace, but the gains and the losses are modest in scale, and generally there has been very little office floorspace completions. Two years stand out in the data, in 2012/13 the higher gain in floorspace is the Nationwide data centre at Greenham Business Park, which is B1b floorspace, and 2017/18 when office losses were high, half of which were in Newbury town centre with the largest being Northcroft and Avonbank House.
- 5.12 The chart below shows the official time series data – as published by the VoA. The data starts in 2001 – so giving a much longer time span when compared with the Council’s monitoring data.

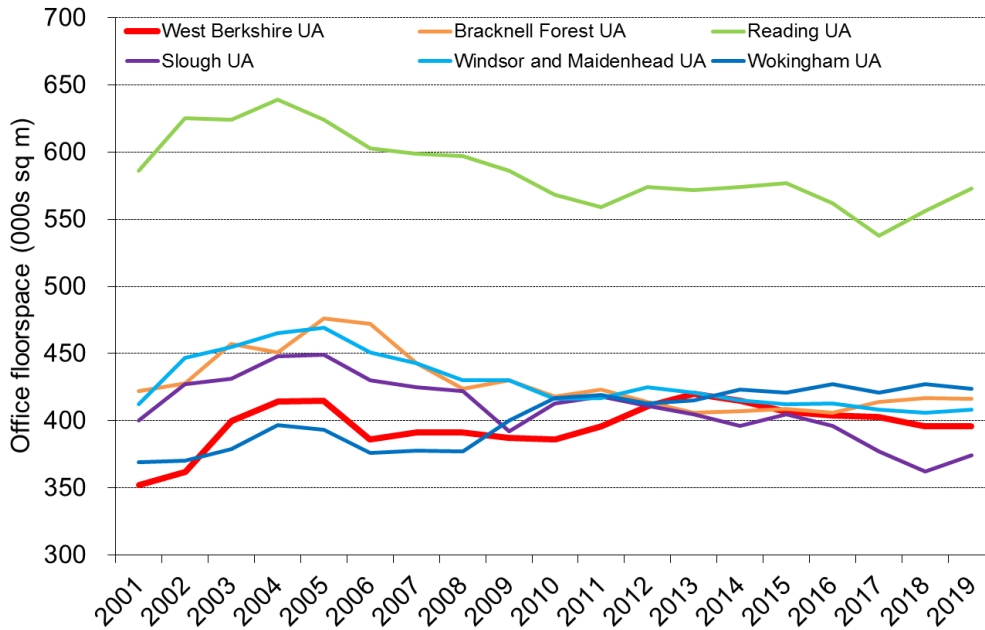
Figure 5.1 Office floorspace - West Berks



Source: VoA 2019

- 5.13 The chart shows increasing floorspace up to 2013 followed by steady decline, which correlates with the Council’s data, with the Nationwide data centre at Greenham (and some schemes prior to this) adding to the floorspace from 2012/13, but gradual decline since. The VoA data shows this decline since 2013 to be circa 24,000 sq m (4,000 sq m pa), and is likely to reflect unrecorded demolitions in the Council’s monitoring data. Overall office floorspace has returned to the marginally sub-400,000 sq m level it had been for the six-year period before and after the financial crisis.
- 5.14 The chart below compares the VoA recorded office floorspace in all the Berkshire Authorities n. West Berks’ profile is not dissimilar to the other areas, but has lost more floorspace than the other Authorities since 2013.

Figure 5.2 Office floorspace- Berkshire authorities



Source: VoA 2019

- 5.15 While the Council data indicates that past take-up has been neutral, the VoA dataset suggest that since 2013 it has been in decline. However, over the longer term there has been very little change in West Berks office stock, and floorspace has been consistently maintained at around 400,000 sq m.

Industrial

- 5.16 The Council’s planning monitoring data for industrial completions includes the period from 2010/11 to 2018/19.

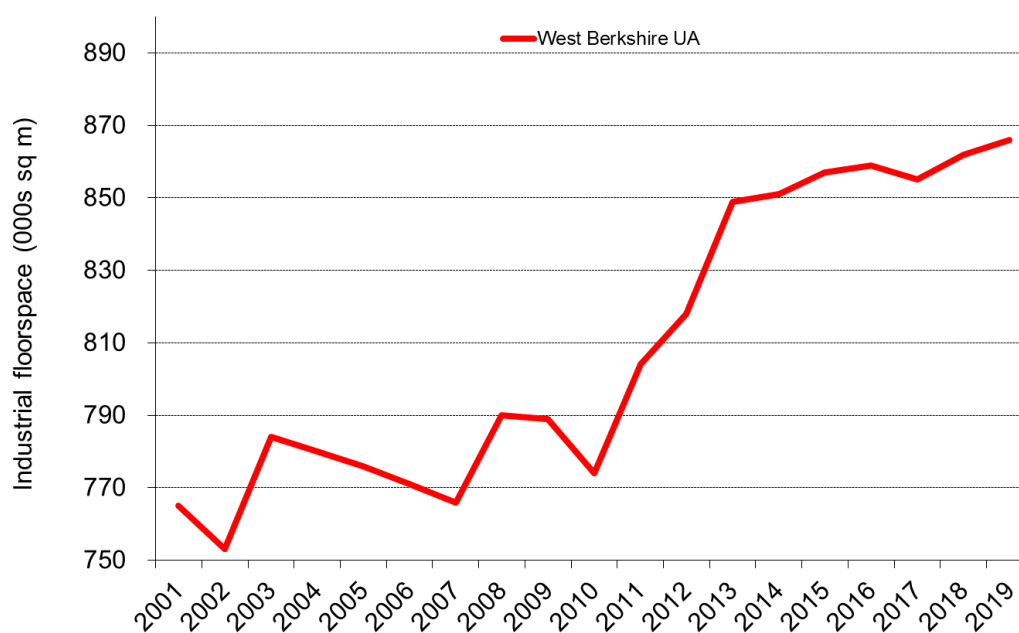
Table 5.2 Industrial completions

	Gross gains (sq m)	Gross losses (sq m)	Net change (sq m)
2010/11	9,629	2,129	7,500
2011/12	24,160	3,792	20,368
2012/13	3,976	1,874	2,102
2013/14	5,178	1,317	3,861
2014/15	9,286	2,226	7,060
2015/16	9,425	2,850	6,576
2016/17	6,393	235	6,158
2017/18	6,394	7,493	-1,099
2018/19	6,620	1,410	5,210
Total	81,061	23,326	57,735
Per ann ave 2010/11-18/19	9,007	2,592	6,415

Source: WBDC monitoring

- 5.17 The industrial data is much more positive than that for office. In only one year did losses exceed gains (2017/18), and the average is positive at 6,415 sq m pa (at the industry standard 40% plot ratio, equivalent to approaching 2 ha per annum).
- 5.18 Below, we compare this with the VoA data, and there is a correlation with floorspace rising from circa 800,000 sq m in 2011 to almost 870,000 sq m in 2019 (averaging 7,750 sq m pa, or close to 2 ha pa).

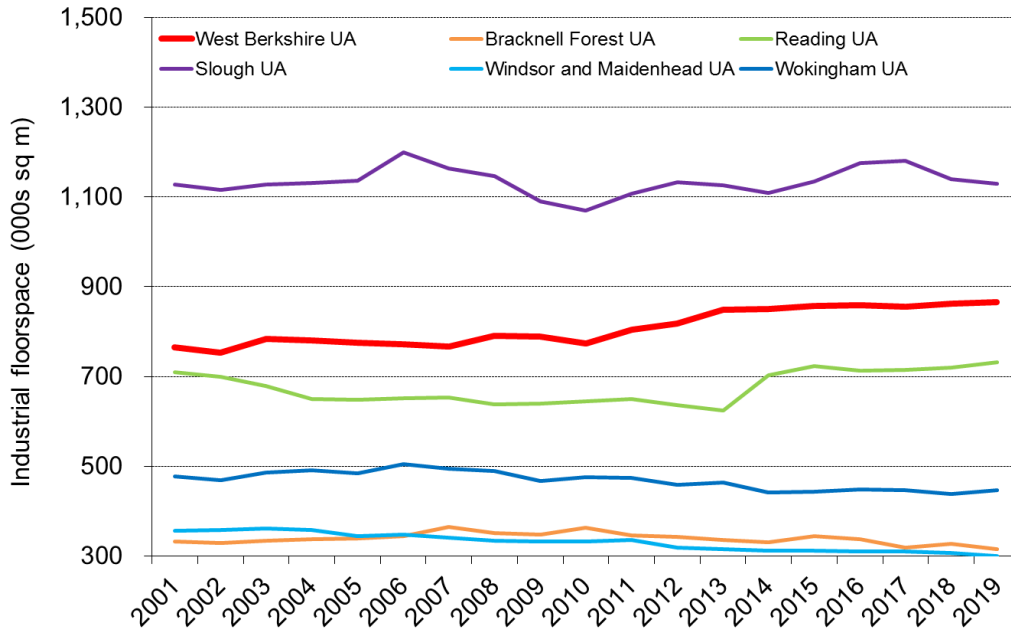
Figure 5.3 Industrial floorspace – West Berks



Source: VoA 2019

5.19 Below, we compare West Berks with the other Berkshire Authorities.

Figure 5.4 Industrial floorspace- Berkshire authorities



Source: VoA 2019

5.20 The chart shows West Berks bucks the county trend for industrial floorspace (with the exception of Reading). Most Authority areas have declining floorspace or are at best flat over the 2010s and indeed over the longer term, but West Berks has seen a gradual increase.

Summary

5.21 There is general alignment between the Council and VoA data sets for both office and industrial floorspace. For offices the data shows very little change in the overall quantum of floorspace which has remained at approximately 400,000 sq m.- Council data shows virtually no change, and for the last six years VoA data shows a relatively minor 4,000 sq m pa reduction.

5.22 Applying the past trends office data to the plan period (2020-36) generates a range of between a minor positive 1,200 sq m (Council data) and negative 64,000 sq m of floorspace (VoA data). However, losses from PDR that has driven the recent reduction are unlikely to continue, and therefore the realistic past trends assessment is of a minor positive office floorspace requirement.

5.23 For industrial, the same analysis generates a range of between 102,000 sq m and 124,000 sq m.

5.24 In the next section we compare this analysis with the alternative economic forecast approach.

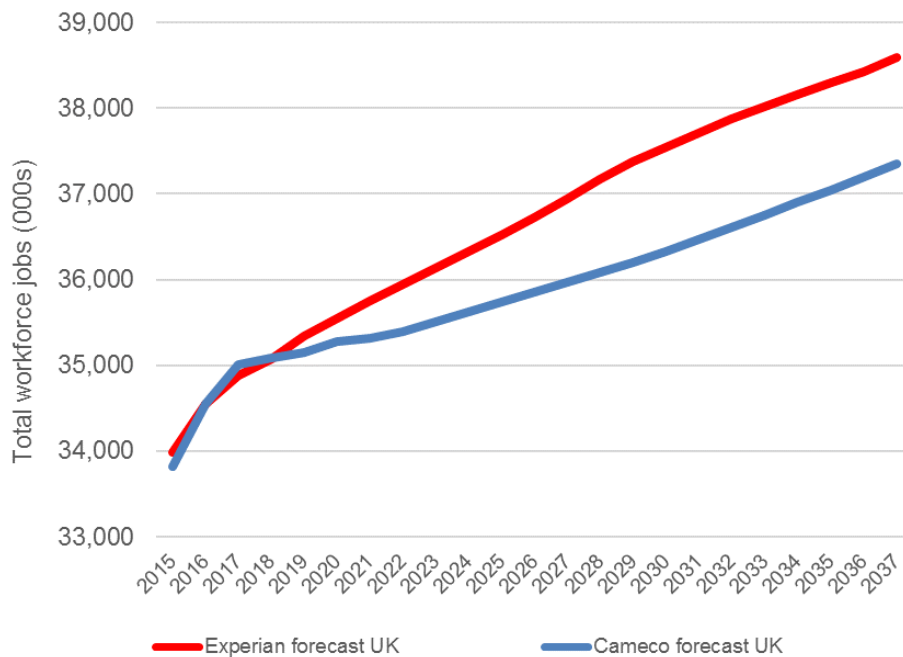
Economic forecast-based assessment

- 5.25 The PPG requires consideration of the need for land arising from an assessment of 'labour demand', based on an economic forecast. We start this assessment by considering labour demand (change in jobs) forecasts from two of the three main economic forecasting houses in the UK - Experian and Cambridge Econometrics (Cameco), comparing the baseline forecasts from both, to identify which forecast should be used. We refer to two of the three forecasting houses, as in our experience forecasts from the third, Oxford Economics tend to be very similar to those of Cameco, unlike those from Experian, and therefore it is not necessary to obtain all three forecasts.
- 5.26 There is a current 'complication' to the economic forecasts - the introduction of the Government's new approach to housing, as set out in the Standard Method, which generates a consistency issue for evidence base studies such as this. This is because the Standard Method requires Councils to plan for more new homes than the relevant population and household projections, and because it includes an affordability adjustment that is significant in the case of the Berkshire Authorities. This means the Council is required to provide new homes to accommodate a larger population than assumed by either past trend projections or baseline economic forecasts (that are largely driven by past trends). The Standard Method is likely to change in the future and be based on more recent household projections than the current 2014 data, but this assessment is based on what is current at the time.
- 5.27 A variant scenario to the standard economic forecast is therefore required to address the implications for jobs from the annual household growth anticipated by the Standard Method.
- 5.28 Below, we firstly set out how we chose which of the two baseline forecasts -Experian and Cameco - is the more credible to use in this study. Then we, outline the method used to take the chosen baseline forecast and prepare a 'scenario forecast' that is consistent with the Standard Method. This scenario will be used to determine the future employment floorspace/land requirements for the District.

Selecting the most appropriate economic forecast

- 5.29 First, we compare the alternative economic views on the national economic outlook, and the total job change forecasts, asset out in the chart below. This is important because often differences at the local level reflect the forecasters' differing view of the national economy.

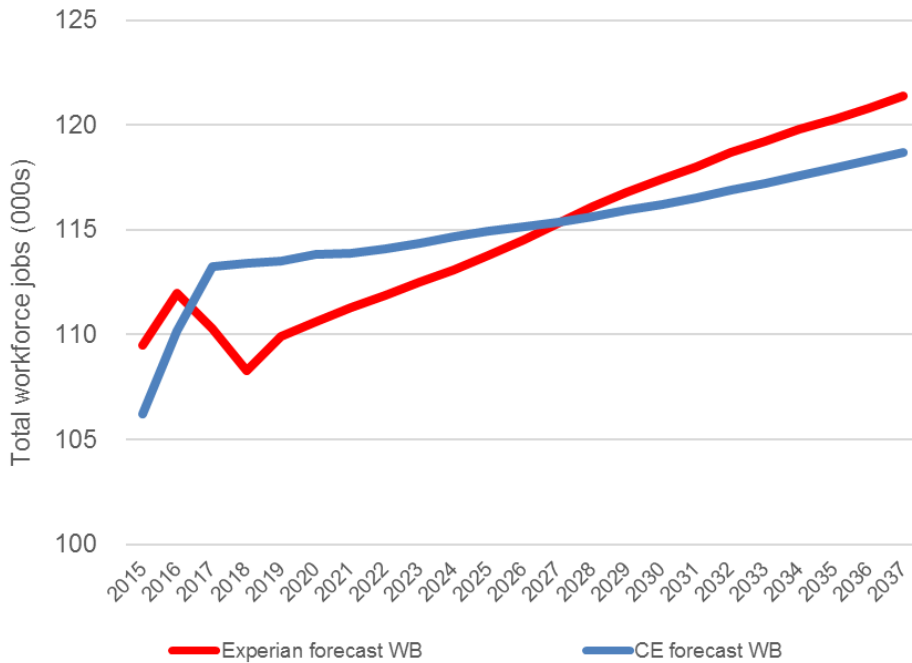
Figure 5.5 Forecast comparisons – UK total job change



Source: Experian baseline March 2019 and Cameco Nov 2018

- 5.30 The chart demonstrates that at the national level Experian are more optimistic about future job change than Cameco. Over the 20-year period to 2037 Cameco forecast UK jobs will have increased 6.7%, which is much lower than Experian’s 9.8% forecast.
- 5.31 In the very recent past there is a little variance between the two with Cameco marginally higher in 2017, and as we will see next this is significant when we come to look at the local level.
- 5.32 While the forecasters have been able to see hard data on the impact of the 2016 Brexit vote, and have built future impact into their economic modelling, the impact of the Covid 19 pandemic is likely to be more significant, but its implications are yet to be modelled.

Figure 5.6 Forecast comparisons – West Berkshire total job change

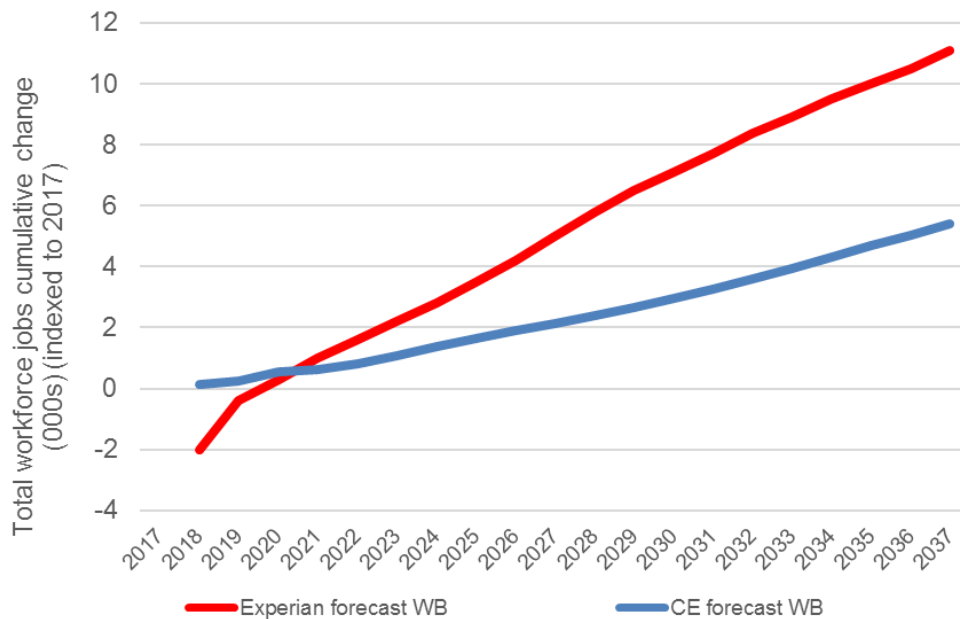


Source: Experian baseline March 2019 and Cameco Nov 2018

- 5.33 Figure 5.6 compares the two forecasts for West Berkshire, which align in 2016, but diverge in 2017. This is because the Cameco forecast has not been adjusted to take account of the latest official published actual survey data¹⁹, and this period included the impact of the Brexit vote. However, for the purposes of the calculation of future demand, a divergence at the starting point is not actually critical.
- 5.34 It is however, important to consider the forecast growth over the relevant (Plan) period. In this respect the above chart shows that the incline of the Experian job change forecast is steeper than that for Cameco. In comparing the local and national forecasts:
- Experian forecast a 10.1% increase in jobs in West Berkshire, marginally higher than the 9.8% national increase,
 - Cameco consider job change for West Berkshire will be 4.8%, lower than the 6.7% national forecast.
- 5.35 We consider it unlikely that West Berkshire will deliver jobs at a slower rate than the national forecast as forecast by Cameco, and therefore consider that the Experian forecast is the more likely of the two.

¹⁹ The latest official data available in 2018 when Cameco published their forecasts was BRES 2016

Figure 5.7 Forecast comparisons – West Berkshire indexed job change



Source: Experian baseline March 2019 and Cameco Nov 2018

- 5.36 Figure 5.7 compares the two forecasts again, this time with change in total workforce jobs indexed to 2017. It further illustrates the points made above, that Experian’s forecast job growth is more optimistic than Cameco, and as we saw above for West Berks also more realistic because it is above the national forecast. To put the Cameco forecast into perspective, West Berkshire’s 5,000 extra jobs by 2036 is half the Cameco growth forecast for Wokingham (10,300), and almost double the forecast growth for Bracknell Forest (2,800).
- 5.37 Other assessments may average the two forecasts. However, we do not consider this a robust approach because this represents a convenient compromise – but is too low for one source and too high for the other; better to assess which of the forecasts is the most credible.
- 5.38 Instead, the key guiding point is the Government’s overarching economic objective to use the planning system to help create the conditions in which businesses can invest, expand and adapt. Plans should be prepared positively to allow for and encourage sustainable economic growth. This suggests a more optimistic view on future prospects for economic growth, whilst ensuring this is realistic, should underpin Local Plan making.
- 5.39 As a result, we conclude that at the Borough level the forecasters views of job change are quite different, Cameco forecast lower growth than the national average, which does not seem plausible given the forecaster does not take such a pessimistic view for neighbouring Wokingham, albeit takes a more pessimistic view for Bracknell Forest. Experian’s is the more optimistic forecast, and is therefore more appropriate for Plan-making purposes.

Method for developing the Standard Method aligned economic forecast ‘the scenario’

- 5.40 Having established that the Experian economic forecast is the most appropriate for the District the next task is to develop a new scenario to forecast labour demand which, unlike past trends, assumes the population growth associated with the level of housing need derived by the Standard Method.
- 5.41 This scenario is needed because the Experian model assumes the population grows in line with the 2016 SNPP and associated household projections. This is lower than the Standard Method housing number that the Council will be required to address in the new plan.
- 5.42 So we have asked Experian to re-run their economic model with a higher population aligned with the Standard Method.
- 5.43 We do this via the economic model (as opposed to a demographic model such as PopGroup) because the labour market response to an increase in population is not linear, it is much more dynamic and cannot be captured by a demographic model. So for example, if labour supply increases faster than the demand for jobs, then economic activity rates may fall, unemployment could increase and commuting trends shift – these dynamic relationships can only be understood in an economic model.
- 5.44 Alternatively an economy that may have been constrained by a lack of labour is able to accommodate an increase in the demand for jobs faster than it has done so in the past.
- 5.45 This cannot be modelled by a demographic scenario because that type of model cannot look to replicate or balance the supply of labour with the demand for jobs. Demographic modelling normally works on the simple assumption that there is demand in the job market to automatically ‘employ’ any given population, and simply assumes there will always be a job for everyone the demographer thinks may be of an economically active age. In London and the core of the South East, where the labour market is arguably overheated this may hold reasonably true. But this does not apply universally. Where the job market is unable to respond positively to the increase in population, then we should not assume that there will be enough jobs generated to match the increase in population, as to do so would lead to the over-provision of employment land. This is why we use an economic, rather than a demographic model to balance the supply of labour with the demand for jobs
- 5.46 It is also the case that the type of jobs needed is a factor in how the population profile changes over time. As an example, in parts of the UK which are highly attractive to older person migration, any uplift in homes may generate a demand for jobs in those sectors associated with an ageing population but not those associated with a younger population. So increases in healthcare employment but not education for example. In other parts of the UK the opposite may hold true.
- 5.47 We explain the method for this in more detail below, and then how we translate the new population into total workforce jobs and then into job numbers within each B use class. The final steps are to translate the B class jobs into floorspace by applying

standard floorspace to worker densities, and then into land by applying standard plot ratios.

Future population and job change

- 5.48 The first step is to translate the standard housing numbers into future resident population.
- 5.49 As shown in the technical note (Appendix B), using the 2014-based household projections and based on the Local Housing Need period 2020-30, the modelling identified an annual population increase of 655 profiled across all the age/sex groups.
- 5.50 Next, we identify how many jobs are generated from this increase in population. Increased population generates jobs for two reasons:
- Additional people generate demand for local services (those services will vary depending on the age of the new population), and
 - The increased population produces additional labour supply – where (as is the case here) the labour supply is constrained; the additional labour supply can alleviate some of this constraint.
- 5.51 Experian’s baseline model takes the population growth assumed by the Standard Method, and predicts the uplift in the number of workplace jobs (jobs located in the District) that will be generated, plus other key factors such as economic activity rates, unemployment and commuting rates as they respond dynamically to the increase in population [a technical note of how jobs are derived from population is provided at Appendix C] .
- 5.52 The model identifies the job sectors (but not specifically by planning use class) where the uplift in jobs is forecast to occur. Applying the Standard Method population growth to Experian’s baseline economic forecast in this way produces the updated economic forecast (the scenario).

Jobs to use class, to floorspace and land

- 5.53 Experian’s job forecasts are not provided by land use class. Experian provide data at employment activity sector level (a total of 38 sectors related to the Standard Industrial Classification (SIC)) year by year, and these need to be translated from the sectors into the three broad land use classes – office (B1a/b), industrial (referred to as core industrial B1c and B2) and warehousing (B8). We do this using our sector-to-space mapping technique (a detailed method note is provided at Appendix D). We show the B8 calculation separately, but then add core industrial and warehousing together into a combined industrial grouping because there are very many similarities between the locational and building typology requirements for the end users of all these types of activity.
- 5.54 The sector to space method uses the latest use class proportions for the District based on the Inter-Departmental Business Register (IDBR) and ONS data. The IDBR data is available on licence, but is subject to strict disclosure rules. IDBR data includes actual jobs, and the VoA records the land use of the individual building.

- 5.55 Most studies such as this use data from the Business Register and Employment Survey (BRES), the next ‘tier’ down from IDBR. The BRES also identifies jobs, but in an aggregated form and cannot be matched to land use on a property by property basis as is possible via IDBR. IDBR therefore provides the most accurate estimate of jobs by land use category possible from secondary sources. For example, 29% of printing and reproduction of recorded media in the District currently takes place in offices (refer to Appendix E).
- 5.56 To calculate future job change over the Plan period for office and industrial activities, we first take the average annual change over the 2020-30 period, and apply the 10-year average to the 16-year Plan period (2020 to 2036)²⁰.
- 5.57 Next, we turn the jobs into floorspace by applying job density factors specific to office and industrial jobs/floorspace sourced from the 2015 HCA report Employment Density Guide that recommends GIA for office and NIA for industrial. For office the density figure is 12.0 sq m NIA per job, and for industrial a blend of the densities for B1c, B2 and B8 59.3 sq m GIA.
- 5.58 One final addition is made to this job change floorspace figure, an allowance building in a little flexibility because an efficient property market needs between 5-10% vacant space to provide for choice and flexibility, thus we add a vacancy factor allowance of 7.5%. This is an industry wide accepted rule of thumb.
- 5.59 Having considered the forecast future growth in floorspace above, it is also necessary to look at the current floorspace stock, and any current under (or over) provision therein, as it is necessary to address any current constraints in the market to provide for choice flexibility and churn here too. Again the approach is to make an allowance— back to the 7.5% optimal vacancy rate. As reported in the property market section vacancy rates are very low at the moment. Offices are around 3.9% (excluding vacant space with PDR – which is not available to new occupiers) and industrial at just 1.5%.
- 5.60 The final step is to convert floorspace into land. For reasons explained earlier this is more relevant for industrial uses than for office, in respect of which we consider floorspace to be the better measure. There are standard plot density ratios that can be applied – for industrial premises, the rule of thumb is 40%, but higher densities are possible up to around 65%. Plot ratios for offices have a much bigger range. Office parks can operate at densities ranging from 40% plot coverage to 60%, town centre locations will drive up densities to 100% and more.

Results

- 5.61 In this section we apply the method outlined above to identify future demand for B class floorspace and land resulting from ‘the scenario’ economic forecast that are consistent with the Standard Method.

²⁰ This calculation is on the basis of the jobs by land use class in 2018, sourced from the IDBR/VoA data, and assumes the future balance between the use classes will be broadly the same as the current proportions

- 5.62 The first sets of data in the table below give the forecast job numbers ordered by SIC level, for year 2020 (the beginning of the Plan period) and a decade later (2030)²¹ and the change. The four columns to the right disaggregate the forecast change in jobs (totalling to 7,400 jobs) into the three B use class groupings plus a catch all 'non-B class' for all the other use classes. The disaggregation to land use is achieved by applying our sector to land use mapping technique (the method is explained at Appendix D) to translate the jobs at sector level into office, industrial or other non-B uses. In the table the sectors that are broadly industrial based are toned yellow, those broadly office sectors are toned blue and none toned sectors are non-B use classes.
- 5.63 The mapping works by apportioning change in each sector to the land uses based on the existing job share as identified in the IDBR data, and thus for manufacture of pharmaceuticals for example, 100 additional jobs are anticipated, and some of these will be in offices (22), but the bulk (78) will be in industrial premises.

²¹ The Experian forecasts are rounded to the nearest 100 due to rules of disclosure at the local level.

Table 5.3 West Berks - forecast job change 2020-2030

Job category	SIC	2020	2030	Change		Office	Indl	Whsing	Other
		Jobs	Jobs	Jobs	pc	Jobs	Jobs	Jobs	Jobs
Agriculture, Forestry & Fishing	A	800	800	0	0%	0	0	0	0
Mining & quarrying	B	0	0	0		0	0	0	0
Manufacture of Food, Drink & Tobacco	C	900	900	0	0%	0	0	0	0
Manufacture of textiles & clothing	C	0	0	0		0	0	0	0
Manufacture of wood & paper	C	300	300	0	0%	0	0	0	0
Printing and reproduction of recorded media	C	200	200	0	0%	0	0	0	0
Manufacture of coke and refined petroleum products	C	0	0	0		0	0	0	0
Manufacture of chemicals and chemical products	C	100	100	0	0%	0	0	0	0
Manufacture of basic pharmaceutical products	C	100	200	100		22	78	0	0
Manufacture of Non-Metallic Products	C	500	500	0	0%	0	0	0	0
Manufacture of basic metals	C	6,700	6,800	100	1%	1	7	3	89
Manufacture of Computer & Electronic Products	C	1,000	800	-200	-20%	-89	-50	-31	-29
Manufacture of Machinery & Equipment	C	600	500	-100	-17%	-14	-71	-8	-6
Manufacture of Transport Equipment	C	400	300	-100	-25%	0	-90	-8	-2
Other Manufacturing	C	500	600	100	20%	35	39	6	20
Utilities	D/E	2,000	2,300	300	15%	1	207	15	76
Construction of Buildings	F	2,700	2,900	200	7%	100	34	0	66
Civil Engineering	F	900	900	0	0%	0	0	0	0
Specialised Construction Activities	F	4,700	5,200	500	11%	80	114	17	289
Wholesale	G	7,900	8,300	400	5%	138	84	58	121
Retail	G	7,100	7,200	100	1%	6	3	1	90
Land Transport, Storage & Post	H	3,400	3,700	300	9%	18	52	165	65
Water and air transport	H	0	0	0		0	0	0	0
Accommodation & Food Services	I	5,400	5,700	300	6%	20	1	13	266
Media Activities	J	1,200	1,400	200	17%	158	12	0	30
Telecoms	J	6,000	6,300	300	5%	300	0	0	0
Computing & Information Services	J	7,500	8,200	700	9%	600	8	0	92
Finance	K	1,100	1,100	0	0%	0	0	0	0
Insurance & Pensions	K	0	0	0		0	0	0	0
Real Estate	L	2,000	2,200	200	10%	119	0	0	81
Professional services	M	8,400	9,100	700	8%	406	58	13	222
Administrative & Supportive Services	N	8,800	10,000	1,200	14%	482	136	44	538
Public Administration & Defence	O	3,900	3,800	-100	-3%	-57	-1	0	-42
Education	P	9,000	9,700	700	8%	45	0	0	655
Health	Q	2,600	2,700	100	4%	13	0	0	86
Residential Care & Social Work	Q	4,500	5,100	600	13%	183	0	9	408
Recreation	R	3,000	3,200	200	7%	9	0	0	191
Other Private Services	S	4,900	5,500	600	12%	319	49	14	218
TOTAL JOBS		109,100	116,500	7,400	7%	2,892	672	311	3,524

Source: Experian - scenario June 2019

Nb this table covers the 2020-30 period, and later in the report job tables expand this period to 2036.

- 5.64 Overall the scenario forecasts growth of 7,400 jobs over the ten years, with marginally the greater share in the B class compared to non-B. Three quarters of the B use class jobs are forecast to be office based – 2,892 of the 3,876. Industrial job growth is 17% of the total B class change and warehousing the remaining 8%.

Offices

- 5.65 The office sectors grow by nearly 3,000 jobs over the 10-year period. But around one third of this growth is related to the Media, telecoms and IT sectors (SIC J) and we know that this is heavily influenced by one firm – Vodafone. Because of its size and influence on the forecasts (and past trends analysis) we need to consider this in more detail.

Vodafone

- 5.66 Using the IDBR we estimate that Vodafone (and its supply chain) accounts for around half of the 'J' sector referred to in Table 5.3 above. But for this study market evidence suggests Vodafone does not generate a demand for new land and using the economic forecast to estimate how much land they may require is not likely to be robust.
- 5.67 Whether Vodafone grows (or declines) in Newbury is heavily reliant on their individual business decisions as opposed to a forecast. It is also the case that should Vodafone grow in West Berkshire this growth is likely to have a very specific characteristic – a site in Theale is not likely to be attractive to a firm related to Vodafone and located in Newbury. So we should not consider any Vodafone growth within the 'normal' market.
- 5.68 Also pragmatically we understand that Vodafone have been consolidating their supply chain onto their Newbury HQ campus. They have also been making more efficient use of their own space and estate. So rather than drive demand for more space in the Newbury market they have reduced demand.
- 5.69 So for this assessment we take half of the sector J job growth. This is a small adjustment, but needed to reflect the quantitative and market facing evidence we have available²².
- 5.70 The Council will need to engage with Vodafone directly to understand their bespoke property needs and plan accordingly.

Industrial

- 5.71 Turning to the core industrial uses, the forecast predicts job reduction in the manufacturing sectors, with the exception of basic metals. The basic metals sector is one of the largest in the District at 6,000+ jobs, a figure that is almost entirely jobs at the AWE sites. As is shown in the table above the jobs are almost exclusively in non-B classes (defence), and the forecast is for virtually no change in job numbers, so have no impact on future employment land requirements in the District.
- 5.72 The growth in core industrial jobs is largely spread across utilities, the construction sector and some in wholesale, with a smaller number in professional and admin support services.

Warehousing

- 5.73 The growth in warehousing jobs (311 jobs over the decade to 2030) is mostly confined to land transport and storage and wholesale, with some admin support jobs warehouse based.

²² Taken as a whole, the office job growth for sector J would require 3.4 ha of land over the plan period (20,000 sq m). Assuming half is directly related to Vodafone we discount this by 1.7 ha to arrive at an estimate of 'need' not related to this single firm.

Job change over the Plan period

- 5.74 The next step is to turn the forecasts based on the ten years to 2030, to forecasts for the whole Plan period. Thus, the per annum average for the ten years is applied to the 16-year 2020-36 period. The results of ‘the scenario’ are compared with ‘the baseline’ (ie the original Experian forecast that does not factor in Standard Method population/job change) below to show the differences between the two forecasts.

Table 5.4 Economic forecast baseline and scenario - population and jobs change 2020-36

Forecast	Population change	Workplace jobs change	Total B class jobs change	Office jobs change	Industrial jobs change	W-house jobs change
Baseline	8,160	10,400	4,923	3,963	959	423
Scenario	10,400	11,840	5,703	4,628 *	1,075	498
Difference (scenario minus baseline)	2,240	1,440	781	665	116	75

Source: Experian - baseline March 2019, scenario June 2019

* in the scenario 863 of the office jobs are in the J SIC category (around half of the SIC J category growth) and linked to future growth at Vodafone. These jobs are specific to Vodafone and excluded from the calculations in the tables below. Also note the Experian Model rounded the population change very slightly resulting in 80 persons difference (10,400 vs 10,480) – which is not material.

- 5.75 The scenario forecasts 2,240 more residents between 2020 and 2036 compared to the baseline, and these generate 1,440 extra jobs compared with the baseline.
- 5.76 The B class jobs ‘dividend’ (the 781 office, industrial and warehouse jobs) is a little over half of the total workplace jobs. This is a relatively high proportion of total jobs, suggesting B class job generation is more than simply the jobs generated by an increase in demand for local services linked to higher population, ie it is linked to better economic performance. The B class jobs that are generated are mostly office based, but with some increase in industrial and warehousing jobs.

From jobs to floorspace and land

- 5.77 The tables that follow translate the B class jobs scenario into net demand for floorspace for office, industrial and then warehouse land uses, firstly for the ten-year period 2020-30, and then based on the per annum average, for the Plan period to 2036. Table 5.5 row (a) sets out the job forecast, (b) a NIA density factor²³, (c) is the product of (a) * (b), (d) adds an allowance to the occupier demand for market efficiency, and (e) is an allowance to correct for existing market inefficiencies

²³ Source: Employment Densities Guide, HCA 2015 To provide data consistency between the various sources, and as recommended in the HCA guide we present the office floorspace as Net Internal Area (NIA)

resulting from too little available space in the current stock. With (f) the product net demand on a per annum and over the plan period basis. Steps (e) and (f) for industrial uses take place in the (combined 'core' industrial and warehousing aggregate Table 5.8 (ie combined B1c, B2 and B8 uses). We do this because the VoA floorspace data aggregates these use classes together, which means the stock vacancy adjustment can only be applied in aggregate. Additional justification is that it is also the case that requirements and supply of buildings for these use classes are generally interchangeable.

- 5.78 For offices, with half the SIC J sector jobs linked to future growth at Vodafone's campus now excluded, the job change and other adjustments to provide an allowance for market efficiency (row d) and to correct for too little available space in the existing stock (row e) generate a requirement for around 63,000 sq m of net additional office space.

Table 5.5 Net demand for office floorspace

Office (B1a/b)	2020-30	p.a.	2020-36
a Jobs change	2,353	235	3,765
b Floorspace density factor (sq m/job NIA)			12.0
c Occupier demand (sq m) [a*b]			45,182
d Vacancy factor (sq m) [c*7.5%]			3,389
e Stock vacancy adjustment (sq m)			14,128
f Demand for development (sq m)		3,919	62,699

Source: Stantec analysis.

NB row (a) office job change figure for 2020-30 is the 2,892 figure for total office jobs change 2020-30 (Table 5.3) minus the 539 SIC J jobs that will be accommodated at the Vodafone campus (see discussion in Vodafone sub-section above) in the 10 years = 2,353 jobs. The 2020-36 figure is the 2020-30 figure pro-rata over 16 years.

- 5.79 How much land is needed to meet this need depends on the format in which the space is delivered. A traditional out of town campus site could accommodate between 4,000 – 6,000 sq m per hectare. But a town centre site is almost infinite, although in the Newbury context it is unlikely to exceed 200% or 20,000 sq m per hectare.
- 5.80 For our assessment we use 6,000 sq m per hectare, which allows for a mix of low and high-density development. It is also reflective of more modern office parks which seek to make more efficient use of land. This would suggest that around 11 hectare of office land is needed to accommodate net job change.
- 5.81 Turning next to 'core' industrial (B1c and B2 activities) and then to warehousing, and following a similar approach as that for office, the calculations are set out in the tables below. The floorspace densities (row b) are specific to the uses and sourced from the

HCA Guide²⁴ as per the office density. The one change from the method for office is the allowance for the existing stock vacancy adjustment for market efficiency reasons, is added as a final step to the combined industrial aggregation (row f of Table 5.8) as the VoA data to quantify the current proportion of stock that is vacant is not available separately for core industrial and warehousing, only in aggregate.

Table 5.6 Net demand for ‘core’ industrial floorspace

Core Industrial (B1c/2)	2020-30	p.a.	2020-36
a Jobs change	672	67	1,075
b Floorspace density factor (sq m/job GIA)			45.0
c Occupier demand (sq m) (a*b)			48,420
d Vacancy factor (sq m)			3,632
e Demand for development (sq m)		3,253	52,052

Source: Stantec analysis

Table 5.7 Net demand for warehousing floorspace

Warehousing (B8)	2020-30	p.a.	2020-36
a Jobs change	311	31	498
b Floorspace density factor (sq m/job GIA)			73.5
c Occupier demand (sq m) (a*b)			36,603
d Vacancy factor (sq m)			2,745
e Demand for development (sq m)		2,459	39,348

Source: Stantec analysis

- 5.82 The ‘Core’ industrial jobs (Table 5.6) are forecast to increase by 1,075 jobs over the 16 year plan period to 2036, and warehousing sectors (Table 5.7) are forecast to deliver almost 500 jobs over the 16 years. Together they are forecast to deliver 1,600 jobs in the 16 years to 2036 with a two-thirds to one third majority in favour of ‘core’ industrial activities.
- 5.83 These jobs when floorspace densities are applied plus the addition of a small vacancy factor allowance, will collectively require just under 92,000 sq m (the sum of the 2 row e totals),

²⁴ Source: Employment Densities Guide, HCA 2015 Both core industrial and warehousing floorspace densities are presented as Gross Internal Area (GIA)

5.84 The output of the core industrial and warehousing tables above (the row e data) are combined in the aggregate Industrial floorspace calculation (row e) in Table 5.8 below.

Table 5.8 Net demand for total industrial floorspace

Industrial (B1c,B2 & B8)	2020-36
e Demand for development (sq m) (core industrial plus warehousing)	91,399
f Stock vacancy adjustment (sq m)	44,818
g Overall demand for development (sq m)	136,217

Source: Stantec analysis

5.85 The final element of the net demand calculation is the stock vacancy adjustment (row f), which we have to make for the combined total industrial group because the VoA total stock does not separate core industrial from warehouse,

5.86 As evidenced in the previous chapter industrial vacancy in the existing stock is currently very low, the lowest rate in a decade at just 1.5% of total floorspace. Allowing for vacancy rates to return to the 7.5% of total stock adds 45,000 sq m, almost another 50% to the labour demand 92,000 sq m figure. The 136,000 sq m over the plan period equates to 8,500 sq m per annum, close to the past trends figure and requiring 34 ha over the plan period.

Summary

5.87 We have assessed the future net demand for employment land in West Berks over the plan period – 2020-36 on both a past trends (based on floorspace completions/ VoA total stock data) and economic forecasts basis (an economic scenario built from the Experian baseline, but changed to reflect population associated with the Standard Method) . The conclusions are:

- i For offices the past trends data suggests very little change in overall floorspace with modest gains matched by losses, and therefore no need for additional floorspace. The economic forecast approach on the other hand identifies modest positive growth. The delivery of the scenario-based jobs forecast (i.e. aligned with the Standard Method) generates a need for nearly 3,000 more office jobs. To accommodate this growth will need around 11 hectares of new office land. This excludes half of the Vodafone related sectors (half of the jobs in SIC sector J), which current evidence strongly indicates will be accommodated within the existing campus and therefore not require additional land elsewhere. In line with Government guidance to positively support a strong, responsive and competitive economy we recommend using the standard method aligned economic forecast-based view of net demand.
- ii For industrial the scenario-based jobs forecast identified floorspace demand for 8,500 sq m pa, which is a little higher than the top end of the 6,400 – 8,000 sq m

range identified in the past trends analysis, but this difference is marginal. Again, as for office because it is more positive, albeit only marginally compared to the past trends approach, we consider that the scenario forecast figure is a sound basis for planning future industrial development in the District. The floorspace figure (136,000 sq m) equates to 34 hectares.

- 5.88 Both sets of numbers above are 'net additional demand', the demand resulting from forecast economic (job) changes and correction of current under-provision in the market (the existing stock adjustment). They are net because they do not consider likely future changes in floorspace stock, and need to be turned into gross demand figures by re-providing for future losses from the stock. Then the supply of sites to accommodate this gross demand needs to be considered. In this way we identify the future land requirement. We do this in the next chapter.

6 FROM NET TO GROSS DEMAND, EXISTING SUPPLY AND MARKET BALANCE

Introduction

- 6.1 The assessment of net demand in the preceding chapter identified that in response to forecast changes in jobs over the plan period (to 2036) 63,000 sq m (11 ha) is needed for offices, plus a 136,000 sq m (34 ha) requirement for industrial land. In this section we turn net into gross demand by re-providing for future losses from the existing stock. We need to do this because the economic forecasts that underpin the net demand calculations will not have taken account of future losses in B class floorspace that will lead to a displacement of jobs. Then we review the existing supply of land to help meet this gross demand, before finally identifying the demand and supply balance, and how the gap can be filled.
- 6.2 There is no prescribed way in the Guidance for accounting for future losses of floorspace/land, and some practitioners use past trends as the basis for estimating an allowance. This usually involves identifying past losses over a period and then projecting this forward either in total or by a proportion. We do not favour this approach because the past rarely repeats, and to roll forward for example 25% of losses, which does happen, is an arbitrary approach. Better in our view to base the allowance on known losses in the planning pipeline, as permissions represent 'hard commitments'. The move to 5-yearly plan reviews supports this approach, with more regular monitoring of pipeline take-up.
- 6.3 Losses are defined as schemes and sites in the planning pipeline that will result in a loss of B class floorspace to another use (which could be another B class use), these can be permissions or allocations. To avoid duplication, where a scheme on an allocated site has planning permission, it is counted as such, and excluded from the allocation data. This approach is taken to gains in floorspace as well as losses.. So for example when we discuss the London Road Industrial Estate PEA this is in terms of planning permissions and the gains in office and losses in industrial, although we acknowledge there is scope for intensification on that PEA.
- 6.4 The planning pipeline only gives a snapshot, we cannot know for sure what future losses will be, and there will very likely be further losses (and gains) over time. The main 'marker' that we have is commitments in the planning pipeline, but as we discuss earlier, losses can be heavily under-recorded, and is why we use the VoA that provides a net floorspace figure to sense test the Council's monitoring data.. There is a particular uncertainty with PDRs that we consider in the next section.

Planned changes to office stock

- 6.5 The pipeline of extant permissions (as of March 2019) for future office gains and losses is set out in the table below.

Table 6.1 Office planning pipeline

Market area	Gains	Losses	Net change
	Floor space (sq m)	Floor space (sq m)	Floor space (sq m)
Membury	0	0	0
Hungerford	0	0	0
Newbury	11,668	-41,787	-30,119
Thatcham	783	-284	499
Beenham	0	-698	-698
Theale	260	-1,273	-1,013
Rural West Berks	4,860	-15,190	-10,330
West Berks total	17,571	-59,232	-41,661

Source: WBDC monitoring data (March 2019) and Stantec analysis. Extant unimplemented permissions. nb floorspace figures are GIA.

- 6.6 Turning first to future gains, the recorded gain in the Newbury area (11,668 sq m) is largely the mixed-use permission within the London Road Industrial Estate (8,400 sq m) and Plots 650/660 at Newbury Business Park (3,000 sq m). In the Rural Berks area the 4,860 sq m gain is predominantly the scheme at 105 Greenham Business Park, which replaces 1,337 sq m of industrial space has now been built. These as yet unimplemented (or very recent) gains will be factored into the future supply calculation later in this report.
- 6.7 The pipeline office losses are more than three times greater than the gains, but as we discuss below losses is very largely down to PDR, and for reasons explained below we do not consider that these losses need to be replaced..
- 6.8 Two-thirds of the recorded losses are in the Newbury area, mostly via PDR, with the majority of the remainder (in Rural Berks) accounted for by the scheme to redevelop the Benham Valence site into a medical park.
- 6.9 PDR alone accounts for almost 40,000 sq m of the pipeline losses. The balance (approximately 20,000 sq m GIA) is planning permission losses – where owners have sought planning permission to release their property. For these planning permission losses we consider that there is a reasonable prospect they will be lost and need replacing because progressing planning applications to obtain permission requires a significant investment in time, effort and cost..

The approach to PDR office to residential losses

- 6.10 Progressing PDRs on the other hand involves less complexity and is generally less costly. Whether or not the PDR losses should be replaced, adding to the demand number is a more complex consideration. In this case we understand the majority of the PDR stock is not occupied. Its implementation will not displace jobs that need re-

accommodating. However, the fact that these properties are subject to PDR has effectively removed them from the market and their absence may contribute to the low levels of vacant office stock we discussed earlier. So for example since Bayer relocated to Green Park in 2018, their former property has not attracted another office user, and the PDR approval effectively removes it from employment use.

- 6.11 There is also the complication that the PDRs may not be fully implemented. Agents report that the residential market is struggling to absorb the new units. This is partly due to some quality concerns with office conversions, but also increasing inability to secure mortgages on PDR conversions²⁵. Agents report that looking forwards the large PDR ‘boom’ is likely to be over as the ‘easy wins’ have been taken already.
- 6.12 For the current pipeline of PDR losses, we have been cautious because we have assumed every current PDR loss is implemented despite agents suggesting this is unlikely for the reasons discussed above. We have not made an allowance for further PDR losses partly because we have assumed 100% of the pipeline will be lost and agents report the ‘boom’ is now over. If there is a future round of new PDR losses these will need replacing in future plan reviews.

Calculation of gross demand for office

- 6.13 Here we add the allowances for the replacement of office losses - hard commitments (planning permissions row (c)) and acknowledge that were there plan allocation losses from existing office to another use that were not already included in row (c), we would account for these here in row (d), but there are no such losses.
- 6.14 To provide data consistency between the various sources we have adjusted the planning permissions floorspace figure (19,795 sq m GIA) from GIA to NIA by deducting 15% equating to 16,825 sq m. This is in accordance with advice in the HCA Guide²⁶.

Table 6.2 Gross demand for office

DEMAND	Sq m NIA
a Floorspace requirement resulting from job change (net change) - 2020-36	62,699
b Allowance to replace future office losses from current planning permissions	16,825
c Allowance for plan allocation losses	0
d Gross demand (a+b+c)	79,524

²⁵ Agents report that a number of mainstream finance firms will no longer provide finance for conversions.

²⁶ ibid

Source: WBDC monitoring data (March 2019) and Stantec analysis.

- 6.15 The gross demand for office floorspace is almost 80,000 sq m equivalent at a 60% plot ratio to 13 ha.

Planned changes to the industrial stock

- 6.16 The planning pipeline for industrial is much simpler because PDR is not a significant issue.

Table 6.3 Industrial planning pipeline

Market area	Gains Floor space (sq m)	Losses Floor space (sq m)	Net change Floor space (sq m)
Membury	218	-711	-493
Hungerford	5,992	0	5,992
Newbury	2,039	-3,267	-1,228
Thatcham	48,236	0	48,236
Beenham	107	0	107
Theale	5,377	-2,089	3,288
Rural West Berks	21,356	-2,201	19,155
West Berks total	83,325	-8,268	75,057

Source: WBDC monitoring data (March 2019) and Stantec analysis. Extant unimplemented permissions.

Nb the floorspace figures are GIA.

- 6.17 Turning first to the gains, there is a sizeable positive pipeline – although this is largely warehouse schemes in Thatcham’s Colthrop Industrial Estate (the Mill site), plus three schemes in Rural Berks (English Provender, 187 Greenham Business Park and the final plot at Easter Park), with very little in Newbury or in the areas in the western half of the District. The gains will be factored into the supply calculation later in this assessment.
- 6.18 The lack of industrial planning activity in Newbury given its strategic location advantages, is surprising and notable, and together with the findings of the market review that found strong demand, suggests the market is land constrained.
- 6.19 Table 6.3 shows relatively little industrial floorspace losses in the planning pipeline. This tallies with the property market assessment (chapter 4) that reviewed all the existing PEAs and the other main employment locations (the full reviews are reported at Appendix A), and found that with the exception of London Road Industrial Estate in Newbury, all designated employment sites are fit for purpose, and not anticipated to lose any land to non-employment uses, and indeed the current planning pipeline data bears this out.

- 6.20 As we note above London Road is attractive for employment uses given its edge of centre location and good road access, and currently has permissions that include an 8,400 sq m office floorspace. The permitted schemes generate a loss of 1,387 sq m of industrial floorspace. A future comprehensive mixed-use redevelopment of the area should deliver an increase in employment floorspace, albeit with a change in the mix of employment uses (industrial to office).
- 6.21 Elsewhere the next biggest loss is 1,337 sq m of former aerodrome building at 105 Greenham Business Park to make way for the new office units. The only other future loss of note is the 1,085 sq m Unit 5 Plenty Close in Hambridge PEA from open B class to auction house (sui generis). Also in Hambridge are a couple of minor changes to allow a small amount of A1 and car showroom. However, otherwise all other losses, amounting to more than half the floorspace losses are minor and on non-PEA sites.

Calculation of gross demand for industrial

- 6.22 Following the same approach as for offices, the net to gross calculation for industrial makes less difference compared to offices because there is only around 8,000 sq m of stock firmly committed to be replaced, which is consistent with the past trends position and the property market outlook that point to very little churn in the existing industrial stock. Thus the gross demand figure increased to around 144,000 sq m, which amounts to 36 ha.

Table 6.4 Industrial gross demand

DEMAND	Sq m GIA
a Floorspace requirement resulting from job change (net change) - 2020-36	136,217
b Allowance to replace future industrial losses from current planning permissions	8,268
c Allowance for plan allocations losses	0
d Gross demand (a+b+c)	144,485

Source: WBDC monitoring data (March 2019) and Stantec analysis.

- 6.23 We now move on to consider supply and market balance.

Supply and market balance

- 6.24 Next we calculate the available supply followed by the market balance this being the difference between gross demand and the available floorspace supply. Market balance is calculated first as floorspace and then in terms of land. The steps involved are:

- Step one – identify the future planned supply of floorspace. This is the plan pipeline supply – planning permissions for schemes either yet to start or not yet completed and plan allocations for the specific B class use, using the Council's planning pipeline monitoring data that is reported in the preceding section.
- Step two – calculate market balance, which is the difference between gross supply and gross demand for floorspace. Where the balance figure is negative (ie demand exceeds known supply (we show this as a bracketed number)) this denotes a shortfall, and the need for more provision to be made in the plan over and above the existing supply. A positive number represents supply exceeding demand.
- Step three – where a floorspace requirement is identified this is translated into a land requirement by applying a plot ratio – a loose rule of thumb for in-town office being circa 100%, but it can be a lot higher, and 60% (ie 6,000 sq m of floorspace per 10,000 sq m (1 ha) of site area) for out of centre/campus offices. For both industrial and warehouses the ratio is 40%. The plot ratios are the ratio of the building footprint to the total site area, and the ratios referred to are generally held industry standards. The 40% applied to industrial/warehouse stock is much firmer figure compared to that for offices, and reflects the fact that industrial/warehouses are almost always ground floor only (albeit some do have mezzanines) and the comparatively high proportion of site area dedicated to outdoor space for vehicle access/circulation, parking and outdoor storage.

Future planned supply for offices

- 6.25 The supply of office space in the planning pipeline comprises of two elements – planning permissions for new office space (row e in Table 6.5 below) and allocations for office that are yet to come forward (row f).
- 6.26 The first element planning permissions are set out in Table 6.1 above, and shows that unimplemented planning permissions sum to 17,571 sq m GIA. This figure is from the Council's pipeline monitoring data and is GIA and needs converting to NIA as discussed earlier by deducting 15% as advised by the HCA²⁷. Therefore office permissions sum to 14,935 sq m NIA.
- 6.27 Turning to opportunities for more office space within the town centres, PEAs and other employment sites, the assessments at Appendix A show that there are no undeveloped parcels of land of any significant size that are not already subject to a planning permission for employment use. The existing main office parks – Arlington, Newbury, Calleva and Theale Lakes are fully built out with no scope for major intensification or expansion. Therefore the quantifiable figure for the assessment is zero sq m.
- 6.28 This is not to say that there will not be future opportunities for redevelopment and for intensification of office use, especially within the District's principle town centre, Newbury, and as experienced at Greenham Business Park where the former air base buildings are fast disappearing to be replaced with offices or industrial units.

²⁷ HCA ibid

However, there are no sites where we can say or quantify with any degree of certainty that more office space can be provided.

Market balance for offices

- 6.29 Having considered the two elements of supply above, next we set out the market balance calculation for offices - the gross demand minus the supply equalling the balance.

Table 6.5 Office market balance

	Sq m NIA
d Gross demand	79,524
PLANNED SUPPLY	
e Planning permissions for office yet to be implemented	14,935
f Allocations for offices yet to come forward	0
g Gross supply (e+f)	14,935
FORECAST BALANCE - 2020-2036	
h Final Balance (g-d) over (under) supply	(64,589)

Source: WBDC monitoring data (March 2019) and Stantec analysis

- 6.30 The final market balance for the future need for offices in West Berks to 2036 stands at approximately 65,000 sq m (4,000 sq m pa). At a 60% plot ratio this would require 11 ha.
- 6.31 After calculating the market balance for industrial, we return to considering potential approaches and land to fill the gap in supply.

Future planned supply of industrial

- 6.32 Following the same approach as that above for office we firstly identify the two elements of supply, and then calculate the market balance.
- 6.33 Unimplemented planning permissions for industrial uses are recorded in Table 6.3 above and identify a figure for industrial gains of 83,325 sq m GIA. As previously stated there is no need to revise the industrial floorspace from the GIA figure.
- 6.34 Turning to allocated sites with land available for industrial use, the situation is the same as for office uses – there are no land parcels within the current allocated and designated areas that do not already have a planning permission but could deliver additional industrial floorspace.

- 6.35 There are sites coming forward for development such as the Mill site at Colthrop and 187 Greenham Business Park, but these schemes are captured in the planning permissions data. The assessments at Appendix A show that there are no parcels of land of any significant size within either the PEAs or the other designated employment sites that are not already subject to a planning permission for employment use. There are opportunities to intensify employment use, as mentioned in the office discussion above, such as at Greenham Business Park where there is opportunity to replace some of the fast disappearing historic stock associated with the airfield.
- 6.36 There are other PEAs that were former airfields, but these tend to be in the rural west around Membury and Lambourn, relatively small in scale, some in single business occupancy and not in areas of high market interest. These sites offer employment space at lower price points that are attractive to the market, as evidenced by the high occupancy rates. None of the other PEAs offer intensification opportunities of any scale.
- 6.37 So, again as with offices there are no sites where we can say or quantify with any degree of certainty that more industrial space can be provided. Thus, if the balance of supply in the planning pipeline that is considered next, is not sufficient to match the identified demand, then more land will need to be identified to ensure future economic growth is not constrained. Any future land requirement will need to be considered in terms of location as well as quantum to ensure land is delivered where the need could best be met.

Industrial market balance

- 6.38 The market balance for industrial is set out in the table below and follows the same format as that for the office balance.

Table 6.6 Industrial market balance

	Sq m GIA
d Gross demand	144,485
PLANNED SUPPLY	
e Planning permissions yet to be implemented	83,325
f Allocations for industrial yet to come forward	0
g Gross supply (e+f)	83,325
FORECAST BALANCE - 2020-2036	
h Final Balance (g-d) over (under) supply	(61,161)

Source: WBDC monitoring data (2019) and Stantec analysis

- 6.39 The pipeline supply for new industrial floorspace is quite substantial (row e) This is the reverse of the situation for offices. However, in common with offices there are no current plan allocations for industrial that are not already counted in the supply pipeline.
- 6.40 The balance produces a net requirement rounded up to approximately 62,000 sq m, which at a 40% plot ratio equates to a need for approaching 16 hectare (1.0 hectare per annum) over the 16-year Plan period.

Potential land to meet the shortfall

- 6.41 In this section we consider some of the land that has been promoted through the Council's recent Housing and Employment Land Availability Assessment (HELAA) Call for Sites, and also other approaches to identifying land with potential to meeting the floorspace requirement. This assessment's narrow focus is whether the land is likely to be attractive to potential developers and future occupiers. The data and analysis of the dozen sites within scope is set out in the HELAA site assessments at Appendix A.
- 6.42 It is not the role of this study to recommend sites to allocate, as there are a very wide range of suitability and availability factors, well beyond the scope of this study that need to be considered before the Council can decide on which sites to allocate. This market review is just one element feeding into the Council's considerations.

Potential land to meet the outstanding office floorspace requirement

- 6.43 The office floorspace requirement over the Plan period to 2036 after accounting for all planned supply as set out in Table 6.5 above, Table 6.5 is 65,000 sq m.
- 6.44 Agents report a shortage of space in and around Newbury town centre, particularly modern offices for small and medium sized businesses, and we return to this below. They also note that, in their opinion, the east and west of the District operate as separate and distinctive markets. In summary, land in the east of the District is not substitutable to meet occupier demand in the west and vice versa.
- 6.45 In our opinion there is some support for this. Reading's commercial sphere of influence is greater than the administrative area of the town, but does not extend to Newbury, which agents consider to be a different market.
- 6.46 Despite agents reporting a demand for new space in Newbury town none has been offered via the Council's Call for Sites. This presents a dilemma because, while we recognise that there is demand for smaller town centre office units in Newbury, and a lack of available 'quality' space to offer, there are no sites at a sufficiently advanced stage to satisfy the reasonable prospects test. Were sites to come forward, and be seriously pursued through the submission of a planning application including office floorspace, this should be supported in principle.
- 6.47 The only site promoted through the HELAA that is in an area of high market attraction for office use and therefore has potential for office use is the land adjacent to J12 of

- the M4 at Theale, north of Arlington (HELAA ref. THE8). None of the other sites promoted for employment uses are in the right areas for major office development.
- 6.48 THE8 is a flat, rectangular 5.2 ha site on the opposite side of the A4 from the Arlington Business Park, and in an area of proven market attractiveness for office uses. However, the key constraints are that it is immediately adjacent, albeit outside the AONB, and also most of the area is within floor risk zone 2 and there are known surface and ground water flooding issues. Additionally, it is crossed on its eastern side by high voltage electricity (including a pylon) that will have some bearing on the site's development potential and quantum of floorspace that can be delivered. Consultation with Highways England would need to be undertaken with regard to any potential access onto the A4 junction. All these constraints would need to be carefully and satisfactorily addressed for development to be considered acceptable.
- 6.49 At a fairly conservative 60% plot ratio (sites in this area have been redeveloped to a higher ratio than the 40% rule of thumb), the entire site could accommodate almost half the District's need to 2036 (31,200 sq m). The electricity cables would limit building heights/densities on the eastern side of the site, but the rest of the site, which is the majority of the area could deliver higher plot ratios subject to other possible constraints.
- 6.50 If it is concluded that the site should be allocated through the Local Plan Review process, the Council would still need to find land to accommodate the balance of the office space need. around 34,000 sq m of net additional space. This could need at least 6 hectares of new land. But there is no matching promoted supply in either the west or east of the district.
- 6.51 The Council has options to address this deficit, with the most obvious being town centre redevelopment schemes. However, in our experience town centre office sites (those not publicly controlled) rarely yield net additional floorspace due to demand for residential, and in general 'net' zero is the best case for town centre redevelopment schemes on office sites.
- 6.52 Markets do however, change in response to macro and local-economic factors, and given the likelihood that recent events - Brexit and the Covid 19 pandemic – will lead to a paradigm shift in the role of retailing within town centres over the life of the next plan. It is recommended that the Council should actively consider the scope to secure new office floorspace through the redevelopment of retail space. We are aware, for example, that the Kennet Centre could be redeveloped in the future, and this would provide an opportunity for some new office space. Once the ramifications of Brexit and the Covid 19 pandemic are better understood, it is possible other sites may also emerge, sites that may be equally or more accessible and market preferable, for example sites closer to the rail station.
- 6.53 While there can be no guarantee that this approach will yield town centre sites for offices, our view is that the Council, thinking creatively about regeneration of the town centre, should lay a clear strategic policy framework that requires the regeneration and redevelopment of retail and other sites to include some office provision to address the identified need as and when the opportunity arises.

- 6.54 Elsewhere in Newbury, the London Road Industrial area is one possible source of supply for new office provision close to Newbury town centre. But feedback we have received about the market prospects for this site, and the town centre more generally is often contradictory. Agents report a demand for offices, including new quality offices to attract a new generation of firms to locate or grow in the town. But, at the same time a reluctance for the market to offer sites that reflect this, Newbury has failed to add office stock and a number of firms have left with their former property now subject to PDR. The market view is that Newbury needs to break out of its recent office trends, where new space has rarely been delivered. Market demand to offer new space to attract a generation of firms is weak and the town centre is failing to provide property that may be attractive to a new generation of technology spin-off firms who demand a more 'urban' property format that an out of centre site cannot offer. This could be part of the role for redevelopment at London Road.
- 6.55 Given there is a quantitative shortfall of land for new office over the plan period, PDR losses slowing, and the office market showing some signs that the increase in office densities we have seen as offices have adjusted to more modern working practices may be coming to an end – there is some scope that the London Road area may be needed to provide net additional space over the plan period. A comprehensive regeneration, as envisaged, may allow this part of Newbury to set a new trend and break out of the recent cycle of poor performance and inability to attract/retain growing firms. London Road is the only edge of centre site that offers such scope and the regeneration strategy for this area needs to carefully consider the opportunity to provide a broad range of town centre uses, including meeting the demand for town centre office space.
- 6.56 Should the above-mentioned approaches fail to yield sites, the Council could undertake a more focused Call for Sites, explicitly looking for new office sites in and around Newbury town centre. Ideally this exercise would identify town centre sites for smaller firms, addressing what the agents see as a gap in the market. But again as in the past there can be no guarantee that it would yield sites.
- 6.57 In conclusion, this assessment identifies an office floorspace requirement to 2036 of 65,000 sq m, but just one site which from a property market perspective we consider suitable for office - Land adjacent to J12 of the M4 at Theale (THE8), and this site could potentially accommodate around 31,000 sq m. However, this site has some key constraints, but if it were to be allocated then the unmet office need to 2036 would stand at 34,000 sq m, and this could be delivered through the means outlined above.

Potential land to meet the outstanding industrial floorspace requirement

- 6.58 The industrial floorspace requirement over the Plan period to 2036 after accounting for all planned supply as set out in Table 6.6 above, is 62,000 sq m, equivalent in land terms to approximately 16 ha.
- 6.59 The property market assessment demonstrates demand for industrial, and in particular warehousing for logistics and distribution is strongest on the eastern side of

the District. The demand assessment identifies a requirement for an additional 16 ha of land for industrial activity.

- 6.60 A number of sites were promoted through the HELAA that could potentially accommodate industrial uses, The Council identified eleven of these sites for review in this work, and these are included in the assessments reported at Appendix A (the HELAAs sites). We consider that the twelfth HELAA site considered THE8 could equally accommodate industrial as well as office, but because it is the only site promoted for employment use that is in an area of high market attraction for office we recommend that it is progressed for that use and not industrial.
- 6.61 All of these sites are either immediately adjoining existing industrial PEA sites (10 sites), or in the case of the two Theale sites (THE6 and 8) very close to PEAs, but separated by a major road. The assessment considers which sites are located in areas that are attractive to the market. Consideration will need to be given to whether these are suitable having regard to surrounding uses and potential amenity issues.
- 6.62 The table below identifies the sites that in total sum to 57 ha, and summarises whether they are in areas of high, medium or low market attraction.
- 6.63 In terms of availability all are promoted through the HELAA and are therefore likely to have a willing owner. We have assessed each site in terms of whether it is broadly in an area of market attractiveness, and identified if there are any physical constraints that would significantly impact on the site's viability. A review of site suitability is based on high level physical and policy constraints to provide an indication of whether the site should be further considered and assessed further through the Local Plan Review.

Table 6.7 Potential industrial sites

Market area	Site	Market attraction	Constraints	Ha
Land with potential for industrial uses				
MID5	Land to the east of the Colthrop Industrial Estate	High	No known constraints	5.0
ALD6	Land off Benyon Road, Easter Park, Tadley	High	No known constraints	2.1
ALD3	Former Youngs Garden Centre, Aldermaston	Medium	No known constraints	2.6
ALD8	Land to the north west side of Paices Hill, Aldermaston	Medium	No known constraints	3.0
Total area				12.7
Land requiring further consideration for its suitability for industrial uses				
LAM6	Land west of Ramsbury Road, Membury	Low	AONB and highway concerns	6.9
Land not considered to be suitable for industrial uses				
BEEN3	Beenham Landfill & Compost Area	Medium	AONB	7.3
BEEN4	Beenham Landfill, Grange Lane	Medium	AONB	17.1
BEEN5	Beenham Landfill, Pips Lane	Medium	AONB	3.7
BEEN6	Beenham Landfill, A4 Road Frontage	Medium	AONB	3.9
CA6	Old Sand Pit, Hermitage	Low	Adjacent to AONB and highway concerns	2.1
THE6	Theale Rail Depot, Theale	High	FZ3b and access	3.5

Source: WBDC HELAA and Stantec analysis

- 6.64 The review identifies the four sites at the top of Table 6.8 that are considered the best sites in terms of market attraction and our initial review of constraints for industrial use. In total they would provide 12.7 ha of land.
- 6.65 A fifth site that could be suitable for industrial use is Land West of Ramsbury Road, Membury (LAM6). It is located within the western part of the District, which has generally low market attractiveness, but is immediately adjacent to the Membury industrial estate area that is fully occupied, and has experienced a number of redevelopments and expansions in the past to allow existing local businesses to grow supporting the rural economy. The continuing demand for space for local businesses is illustrated by the planning application currently under consideration for a large warehouse unit (plus D1 space) on the LAM6 site. To support the rural economy, part or all of this 6.9 ha site could be considered for allocation for employment use, albeit that the site is within the AONB designation. The site has the potential to provide the smaller units (circa 500 sq m) that the market assessment identifies are in particular short supply and that are in demand throughout the District. It is relevant to note that the 16 ha industrial requirement is a minimum to meet the need, there could therefore be merit in allocating the whole of the site.

- 6.66 Table 6.7 includes sites assessed, but not currently considered suitable for employment uses. Four are sites in Beenham (BEEN3,4,5&6) located in an area of medium market attraction in the east of the District, but this is an area where there are better located alternatives that are not within the AONB. The Old Sandpit site (CA6) to the rear of the Red Shute Hill Estate is in an area of low market demand, but could provide additional employment space, so supporting the rural economy. However, the site raises concerns in respect of highways and impact on the adjacent AONB. While Theale Rail Depot (THE6) is in an area highly attractive to the property market, it is almost entirely in the functional floodplain (3b) and has access constraints, and we therefore do not consider it suitable for industrial uses.
- 6.67 It is relevant to note that the five sites (at the top of the table) that are potentially suitable for industrial use would not address the needs of the District's main market area – Newbury. As with offices no sites have been promoted to date in Newbury. This is all the more relevant in the context of the market conclusions, which are that because the market is so tight there is a need to replace future losses should they occur at the London Road Industrial Estate.
- 6.68 While there are schemes in the pipeline in the wider Newbury area such as those at Greenham Business Park, in terms of the future supply there is a qualitative imbalance, with nothing in Newbury. Should redevelopment at London Road Industrial Estate result in industrial losses, a new focused call for industrial sites for Newbury could be justified. In the event that no potentially suitable sites come forward, the Council would need to carefully re-examine the suitability of the sites in and around Newbury promoted through the HELAA.
- 6.69 Paragraph 11 of the National Planning Policy Framework, identifies a number of policies which protect areas or assets of particular importance and recognises that this may provide a strong reason for restricting the overall, type or distribution of development. However, it is not for the ELR to determine whether AONB land will be needed. It will be for the Local Plan Review process to further consider and assess the suitability of such sites within the constraints and supply of land in the District.

Summary

- 6.70 The net and gross demand, gross supply and floorspace/land requirements to support employment growth in the District over the Plan period are set out in the table below.

Table 6.8 Summary demand supply balance – 2020-36

	Office (B1a/b)		Industrial (B1c, B2&B8)	
	Sq m NIA	Ha	Sq m GIA	Ha
a Net demand	62,699		136,217	
b Gross demand	79,524		144,485	
c Gross supply	14,935		83,325	
d Requirement (b-c)	65,000	11	62,000	16

Source: Stantec analysis

- 6.71 For offices the assessment shows that there is general demand from forecast growth in jobs for new floorspace (net demand), and this increases when replacement of future known losses through the planning pipeline are added in (gross demand).
- 6.72 Future supply in the planning pipeline is less than one fifth of the demand, and we estimate that as a minimum 65,000 sq m of new floorspace should be provided for office use in the next plan.
- 6.73 This could in part be addressed through office provision at Theale, close to the Arlington Business Park in the East of the District (THE8) a site in an area of high market attraction and where approximately half the demand (31,000 sq m) could be met. However, this would neither be quantitatively nor qualitatively sufficient to meet the needs of Newbury.
- 6.74 This gap in the overall balance (circa 34,000 sq m) should be filled by seeking to maximise the potential for new office provision through the regeneration of the London Road Industrial Estate on the edge of Newbury town centre, and through redevelopment schemes, of existing retail or office uses within Newbury town centre, such as possibly the Kennet Shopping Centre. It could also be met through mixed-use allocations to include an element of housing and employment. For viability reasons, new offices may need to come forward alongside new housing – especially smaller offices to meet the needs of the Newbury market. A further option is a new focused call for specific Newbury related office sites.
- 6.75 The next plan will need to demonstrate how the 65,000 sq m of net additional office floorspace could be accommodated with ‘reasonable prospects’ of delivery. As discussed in section 5 this excludes a small allowance for Vodafone because the future needs of this firm (and their supply chain) needs to be considered separately by the Council²⁸.
- 6.76 It is important to recognise that the floorspace requirement needs to be seen in the context of the whole plan period. Both of the economic forecast sources used in this study suggest that the office sector will, over the plan period, return to growth, and the agents consulted in the course of this study confirm a need for more space in the market – albeit short term market signals may be weak. The Council should scope the next generation of policies so that, if market demand for offices strengthens, it is clear that the requirement is a minimum and policy is flexible and supportive for all forms of office development. This would include larger offices (although scope to deliver larger offices in the historic town centre setting is unlikely), but would need to include smaller, flexible offices that agents report are in demand across all office related sectors, but have no matching supply at the moment.
- 6.77 Given the continued general uncertainty surrounding the future of UK high streets, it is quite possible that the next generation of town centre offices come from the redevelopment and reconfiguration of retail space. In policy terms this could be captured in a revised Policy C9 encouraging town centre or edge of centre retail

²⁸ Were this adjustment not to be made the ‘need’ would increase by around 10,000 sq m or 1.7 ha of land.

redevelopment schemes to include as much office space as possible, and for redevelopment of offices to maximise re-provision.

- 6.78 For industrial, demand is much higher than for offices. Partly because the market is not starting from a position of 'balance', and there is almost no vacant space available to allow businesses to move, expand or enter the West Berks market. Although there is substantial supply in the pipeline, this is only just over half the gross demand, and 16 ha of new land is needed to meet future demand for industrial uses over the Plan period.
- 6.79 Given the need to address a current market shortage for industrial space there is, unlike for offices, a more pressing need to frontload the plan with a readily available pipeline of space. So we suggest that as much as possible of this 16 ha minimum should be allocated on easily deliverable sites.
- 6.80 No single site has been identified through the HELAA that is capable of meeting the whole shortfall for industrial floorspace, but five sites are promoted that cumulatively could bridge the quantitative gap. As discussed above, the four sites with the best prospect are all extensions to existing employment areas, and these are in the main area of market demand in the east of the District. All as far as we are able to ascertain are free of significant physical or policy constraints, but this will need to be further considered and confirmed through the Local Plan process. The fifth, Land West of Ramsbury Road (LAM6) is not in the main area of market demand, but has acknowledged local demand and would also be considered an extension to an existing industrial employment area (Membury).
- 6.81 None of the promoted industrial sites are in Newbury, which is an imbalance in provision that should ideally be redressed. This could be made all the more critical should the London Road site be redeveloped and not include industrial uses (and associated SG uses such as builders merchants and trade counters), as this would require replacement industrial space in the Newbury area in addition to the need identified in this study. A targeted Call for Sites could be undertaken with the aim of identifying additional capacity in the Newbury area, alongside a coordinated approach to the future growth and regeneration of the town centre. However, there can be no guarantee that it would yield sites.
- 6.82 As with offices, consideration should also be given to providing new industrial floorspace, as part of any potential large housing allocations. This would be an appropriate route to address the shortfall particularly for smaller and lighter units which are in demand, but with limited new supply coming forward. We note that industrial development was viable in the East (Reading market area), but less so elsewhere.

7 CONCLUSIONS

- 7.1 West Berkshire is generally a successful local economy. Unemployment is low, economic activity high and both resident and workplace wages higher than the region.
- 7.2 There are strong commuting flows into Reading – but that is to be expected given the geography of the District. Were residents / workplace wages not so similar it may signal a quality disconnect with higher wages being earned in Reading and a lack of quality employment in West Berkshire. But the fact residents / workplace wages are the same suggests that this is not the case.
- 7.3 The inflows from Basingstoke and Deane are also likely to be a product of geography – major employment areas in this District (most obviously AWE) are better related to many rural Basingstoke and Deane residents than Basingstoke town.
- 7.4 In any event the more recent job density data suggests West Berkshire is now a major importer of labour – although the Census is needed to confirm this.
- 7.5 In terms of job growth the District has grown significantly over the past 20 years, and the size of the economy is now similar to Reading. However, the geography of Reading Borough means that much of that town’s recent growth has occurred over the Borough boundary (which may help explain the job density discussed above). The Reading market area stretches into West Berkshire, and indeed also into Wokingham.
- 7.6 For our purposes this ‘split’ East and West means that land provided to meet a District ‘need’ in the east would not satisfy market demand for Newbury space. A message made very clearly through our property market discussions. There would appear to be a concern that while the District overall has done well, this has not translated into the Newbury market.
- 7.7 Newbury town has, along with many other areas, lost a considerable amount of stock to PDR. Vacancy rates for both offices and industrial stock are low, which suggests more land/space is needed than implied only by the net job growth. The existing designated employment sites are either fully built out, or have planning permissions on the last remaining land parcels and the sites offering redevelopment and intensification opportunities. The pipeline of supply for new office is extremely low, and although there is some supply in the pipeline for new industrial, this is not enough to meet forecast demand.
- 7.8 Looking to the future we have identified a need for new office and industrial land over the next Plan period to 2036 – a minimum 11 ha (65,000 sq m) requirement for office and a 16 ha (62,000 sq m) requirement for industrial uses.
- 7.9 The Call for Sites (HELAA) identified only one possible office site in the East of the District, and saw nothing at all promoted in Newbury town. The likelihood is that sites are instead being promoted for housing – especially given the weak office market in the past. Over time the office market should continue to recover in line with the

forecast positive job growth. But this confidence has not as yet translated to those promoting sites to the Council – hence the lack of new office land.

- 7.10 The Call for Sites saw a number of sites promoted for the supply of industrial land, and we identify just four of these as being in areas of market attraction, and being as far as we can see unconstrained. These four sites sum to 12.7 ha, short of the 16 ha land requirement. We therefore recommend a fifth - Land West of Ramsbury Road, Membury (LAM6) should be given further consideration, as while not in an area of general market demand it is well located to address rural demand. LAM6 is better suited to address rural demand than the Old Sandpit site, Hermitage (CA6). The four sites at Beenham (BEEN3,4,5&6) are located in an area of medium market attraction, but in the eastern part of the District where there are currently better located alternatives that are not within the AONB.
- 7.11 For both markets the Council needs to consider if additional land can be identified. For offices this should ideally be through town centre redevelopment and the redevelopment of the London Road estate. If redeveloped, the current industrial activity on the site will need to be re-accommodated elsewhere – further increasing the need for additional Newbury industrial space. This could potentially be met through mixed-use allocations to include an element of housing and employment (small scale light industrial and/or trade counter) and/or through a new focused call for specific Newbury related industrial sites.
- 7.12 In the absence of any new sites, the final option maybe to examine potential housing sites with a view to securing an element of new office or industrial space depending on location. This would obviously be at the expense of residential capacity, but this would be much easier to ‘top up’ via new sites. It would not be an unreasonable ask for major residential sites to make a positive contribution to the District’s employment land shortfall. This route may be needed to address the deficiency in smaller unit demand that cannot be met via a pre-let and address some of the market gaps discussed in our market review chapter. While viability here is much better than many other areas non-pre-let space is difficult to justify (despite being in market demand) and certainly not viable enough to pay for significant infrastructure.
- 7.13 The Council should scope the next generation of policies so that, if market demand for offices strengthens, it is clear that the requirement is a minimum and policy is flexible and supportive for all forms of office development. This would include larger offices (although scope to deliver larger offices in Newbury’s historic town centre setting is unlikely), but would need to include smaller, flexible offices that agents report are in demand across all office related sectors, but have no matching supply at the moment.
- 7.14 It is plausible that the next generation of town centre offices will come from the redevelopment and reconfiguration of retail space. This should be planned for through a revised Policy C9 encouraging town centre or edge of centre retail redevelopment schemes to include as much office space as possible, and for redevelopment of offices to maximise re-provision.

Recommendations on Preferred Employment Areas

- 7.15 All the PEAs require safeguarding.
- 7.16 PEA boundaries should be extended to include existing employment provision at Charnham Park, and reduced to exclude retail and land no longer suitable for employment use at Station Road, Hungerford.
- 7.17 PEA boundaries could be extended to provide new land for employment uses at the Turnpike Estate, Colthrop Estate, Paices Hill/Youngs Industrial Estate and at Membury.
- 7.18 We recommend that Greenham Business Park, the Vodafone Campus, Easter Park (including adjacent land) plus two much smaller sites in rural parts of the District - Langley Business Court, Beedon and the Old Mill Trading Estate, Pangbourne are all designated PEAs.

Recommendations on town centre boundaries

- 7.19 Generally the town centre boundaries are appropriate and capture the extent of the commercial activity in all of the centres, with a few relatively minor recommended changes to the boundaries of Newbury, Hungerford and Theale (for the detail refer to the last section of Chapter 4). Commercial activity in the latter two mentioned centres plus Thatcham and Pangbourne is a relatively minor element of the town centre offer.

APPENDIX A SITE ASSESSMENTS

EXISTING SITES

1 BASIC INFORMATION		3	4	5	6	7	7	8	9 ATTRACTIVENESS TO OCCUPIERS		11	12	13	14	15	16	17
Site ID.	Site name	Market area	Site description	Site area (ha)	Primary type of employment	Other main employment uses	Sequential location	Planning history	External environment		Access to amenities (nearest centre km)	Score	Internal environment		Market commentary		Other market intelligence
									Prominence of site	Compatibility with surrounding uses			Layout, parking, servicing, landscaping etc.	Score	Occupancy	Occupancy Score	
1	Calleva Park, Aldermaston	Rural West Berkshire	Fully built-out 1980s office park (no. 25 buildings) in a rural setting with Tadley to the south and AWE Aldermaston immediately to the east.	7.1	Office (B1a)	-	Adjacent to the built up area	No major applications.	Medium. On the A340, but this is not a busy route.	AWE immediately adjacent to the east, and woodland on the other three sides, with Tadley beyond to the south.	2.5 km to Tadley	Reasonable	Purpose built, so layout and landscaping is good.	Good	A number of vacant office buildings.	Poor	Many occupiers are located here for historic reasons with links to the AWE.
2	Paices Hill/Youngs Industrial Estate, Aldermaston	Rural West Berkshire	Established light industrial estate, purpose-built with a range of industrial activities.	6.3	Light Industrial (B1c)	-	Outside the built up area	Some of the light industrial stock on site has been redeveloped.	Medium, on the A340, but T junction access rather than roundabout or light controlled.	AWE immediately to the east, to the north open storage, and a mix of woodland and outdoor leisure to the west and south.	3.8km to Tadley	Reasonable	A standard layout, with plenty of circulation and parking space with minimal landscaping.	Reasonable	None	Excellent	This is an estate in demand from prospective industrial occupiers.
3	Beenham Industrial Area, Beenham	Rural West Berkshire	A collection of industrial uses on three separate parcels. The largest parcel has direct access onto the A4 and is occupied by a building materials manufacturer (Marley) and a distribution unit (Porsche). To the rear is a waste management depot and a scrap yard, and furthest west is Beenham Grange, a collection of mostly former agricultural buildings used for a variety of motor repair related activities.	21.4	General Industrial (B2)	Mixed B uses	Outside the built up area	No relevant planning history. The uses on site are either long established uses, or are reusing former agricultural buildings.	The main parcel is highly visible, fronting on to the A4. The parcels to the rear can only be accessed via rural lanes.	Low - given all three parcels are surrounded by agricultural land.	8 km to Tadley	Reasonable	The main parcels are single occupier, and thus this is not a consideration. Beenham Grange has sufficient circulation/parking.	Reasonable	Generally single occupier sites.	Excellent	What demand there is, is focused on Beenham Grange as all the other sites are large single occupation.
4	Red Shute Hill, Hermitage	Rural West Berkshire	Mix of light industrial, haulage, timber yard and coach hire. The main occupier (Frontier) is an agri-tech business.	4.0	Light Industrial (B1c)	-	Outside the built up area	Permissions in the past for office use. Recent redevelopment of warehouse unit. Pending application for extension to main office building.	Low - isolated rural location.	Surrounded by agricultural land on three sides and Longlane village to the west.	5km to Thatcham, 1.2km to Hermitage	Poor	The main occupier (Frontier), a haulier has dedicated access. The other businesses have separate access arrangements and dedicated circulation and parking. Spacious feel, no need for on site landscaping, as surrounded by countryside.	Good	No unit availability	Excellent	This is an estate in demand from prospective industrial occupiers.
5	Station Yard, Hungerford	Hungerford	Established industrial units either side of the railway line and station. The main occupier is Saxon, an automotive parts distributor, that has a warehousing unit taking up the whole of the area north of the railway. On the southern side of the railway are some older light industrial units, that are reached through the station car park. On the west side of Station Rd are more modern light industrial sheds. Also on the western side of Station Rd, but north of the railway is a Tesco store that is included within the employment area, but should be excluded.	5.3	Storage and Distribution (B8)	Light Industrial (B1c)	Within 400m of a town centre	2018 permission on 0.3 ha former Oakes Brothers site, Station Road (HUN3) for residential.	Poor	Close to railway station, Tesco supermarket and residential.	400m to Hungerford	Reasonable	Generally rather cramped layout that may have been fit for purpose in the past but is now inadequate. The exception are the B1c units on the west side of Station Rd have adequate parking and circulation space.	Poor	All the units appear to be occupied	Excellent	This location is generally occupied by long standing companies who are acceptive of the comparatively poor access. Entrants to the Hungerford market generally consider Charnham and the adjacent Charnham Lane estate of smaller units because of the better links to the M4.
6	Smitham Bridge (Hungerford Trading Estate), Hungerford	Hungerford	A terrace of long established, but fit for purpose light industrial units on the edge of the town.	1.3	Light Industrial (B1c)	-	Within the built up area	No relevant planning history	Low - edge of town residential area.	Residential to the rear and north, with former agricultural land (and a brook) defining the boundary to the west.	1km to Hungerford town centre	Reasonable	Ample room for circulation and parking immediately in front of the units, all of which have roller doors for goods in/out.	Good	All the units are occupied	Excellent	This location is generally occupied by long standing companies more tolerant of the comparatively poor access. Entrants to the Hungerford market generally consider Charnham and the adjacent estate of smaller units because of the better links to the M4.
7	Charnham Park, Hungerford	Hungerford	To the north (M4 side) of Hungerford town centre. The newest and main business park in Hungerford. A purpose built cluster of modern office, industrial and logistic and distribution space, with the leisure centre also on site. The main occupier is Chr Hansen/Sulzer that operate from two buildings - one for manufacturing and a warehouse unit. CDK is the main office occupier.	9.7	Office (B1a)	General Industrial (B2)	Adjacent to the built up area	Some change of use applications from B uses to office.	North of the A4, but most of the site is only visible from the access road.	Agricultural land to north and west, residential to the south and an employment area immediately to the east.	1km to Hungerford town centre	Reasonable	Purpose built landscaped park, but insufficient parking, with parking spilling out on to the park access road.	Reasonable	No evidence of available stock	Good	Hungerford's premier industrial and office location, mainly due to the access advantages.
8	Membury Estate, Lambourn	Membury	Cluster of long established employment activities either side of the M4. The main area is Membury Airfield Industrial Estate and Aerial Business Park that abut the Membury Airfield immediately to the west. The area is occupied by mostly industrial businesses in a wide range of activities such as engineering, chemical, aviation and agricultural activities, operating from premises that are long established, evidence of refurbished and expanded premises. To the south is a logistics firm with modern units, and immediately to the north of the M4 a warehouse used for events management.	21.1	General Industrial (B2)	Light Industrial (B1c)	Outside the built up area	There have been change of use applications within the B use class, permissions for storage use and for extensions to light industrial units.	Low - employment uses in the rural area.	Airfield and motorway service station immediately to the west. Agricultural on all other sides.	9.8km to Hungerford, 750m to M4 service station	Reasonable	The various sites are mostly single occupier with dedicated parking and circulation space. The main industrial estate has developed incrementally and has a poor internal environment.	Poor	There are a number of smaller light industrial units in the estate as well as the larger occupiers, and no obvious vacant units.	Excellent	Membury, like all the rural areas has comparatively weak demand. There is evidence of more local demand for industrial space coming from small businesses servicing the local market.
8a	Hurst Farm, Lambourn (Membury Business Park)	Membury	Former farm buildings now used for storage for a pallet supplier business.	0.9	Storage and Distribution (B8)	-	Outside the built up area	Change of use permissions from farming to warehouse use. Permissions to convert outbuildings into residential dwellings.	Low - because on a rural road linking villages.	Farm buildings to the west, otherwise surrounded by agriculture.	9.8km to Hungerford, 750m to M4 service station	Poor	Little scope for modern standards in terms of layout because adaptation from former collection of farm buildings.	Poor	Single user	Good	Membury, like all the rural areas has comparatively weak demand. There is evidence of more local demand for industrial space coming from small businesses servicing the local market.
9	Lowesdon Works, Lambourn	Membury	Small estate (circa 35 units) of mainly light industrial workshops with some office, re-using former WW2 air force buildings associated with RAF Membury.	2.6	Light Industrial (B1c)	Office (B1a)	Outside the built up area	2015 permission for new storage and distribution space.	Low - countryside location.	Surrounded by open countryside. In the AONB.	9.8km to Hungerford, 2.3km to M4 service station	Poor	Buildings centrally located with ample dedicated parking and circulation space.	Good	All the units appear to be occupied	Excellent	Membury, like all the rural areas has comparatively weak demand. There is evidence of more local demand for industrial space coming from small businesses servicing the local market.

EXISTING SITES

1 BASIC INFORMATION		18 ACCESSIBILITY <i>Local access by road</i>		19	20 <i>Strategic accessibility (road)</i>		21	22 <i>Public transport access</i>		24	25 REVIEW / RECOMMENDATION		26	27	28	29	30
Site ID.	Site name	Site junction and quality of access to the principal road network (access on to A or B road)	Score	Ease of access /proximity to SRN (A34/M4) [kms]	Score (quality of route)	Is the site close to a railway station (within 400m)?	Station name, number of bus stops within a 400 m radius	Score	If the site retains its current use, will it continue to be occupied?	Are there undeveloped parcels /opportunities for redevelopment / intensification / extension?	Developable land (ha)	Are there any constraints on the parcels / redevelopment / intensification / extension?	When are these constraint(s) likely to be resolved?	Recommendation			
1	Calleva Park, Aldermaston	Roundabout controlled direct access onto the A340.	Excellent	12 kms to M4 J 12 via Paices Hill, passing through Aldermaston and then A4. Very few if any freight trips.	Reasonable	No	6	Poor	Yes	No	0	n/a	n/a	Safeguard			
2	Paices Hill/Youngs Industrial Estate, Aldermaston	Access directly on to the A340. No filter or controlled junction, but A340 is not heavily trafficked.	Reasonable	11.5 kms to M4 J 12 via Paices Hill, passing through Aldermaston and then A4.	Poor	No	2	Very poor	Yes	Some units have been redeveloped, but no undeveloped land within the existing boundary. Opportunity to extend the PEA to the north (to include the area currently used for open storage) and to the south (former leisure track) - HELAA sites 3 and 8 (see separate entries for these sites).	0	n/a	n/a	Safeguard			
3	Beenham Industrial Area, Beenham	The main parcel has direct roundabout controlled access to the A4.	Good	7.5 kms to M4 J 12 via A4	Good	Yes	Aldermaston station on opposite side of A4. 10 bus stops.	Good	Likely	The largest parcel is used for the manufacture of building materials, with the major coverage open storage, which could be intensified were the use to change, but this is not anticipated. Potential to extend on to the redundant landfill/agricultural land to the north and east (see HELAA sites BEEN 3,4,5&6).	0	Yes, site adjacent to AONB.	n/a	Safeguard			
4	Red Shute Hill, Hermitage	Access is via rural B roads. There is a former railway bridge on Red Shute Hill that is a major constriction. Route to A roads require passing through villages. The FRP excludes access north (Priors Road) close to the Showground and directs freight south via the B4009 to join the A339.	Very Poor	11 kms to M4 J13 via A4009 and A339.	Poor	No	4	Very poor	Yes	The existing site is fully built out, but there is land to the rear (see HELAA CA6) that has potential to expand the estate.	0	n/a	n/a	Safeguard			
5	Station Yard, Hungerford	Station Road is accessed via Park Street (both narrow unclassified roads) that is two way narrow single carriageway that the Freight Route Plan considers as unsuitable for HGVs.	Poor	6 kms to M4 J14 via the town centre and A338	Reasonable	Yes	Hungerford station and 18 bus stops	Excellent	Likely	No, the Station car park (Hun3) has permission for residential.	0	n/a	n/a	Safeguard			
6	Smitham Bridge (Hungerford Trading Estate), Hungerford	Smitham Bridge Road/ Church Road is a two way narrow mostly residential road, and the Freight Route Plan considers this a restricted route unsuitable for HGVs.	Poor	6.5 kms to M4 J14 via the town centre and A338	Reasonable	No	14	Reasonable	Yes	No	0	n/a	n/a	Safeguard			
7	Charnham Park, Hungerford	North of the Kennet, with immediate access to both the A4/A338 freight routes via the dedicated park access road.	Good	5.5 kms to M4 J14 via A338, a district access route for freight.	Good	No	11	Reasonable	Yes	Yes, there is 1.1 ha undeveloped within the park. However, this is subject to a permission for an hotel. The park is adjacent to a long established employment area immediately to the east (Charnham Lane), which should be included within the PEA cluster boundary.	0	Not that we are aware of.	Immediately available	Safeguard			
8	Membury Estate, Lambourn	Ramsbury Road is identified in the Freight Route Plan as a local access route (and therefore suitable for HGVs), but the two-way carriageway is narrow with no slip road (albeit the road is not heavily trafficked).	Reasonable	7 kms to M4 J14 via Ermin Street, a Local access route for freight.	Reasonable	No	8	Poor	Yes	Immediately to the rear (west) of the main estate is land used for testing by TRL and also areas of open storage. This area would make a logical extension of the main Membury Industrial Estate. Beyond this is the HELAA site (LAM06 - see separate entry).	0	Ownership, with the larger parcel owned by TRL.	n/a	Safeguard			
8a	Hurst Farm, Lambourn (Membury Business Park)	The site is accessed directly off Ermin St, which at this point the Freight route Plan considers a restricted route unsuitable for HGVs.	Poor	6 kms to M4 J14 via Ermin Street, a Local access route for freight.	Reasonable	No	7	Poor	Likely	No	0	Highways - unsuitable for HGVs	Not in the Plan period	Safeguard			
9	Lowesdon Works, Lambourn	The FRP identifies the location to be on a local access route, and therefore suitable for HGVs.	Reasonable	6 kms to M4 J14 via Ermin Street, a Local access route for freight.	Reasonable	No	7	Poor	Yes	No opportunities within the site. Land adjoining immediately to the west is promoted through the HELAA (LAM08) for residential. The submission refers to possible retention of some of the employment floor space.	0	The whole site is within the AONB, and it's elevated position in the landscape is a major constraint on development. The existing employment space is fully occupied, and provides a valuable employment resource in the rural west, and should be safeguarded.	Not in the Plan period	Safeguard			

EXISTING SITES

1 BASIC INFORMATION		3	4	5	6	7	7	8	9 ATTRACTIVENESS TO OCCUPIERS		11	12	13	14	15	16	17
Site ID.		Site name	Market area	Site description	Site area (ha)	Primary type of employment	Other main employment uses	Sequential location	Planning history	External environment	Internal environment	Market commentary	Other market intelligence				
Site ID.	Site name	Market area	Site description	Site area (ha)	Primary type of employment	Other main employment uses	Sequential location	Planning history	Prominence of site	Compatibility with surrounding uses	Access to amenities (nearest centre km)	Score	Layout, parking, servicing, landscaping etc.	Score	Occupancy	Occupancy Score	Other market intelligence
10	Hambridge Road/Lane, Newbury	Newbury	A long established industrial location between the railway/racecourse and the River Kennet. Newbury's premier industrial estate with a broad range of age and type of stock and activities ranging from small lock-ups to large distribution units, with some office interspersed (eg Kingfisher Court). Hambridge Lane area is wholly industrial, but Hambridge Road has a significant number of retail (Newbury Trade Park and trade counters), older industrial stock including some general industrial in the Bone Lane area.	64.6	Light Industrial (B1c)	Storage and Distribution (B8)	Within 400m of a town centre	There are a number of recent applications for change of use from business uses to D2 and also to car showroom. Overbridge Drive - applications currently live to discharge PDR approval conditions.	Low - not seen from the A4.	Some residential abutting the western (Boundary Road) boundary, but otherwise bound by river and railway, so no incompatibility issues.	1.2km to Newbury	Good	Hambridge Lane /Road forms the spin road across the site with Bone Lane to the north. Most of the businesses have dedicated parking.	Reasonable	Minimal industrial vacancy.	Good	Newbury's premier industrial and logistics/distribution location. The estate attracts regional and national occupiers because of the strategic location with access to both M4 and M3. The estate has seen a number of large stock redevelopments in recent times, with plenty of opportunity in the existing stock for more. The pending PDRs at Overbridge Square may weaken the estate's attraction for industrial occupiers due to the potential for bad neighbour issues.
11	London Road Estates, Newbury	Newbury	An established industrial estate that has become increasingly mixed use, with retail units particularly on the northern London Road side of the estate, and sui generis car showrooms throughout. The Riverpark industrial estate area is the most modern stock on the estate.	13.4	Sui generis	Light Industrial (B1c)	Within 400m of a town centre	Current permissions/approvals for residential development/CoU.	Highly prominent site on junction of A4 and A339 and close to Newbury town centre.	Some residential on the northern A4 boundary and the A339 dual carriageway to the west. To the south is football ground, allotments and marina on the River Kennet. The town centre is very close to the south-west of the site.	900m to Newbury (centre)	Good	A generally poor quality environment with many of the premises surrounded by palisade fencing, and with little dedicated parking resulting in a lot of on-street parking and very little landscaping.	Poor	Limited vacancy of the industrial units.	Good	While the estate is in a very prominent and accessible location, its attraction for industrial uses has been eroded by the introduction of non-industrial uses, and particularly the residential that generates the risk of bad neighbour issues.
12	Newbury Business Park, Newbury	Newbury	Out of centre office park dating from the 1980s.	10.9	Office (B1a)	-	Within the built up area	Recent permissions for residential development/CoU of a number of the pavilion office buildings.	High - with roundabout access directly off the A4.	No incompatibility issues. Site is buffered from residential to the north, west and east by the River Lambourn and a landscape corridor, and the site adjoins the A4 to the south.	1.7km to Newbury	Good	A good quality internal environment, with dedicated parking and mature landscaping.	Good	A number of the office buildings have approval for CoU to residential. These buildings are either currently vacant or under-going CoU.	Reasonable	The losses to PDR are likely to have a major bearing on the attraction of the rest of the park to occupiers.
13	Turnpike Estate, Newbury	Newbury	Long established industrial site containing small workshop light industrial units developed in three tranches, providing mainly local services. Adjacent, but separate from the estate is a large office building. Scrap yard immediately north of the industrial estate, otherwise surrounded by residential.	4.6	Light Industrial (B1c)	Office (B1a)	Within the built up area	No relevant planning history	Low - the area is largely residential, and therefore neither the office that fronts Turnpike Rd nor the estate that is located to the rear are prominent.	Residential in close proximity to the east and west, but comparatively little landscape buffering.	2.1km to Newbury	Poor	Generally a poor quality environment, with some dedicated parking, but little circulation space, and access for the scrap yard to the rear.	Poor	A small amount of availability	Good	The industrial stock serves a much more local catchment compared to the town centre industrial estates. Should the office occupier leave, the remote nature of the location suggests it would be difficult to find an alternative occupier.
14	Castle Estate, Newbury	Newbury	Late 1980s industrial site with purpose built light industrial units (circa 10 in total), with one larger office unit.	1.8	Light Industrial (B1c)	Office (B1a)	Within the built up area	2003 permission for change of use and expansion of floor space from warehouse to mixed use warehouse, offices and storage. No relevant more recent permissions.	Low prominence, in a predominantly residential area.	Potential for issues with surrounding residential.	2.6 kms to Newbury	Poor	Standard parking, circulation and layout.	Reasonable	No availability	Excellent	The industrial stock serves a much more local catchment compared to the town centre industrial estates.
15	Horseshoe Park, Pangbourne	Rural West Berkshire	A mix of approximately 60 small offices and light industrial workshop units arranged in terraces around central parking areas.	1.3	Office (B1a)	Light Industrial (B1c)	Within the built up area	No relevant planning history	Low - accessed via a residential road. Only the entrance is visible.	Unlikely to be incompatibility issues because main activity is office, even though residential is in close proximity on all sides with a church to the north.	600m to Pangbourne	Reasonable	Terraces with central parking. Often double parking, indicating insufficient for office activity. Standard layout with no landscaping.	Poor	Just a very small number of available units	Good	The majority of demand in rural West Berkshire is from small local professional services looking for space in the village centres. These occupiers do not usually require a modern purpose-built space, and will occupy more dated accommodation.
16	Green Lane, Thatcham	Thatcham	A small scale predominantly light industrial estate providing local services such as catering and motor repairs, office and some non-B uses (gym).	0.7	Light Industrial (B1c)	-	Within 400m of a town centre	Recent permission for CoU from B2 to sui generis MOT.	Low - the industrial activities are located to the rear of the site.	The site fronts A4 Bath Road to the north, but has residential either side and to the south that could generate incompatibility issues.	350m to Thatcham	Reasonable	The site has developed incrementally and is not a planned layout, and lacks dedicated parking and landscaping.	Reasonable	No availability identified.	Excellent	There is good demand for industrial space from a mix of local and larger companies servicing the area as well as national occupiers mostly based around Colthrop Lane.
17	Colthrop Estate, Thatcham	Thatcham	The District's premier logistics and distribution park. Home to some very large modern warehousing for Gist (M&S), Harrods and Kuehne & Nagel amongst others. But also a range of smaller warehousing and light industrial units (Pipers Court). The Thatcham Business park to the east of Colthrop Lane provides some office space. On the southern side of the railway and bounded to the south by the R Kennet are more logistics, but mostly open storage of building materials and vehicle storage.	88.8	Storage and Distribution (B8)	Light Industrial (B1c)	Adjacent to the built up area	Older permissions on the site from 2005 and 2006 for business and general industrial uses. Permission in 2009 for office uses. Recent application for light industrial, general industrial and storage uses.	Highly prominent site on the A4.	Residential on the western side of Pipers Way, but well screened by a landscape buffer. R Kennet to the south, A4 to the north and farm land to the east.	2.6km to Thatcham	Good	Circulation, servicing and parking are all managed within each distribution facility, and mature landscaping such as along Enterprise Way.	Good	No evidence of more than the minimal industrial availability. However, significant amount of office availability.	Good	There is good demand for industrial space from a mix of local and larger companies servicing the area as well as national occupiers mostly based around Colthrop Lane.
18	Arlington Business Park, Theale	Theale	The District's premier Business Park, originally built in the 1990s; it provides 19 modern (some recently refurbished) pavilion office buildings in a high quality landscaped setting.	18.3	Office (B1a)	-	Adjacent to the built up area	Minor permissions for refurbishments.	High - visible from M4 and A4 and the railway to the south.	No incompatibility issues because to the north and east are the A4/M4, to the south is the railway, and to the west is the Station Road industrial area.	850m to Theale	Excellent	High quality spacious layout, with high quality landscaping, high parking ratios in multidecked dedicated car parks.	Excellent	Some availability in the office buildings, but generally high occupancy.	Good	Considered part of the Reading office market

EXISTING SITES

1 BASIC INFORMATION		18 ACCESSIBILITY <i>Local access by road</i>		19	20 <i>Strategic accessibility (road)</i>		21	22 <i>Public transport access</i>		25 REVIEW / RECOMMENDATION		26	27	28	29	30
Site ID.	Site name	Site junction and quality of access to the principal road network (access on to A or B road)	Score	Ease of access /proximity to SRN (A34/M4) [kms]	Score (quality of route)	Is the site close to a railway station (within 400m)?	Station name, number of bus stops within a 400 m radius	Score	If the site retains its current use, will it continue to be occupied?	Are there undeveloped parcels /opportunities for redevelopment / intensification / extension?	Developable land (ha)	Are there any constraints on the parcels / redevelopment / intensification / extension?	When are these constraint(s) likely to be resolved?	Recommendation		
10	Hambridge Road/Lane, Newbury	Hambridge Rd has a dedicated link to the A4 (B3421) that is an identified freight access route in the FRP that avoids residential areas and the town centre.	Excellent	7.5 kms to M4 J13 via A339.	Reasonable	Yes	(Racecourse) 109	Excellent	Yes	There has been redevelopment and intensification (eg Stryker) and there will undoubtedly be more, but no obvious sites for major additional floorspace.	0	n/a	n/a	Safeguard		
11	London Road Estates, Newbury	The FRP directs freight to use Faraday Rd to access the freight route and not Fleming Rd. Both are traffic light controlled access onto the preferred freight route (A4 and the A339 respectively).	Excellent	5.5 kms to M4 J13 via A339.	Reasonable	No	79	Excellent	Likely	The site's industrial activity has been eroded through the introduction of increasing numbers of retail and sui generis uses, but its proximity close to the town centre and the River Kennet, and the estate's relatively low density development raises redevelopment potential that could include a new office quarter in the area closest to the town centre.	0	Extension options to the south are dependent on potential open space and allotment constraints.	Available in the Plan period	Safeguard		
12	Newbury Business Park, Newbury	Direct roundabout controlled access on to the A4.	Excellent	6.5 kms to M4 J13 via A339.	Reasonable	No	22	Good	Likely	No undeveloped parcels, but concern is loss to residential.	0	n/a	n/a	Safeguard		
13	Turnpike Estate, Newbury	Turnpike Road is identified as a local access route in the FRP, but requires vehicles to exit left to access the A4, rather than right, the shortest route, because of route constraints.	Poor	8 kms to M4 J13 via B4009/A339.	Poor	No	15	Good	Yes	The area occupied by the scrap yard is a potential opportunity for a modest extension to the estate, providing scope for more space for light industrial, albeit requiring the scrap yard function to relocate.	1.0	Possibly ownership.	Unknown	Safeguard		
14	Castle Estate, Newbury	Access on to junction of Pear Tree Lane/Kiln Road. Restrictions for freight, requirement to turn left and access the freight routes via Turnpike Lane.	Poor	6.5 kms to M4 J13 via B4009/A339.	Poor	No	10	Reasonable	Yes	No	0	n/a	n/a	Safeguard		
15	Horseshoe Park, Pangbourne	The Park is accessed via Horseshoe Road, a residential road south of the town centre. Horseshoe Road is suitable for the predominant office use, but not for freight.	Reasonable	9 kms to M4 J12 via the town centre and A340. Very few if any trips are freight related.	Reasonable	No	5	Poor	Yes	No	0	n/a	n/a	Safeguard		
16	Green Lane, Thatcham	Access directly on to the A4 that the FRP identifies as the District access route for freight.	Excellent	9.5 kms to M4 J13 via A4/A339. Or 16 kms to M4 J12.	Reasonable	No	13	Reasonable	Yes	No	0	n/a	n/a	Safeguard		
17	Colthrop Estate, Thatcham	Two roundabout controlled access roads directly on to A4 Bath Road, which is the identified freight route in the FRP.	Excellent	14 kms to M4 J12 via A4. Longer distance to M/way, but on a district freight access route.	Good	Yes	Thatcham station and 32 bus stops	Excellent	Yes	Yes, land to the south of Gables Way, which has planning permission for flexible B uses. This additional floorspace has been included in the assessment of supply. Also potential to expand the park to the east onto farm land. No other expansion opportunities due to the strong boundaries formed by the A4 and R Kennet.	0	Not that we are aware of.	n/a	Safeguard		
18	Arlington Business Park, Theale	Dedicated access roads link to a roundabout controlled access on to the A4, which is the designated freight route identified in the FRP.	Excellent	1 km to M4 J12 via A4.	Excellent	No	6 stops.	Poor	Yes	Refurbishment rather than opportunities for net additional space.	0	n/a	n/a	Safeguard		

EXISTING SITES

1 BASIC INFORMATION				5	6	7	7	8	9 ATTRACTIVENESS TO OCCUPIERS		10	11	12	13	14	15	16	17
Site ID.	Site name	Market area	Site description	Site area (ha)	Primary type of employment	Other main employment uses	Sequential location	Planning history	External environment		Access to amenities (nearest centre km)	Score	Internal environment		Market commentary			
									Prominence of site	Compatibility with surrounding uses			Layout, parking, servicing, landscaping etc.	Score	Occupancy	Occupancy Score	Other market intelligence	
19	Station Road and adjacent estates, Theale	Theale	An established cluster of mostly industrial estates either side of the railway line. The major occupiers are large distribution firms such as John Lewis, Westcoast and Amazon. Light industrial stock is found at Commercial Park and west of the roundabout on Station Road with office either side of Station Road (subject to PDR in the case of Theale House).	32.3	Storage and Distribution (B8)	Light Industrial (B1c)	Within 400m of a town centre	Warehouse permitted and under-construction on former Kuehne and Nagel Site. Redevelopment light industrial/ warehousing at the Technology Centre, Station Road.	Adjacent to the A4, but largely screened by landscape buffer.	No incompatibility issues, as no residential in close proximity with boundary defined by river and railway to the south and the A4 to the north and west. Arlington to the east.	700m to Theale	Good	Standard layout for a group of industrial estates with linear spine roads, mostly dedicated parking although parking issues on Arrowhead Road and little landscaping.	Poor	Very little industrial availability, some office availability.	Good	Considered part of the Reading office market	
20	Theale Lakes at Sheffield Bottom, Theale	Theale	A modern purpose built office park developed in the early 2000s, containing 21 buildings in rural surroundings.	1.7	Office (B1a)	-	Outside the built up area	Original permission in 2002, more recently gym and café uses were introduced, but recent permission for CoU to office.	Low - the site is in a rural location.	Residential to the south-east, but office use does not raise incompatibility issues. Otherwise surrounded by water.	Nothing on site, pub immediately off site. 2 kms to Theale.	Reasonable	Purpose built short terraces with ample parking, circulation and landscaping space.	Excellent	No availability	Excellent	Considered part of the Reading office market	
21 (ECON6)	Greenham Business Park	Rural West Berkshire	Former airbase site, redeveloped from the early 2000s onwards. Now a mix of mostly modern new build industrial, warehousing, sui generis (mostly car showrooms) and some office stock. A large area in the northern part of the Park is used for car dealerships, bus/coach parking and general open storage. Some original airfield related buildings remain on site and in use, but most stock has been / is being redeveloped.	54.4	Mixed B uses	-	Outside the built up area	Redevelopment of site 105 for offices, English Provender warehouse and LDO approval for office at 187	Two direct roundabout controlled access roads on to the A339.	No incompatibility issues. To the north are the runway of the former airbase, now returned to its former Common status, public parkland. Surrounded by woods and parkland on all other sides.	Some on site, but 6 kms to Newbury	Reasonable	Spacious layout, with most buildings having dedicated off-road parking. The landscaping is mature, but minimal - mostly grass verges.	Good	No obvious availability	Excellent	With the three new office buildings constructed at site 105, more office may come forward at no 187 where office is now preferred in planning terms to warehousing.	
22	Vodafone	Newbury	A headquarters office campus north of the urban area, adjacent to but beyond the settlement boundary, built in the early 2000s, comprising seven office buildings with adjacent decked parking.	11.2	Office (B1a)	-	Outside the built up area	No major applications since the original in 2000. 2014 application for more car-parking spaces.	High - located on junction of main route into Newbury from the M4 to the north.	No incompatibility issues. Surrounded mostly by countryside, with a school to the south.	On campus facilities. With Newbury town centre 2.5 kms.	Excellent	A high quality campus layout, with the offices set in a landscaped core ringed by the access road (with dedicated servicing bays) and car parks beyond.	Excellent	100%	Excellent	We understand the site is occupied by Vodafone and some of its suppliers.	
23 (BEED1)	Britwell Farm (Langley Business Court)	Rural West Berkshire	A mix of 13 purpose built (1980s) small office and warehouse/light industrial units, providing modern accommodation and ample car parking in a courtyard setting off Oxford Road.	0.2	Office (B1a)	Storage and Distribution (B8)	Outside the built up area	No relevant planning history. In the AONB.	Low - a rural location on the edge of Worlds End village, Beedon.	No incompatibility issues, as surrounded by farmland.	Chieveley village 3 kms	Reasonable	The courtyard layout provides a large parking area and ample room for servicing, which because the units will not require large vehicles.	Good	Most units are occupied. There may be some availability.	Good	This site provides a valuable location for local businesses serving the rural communities in the middle of the district.	
24	Easter Park	Rural West Berkshire	Built in the late 2000s immediately to the south east of AWE Aldermaston. Mostly warehousing/ light industrial with an area of offices on 'The Green' at the northern-most end of the park.	9.3	Storage and Distribution (B8)	Office (B1a)	Outside the built up area	2014 permission for warehouse development on last remaining parcel (0.8 ha).	Medium - site is in a prominent location, but the road (Reading Road) is neither A nor B.	No incompatibility issues. Surrounded by woodland, farmland and caravan site to the north east.	Tadley 3 kms	Reasonable	The purpose built business park has plenty of circulation and parking space and high quality landscaping.	Excellent	Some availability, but almost all units both warehousing and office are occupied.	Reasonable	Just one parcel remaining to be developed.	
25 (ALD7)	Padworth Sawmills Industrial Estate	Rural West Berkshire	Mostly open storage for timber and other construction materials.	4.3	Storage and Distribution (B8)	-	Outside the built up area	No relevant planning history	Low - site is in a rural location.	No incompatibility issues as surrounded by woodland and farmland.	Tadley 5 kms	Poor	Site is open land used for open storage.	Reasonable	Site in single user occupation	Reasonable	None	
NEW PEA	Old Mill Trading Estate, Pangbourne	Rural West Berkshire	A small group of industrial and office buildings arranged around a central parking area.	0.2	Light Industrial (B1c)	Office (B1a)	Within 400m of a town centre	No relevant planning history	Low prominence as to the rear of commercial/residential buildings.	Railway immediately to the north, but residential on other sides. Possible incompatibility issues from industrial uses.	200 m to town centre	Good	Sufficient space for circulation and parking, but no dedicated space or landscaping.	Reasonable	No availability	Excellent	None	

EXISTING SITES

1 BASIC INFORMATION		18 ACCESSIBILITY <i>Local access by road</i>		19	20 <i>Strategic accessibility (road)</i>		21	22 <i>Public transport access</i>		25 REVIEW / RECOMMENDATION		26	27	28	29	30
Site ID.	Site name	Site junction and quality of access to the principal road network (access on to A or B road)	Score	Ease of access /proximity to SRN (A34/M4) [kms]	Score (quality of route)	Is the site close to a railway station (within 400m)?	Station name, number of bus stops within a 400 m radius	Score	If the site retains its current use, will it continue to be occupied?	Are there undeveloped parcels /opportunities for redevelopment / intensification / extension?	Developable land (ha)	Are there any constraints on the parcels / redevelopment / intensification / extension?	When are these constraint(s) likely to be resolved?	Recommendation		
19	Station Road and adjacent estates, Theale	The main estate spine roads - Brunel and Arrowhead are identified in the FRP as local access routes for freight. No restrictions, including Burghfield Road bridge over the railway.	Good	1.5 kms to M4 J12 via A4.	Excellent	Yes	14	Good	Yes	No obvious parcels, but current redevelopment of sites for strategic warehousing, flexible B2/B8 and CoU from office to residential. Relatively minor changes in net floor space. Likely to continue.	0	n/a	n/a	Safeguard		
20	Theale Lakes at Sheffield Bottom, Theale	The park feeds on to Hangar Road that links on to Theale and the A4/M4 via Station Rad. There are narrow bridges over the R Kennet and canal, which are unsuitable for freight but do not prohibit access by car/van.	Reasonable	3 kms to M4 J12 via Hangar Road/A4. Very few if any freight trips.	Good	No	0	Very poor	Yes	No	0	n/a	n/a	Safeguard		
21 (EC06)	Greenham Business Park	High quality access onto the network via roundabout controlled access roads on to the A339, which is part of the designated route in the FRP.	Excellent	Remote from the SRN. 7 miles from A34/B4640 junction to the south west, and direct route to the M4 (J13) is 13 kms via the (A339) around Newbury town centre.	Poor	No	16	Good	Yes	Yes, site 187 has PP for 4,660 sq m industrial (accounted for in the need assessment). Scope to redevelop parcels occupied by former airbase buildings, but little of this stock left. Some low density uses such as bus/coach parking and waste management. However, if these sites are used more intensively the existing uses will need to be re-housed.	0	The surrounding area is mostly within the Greenham Common SSSI.	Not in the Plan period	This site should be safeguarded.		
22	Vodafone	Direct roundabout controlled access on to the A339.	Excellent	5 kms to M4 J13 via A339	Excellent	No	16	Good	Yes	No.	0	n/a	n/a	While beyond the settlement boundary and in single occupier use. We favour including the site as a PEA.		
23 (BEED1)	Britwell Farm (Langley Business Court)	Direct access, but not controlled onto Oxford Road, but this is not A or B class.	Reasonable	2 kms to A34 junction with Oxford Road, and 4 kms to M4 J13 again via Oxford Road. Oxford Road is identified in the FRP as a route through villages that is unsuitable for HGVs.	Poor	No	4	Very poor	Yes	No	0	n/a	n/a	This site should be designated and safeguarded.		
24	Easter Park	Located on a FRP identified local access route, but Reading Road is not ideal for freight as it takes vehicles through either Tadley or Burghfield to join either A340 or M4.	Reasonable	12 kms to M4 J12 via Padworth Road/ A4. The FRP identifies some width restrictions on this route that (at that time 2009) made it unsuitable for HGVs, but the route avoids passing through villages.	Reasonable	No	6	Poor	Yes	Yes, the northern most 0.8 ha parcel has permission for warehousing (2014), but has not been built-out. Possible area for extension to the north east (see ALD6)	0.8	no	n/a	This site should be designated and safeguarded.		
25 (ALD7)	Padworth Sawmills Industrial Estate	Access north to the A4 or south/west to A340 is via Rag Hill, a narrow rural lane not identified for freight.	Very Poor	10 kms to M4 J12 via Rag Hill/Padworth Road/A4. While this route avoids passing through villages, Rag Hill is unsuitable for freight.	Poor	No	0	Very poor	Likely	No	0	n/a	n/a	Allow managed release		
NEW PEA	Old Mill Trading Estate, Pangbourne	Narrow access road between the residential properties on to A329 Reading Road, which is part of the defined freight route as set out in the FRP.	Good	9 kms to M4 J12 via the town centre and A340.	Reasonable	No	8	Poor	Yes	No	0	n/a	n/a	This site should be designated and safeguarded.		

CALL FOR SITES

1 BASIC INFORMATION		3	4	5	6	7	8	9	10	11 CONSTRAINTS	12	13	14	15 ATTRACTIVENESS TO OCCUPIERS		17	18	19	20
ID.	Site name	Market area	Site description	Current use	Is the site previously developed land?	Site area (ha)	Sequential location	Proposed principle land use (office/indl)	Planning History	Any planning designations (environmental or otherwise)	Detail any constraint(s) to delivery of whole or part of site? (inc. physical and policy)	Overall constraints?	How do the constraints impact on availability?	Prominence of site	Compatibility of surrounding uses	Access to amenities (nearest centre km)	Score	Any problems with shape, gradient, boundary etc.?	Score
ALD3	Former Youngs Garden Centre, Aldermaston	Rural West Berkshire	Open storage north of Young's industrial estate. Formerly a garden centre, change of use to builders merchants in 2015.	Builders merchant	Yes	2.63	Outside the built up area	Industrial	Change of use to builders merchants in 2015.	No - outside the AONB.	No known physical or policy constraints.	None	Immediately available	Medium. On the A340, but this is not a busy route.	No incompatibility issues. Immediately adjacent to Young's industrial estate, with AWE Aldermaston immediately to the east of Paices Hill Road. Parkland to the north.	Tadley 2.5 kms	Reasonable	None, a flat, regular shaped site.	Excellent
ALD6	Land off Benyon Road, Easter Park, Tadley	Rural West Berkshire	Undeveloped land close to the entrance of Easter Park.	Part vacant, part commercial plantation	No	2.1	Outside the built up area	Industrial	None	No - outside the AONB.	No known physical or policy constraints.	None	Immediately available	Medium - site is in a prominent location, but the road (Reading Road) is neither A nor B.	Possible incompatibility issues with the caravan site to the north east.	Tadley 3 kms	Reasonable	Pine woodland covering part of the site, but otherwise a flat, regular shaped site..	Excellent
ALD8	Land to the north west side of Paices Hill, Aldermaston	Rural West Berkshire	Brownfield site, formerly used as a racetrack, now cleared.	Race track (Aldermaston Raceway)	Yes	3	Outside the built up area	Industrial	None	No - outside the AONB.	No known physical or policy constraints.	None	Immediately available	Medium. On the A340, but this is not a busy route.	No incompatibility issues. Immediately adjacent to Young's industrial estate to the north, AWE Aldermaston to the east and parkland to the south and west.	Tadley 2.5 kms	Reasonable	None, a flat, regular shaped site.	Excellent
BEE3	Beenham Landfill & Compost Area, Beenham	Rural West Berkshire	Part previously developed part green field formerly used for composting. Adjacent to the scrap yard / transport depot.	Hardstanding & storage	Yes (part)	7.3	Outside the built up area	Industrial	For waste composting from 2000 onwards.	Within the AONB. A major constraint.	No known physical constraints. AONB major policy constraint.	Major	Not available in the plan period	Low prominence some distance from the A4.	No incompatibility issues. With farm land to the north and west, and Beenham Industrial Estate to the south. The A4 provides separation from residential on the opposite side.	8 km to Tadley	Reasonable	None, a flat, regular shaped site.	Excellent
BEE4	Beenham Landfill, Grange Lane, Beenham	Rural West Berkshire	Greenfield former landfill site, the furthest north of the four parcels.	Restored landfill	No	17.1	Outside the built up area	Industrial	None	Within the AONB. A major constraint. Also, remote from the existing PEA.	No known physical constraints. AONB major policy constraint.	Major	Not available in the plan period	Low prominence some distance from the A4.	No incompatibility issues. With farm land to the north and west, and Beenham Industrial Estate to the south. The A4 provides separation from residential on the opposite side.	8 km to Tadley	Reasonable	None, a flat, regular shaped site.	Excellent
BEE5	Beenham Landfill, Pips Lane, Beenham	Rural West Berkshire	Greenfield former landfill site adjacent to the distribution building and the A4 road.	Restored landfill	No	3.66	Outside the built up area	Industrial	2017 permission for parking area for storage and display of motor vehicles.	Within the AONB. A major constraint.	No known physical constraints. AONB major policy constraint.	Major	Not available in the plan period	Medium to high prominence with roadside frontage.	No incompatibility issues. With farm land to the north and west, and Beenham Industrial Estate to the south. The A4 provides separation from residential on the opposite side.	8 km to Tadley	Reasonable	None, a flat, regular shaped site.	Excellent
BEE6	Beenham Landfill, A4 Road Frontage, Beenham	Rural West Berkshire	Greenfield former landfill site adjacent to the A4 road.	Restored landfill	No	3.88	Outside the built up area	Industrial	None	Within the AONB. A major constraint. Also, remote from the existing PEA.	No known physical constraints. AONB major policy constraint.	Major	Not available in the plan period	Medium to high prominence with roadside frontage.	No incompatibility issues. With farm land to the north and west, and Beenham Industrial Estate to the south. The A4 provides separation from residential on the opposite side.	8 km to Tadley	Reasonable	None, a flat, regular shaped site.	Excellent
CA6	Old Sand Pit, Hermitage	Rural West Berkshire	Currently farmland immediately to the north of Red Shute Hill Industrial Estate (a PEA).	Former sand extraction site	No	2.1	Outside the built up area	Industrial	Proposal refused in late 1980s to extend the existing industrial estate for B1 and B8 purposes.	Not within, but immediately adjacent to the AONB.	No known physical constraints. Proximity to AONB a major policy constraint.	Minor	Available in the plan period	Low- to the rear of the existing site	Incompatibility is low. Farm land to north and east, industrial estate immediately south and Long Lane village to the west.	5km to Thatcham, 1.2km to Hermitage	Poor	Slight incline east to west, but no major issues.	Good
LAM6	Land west of Ramsbury Road, Walker Logistics Holding Ltd, Membury	Membury	Land to the rear of the existing Industrial clusters.	Farm land and land formerly used by the airfield.	Yes (part)	6.9	Outside the built up area	Industrial	Screening opinion sought in 2019 for construction of a warehousing, storage and distribution. Considered not to be EIA referable. Application submitted for B8 and D1 uses.	Within the AONB.	No known physical constraints. AONB major policy constraint.	Major	Available in the plan period	Low- to the rear of the existing site	Incompatibility is low. Industrial estate immediately north, airfield to the west and farm land south and east.	9.8km to Hungerford, 750m to M4 service station	Reasonable	None, a flat, regular shaped site.	Excellent
THE6	Theale Rail Depot, Theale	Theale	Redundant farmland to the south of the A4 and north of the railway line. To the east is Station Road industrial estate and to the west is the Wigmore Lane general industrial site.	Redundant farmland	No	3.5	Outside the built up area	Industrial	Refused late 1980s applications for flexible B class uses, and refused 2004 application for the eastern most part of the site for sui generis car showroom.	Well beyond the AONB area. However, the site is also well beyond the Theale settlement boundary, but with Wigmore Lane to the west and the transport infrastructure either side, the site does not 'flow' into the open countryside.	The key constraint is that the site is largely within the functional floodplain (FZ 3b). Unknown if mitigation in place to protect neighbouring infrastructure.	Major	Not known	Medium - given its location fronting the A4.	Low incompatibility, as existing industrial to the east and general industrial with a rail head - cement batching, aggregates and asphalt manufacturing facilities immediately to the west.	Theale - 1 km via Bath Road spur and Station Road.	Reasonable	No, the site is of regular shape and flat.	Excellent
THE8	Land adjacent J12 of M4, Theale	Theale	Redundant former farmland on the edge of Theale, north of the A4 (and Arlington Office Park to the south) and immediately west of J12 of the M4.	Redundant farmland	No	5.2	Adjacent to the built up area	Office	None. EIA Screening request currently in for 20,000 sq m B1c/B2/B8 uses.	Not within, but immediately adjacent to the AONB.	Proximity to AONB a major policy constraint. The physical constraints are the pylon and high voltage power cables that cross the north-eastern end of the site, and most of the site is within FZ2 and there are also known surface and ground water flooding issues.	Major	Available in the plan period	High - on J12 M4	No major incompatibility issues - there is some residential on the Hoed Way frontage.	Theale - 0.5 kms via High Street.	Excellent	Other than the pylon and power lines at one end, the site is otherwise unconstrained.	Good
MID5	Colthrop	Thatcham	Arable farmland with A4 frontage immediately to the east of the Colthrop Industrial Estate.	Farmland	No	5	Outside the built up area	Industrial	None	None	No obvious constraints, the site is regular in shape, largely flat and appears to be free of any physical constraints.	None	Immediately available	High - A4 frontage	Low risk of incompatibility issues as industrial to the west and farm land on other sides.	3 kms to Thatcham via Bath Road	Reasonable	None. The site is regular in shape, largely flat and appears to be free of any physical constraints.	Excellent

CALL FOR SITES

1	2	21	22	23	24	25	26	27	28	29	30	31	32	33
BASIC INFORMATION		Market Signals			ACCESSIBILITY Local access by road		Strategic accessibility (road)		Public transport access			REVIEW / RECOMMENDATION		POTENTIAL EMPLOYMENT
ID.	Site name	Evidence of developer / occupier interest?	Other market intelligence (market area)	Is the site likely to be attractive to employment occupiers?	Quality of access to the principal road network (access on to A or B road)	Score	Proximity to SRN (A34/M4) [kms]	Score	Is the site close to a railway station (within 400m)?	Station name & number of bus stops	Score	Comments	Is the site suitable for employment use?	AREA (Ha)
ALD3	Former Youngs Garden Centre, Aldermaston	Promoted through the HELAA with landowner support for employment uses	There is demand from prospective occupiers for space in Youngs Industrial Estate, which this site would effectively extend.	Yes	Access directly on to the A340. Could be integrated with the access to Youngs.	Reasonable	11.5 kms to M4 J 12 via Paices Hill, passing through Aldermaston and then A4.	Poor	No	2	Very poor	With no known constraints, the site has the potential to extend an existing popular estate, with the likelihood of attraction to the market and a willing owner. This site should be allocated for employment uses.	Yes	2.6
ALD6	Land off Bennyon Road, Easter Park, Tadley	Promoted through the HELAA with landowner support for employment uses	There is demand from prospective occupiers for space in the adjacent Easter Park.	Maybe	Could use the dedicated roundabout on Reading Road, which is identified in the FRP as a local access route, but Reading Road is not ideal for freight as it takes vehicles through either Tadley or Burghfield to join either A340 or M4.	Reasonable	12 kms to M4 J12 via Padworth Road/ A4. The FRP identifies some width restrictions on this route that (at that time 2009) made it unsuitable for HGVs, but the route avoids passing through villages.	Reasonable	No	6	Very poor	With no known constraints, the site's has the potential to extend an existing popular estate, with the likelihood of attraction to the market and a willing owner. This site should be allocated for employment uses.	Yes	2.1
ALD8	Land to the north west side of Paices Hill, Aldermaston	Promoted through the HELAA with landowner support for employment uses	There is demand from prospective occupiers for space in Youngs Industrial Estate, which this site would effectively extend.	Yes	The site has access directly on to the A340, but better if access could be integrated with the Youngs access.	Reasonable	11.5 kms to M4 J 12 via Paices Hill, passing through Aldermaston and then A4.	Poor	No	2	Very poor	With no known constraints, the site's has the potential to extend an existing popular estate, with the likelihood of attraction to the market and a willing owner. This site should be allocated for employment uses.	Yes	3.0
BEEN3	Beenham Landfill & Compost Area, Beenham	Promoted through the HELAA, but unclear if the landowner is supportive for employment uses	While the industrial estate occupiers are largely general industry, the car distribution facility is likely to increase the attraction of the location to other logistics/distribution operators. No evidence of high demand in Beenham.	Maybe	Direct controlled access to the A4 via A340 roundabout.	Excellent	7.5 kms to M4 J 12 via A4	Good	Yes	Aldermaston station on opposite side of A4. 10 bus stops.	Good	The critical issue is the site's location within the AONB.	Maybe	7.3
BEEN4	Beenham Landfill, Grange Lane, Beenham	Promoted through the HELAA, but unclear if the landowner is supportive for employment uses	While the industrial estate occupiers are largely general industry, the car distribution facility is likely to increase the attraction of the location to other logistics/distribution operators. No evidence of high demand in Beenham.	Maybe	Direct controlled access to the A4 via A340 roundabout.	Excellent	7.5 kms to M4 J 12 via A4	Good	Yes	Aldermaston station on opposite side of A4. 10 bus stops.	Good	The critical issue is the site is remote from the existing industrial estate and located within AONB.	Maybe	17.1
BEEN5	Beenham Landfill, Pips Lane, Beenham	Promoted through the HELAA, but unclear if the landowner is supportive for employment uses	While the industrial estate occupiers are largely general industry, the car distribution facility is likely to increase the attraction of the location to other logistics/distribution operators. No evidence of high demand in Beenham.	Maybe	Direct controlled access to the A4 via A340 roundabout.	Excellent	7.5 kms to M4 J 12 via A4	Good	Yes	Aldermaston station on opposite side of A4. 10 bus stops.	Good	The critical issue is the site's location within the AONB.	Maybe	3.7
BEEN6	Beenham Landfill, A4 Road Frontage, Beenham	Promoted through the HELAA, but unclear if the landowner is supportive for employment uses	While the industrial estate occupiers are largely general industry, the car distribution facility is likely to increase the attraction of the location to other logistics/distribution operators. No evidence of high demand in Beenham.	Maybe	Direct controlled access to the A4 via A340 roundabout.	Excellent	7.5 kms to M4 J 12 via A4	Good	Yes	Aldermaston station on opposite side of A4. 10 bus stops.	Good	The critical issue is the site is remote from the existing industrial estate and located within AONB.	Maybe	3.88
CA6	Old Sand Pit, Hermitage	Promoted through the HELAA with landowner support for employment uses	There is demand from prospective occupiers for space in Red Shute Hill Industrial Estate, which this site could extend.	Yes	Access is via rural B roads. There is a former railway bridge on Red Shute Hill that is a major constriction. Route to A roads require passing through villages. The FRP excludes access north (Priors Road) close to the Showground and directs freight south via the B4009 to join the A339.	Very Poor	11 kms to M4 J13 via A4009 and A339.	Poor	No	4	Very Poor	The critical constraints are potential impact on AONB and access, with a constricted route to the west, and routing through villages, and remoteness from the SRN.	Maybe	2.1
LAM6	Land west of Ramsbury Road, Walker Logistics Holding Ltd, Membury	Promoted through the HELAA with landowner support for employment uses	Membury, like all the rural areas has low general demand, but there is evidence of local demand associated with expansion of established businesses. Also some more recent evidence of new entrants.	Maybe	Ramsbury Road is identified in the Freight Route Plan as a local access route (and therefore suitable for HGVs), but the two-way carriageway is narrow with no slip road (albeit the road is not heavily trafficked).	Reasonable	7 kms to M4 J14 via Ermin Street, a Local access route for freight.	Reasonable	No	8	Poor	The critical constraint is potential impact on AONB.	Maybe	6.9
THE6	Theale Rail Depot, Theale	None. Site not promoted through the HELAA, and no known owner/developer interest.	Theale's proximity to the junction 12 of the M4 means that it is attractive location for B8 distribution (specifically last mile servicing Reading).	Maybe	The site abuts the A4, but does not have junction access, and would need to take access on to the Wigmore Lane/A4 roundabout, which would require taking access through the general industrial area.	Reasonable	3 kms to M4 J12 via A4.	Excellent	Yes	Theale station 7 bus stops	Reasonable	Unsuitable for development for employment uses because the majority of the site is within the functional floodplain, and the site has no independent means of vehicular access on to the A4.	No	
THE8	Land adjacent J12 of M4, Theale	Promoted through the HELAA with landowner support for employment uses	Theale's proximity to the junction 12 of the M4 means that it is attractive location, particularly for B8 distribution (specifically last mile servicing Reading).	Yes	The site could potentially take access on the roundabout controlled junction of High Street / Hoad Way, and join the A4 via Hoad Way.	Good	0.5 km to M4 J12 via Hoad Way and A4.	Excellent	No	6	Poor	A site with potential for all B class employment uses. Given the lack of sites potentially suitable for office use across the District as a whole, this is a preferred site for office.	Yes	5.2
MID5	Colthrop	Promoted through the HELAA with landowner support for employment uses	There is good demand for industrial space from a mix of local and larger companies servicing the area as well as national occupiers mostly based at Colthrop Lane.	Yes	No need for an extra junction on the A4, as the site could take access from the existing spur road within Colthrop, and then directly on to A4 Bath Road (an identified freight route in the FRP).	Excellent	12.5 kms to M4 J12 via A4. Longer distance to M-way, but on a district freight access route.	Good	No	4	Poor	As far as we can tell an unconstrained site, in an area of high industrial demand.	Yes	5

APPENDIX B ESTIMATING WESTERN BERKSHIRE'S FUTURE LOCAL HOUSING NEED

Estimating Western Berkshire's Future Local Housing Need

Neil McDonald

May 2019



NMSS

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Neil McDonald is an independent adviser and commentator on housing demographics. He works with local authorities and others on the estimation of housing need and related issues.

Neil was a civil servant and policy adviser to Ministers for over 30 years, the last 10 advising on housing and planning issues within the Department of Communities and Local Government. His 7 years as a Director at DCLG included a posting as Director, Planning Policy and a period as Chief Executive of the National Housing and Planning Advice Unit until its closure in 2010. He left the Department in March 2011 and has since worked with the Cambridge Centre for Housing and Planning Research (CCHPR) as a Visiting Fellow (2012-15), collaborating in particular with its founder director, Professor Christine Whitehead.

NMSS take considerable care to ensure that the analysis presented is accurate but errors can slip in and even official data sources are not infallible, so absolute guarantees cannot be given and liability cannot be accepted. Statistics, official or otherwise, should not be used uncritically: if they appear strange they should be thoroughly investigated before being used.

Estimating Western Berkshire's Future Local Housing Need

1. Introduction

- 1.1. The technical work to forecast future local housing need was undertaken as part of the joint Employment Land Need (ELN) studies for West Berkshire along with Bracknell Forest and Wokingham Councils. The ELN for all three Authorities and the Employment Land Review for West Berkshire employ the same method for the calculation of local housing need as explained in this Appendix, and job forecasting (as explained in Appendix C). For completeness the results for all three Authorities are set out in this paper.
- 1.2. This technical note explores
 - How the new standard method Local Housing Needs (LHNs) of the three Western Berkshire authorities – Bracknell Forest, West Berkshire and Wokingham - may change in the future as a result of the projected increase in house building in the area.
 - How the population of the three authorities might grow if homes are built in line with the estimated LHNs.

2. Analysis

Estimating the 2018 and 2020-based household projections

- 2.1. There are two key inputs to the LHN standard formula: the projected household growth over a ten year period; and the affordability ratio. Whilst the affordability ratio may change over time, there is no way in which this can be projected. It is, however, possible to estimate how the projected household growth may change in future official projections.
- 2.2. There are a large number of inputs and assumptions to any household projection and it is possible that the ONS may adjust its methodologies at any time. However, the projected changes in the numbers of homes built in the district over the next 10 years is likely to have a bigger impact than all but the most radical of changes to other inputs and assumptions. A useful indication of the levels of household growth which may be envisaged in the next two household projections - the 2018 and 2020-based projections – can therefore be gained by estimating the impact which the anticipated higher levels of house building will have if nothing else changes. It should, however, be stressed that it is only possible to give a very broad indication of the scale of the potential change in the projected household growth as:

- the calculations depend on a number of assumptions, each of which is subject to a margin of uncertainty; and,
 - it is not possible to replicate fully the methodology which the ONS will use to produce future population projection: simplifying assumptions have had to be made to make the calculations feasible.
- 2.3. There are two possible responses to a significant increase in house building: more people may move into the district to fill the additional homes (i.e. an increase in net migration); and those who were expected to be in the district may form more households than they otherwise would have (i.e. household formation rates may rise). The practical reality is that the actual response is likely to be a combination of the two. However, in a high demand area such as Western Berkshire increased net migration is likely to be a major factor unless there is a similarly large increase in house building in the rest of the region.
- 2.4. The Government's intention to see house building nationally rise to 300,000 homes a year would, if achieved, undoubtedly result in a rise in average household formation rates nationally in the longer term, but it should be noted that there is evidence to suggest that actual household formation rates since 2011 have been below the levels suggested by recent official household projections owing to the under-supply of housing. It may therefore take some years of supply in excess of the levels suggested by the projections before there is any increase in household formation rates above the levels in the official projections.
- 2.5. The first step in estimating the 2018 and 2020-based projections is to estimate how net migration flows would need to change to fill the additional homes that are expected to be built on the assumption that in the short term there is no increase in average household formation rates. Having estimated revised migration flows, those can then be used to calculate revised migration flow rates for the trend periods of the 2018 and 2020-based projection, which in turn can be used to produce revised projections.
- 2.6. Table 2.1 shows the historic data for net additions to the housing stock (from MHCLG Live Table 122) and the projected net additions (provided by the relevant council). Note that the Wokingham trajectory has been updated from the most recent published figures to reflect the latest assessment of the likely delivery in 2018-19.

	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
Bracknell Forest	265	395	314	376	336	437	416	777	1357	1028	801	588
West Berkshire	162	552	447	496	625	485	526	667	1129	998	977	593
Wokingham	273	401	493	454	638	933	1509	1453	1689	1372	1188	991

- 2.7. Two methods have been used to calculate the impact which the projected higher house building rates will have on flow rates.

Method 1

- 2.8. The first recognises that the mis-match between the household projections and the historic house building statistics suggests that the household formation rates in the recent projections are too high. It estimates what the household formation rates would have needed to have been over the period 2011-17 to be consistent

with the house building statistics. This is done by scaling the 2016-based HRRs in each of the years from 2011-12 to 2016-17 until the household change in each year is consistent with the house building figures for that year. The 2016-based HRRs have been taken as the starting point here as they are closer to being consistent with the house building statistics and are more recent.

- 2.9. Having determined what scaling factors need to be applied to the 2016-based HRRs in the years 2012-13 to 2016-17 to produce household growth numbers consistent with the house building figures, the average scaling factor is then used to adjust the 2016 HRRs for the years after 2017. The average adjustment is a reduction of approximately 1%. Using the adjusted HRRs, the NMSS model is used to estimate the percentage by which the inflows from the rest of England would need to be increased in each year to produce a household increase consistent with the projected level of house building. That produces a revised population projection and revised migration flows. Those migration flows can then be used to estimate migration flow rates in the trend periods for the 2018 and 2020-based projections.

Method 2

- 2.10. The second approach ignores the mis-match between the household projections and the housing numbers and is based on the 2014-based HRRs. It assumes that the number of households estimated by applying the 2014-based HRRs to the 2017 MYE population estimate is correct and then calculates year by year the number of additional households that there would need to be in the Authority area to fill the additional homes that are projected to be built. The projected inflows from the rest of England are then increased year by year to produce that number of households. That also produces a revised population projection and revised migration flows.

Revised population projections reflecting projected levels of house building

- 2.11. Figures 2.1 to 2.3 show the results obtained by the two methods.

Figure 2.1: Impact of projected net additions on population projections: Bracknell Forest

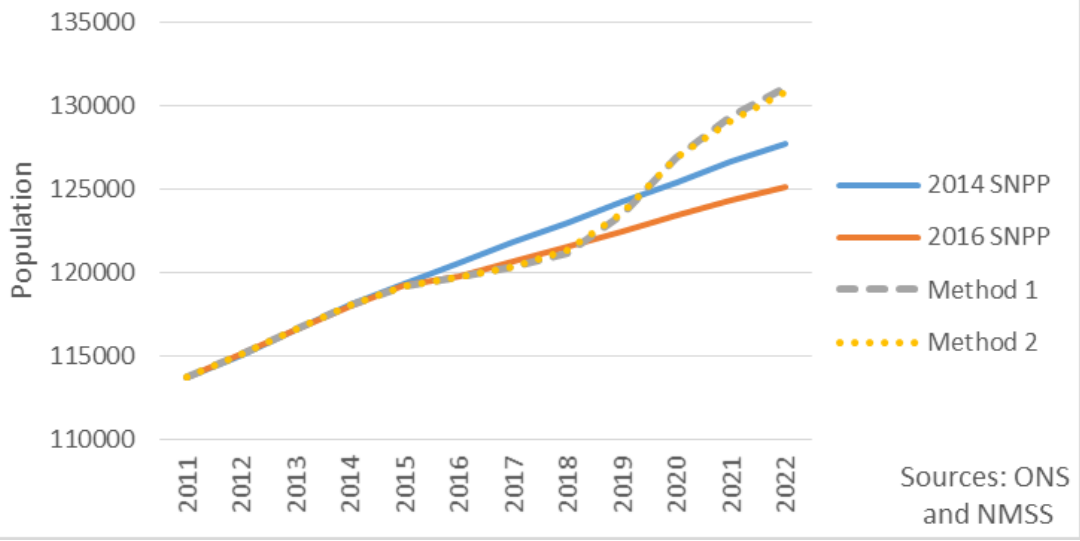
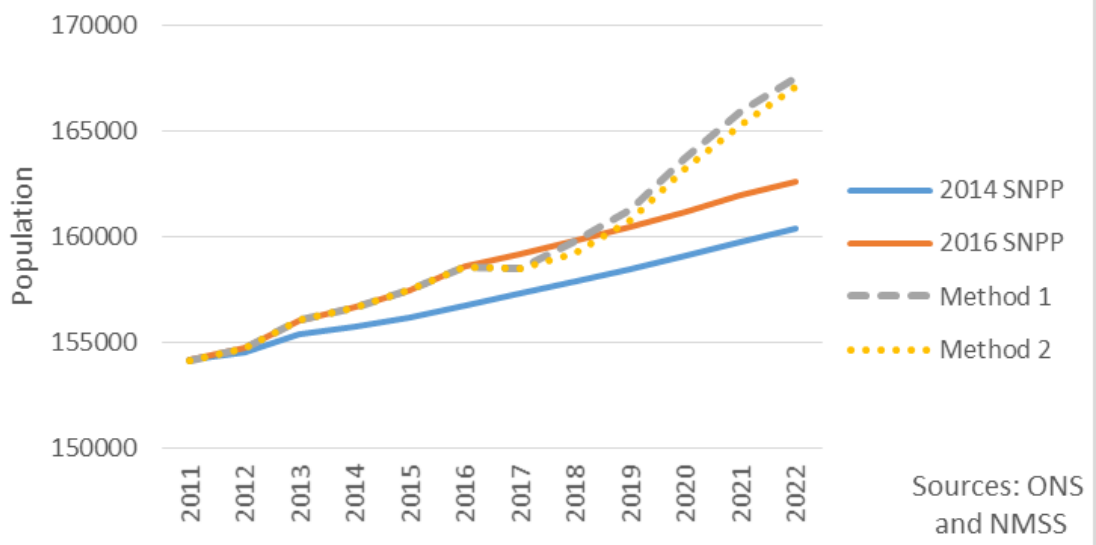
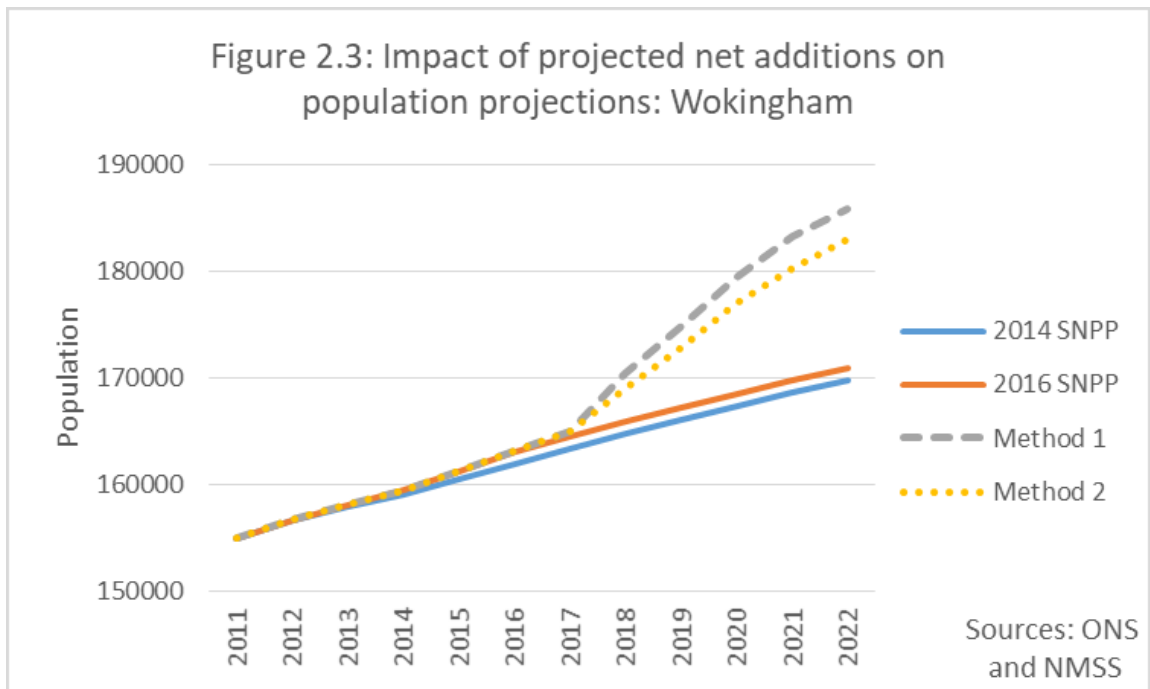


Figure 2.2: Impact of projected net additions on population projections: West Berkshire

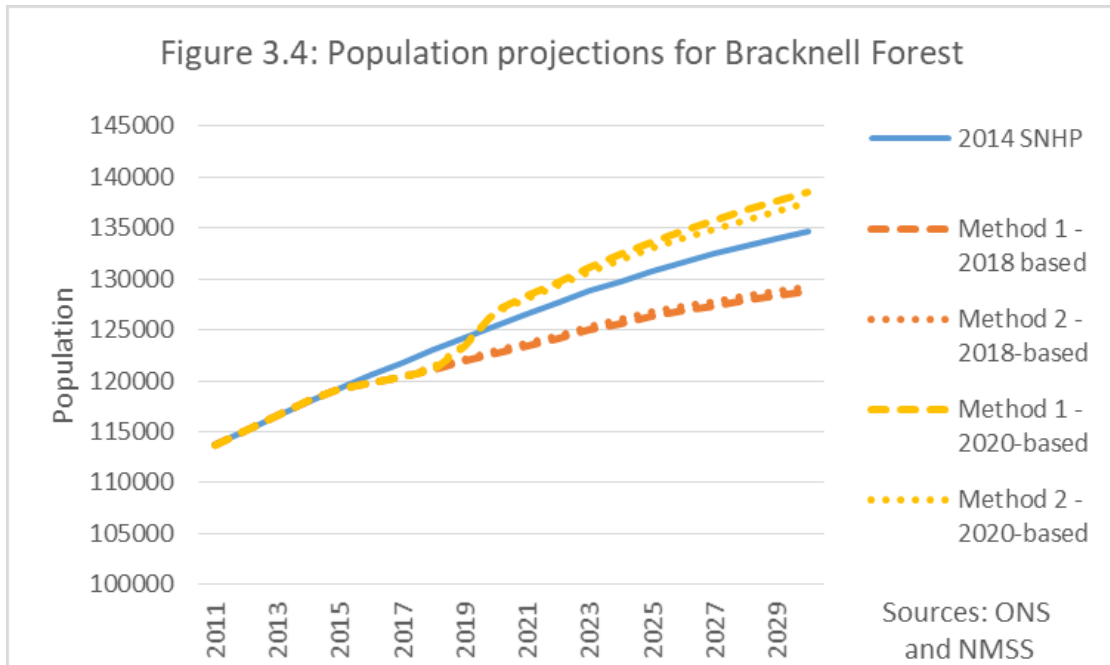




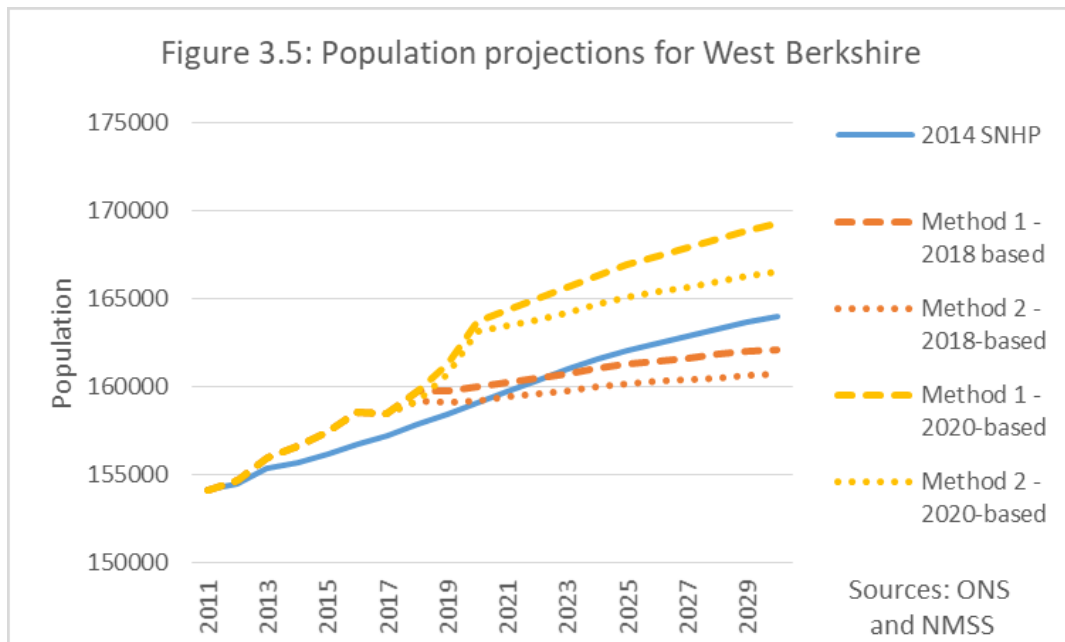
- 2.12. The differences between Methods 1 and 2 are relatively small and negligible in the case of Bracknell Forest. The fact that Method 2 produces a slightly lower population projection for the other two authorities is probably due to the use of the unadjusted and higher 2014-based HRRs, as its higher household formation rates mean that fewer people are needed to fill a given number of households.
- 2.13. Note also that the adjusted projections for Bracknell Forest and West Berkshire dip below the 2016 SNPP in 2017 as they take the ONS's 2017 mid-year population estimate as their starting point and that estimate is below the figures envisaged in the 2016 SNPP.
- 2.14. West Berkshire and Wokingham are a little atypical in that the 2016 SNPP is higher than the 2014 SNPP.
- 2.15. The 2014 SNPP has been updated to base dates of 2018 and 2020 by:
- Applying birth and death rates taken from the 2014 SNPP.
 - Scaling the inflows from the rest of the UK envisaged in the 2014 SNPP. The scaling factor used is calculated by expressing the inflow of a given age and sex in a particular year as a proportion of the population of that age, sex and year in the rest of the UK. The factor for a given age and sex is the average proportion for that age and sex over the 5-year trend period for the updated projection divided by that average proportion over the 5-year trend period for the 2014 SNPP.
 - Outflows to the rest of the UK are projected by applying outflow rates derived from the 2014 SNPP adjusted to reflect flows in the updated trend period. The adjustment factors are the average outflow rates for each year of age and sex for the trend period of the updated projection divided by the same average for the trend period for the 2014 SNPP.
 - International inflows are assumed to be unchanged from the 2014 SNPP.

- International outflows are calculated by applying outflow rates derived from the 2014 SNHP for each year, year of age and sex to the population at the end of the previous year less deaths in the year.

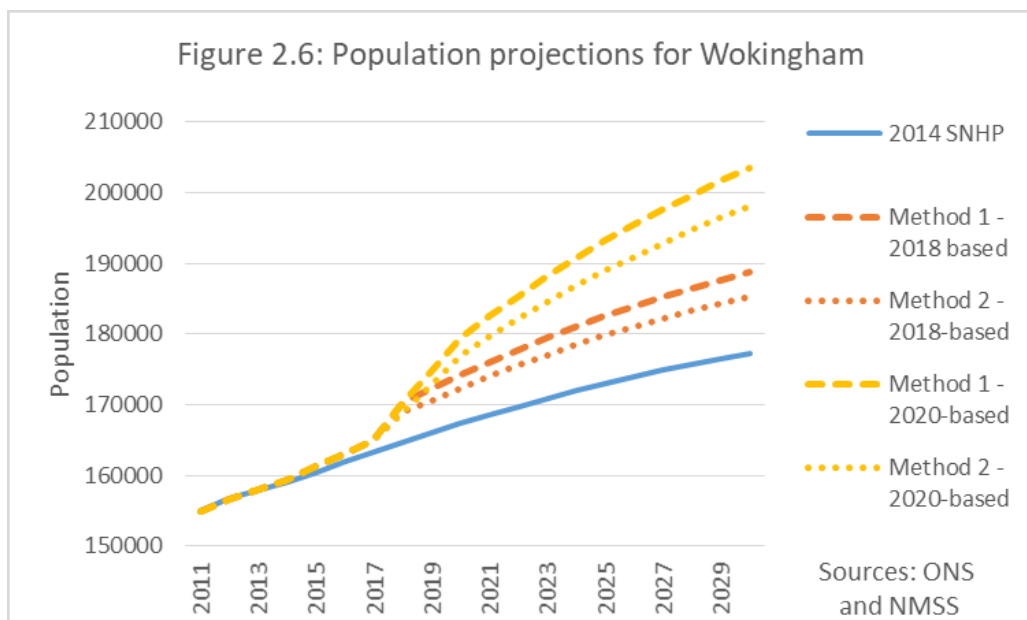
2.16. Figures 3.4 to 3.6 illustrate the results.



2.17. It is to be expected that the 2020-based projections are higher than the 2014-based set as there are considerably more net additions in the 5-year migration trend period for those projections than the trend period for the 2014 SNPP. What is perhaps surprising is that the difference is not larger. However, the reason for the difference not being larger is similar to the reason why the 2018-based projection is lower than the 2014 SNPP despite their being more net additions in the 2018 trend period than in that for the 2014-based projections. This is because the updated projections start from the latest population data published by the ONS – the 2017 Mid-Year Estimates (2017 MYE) which for Bracknell Forest report a population in 2017 that was 1,400 people lower than envisaged in the 2014 SNPP. That in turn was due the ONS’s data for 2014-2017 showing net outflows to the rest of the UK in each of those three years – outflows which were sizeable in 2014-15 and 2016-17. Those outflows merit closer examination to see if they might be anomalous. A factor may be the various adjustments that the ONS made to their methods for estimating migration flows between 2014 and 2017.



2.18. Again in the case of West Berkshire the results initially appear strange in that the 2018-based projections suggest much slower population growth than the 2014 SNPP despite a higher number of net additions to the housing stock in the trend period. This appears to be due to the ONS's estimates for the actual net flows from the rest of the UK during the period 2014-17 (which are reflected in the updated projections) being very different from what was envisaged in the 2014 SNPP. In particular there was a sizeable net outflow in 2016-17. This warrants closer examination, but that is outside the scope of this report.



2.19. The results for Wokingham (Figure 2.6) are much more straightforward: both the 2018 and 2020-based projections are higher than the 2014 SNPP, the difference reflecting the higher number of net additions in the trend period.

Turning a population projection into a household projection

2.20. Having produced estimates of the 2018 and 2020-based population projections we turn these into household projections by subtracting the communal populations (using the assumptions made in the official projections), and then applying household formation rates. For this study the 2014-based household formation rates have been used as they are the rates used in the current version of the standard method for calculating LHNs and, if lower household formation rates were to be used in future versions of the standard method, it is likely that the formula would be adjusted to compensate for any reduction in the number of households projected.

Calculating the LHN

2.21. Using the revised household projections average household growth figures can be calculated for the relevant 10-year period and inserted in the standard formula to produce the LHN. Table 2.2 sets out the assumptions used in these calculations:

Table 2.2: Key assumptons	Bracknell Forest	West Berkshire	Wokingham
Second and empty homes	2.47%	3.58%	3.45%
Plan adoption date	2008	2012	2010
Plan housing requirement	539	525	623
Affordability ratio	8.97	9.61	11.17
Affordability adjustment factor	0.311	0.351	0.448

Calculating the population if homes are built in line with the LHN

2.22. The LHNs for the three authorities range from 31% to 45% above the number of households which the estimated projections suggest will form in the area if past trends continue. Assuming (as is likely in this area) the extra homes are occupied¹, they will be filled either by:

- those who would have been living in the area in any case forming additional households; or,
- additional people moving to the area.

2.23. Were the extra homes to be filled exclusively by people who would have been living in the area anyway the population would be as projected.

2.24. If, alternatively, the homes were filled exclusive by additional people moving into the area, the population would be significantly larger than suggested by the projections. An estimate of that larger population can be made by assuming that the additional people who move into the area have the same age profile as past migrants into the area from the rest of the UK, the percentage uplift to historic in-

¹ With normal empty and second homes rates – taken from 2011 census data for “Dwelling spaces with no usual resident”.

migrant levels being adjusted until the projection predicts sufficient households to fill all of the additional properties.

2.25. The practical reality is that what would actually happen is likely to be somewhere in between these two extreme positions. In this study the two extreme positions have been calculated and it has been assumed that what actually happens is mid-way between the two extremes.

2.26. Tables 2.3 to 2.5 show the results obtained from this analysis.

Table 2.3: BRACKNELL FOREST						
Projection	Projection based date	LHN period	Population change/year if no additional in-migrants	Projected households/year	LHN	Population change/year implied by LHN if no change in HRRs
2014 SNHP	2014	2019-29	976	469	615	-
2014 SNHP	2014	2020-30	929	460	603	1274
Method 1	2018	2020-30	610	324	425	852
Method 2	2018	2020-30	633	333	437	882
Method 1	2020	2022-32	967	496	650	1338
Method 2	2020	2022-32	963	494	647	1332

Table 2.4: WEST BERKSHIRE						
Projection	Projection based date	LHN period	Population change/year if no additional in-migrants	Projected households/year	LHN	Population change/year implied by LHN if no change in HRRs
2014 SNHP	2014	2019-29	525	386	521	-
2014 SNHP	2014	2020-30	494	382	515	815
Method 1	2018	2020-30	214	295	399	458
Method 2	2018	2020-30	147	269	364	370
Method 1	2020	2022-32	407	417	563	752
Method 2	2020	2022-32	334	389	525	656

Table 2.5: WOKINGHAM						
Projection	Projection based date	LHN period	Population change/year if no additional in-migrants	Projected households/year	LHN	Population change/year implied by LHN if no change in HRRs
2014 SNHP	2014	2019-29	1044	555	804	-
2014 SNHP	2014	2020-30	987	544	788	1620
Method 1	2018	2020-30	1463	690	965	2172
Method 2	2018	2020-30	1301	632	884	1951
Method 1	2020	2022-32	2212	987	1382	3229
Method 2	2020	2022-32	1904	877	1228	2806

2.27. It should be emphasised that these results depend crucially on the assumptions made: different assumption or alternative methods for updating the 2014 SNHP could produce significantly different but equally valid results.

What this means for the number of homes and people to be planned for

2.28. The LHN for a plan is determined by the latest data available on the date of submission and the average projected household growth over the ten year period starting from the date of submission. The ONS produces population and household projections every two years. The population projections (which the ONS has produced for some considerable time) are generally released in May and it is reasonable to assume that that will continue to be case. The only set of household projections which the ONS have produced were released in September 2018 (previous household projections having been produced by the MHCLG). It far from certain when future household projections will be produced and there have been suggestions that they might be produced much sooner after the population projections: it might even be possible to produce them at the same time. This suggests that it would be prudent for an authority to plan to submit their plan either before the beginning of May or after the beginning of October if the plan is to be submitted in a year in which new projections are expected - the even numbered years.

2.29. Table 2.6 sets out the LHN and populations to be planned for suggested by the above analysis. The LHNs shown are the average of the result produced by Methods 1 and 2 and the annual average population increase are the figures obtained by averaging the mid points between the two extreme figures produced by Methods 1 and 2.

2.30. **It should be emphasised again that these results depend heavily on the assumptions made and are subject to substantial error margins.**

Table 2.6: Estimated LHNs and populations to be planned for			
Plan submission date	Before May 2020	October 2020 - before May 2022	October 2022 - before May 2024
Projection Period	2020-30	2020-30	2022-32
Projection vintage	2014-based	2018-based	2020-based
Annual population increase			
Bracknell Forest	1102	744	1150
West Berkshire	655	297	537
Wokingham	1304	1722	2538
Total	3060	2763	4225
Estimated LHN			
Bracknell Forest	603	431	649
West Berkshire	515	381	544
Wokingham	788	925	1305

- 2.31. Note that for Bracknell Forest and West Berkshire the LHNs and average annual population increases are expected to fall when the 2018-based projections are released, but rise again when the 2020-based projections are produced. For Wokingham the LHN and annual population increase both rise substantially with each successive new set of projections.
- 2.32. These calculations have taken the ONS historic data and projections at face value. However, there are grounds for believing that there could be significant anomalies in the historical data which may have distorted the projections. In particular, for Bracknell Forest and Wokingham there were large discrepancies between the historic data for births, deaths and migrations between 2001 and 2011 and the population counts in the censuses in those two years – a phenomenon known as unattributable population change (UPC). In West Berkshire’s case the changes which the ONS have made to their methods for estimating migration flows since the 2014-based projections have also had a substantial impact which warrants further investigation.
- 2.33. If there are anomalies in the data for the trend periods of the projections discussed in this report, they could potentially have affected the projections by a significant margin. Whilst the results presented here are believed to be a reliable indication of the direction and broad magnitude of the changes that are likely to result from the 2018 and 2020-based projections, further investigation of the underlying datasets would be worthwhile and may result in significant changes to the actual numbers.

Conclusions

- 2.34. Increases in house building and changes in the migration flows estimated by the ONS since the 2014-based projections are likely to mean that the 2018 and 2020-based projections are significantly different from the 2014-based projections which authorities are currently expected to use in calculating their standard method local housing need (LHN). The LHNs are therefore likely to change as each new projection is released, even if the standard method is not changed. The

projected annual population increases will also be different from the levels envisaged in the 2014 SNPP.

- 2.35. The standard method for calculating LHN applies an ‘affordability uplift’ to the projected annual household increase. In the case of the three Western Berkshire authorities that uplift is substantial: between 31% and 45%. This means that, if homes are built in line with those LHNs, more homes will be built than the projections suggest are needed and, as result, the population may be different from what the projections suggest. How different they are depends on whether the extra homes are filled by the people who are expected to live in the area in any case forming more households, or by additional people moving to the area to fill the extra homes. This study has estimated both extremes: no extra people moving into the area and all the additional homes filled by extra people moving into the area. It has then taken the mid-point between those extreme as an estimate of the likely future population in the absence of any basis on which to favour one extreme over the other.
- 2.36. Table 2.6 (reproduced below) summarises the results. As LHNs are calculated based on the latest projection and other data available on the date of submission of local plan the relevant figures change according to when a plan is likely to be submitted – hence the three columns in the table. Note that there is uncertainty as to when future household projections will be released by the ONS: they are likely to be released between May and September 2020 and 2022. It might be prudent for an authority not to plan to submit a plan during these periods in case there is a significant change in the LHN figure shortly before submission.

Table 2.6: Estimated LHNs and populations to be planned for			
Plan submission date	Before May 2020	October 2020 - before May 2022	October 2022 - before May 2024
Projection Period	2020-30	2020-30	2022-32
Projection vintage	2014-based	2018-based	2020-based
Annual population increase			
Bracknell Forest	1102	744	1150
West Berkshire	655	297	537
Wokingham	1304	1722	2538
Total	3060	2763	4225
Estimated LHN			
Bracknell Forest	603	431	649
West Berkshire	515	381	544
Wokingham	788	925	1305

- 2.37. For Bracknell Forest and West Berkshire the LHNs and average annual population increases are expected to fall when the 2018-based projections are released but rise again when the 2020-based projections are produced. For Wokingham the LHN and annual population increase both rise substantially with each successive new set of projections.
- 2.38. These results should be regarded as broad indications of the size and direction of changes: they are subject to sizeable error margins

2.39. In addition, there is considerable uncertainty as to:

- what the standard method will be in the future;
- how the household projection methodology will be developed;
- how the input data used in the projections will change.

2.40. It should also be noted that this study has taken the ONS data and projections at face value. If there are anomalies in that data it could have a sizeable impact on the results.

NMSS

17 May 2019

APPENDIX C DEVELOPING LOCAL JOB CHANGE SCENARIOS (EXPERIAN PAPER)

WESTERN BERKSHIRE EMPLOYMENT LAND STUDY

APPENDIX C FORECASTING JOB NUMBERS

Background

- 1 The technical work to forecast future job numbers was undertaken as part of the joint Employment Land Need (ELN) studies for West Berkshire along with Bracknell Forest and Wokingham Councils. The ELN for all three Authorities and the Employment Land Review for West Berkshire employ the same method for the calculation of local housing need (as explained in Appendix B), and job forecasting as explained in this Appendix. For completeness the results for all three Authorities are set out in this paper.
- 2 To predict the demand for employment space over the plan period, as discussed in the main report we start from a forecast scenario of the future jobs in each district – known as workplace jobs. The scenario was provided by Experian and is a variant on their baseline, or standard, local forecast, issued in June 2019.
- 3 Such variant is needed because the Experian baseline assumes that future population change will be as shown in the latest official demographic projection, which is the 2016-based SNPP. But if future housing delivery is in line with Local Housing Need, as calculated by the Government's standard method, future population will be higher than shown in the SNPP. This is partly because the standard method uses the previous version of the official projections, but mainly because it applies to the projection of a substantial affordability uplift. The result, as estimated in our alternative population projection (see Appendix B) is a larger population, with a different age and gender profile, to SNPP 2016.
- 4 Experian has input this alternative population into their local forecasting model, to produce a variant view of the area's economic future, including the number of workplace jobs. This note explains the method used to create the variant scenario and shows detailed results.

Method

The forecasting model

- 5 To arrive at the number of workplace jobs, Experian's local forecasting model first calculates 'job demand' (or labour demand) – the number of jobs that employers will want to fill in the local authority area:
 - For local service sectors – those that serve local residents, such as retail, primary health care and education - job demand depends mainly on the population of the area and neighbouring areas. It depends on the profile of the population as well as its size, because age groups vary in their use of local services: for example, children generate demand for schools, while old people generate demand for health and social care. To forecast this demand effect, the model uses past relationships between the resident

population and employment in each local service sector, such as retail, leisure, education and health care.

- For sectors (industries and services) that serve wider markets, job demand depends mainly on national and regional job totals by sector, and the past performance of each sector in the local area compared to the nation and region.

6 In relation to local service sectors, the relationship between population and jobs varies between places, depending on degrees of self-containment and leakage. Thus, for some local authorities retail spend is largely contained within the area, while in others much of it 'leaks' to centres in neighbouring authorities. In the former case, the forecast result of additional population will be additional labour demand in the same authority. Conversely, in the latter case the forecast will show that additional population adds to labour demand in neighbouring authorities.

7 Having calculated future job demand, the model compares this with the labour supply (labour force) that is provided by the area's resident population, together with commuting to and from other areas. The calculation works iteratively to balance demand and supply as far as realistically possible, working through adjustments in economic activity rates, commuting and unemployment:

- In areas where labour demand is high compared to supply, activity rates¹ are high, as the presence of job opportunities encourages more people to join the labour market. The model sets an upper limit, or bound, to what are realistic activity rates, based on each area's history and expected national rates. Conversely, in areas of low demand activity rates are also low.
- Areas where there is a deficit of supply against demand attract positive net commuting flows from neighbouring areas, up to the point where the capacity of those areas is also exhausted. Conversely, where there is a surplus of supply against demand there is a net outflow, as people commute out to places where there is a supply deficit (for each local area, the distribution of the total net commuting flow among neighbouring authorities is based on the 2011 census).
- In areas where demand is high compared to supply unemployment rates are low, and conversely where demand is low unemployment rates are high. The model sets a lower bound to what unemployment rates can realistically be, based on local history and expected national rates.

8 For each area, the calculation has two possible outcomes:

- There may be enough (or more than enough) labour supply to meet job demand. If so, the forecast shows workplace jobs equal to job demand.
- Labour supply may be insufficient to meet demand, even after unemployment, activity rates and commuting have adjusted as far as is realistically possible. If so, the forecast shows fewer workplace jobs than jobs demanded, indicating that employers cannot fill all

¹ The activity rate is the proportion of the population in each age-sex group that is economically active, which means either employed or unemployed (working or looking for a job).

the jobs they would like to create. In other words, job growth in the area is constrained by labour supply. The difference between job demand and workplace jobs is called ‘unfilled jobs’ or ‘excess jobs’.

The variant scenario

- 9 In the Experian baseline forecast, future labour supply is calculated from the population in the SNPP. To create the variant scenario, that population is replaced with the alternative population expected to result from housing development in line with Local Housing Need. This is a larger population and it has a different age and sex profile (see Appendix B). In the forecasting model, this changed population assumption impacts on both labour demand and labour supply.
- 10 On the demand side, the additional population in the variant scenario creates additional labour demand in local service sectors, as more residents means more schoolteachers, GPs and so forth. This additional demand will result in more workplace jobs in the local authority area, up to the point, if any, when supply capacity is exhausted. If that point is reached, any demand over and above it will result in unfilled jobs.
- 11 On the supply side, the additional population in the variant scenario normally generates additional labour supply, as more people normally means more workers. But this depends on the age-sex profile of the additional population. For example, in the extreme case when all the additional people are retired, they will not add to the labour force. Whether the additional labour supply (if any) results in workplace jobs, depends on demand. If there are unfilled jobs, either in baseline forecast or due to the demand effect discussed above, the additional workers will fill them and there will be additional workplace jobs. If there are no unfilled jobs, or not enough unfilled jobs to employ the additional workers, the remaining additions to the labour force will result in more net out-commuting, more economically inactive people and / or more unemployment.
- 12 In summary, the additional population shown in the variant scenario may or may not result in additional workplace jobs in the local authority area. Whether it does, and how many jobs are added, depends on the previous balance of the labour market and the age-sex profile of the additional population. These results vary between the three districts in the study area, as briefly reported on below.

Results

Bracknell Forest

- 13 At the end of our study period in 2036, the population of Bracknell Forest in the variant scenario is 9,400 above the baseline forecast, and its labour force is 3,300 above the baseline. The scenario adds 2,500 jobs to labour demand, which are filled from that additional labour force, though they do not quite absorb all of it. There are no unfilled jobs in the baseline scenario that the additional labour force could fill. Consequently the scenario lifts the number of workplace jobs in the borough by 2,500.

Bracknell Forest – scenario compared to baseline (000s unless otherwise stated)

Variable Name	2019	2020	2030	2036
Labour Force	0.60	0.70	2.40	3.30
Labour Force - 16 to 64	0.60	0.60	2.00	2.80
Labour Force - 65 Plus	0.00	0.10	0.20	0.40
Population - retired	0.40	0.50	1.40	2.00
Population - student	0.60	0.60	1.80	2.50
Population - 16 Plus	1.20	1.40	4.90	7.00
Population - 16 to 64	0.70	0.90	3.40	4.70
Population - 65 Plus	0.40	0.50	1.50	2.20
Total Population	1.70	2.00	6.80	9.40
Working Age Population	0.70	0.90	3.50	4.90
Economic Activity Rate (%) - 16+	-0.30	-0.40	-1.10	-1.50
Economic Activity Rate (%) - 16 to 64	0.00	-0.20	-1.10	-1.60
Economic Activity Rate (%) - 65 Plus	-0.10	-0.10	-0.30	-0.50
Economic Activity Rate (%) - Working Age	0.00	-0.10	-1.00	-1.50
Workforce Jobs	0.40	0.50	1.80	2.50
Jobs Demand	0.40	0.50	1.80	2.50
Excess Jobs	0.00	0.00	0.00	0.00
FTE jobs	0.30	0.30	1.40	2.10
Workplace based employment	0.40	0.40	1.60	2.20
Residence based employment	0.60	0.80	2.20	2.80
Unemployment	0.00	0.00	0.20	0.40
Net commuting balance (inflow)	-0.20	-0.40	-0.60	-0.60
Unemployment Rate	0.00	-0.10	0.20	0.40

Source: Experian baseline March 2019 and scenario June 2019

West Berkshire

- 14 For West Berkshire at 2036, the variant scenario increases the population by 200. But it reduces the labour force by 500, because in the scenario a higher proportion of the population is over 65, and hence likely to be retired. The service demand from the additional population lifts job demand by 200, but these potential jobs remain unfilled. Also, 200 of the workplace jobs in the baseline forecast become unfilled in the scenario, due to the smaller labour force. Therefore the district has 200 fewer workplace jobs in the scenario than the baseline.

West Berkshire – scenario compared to baseline (000s unless otherwise stated)

Variable Name	2019	2020	2030	2036
Labour Force	-1.10	-1.20	-0.90	-0.50
Labour Force - 16 to 64	-1.10	-1.20	-1.10	-0.80
Labour Force - 65 Plus	0.00	0.10	0.30	0.30
Population - retired	0.10	0.10	0.80	1.10
Population - student	0.00	-0.10	0.50	0.80
Population - 16 Plus	-1.90	-2.00	-1.20	-0.60
Population - 16 to 64	-2.10	-2.10	-2.00	-1.60
Population - 65 Plus	0.00	0.10	0.70	1.10
Total Population	-2.10	-2.10	-0.70	0.20
Working Age Population	-2.00	-2.10	-2.00	-1.70
Economic Activity Rate (%) - 16+	0.20	0.10	0.00	0.00
Economic Activity Rate (%) - 16 to 64	0.70	0.60	0.60	0.60
Economic Activity Rate (%) - 65 Plus	0.00	0.00	0.10	0.20
Economic Activity Rate (%) - Working Age	0.80	0.70	0.90	1.10
Workforce Jobs	-1.10	-1.10	-0.60	-0.20
Jobs Demand	-0.40	-0.40	-0.10	0.20
Excess Jobs	0.70	0.70	0.50	0.40
FTE jobs	-0.90	-0.90	-0.50	-0.10
Workplace based employment	-0.90	-1.00	-0.60	-0.10
Residence based employment	-1.10	-1.10	-0.70	-0.40
Unemployment	0.00	-0.10	-0.10	0.00
Net commuting balance (inflow)	0.20	0.10	0.10	0.30
Unemployment Rate	0.00	0.00	-0.10	-0.10

Source: Experian baseline March 2019 and scenario June 2019

- 15 From a practical perspective, all the above changes are too small to be significant. In effect, the message from the modelling is that the scenario does not make a discernible difference to the number of jobs in West Berkshire.

Wokingham

- 16 At 2036, the scenario increases Wokingham's population by 5,600 and its labour force by 1,700. The scenario also adds 1,700 jobs to labour demand, which are filled from that additional labour force, though they do not quite absorb all of it. There are no unfilled jobs in the baseline that the additional labour force could fill. Therefore the scenario lifts the number of workplace jobs in Wokingham by 1,700 jobs.

Wokingham– scenario compared to baseline (000s unless otherwise stated)

Variable Name	2019	2020	2030	2036
Labour Force	-0.30	-0.30	0.80	1.70
Labour Force - 16 to 64	-0.30	-0.40	0.10	1.10
Labour Force - 65 Plus	0.00	0.10	0.60	0.60
Population - retired	0.30	0.30	1.60	2.50
Population - student	-0.50	-0.50	1.00	1.50
Population - 16 Plus	-0.70	-0.60	2.20	4.20
Population - 16 to 64	-1.00	-1.00	0.40	1.60
Population - 65 Plus	0.30	0.30	1.70	2.60
Total Population	-1.20	-1.20	3.30	5.60
Working Age Population	-1.00	-1.00	0.60	1.70
Economic Activity Rate (%) - 16+	0.10	0.00	-0.50	-0.60
Economic Activity Rate (%) - 16 to 64	0.40	0.40	-0.20	-0.20
Economic Activity Rate (%) - 65 Plus	0.10	0.10	0.90	0.60
Economic Activity Rate (%) - Working Age	0.50	0.50	0.20	0.20
Workforce Jobs	-0.30	-0.30	1.00	1.70
Jobs Demand	-0.30	-0.30	1.00	1.70
Excess Jobs	0.00	0.00	0.00	0.00
FTE jobs	-0.20	-0.20	0.80	1.30
Workplace based employment	-0.20	-0.20	0.90	1.40
Residence based employment	-0.20	-0.20	0.70	1.50
Unemployment	-0.10	-0.10	0.10	0.20
Net commuting balance (inflow)	0.00	0.00	0.20	-0.10
Unemployment Rate	-0.10	-0.10	0.00	0.20

Source: Experian baseline March 2019 and scenario June 2019

**APPENDIX D JOB CATEGORY TO USE CLASS
SECTOR**

SECTOR TO LAND USE MAPPING

1. Economic statistics and forecasts tell us nothing directly about employment space, because they do not classify jobs according to the type of space they occupy. Rather, the statistics split jobs into economic sectors (industries and services), according to the Standard Industrial Classification (SIC). To estimate how many jobs will be based in offices and industrial space, and how many in 'non-B' spaces such as retail premises, schools and hospitals, we need to translate sectors into land uses.
2. For this, we have used a method developed by the PBA team (formerly Roger Tym & Partners) over a series of employment land reviews, and tested in a large-scale study of the Yorkshire and Humber region in 2010¹. To our knowledge there is no other published empirical research on the relationship between activity sectors and land uses.
3. The tables below show the sectors that are classified to industrial (subdivided into manufacturing and warehousing) and offices respectively. The names and numbers that identify each activity sector are from the UK Standard Classification of Economic Activities 2007 (SIC 2007)². These tables aggregate the data from the finest grain 5 digit SIC level which is the base for the mapping. The reason we use the 5-digit level is that within each sector there may be activities that are industrial based and others that are office or manufacturing. Further on in this note we cite construction activity as an example of a sector containing different land use activities.
4. The Annex that follows drills down to the lowest level SIC (5-digit categories) that is used to build up to the sectors. For each of the 700 SIC 5-digit job class/sub-classes we identify the appropriate employment land use. Many of the SIC classes are non-B uses, and the Annex includes only the SICs in B use classes. The Annex also identifies the corresponding job category in the Experian Economic forecast data.

¹ Roger Tym & Partners with King Sturge for Yorkshire Forward, Planning for Employment Land: Translating Jobs into Land, March 2010

² <http://www.businessballs.com/freespecialresources/SIC-2007-explanation.pdf>

Table A1 Industrial sectors

Manufacturing		
Manufacturing and repairs	10-33	All manufacturing
	95.00	Repair of computers and personal and household goods
Other industrial		
Construction	43.2	Electrical, plumbing and other construction installation activities
	43.3	Building completion and finishing
	43.9	Other specialised construction activities not elsewhere specified (nec)
Motor vehicle activities	45.2	Maintenance and repair of motor vehicles
	45.4	Sale, maintenance and repair of motor cycles and related parts and accessories
Sewage and refuse disposal	37	Sewage
	38	Waste collection, treatment and disposal activities
Employment activities (part)	78	
Warehousing		
Wholesale trade except of motor vehicles and motorcycles	46	
Freight transport by road	49.41	
Removal services	49.42	
Storage and warehousing	52.10	
Other supporting land transport activities	52.21	
Cargo handling	52.24	
Post and courier activities	53.00	
Packaging activities	82.92	
Employment activities (part)	78	

Note

SIC 78, Employment Activities, covers workers employed through agencies in all activity sectors. They should be redistributed across the whole economy, both to B-class sectors and other sectors, in proportion to each sector's share of total employment.

Table A2 Office sectors

Office sectors		
Publishing	58	Motion picture production activities
Motion picture, video and TV programme activities	59.11	Motion picture, video and TV programme production activities
	59.12	Motion picture, video and TV programme post-production activities
	59.13	Motion picture, video and TV programme distribution activities
	59.20	Sound recording and music publishing activities
Programming and broadcasting activities	60	
Computer programming, consultancy and related activities	62	
Information service activities	63	
Financial service activities except insurance and pension funding	64	
Insurance, reinsurance and pension funding except compulsory social security	65	
Activities auxiliary to financial services and insurance activities	66	
Real estate activities	68	
Legal and accounting activities	69	
Activities of head offices, management consultancy activities	70.	
Architectural and engineering activities, technical testing and analysis	71	
Scientific research and development	72	
Advertising and market research	73	
Other professional, scientific and technical activities	74	
Renting and leasing activities	77.40	Leasing of intellectual property and similar products
Employment activities (part)	78	
Security and investigation activities	80	
Office admin, office support and other business support activities	82	
Public administration and defence; compulsory social security	84.1	Administration of the State and the economic and social policy of the community
	84.3	Compulsory social security activities

Note

SIC 78, Employment Activities, covers workers employed through agencies in all activity sectors. They should be redistributed across the whole economy, both to B-class sectors and other sectors, in proportion to each sector's share of total employment

5. On a technical note, most economic forecasts show around 20-30 broad activity sectors, a much coarser-grained classification than the SIC sectors in the table above, and the 5 digit SIC level we use that is set out in the Annex below. For example, the table counts as a B-space activity only part of the Construction industry (SIC 43.2, 43.3 and 43.9), whereas forecasts typically show only Construction as a whole (SIC 43). To estimate future employment in sub-sectors such as SIC 43.2, we assume that the share of each sub-sector's employment in its 'parent' sector stays constant.
6. There are two further technical difficulties with the relationship of sectors to land uses. The first is that the line between production space (factories and workshops) and warehousing is blurred. This is not surprising, because manufacturing and warehousing largely occupy the same kinds of buildings, many units combine both functions in proportions that vary over time, and smaller buildings are allowed to shift between the two without planning permission.
7. In setting total land provision targets, therefore, factories, workshops and warehouses, should be merged into a single 'industrial' category. This should not cause any problems, because these uses operate in similar buildings and at similar employment densities, except for very large units including strategic warehousing. In areas where they form a significant part of the stock, these large units should be allowed for separately.
8. The other problem with the tables is that some of the jobs which the table allocates to industrial space are in fact in offices. These jobs are probably in administration, sales and marketing functions of industrial and related businesses. A construction or plumbing business, for example, will often have an office that deals with orders, appointments, record-keeping and the like. In some cases this will be ancillary to an industrial unit and therefore not count as office space, but in other cases it will be free-standing. If the business is small, the office may be its only premises.
9. In total, the Yorkshire and Humber survey found that around one tenth of the jobs which our method allocates to industrial space (factories, workshops and warehouses) are in fact in offices. For a large area such as the region, this is too small a proportion to distort land provision targets. But in some local authority areas, especially the more highly urbanised, it is likely that the distortion is significant. Employment land reviews should aim to correct these distortions, using local knowledge to adjust the relationships shown in the tables above.
10. There are many other, place-specific factors why the sector-to-land-use relationships in the tables above may be invalid. For example, in some places large business units are assigned to the wrong sector or the wrong side of the local authority boundary. In other places, particular sectors are untypical and do not occupy the kinds of space that one would normally expect. In one local authority area in England, for example, there are many jobs classified to Other Supporting Land Transport Activities, SIC 52.21, which normally would occupy warehousing in the local authority area. But in this case most of the SIC 52.21 jobs relate to railway maintenance and the people concerned work all over the country, mostly outdoors.
11. Where such anomalies arise, close inspection of the numbers, combined with local knowledge, should help correct the statistics and customise the sector-to-land-use assumptions.

12. However, it is inevitable that sector-to-land-use relationships are less reliable for small than larger areas. As the Yorkshire and Humber survey illustrated, the relationships shown in our tables work very well for whole regions. But they are not reliable for individual buildings or employment areas, and may not be reliable at local authority level. This is one of the reasons why demand forecasts are more robust for regions than individual local authority areas.
13. The Yorkshire and Humber report provides further information and advice on sector-to-land-use relationships.
14. The schedule that follows identifies the land use class for the SIC 5-digit (the finest grain SIC data) job categories.

Annex – Land use class at SIC 5-digit sector level *[see over]*

Employment land use	Sector (Experian)	Industry (5 digit SIC)
Manufacturing	Food, Drink & Tobacco	10110 : Processing and preserving of meat
Manufacturing	Food, Drink & Tobacco	10120 : Processing and preserving of poultry meat
Manufacturing	Food, Drink & Tobacco	10130 : Production of meat and poultry meat products
Manufacturing	Food, Drink & Tobacco	10200 : Processing and preserving of fish, crustaceans and molluscs
Manufacturing	Food, Drink & Tobacco	10310 : Processing and preserving of potatoes
Manufacturing	Food, Drink & Tobacco	10320 : Manufacture of fruit and vegetable juice
Manufacturing	Food, Drink & Tobacco	10390 : Other processing and preserving of fruit and vegetables
Manufacturing	Food, Drink & Tobacco	10410 : Manufacture of oils and fats
Manufacturing	Food, Drink & Tobacco	10420 : Manufacture of margarine and similar edible fats
Manufacturing	Food, Drink & Tobacco	10511 : Liquid milk and cream production
Manufacturing	Food, Drink & Tobacco	10512 : Butter and cheese production
Manufacturing	Food, Drink & Tobacco	10519 : Manufacture of milk products (other than liquid milk and cream, butter, cheese) nec
Manufacturing	Food, Drink & Tobacco	10520 : Manufacture of ice cream
Manufacturing	Food, Drink & Tobacco	10611 : Grain milling
Manufacturing	Food, Drink & Tobacco	10612 : Manufacture of breakfast cereals and cereals-based foods
Manufacturing	Food, Drink & Tobacco	10620 : Manufacture of starches and starch products
Manufacturing	Food, Drink & Tobacco	10710 : Manufacture of bread; manufacture of fresh pastry goods and cakes
Manufacturing	Food, Drink & Tobacco	10720 : Manufacture of rusks and biscuits; manufacture of preserved pastry goods and cakes
Manufacturing	Food, Drink & Tobacco	10730 : Manufacture of macaroni, noodles, couscous and similar farinaceous products
Manufacturing	Food, Drink & Tobacco	10810 : Manufacture of sugar
Manufacturing	Food, Drink & Tobacco	10821 : Manufacture of cocoa, and chocolate confectionery
Manufacturing	Food, Drink & Tobacco	10822 : Manufacture of sugar confectionery
Manufacturing	Food, Drink & Tobacco	10831 : Tea processing
Manufacturing	Food, Drink & Tobacco	10832 : Production of coffee and coffee substitutes
Manufacturing	Food, Drink & Tobacco	10840 : Manufacture of condiments and seasonings
Manufacturing	Food, Drink & Tobacco	10850 : Manufacture of prepared meals and dishes
Manufacturing	Food, Drink & Tobacco	10860 : Manufacture of homogenised food preparations and dietetic food
Manufacturing	Food, Drink & Tobacco	10890 : Manufacture of other food products nec
Manufacturing	Food, Drink & Tobacco	10910 : Manufacture of prepared feeds for farm animals
Manufacturing	Food, Drink & Tobacco	10920 : Manufacture of prepared pet foods
Manufacturing	Food, Drink & Tobacco	11010 : Distilling, rectifying and blending of spirits
Manufacturing	Food, Drink & Tobacco	11020 : Manufacture of wine from grape
Manufacturing	Food, Drink & Tobacco	11030 : Manufacture of cider and other fruit wines
Manufacturing	Food, Drink & Tobacco	11040 : Manufacture of other non-distilled fermented beverages
Manufacturing	Food, Drink & Tobacco	11050 : Manufacture of beer
Manufacturing	Food, Drink & Tobacco	11060 : Manufacture of malt
Manufacturing	Food, Drink & Tobacco	11070 : Manufacture of soft drinks; production of mineral waters and other bottled waters
Manufacturing	Food, Drink & Tobacco	12000 : Manufacture of tobacco products
Manufacturing	Textiles & Clothing	13100 : Preparation and spinning of textile fibres
Manufacturing	Textiles & Clothing	13200 : Weaving of textiles
Manufacturing	Textiles & Clothing	13300 : Finishing of textiles
Manufacturing	Textiles & Clothing	13910 : Manufacture of knitted and crocheted fabrics
Manufacturing	Textiles & Clothing	13921 : Manufacture of soft furnishings
Manufacturing	Textiles & Clothing	13922 : Manufacture of canvas goods, sacks etc
Manufacturing	Textiles & Clothing	13923 : Manufacture of household textiles (other than soft furnishings of 13921)
Manufacturing	Textiles & Clothing	13931 : Manufacture of woven or tufted carpets and rugs
Manufacturing	Textiles & Clothing	13939 : Manufacture of carpets and rugs (other than woven or tufted) nec
Manufacturing	Textiles & Clothing	13940 : Manufacture of cordage, rope, twine and netting
Manufacturing	Textiles & Clothing	13950 : Manufacture of non-wovens and articles made from non-wovens, except apparel
Manufacturing	Textiles & Clothing	13960 : Manufacture of other technical and industrial textiles
Manufacturing	Textiles & Clothing	13990 : Manufacture of other textiles nec
Manufacturing	Textiles & Clothing	14110 : Manufacture of leather clothes
Manufacturing	Textiles & Clothing	14120 : Manufacture of workwear
Manufacturing	Textiles & Clothing	14131 : Manufacture of men's outerwear, other than leather clothes and workwear
Manufacturing	Textiles & Clothing	14132 : Manufacture of women's outerwear, other than leather clothes and workwear
Manufacturing	Textiles & Clothing	14141 : Manufacture of men's underwear
Manufacturing	Textiles & Clothing	14142 : Manufacture of women's underwear
Manufacturing	Textiles & Clothing	14190 : Manufacture of other wearing apparel and accessories
Manufacturing	Textiles & Clothing	14200 : Manufacture of articles of fur
Manufacturing	Textiles & Clothing	14310 : Manufacture of knitted and crocheted hosiery
Manufacturing	Textiles & Clothing	14390 : Manufacture of other knitted and crocheted apparel
Manufacturing	Textiles & Clothing	15110 : Tanning and dressing of leather; dressing and dyeing of fur
Manufacturing	Textiles & Clothing	15120 : Manufacture of luggage, handbags and the like, saddlery and harness
Manufacturing	Textiles & Clothing	15200 : Manufacture of footwear
Manufacturing	Wood & Paper	16100 : Sawmilling and planing of wood
Manufacturing	Wood & Paper	16210 : Manufacture of veneer sheets and wood-based panels
Manufacturing	Wood & Paper	16220 : Manufacture of assembled parquet floors
Manufacturing	Wood & Paper	16230 : Manufacture of other builders' carpentry and joinery
Manufacturing	Wood & Paper	16240 : Manufacture of wooden containers
Manufacturing	Wood & Paper	16290 : Manufacture of other products of wood; manufacture of articles of cork, straw and plaiting materials
Manufacturing	Wood & Paper	17110 : Manufacture of pulp
Manufacturing	Wood & Paper	17120 : Manufacture of paper and paperboard
Manufacturing	Wood & Paper	17211 : Manufacture of corrugated paper and paperboard; manufacture of sacks and bags of paper
Manufacturing	Wood & Paper	17219 : Manufacture of paper and paperboard containers other than sacks and bags
Manufacturing	Wood & Paper	17220 : Manufacture of household and sanitary goods and of toilet requisites
Manufacturing	Wood & Paper	17230 : Manufacture of paper stationery
Manufacturing	Wood & Paper	17240 : Manufacture of wallpaper
Manufacturing	Wood & Paper	17290 : Manufacture of other articles of paper and paperboard
Manufacturing	Printing and Reproduction of Recorded Media	18110 : Printing of newspapers
Manufacturing	Printing and Reproduction of Recorded Media	18121 : Manufacture of printed labels
Manufacturing	Printing and Reproduction of Recorded Media	18129 : Printing (other than printing of newspaper s and printing on labels and tags) nec
Manufacturing	Printing and Reproduction of Recorded Media	18130 : Pre-press and pre-media services
Manufacturing	Printing and Reproduction of Recorded Media	18140 : Binding and related services
Manufacturing	Printing and Reproduction of Recorded Media	18201 : Reproduction of sound recording
Manufacturing	Printing and Reproduction of Recorded Media	18202 : Reproduction of video recording
Manufacturing	Printing and Reproduction of Recorded Media	18203 : Reproduction of computer media
Manufacturing	Fuel Refining	19100 : Manufacture of coke oven products
Manufacturing	Fuel Refining	19201 : Mineral oil refining
Manufacturing	Fuel Refining	19209 : Other treatment of petroleum products (excluding mineral oil refining petrochemicals manufacture)
Manufacturing	Chemicals	20110 : Manufacture of industrial gases
Manufacturing	Chemicals	20120 : Manufacture of dyes and pigments
Manufacturing	Chemicals	20130 : Manufacture of other inorganic basic chemicals
Manufacturing	Chemicals	20140 : Manufacture of other organic basic chemicals
Manufacturing	Chemicals	20150 : Manufacture of fertilisers and nitrogen compounds
Manufacturing	Chemicals	20160 : Manufacture of plastics in primary forms
Manufacturing	Chemicals	20170 : Manufacture of synthetic rubber in primary forms
Manufacturing	Chemicals	20200 : Manufacture of pesticides and other agrochemical products
Manufacturing	Chemicals	20301 : Manufacture of paints, varnishes and similar coatings, mastics and sealants
Manufacturing	Chemicals	20302 : Manufacture of printing ink
Manufacturing	Chemicals	20411 : Manufacture of soap and detergents
Manufacturing	Chemicals	20412 : Manufacture of cleaning and polishing preparations
Manufacturing	Chemicals	20420 : Manufacture of perfumes and toilet preparations
Manufacturing	Chemicals	20510 : Manufacture of explosives
Manufacturing	Chemicals	20520 : Manufacture of glues
Manufacturing	Chemicals	20530 : Manufacture of essential oils

Employment land use	Sector (Experian)	Industry (5 digit SIC)
Manufacturing	Chemicals	20590 : Manufacture of other chemical products nec
Manufacturing	Chemicals	20600 : Manufacture of man-made fibres
Manufacturing	Pharmaceuticals	21100 : Manufacture of basic pharmaceutical products
Manufacturing	Pharmaceuticals	21200 : Manufacture of pharmaceutical preparations
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	22110 : Manufacture of rubber tyres and tubes; retreading and rebuilding of rubber tyres
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	22190 : Manufacture of other rubber products
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	22210 : Manufacture of plastic plates, sheets, tubes and profiles
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	22220 : Manufacture of plastic packing goods
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	22230 : Manufacture of builders ware of plastic
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	22290 : Manufacture of other plastic products
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23110 : Manufacture of flat glass
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23120 : Shaping and processing of flat glass
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23130 : Manufacture of hollow glass
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23140 : Manufacture of glass fibres
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23190 : Manufacture and processing of other glass, including technical glassware
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23200 : Manufacture of refractory products
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23310 : Manufacture of ceramic tiles and flags
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23320 : Manufacture of bricks, tiles and construction products, in baked clay
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23410 : Manufacture of ceramic household and ornamental articles
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23420 : Manufacture of ceramic sanitary fixtures
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23430 : Manufacture of ceramic insulating fittings
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23440 : Manufacture of other technical ceramic products
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23490 : Manufacture of other ceramic products
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23510 : Manufacture of cement
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23520 : Manufacture of lime and plaster
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23610 : Manufacture of concrete products for construction purposes
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23620 : Manufacture of plaster products for construction purposes
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23630 : Manufacture of ready-mixed concrete
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23640 : Manufacture of mortars
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23650 : Manufacture of fibre cement
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23690 : Manufacture of other articles of concrete plaster and cement
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23700 : Cutting, shaping and finishing of stone
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23910 : Production of abrasive products
Manufacturing	Rubber, Plastic and Other Non-Metallic Mineral Products	23990 : Manufacture of other non-metallic mineral products
Manufacturing	Metal products	24100 : Manufacture of basic iron and steel and of ferro-alloys
Manufacturing	Metal products	24200 : Manufacture of tubes, pipes, hollow profiles and related fittings, of steel
Manufacturing	Metal products	24310 : Cold drawing of bars
Manufacturing	Metal products	24320 : Cold rolling of narrow strip
Manufacturing	Metal products	24330 : Cold forming or folding
Manufacturing	Metal products	24340 : Cold drawing of wire
Manufacturing	Metal products	24410 : Precious metals production
Manufacturing	Metal products	24420 : Aluminium production
Manufacturing	Metal products	24430 : Lead, zinc and tin production
Manufacturing	Metal products	24440 : Copper production
Manufacturing	Metal products	24450 : Other non-ferrous metal production
Manufacturing	Metal products	24460 : Processing of nuclear fuel
Manufacturing	Metal products	24510 : Casting of iron
Manufacturing	Metal products	24520 : Casting of steel
Manufacturing	Metal products	24530 : Casting of light metals
Manufacturing	Metal products	24540 : Casting of other non-ferrous metals
Manufacturing	Metal products	25110 : Manufacture of metal structures and parts of structures
Manufacturing	Metal products	25120 : Manufacture of doors and windows of metals
Manufacturing	Metal products	25210 : Manufacture of central heating radiators and boilers
Manufacturing	Metal products	25290 : Manufacture of other tanks, reservoirs and containers of metal
Manufacturing	Metal products	25300 : Manufacture of steam generators, except central heating hot water boilers
Manufacturing	Metal products	25400 : Manufacture of weapons and ammunition
Manufacturing	Metal products	25500 : Forging, pressing, stamping and roll-forming of metal; powder metallurgy
Manufacturing	Metal products	25610 : Treatment and coating of metals
Manufacturing	Metal products	25620 : Machining
Manufacturing	Metal products	25710 : Manufacture of cutlery
Manufacturing	Metal products	25720 : Manufacture of locks and hinges
Manufacturing	Metal products	25730 : Manufacture of tools
Manufacturing	Metal products	25910 : Manufacture of steel drums and similar containers
Manufacturing	Metal products	25920 : Manufacture of light metal packaging
Manufacturing	Metal products	25930 : Manufacture of wire products, chain and springs
Manufacturing	Metal products	25940 : Manufacture of fasteners and screw machine products
Manufacturing	Metal products	25990 : Manufacture of other fabricated metal products nec
Manufacturing	Computer & Electronic Products	26110 : Manufacture of electronic components
Manufacturing	Computer & Electronic Products	26120 : Manufacture of loaded electronic boards
Manufacturing	Computer & Electronic Products	26200 : Manufacture of computers and peripheral equipment
Manufacturing	Computer & Electronic Products	26301 : Manufacture of telegraph and telephone apparatus and equipment
Manufacturing	Computer & Electronic Products	26309 : Manufacture of communication equipment (other than telegraph and telephone apparatus and equipment)
Manufacturing	Computer & Electronic	26400 : Manufacture of consumer electronics
Manufacturing	Computer & Electronic	26511 : Manufacture of electronic instruments and appliances for measuring, testing, and navigation, except industrial process control equipment navigation, except industrial process control equipment
Manufacturing	Computer & Electronic	26512 : Manufacture of electronic industrial process control equipment
Manufacturing	Computer & Electronic	26513 : Manufacture of non-electronic instruments and appliances for measuring, testing and navigation, except industrial process control equipment
Manufacturing	Computer & Electronic Products	26514 : Manufacture of non-electronic industrial process control equipment
Manufacturing	Computer & Electronic Products	26520 : Manufacture of watches and clocks
Manufacturing	Computer & Electronic Products	26600 : Manufacture of irradiation, electromedical and electrotherapeutic equipment
Manufacturing	Computer & Electronic Products	26701 : Manufacture of optical precision instruments
Manufacturing	Computer & Electronic Products	26702 : Manufacture of photographic and cinematographic equipment
Manufacturing	Computer & Electronic Products	26800 : Manufacture of magnetic and optical media
Manufacturing	Computer & Electronic Products	27110 : Manufacture of electric motors, generators and transformers
Manufacturing	Computer & Electronic Products	27120 : Manufacture of electricity distribution and control apparatus
Manufacturing	Computer & Electronic Products	27200 : Manufacture of batteries and accumulators
Manufacturing	Computer & Electronic Products	27310 : Manufacture of fibre optic cables
Manufacturing	Computer & Electronic Products	27320 : Manufacture of other electronic and electric wires and cables
Manufacturing	Computer & Electronic Products	27330 : Manufacture of wiring devices
Manufacturing	Computer & Electronic Products	27400 : Manufacture of electric lighting equipment
Manufacturing	Computer & Electronic Products	27510 : Manufacture of electric domestic appliances
Manufacturing	Computer & Electronic Products	27520 : Manufacture of non-electric domestic appliances
Manufacturing	Computer & Electronic Products	27900 : Manufacture of other electrical equipment
Manufacturing	Machinery & Equipment	28110 : Manufacture of engines and turbines, except aircraft, vehicle and cycle engines
Manufacturing	Machinery & Equipment	28120 : Manufacture of fluid power equipment
Manufacturing	Machinery & Equipment	28131 : Manufacture of pumps
Manufacturing	Machinery & Equipment	28132 : Manufacture of compressors
Manufacturing	Machinery & Equipment	28140 : Manufacture of other taps and valves
Manufacturing	Machinery & Equipment	28150 : Manufacture of bearings, gears, gearing and driving elements
Manufacturing	Machinery & Equipment	28210 : Manufacture of ovens, furnaces and furnace burners
Manufacturing	Machinery & Equipment	28220 : Manufacture of lifting and handling equipment
Manufacturing	Machinery & Equipment	28230 : Manufacture of office machinery and equipment (except computers and peripheral equipment)
Manufacturing	Machinery & Equipment	28240 : Manufacture of power-driven hand tools
Manufacturing	Machinery & Equipment	28250 : Manufacture of non-domestic cooling and ventilation equipment

Employment land use	Sector (Experian)	Industry (5 digit SIC)
Manufacturing	Machinery & Equipment	28290 : Manufacture of other general-purpose machinery nec
Manufacturing	Machinery & Equipment	28301 : Manufacture of agricultural tractors
Manufacturing	Machinery & Equipment	28302 : Manufacture of agricultural and forestry machinery (other than agricultural tractors)
Manufacturing	Machinery & Equipment	28410 : Manufacture of metal forming machinery
Manufacturing	Machinery & Equipment	28490 : Manufacture of other machine tools
Manufacturing	Machinery & Equipment	28910 : Manufacture of machinery for metallurgy
Manufacturing	Machinery & Equipment	28921 : Manufacture of machinery for mining
Manufacturing	Machinery & Equipment	28922 : Manufacture of earthmoving equipment
Manufacturing	Machinery & Equipment	28923 : Manufacture of equipment for concrete crushing and screening roadworks
Manufacturing	Machinery & Equipment	28930 : Manufacture of machinery for food, beverage and tobacco processing
Manufacturing	Machinery & Equipment	28940 : Manufacture of machinery for textile, apparel and leather production
Manufacturing	Machinery & Equipment	28950 : Manufacture of machinery for paper and paperboard production
Manufacturing	Machinery & Equipment	28960 : Manufacture of plastics and rubber machinery
Manufacturing	Machinery & Equipment	28990 : Manufacture of other special-purpose machinery nec
Manufacturing	Machinery & Equipment	29100 : Manufacture of motor vehicles
Manufacturing	Machinery & Equipment	29201 : Manufacture of bodies (coachwork) for motor vehicles (except caravans)
Manufacturing	Machinery & Equipment	29202 : Manufacture of trailers and semi-trailers
Manufacturing	Machinery & Equipment	29203 : Manufacture of caravans
Manufacturing	Machinery & Equipment	29310 : Manufacture of electrical and electronic equipment for motor vehicles
Manufacturing	Machinery & Equipment	29320 : Manufacture of other parts and accessories for motor vehicles
Manufacturing	Machinery & Equipment	30110 : Building of ships and floating structures
Manufacturing	Machinery & Equipment	30120 : Building of pleasure and sporting boats
Manufacturing	Machinery & Equipment	30200 : Manufacture of railway locomotives and rolling stock
Manufacturing	Machinery & Equipment	30300 : Manufacture of air and spacecraft and related machinery
Manufacturing	Machinery & Equipment	30400 : Manufacture of military fighting vehicles
Manufacturing	Machinery & Equipment	30910 : Manufacture of motorcycles
Manufacturing	Machinery & Equipment	30920 : Manufacture of bicycles and invalid carriages
Manufacturing	Machinery & Equipment	30990 : Manufacture of other transport equipment nec
Manufacturing	Other Manufacturing	31010 : Manufacture of office and shop furniture
Manufacturing	Other Manufacturing	31020 : Manufacture of kitchen furniture
Manufacturing	Other Manufacturing	31030 : Manufacture of mattresses
Manufacturing	Other Manufacturing	31090 : Manufacture of other furniture
Manufacturing	Other Manufacturing	32110 : Striking of coins
Manufacturing	Other Manufacturing	32120 : Manufacture of jewellery and related articles
Manufacturing	Other Manufacturing	32130 : Manufacture of imitation jewellery and related articles
Manufacturing	Other Manufacturing	32200 : Manufacture of musical instruments
Manufacturing	Other Manufacturing	32300 : Manufacture of sports goods
Manufacturing	Other Manufacturing	32401 : Manufacture of professional and arcade games and toys
Manufacturing	Other Manufacturing	32409 : Manufacture of games and toys (other than professional and arcade games and toys)
Manufacturing	Other Manufacturing	32500 : Manufacture of medical and dental instruments and supplies
Manufacturing	Other Manufacturing	32910 : Manufacture of brooms and brushes
Manufacturing	Other Manufacturing	32990 : Other manufacturing nec
Manufacturing	Other Manufacturing	33110 : Repair of fabricated metal products
Manufacturing	Other Manufacturing	33120 : Repair of machinery
Manufacturing	Other Manufacturing	33130 : Repair of electronic and optical equipment
Manufacturing	Other Manufacturing	33140 : Repair of electrical equipment
Manufacturing	Other Manufacturing	33150 : Repair and maintenance of ships and boats
Manufacturing	Other Manufacturing	33160 : Repair and maintenance of aircraft and spacecraft
Manufacturing	Other Manufacturing	33170 : Repair and maintenance of other transport equipment
Manufacturing	Other Manufacturing	33190 : Repair of other equipment
Manufacturing	Other Manufacturing	33200 : Installation of industrial machinery and equipment
Other industrial	Utilities	37000 : Sewerage
Other industrial	Utilities	38110 : Collection of non-hazardous waste
Other industrial	Utilities	38120 : Collection of hazardous waste
Other industrial	Utilities	38210 : Treatment and disposal of non-hazardous waste
Other industrial	Utilities	38220 : Treatment and disposal of hazardous waste
Other industrial	Utilities	38310 : Dismantling of wrecks
Other industrial	Utilities	38320 : Recovery of sorted materials
Other industrial	Specialised Construction Activities	43210 : Electrical installation
Other industrial	Specialised Construction Activities	43220 : Plumbing, heat and air-conditioning installation
Other industrial	Specialised Construction Activities	43290 : Other construction installation
Other industrial	Specialised Construction Activities	43310 : Plastering
Other industrial	Specialised Construction Activities	43320 : Joinery installation
Other industrial	Specialised Construction Activities	43330 : Floor and wall covering
Other industrial	Specialised Construction Activities	43341 : Painting
Other industrial	Specialised Construction Activities	43342 : Glazing
Other industrial	Specialised Construction Activities	43390 : Other building completion and finishing
Other industrial	Specialised Construction Activities	43910 : Roofing activities
Other industrial	Specialised Construction Activities	43991 : Scaffold erection
Other industrial	Specialised Construction Activities	43999 : Specialised construction activities (other than scaffold erection)
Other industrial	Wholesale	45200 : Maintenance and repair of motor vehicles
Other industrial	Wholesale	45400 : Sale, maintenance and repair of motorcycles and related parts and accessories
Warehousing	Wholesale	46110 : Agents involved in the sale of agricultural raw materials, live animals, texti and semi-finished goods
Warehousing	Wholesale	46120 : Agents involved in the sale of fuels, ores, metals and industrial chemicals
Warehousing	Wholesale	46130 : Agents involved in the sale of timber and building materials
Warehousing	Wholesale	46140 : Agents involved in the sale of machinery, industrial equipment, ships and aircraft
Warehousing	Wholesale	46150 : Agents involved in the sale of furniture, household goods, hardware and ironmongery
Warehousing	Wholesale	46160 : Agents involved in the sale of textiles, clothing, fur, footwear and leather goods
Warehousing	Wholesale	46170 : Agents involved in the sale of food, beverages and tobacco
Warehousing	Wholesale	46180 : Agents specialised in the sale of other particular products
Warehousing	Wholesale	46190 : Agents involved in the sale of a variety of goods
Warehousing	Wholesale	46210 : Wholesale of grain, unmanufactured tobacco, seeds and animal feeds
Warehousing	Wholesale	46220 : Wholesale of flowers and plants
Warehousing	Wholesale	46230 : Wholesale of live animals
Warehousing	Wholesale	46240 : Wholesale of hides, skins and leather
Warehousing	Wholesale	46310 : Wholesale of fruit and vegetables
Warehousing	Wholesale	46320 : Wholesale of meat and meat products
Warehousing	Wholesale	46330 : Wholesale of dairy products, eggs and edible oils and fats
Warehousing	Wholesale	46341 : Wholesale of fruit and vegetable juices, mineral waters and soft drinks
Warehousing	Wholesale	46342 : Wholesale of wine, beer, spirits and other alcoholic beverages
Warehousing	Wholesale	46350 : Wholesale of tobacco products
Warehousing	Wholesale	46360 : Wholesale of sugar and chocolate and sugar confectionery
Warehousing	Wholesale	46370 : Wholesale of coffee, tea, cocoa and spices
Warehousing	Wholesale	46380 : Wholesale of other food, including fish, crustaceans and molluscs
Warehousing	Wholesale	46390 : Non-specialised wholesale of food, beverages and tobacco
Warehousing	Wholesale	46410 : Wholesale of textiles
Warehousing	Wholesale	46420 : Wholesale of clothing and footwear
Warehousing	Wholesale	46431 : Wholesale of gramophone records, audio tapes, compact discs and video tapes and of the equipment on which these are played)
Warehousing	Wholesale	46439 : Wholesale of radio and television goods and of electrical household appliances (other than of gramophone records, audio tapes, compact discs and video tapes and the equipment on which these are played)
Warehousing	Wholesale	46440 : Wholesale of china and glassware and cleaning materials
Warehousing	Wholesale	46450 : Wholesale of perfume and cosmetics
Warehousing	Wholesale	46460 : Wholesale of pharmaceutical goods
Warehousing	Wholesale	46470 : Wholesale of furniture, carpets and lighting equipment
Warehousing	Wholesale	46480 : Wholesale of watches and jewellery
Warehousing	Wholesale	46491 : Wholesale of musical instruments

Employment land use	Sector (Experian)	Industry (5 digit SIC)
Warehousing	Wholesale	46499 : Wholesale of household goods (other than musical instruments) nec
Warehousing	Wholesale	46510 : Wholesale of computers, computer peripheral equipment and software
Warehousing	Wholesale	46520 : Wholesale of electronic and telecommunications equipment and parts
Warehousing	Wholesale	46610 : Wholesale of agricultural machinery, equipment and supplies
Warehousing	Wholesale	46620 : Wholesale of machine tools
Warehousing	Wholesale	46630 : Wholesale of mining, construction and civil engineering machinery
Warehousing	Wholesale	46640 : Wholesale of machinery for the textile industry and of sewing and knitting machines
Warehousing	Wholesale	46650 : Wholesale of office furniture
Warehousing	Wholesale	46660 : Wholesale of other office machinery and equipment
Warehousing	Wholesale	46690 : Wholesale of other machinery and equipment
Warehousing	Wholesale	46711 : Wholesale of petroleum and petroleum products
Warehousing	Wholesale	46719 : Wholesale of fuels and related products (other than petroleum and petroleum products)
Warehousing	Wholesale	46720 : Wholesale of metals and metal ores
Warehousing	Wholesale	46730 : Wholesale of wood, construction materials and sanitary equipment
Warehousing	Wholesale	46740 : Wholesale of hardware, plumbing and heating equipment and supplies
Warehousing	Wholesale	46750 : Wholesale of chemical products
Warehousing	Wholesale	46760 : Wholesale of other intermediate products
Warehousing	Wholesale	46770 : Wholesale of waste and scrap
Warehousing	Wholesale	46900 : Non-specialised wholesale trade
Warehousing	Land Transport, Storage & Post	49410 : Freight transport by road
Warehousing	Land Transport, Storage & Post	49420 : Removal services
Warehousing	Land Transport, Storage & Post	52101 : Operation of warehousing and storage facilities for water transport activities of division 50
Warehousing	Land Transport, Storage & Post	52102 : Operation of warehousing and storage facilities for air transport activities of division 51
Warehousing	Land Transport, Storage & Post	52103 : Operation of warehousing and storage facilities for land transport activities of division 49
Warehousing	Land Transport, Storage & Post	52211 : Operation of rail freight terminals
Warehousing	Land Transport, Storage & Post	52212 : Operation of rail passenger facilities at railway stations
Warehousing	Land Transport, Storage & Post	52213 : Operation of bus and coach passenger facilities at bus and coach stations
Warehousing	Land Transport, Storage & Post	52219 : Other service activities incidental to land transportation, nec (not including operation of rail freight terminals, passenger facilities at railway stations or passenger facilities at bus and coach stations or passenger facilities at railway stations or passenger facilities at bus and coach stations)
Warehousing	Land Transport, Storage & Post	52241 : Cargo handling for water transport activities of division 50
Warehousing	Land Transport, Storage & Post	52242 : Cargo handling for air transport activities of division 51
Warehousing	Land Transport, Storage & Post	52243 : Cargo handling for land transport activities of division 49
Warehousing	Land Transport, Storage & Post	53100 : Postal activities under universal service obligation
Warehousing	Land Transport, Storage & Post	53201 : Licensed Carriers
Warehousing	Land Transport, Storage & Post	53202 : Unlicensed Carriers
Office	Media Activities	58110 : Book publishing
Office	Media Activities	58120 : Publishing of directories and mailing lists
Office	Media Activities	58130 : Publishing of newspapers
Office	Media Activities	58141 : Publishing of learned journals
Office	Media Activities	58142 : Publishing of consumer, business and professional journals and periodicals
Office	Media Activities	58190 : Other publishing activities
Office	Media Activities	59111 : Motion picture production activities
Office	Media Activities	59112 : Video production activities
Office	Media Activities	59113 : Television programme production activities
Office	Media Activities	59120 : Motion picture, video and television programme post-production activities
Office	Media Activities	59131 : Motion picture distribution activities
Office	Media Activities	59132 : Video distribution activities
Office	Media Activities	59133 : Television programme distribution activities
Office	Media Activities	59200 : Sound recording and music publishing activities
Office	Media Activities	60100 : Radio broadcasting
Office	Media Activities	60200 : Television programming and broadcasting activities
Office	Computing & Information Services	62011 : Ready-made interactive leisure and entertainment software development
Office	Computing & Information Services	62012 : Business and domestic software development
Office	Computing & Information Services	62020 : Computer consultancy activities
Office	Computing & Information Services	62030 : Computer facilities management activities
Office	Computing & Information Services	62090 : Other information technology and computer service activities
Office	Computing & Information Services	63110 : Data processing, hosting and related activities
Office	Computing & Information Services	63120 : Web portals
Office	Computing & Information Services	63910 : News agency activities
Office	Computing & Information Services	63990 : Other information service activities nec
Office	Finance	64110 : Central banking
Office	Finance	64191 : Banks
Office	Finance	64192 : Building societies
Office	Finance	64201 : Activities of agricultural holding companies
Office	Finance	64202 : Activities of production holding companies
Office	Finance	64203 : Activities of construction holding companies
Office	Finance	64204 : Activities of distribution holding companies
Office	Finance	64205 : Activities of financial services holding companies
Office	Finance	64209 : Activities of other holding companies (not including agricultural, production, construction, distribution and financial services holding companies) n.e.c
Office	Finance	64301 : Activities of investment trusts
Office	Finance	64302 : Activities of unit trusts
Office	Finance	64303 : Activities of venture and development capital companies
Office	Finance	64304 : Activities of open-ended investment companies
Office	Finance	64305 : Activities of property unit trusts
Office	Finance	64306 : Activities of real estate investment trusts
Office	Finance	64910 : Financial leasing
Office	Finance	64921 : Credit granting by non-deposit taking finance houses and other specialist consumer credit grantors
Office	Finance	64922 : Activities of mortgage finance companies
Office	Finance	64929 : Other credit granting (not including credit granting by non-deposit taking finance houses and other specialist consumer credit grantors and activities of mortgage finance companies) n.e.c.
Office	Finance	64991 : Security dealing on own account
Office	Finance	64992 : Factoring
Office	Finance	64999 : Other financial service activities, except insurance and pension funding, (not including security dealing on own account and factoring) n.e.c.
Office	Insurance & Pensions	65110 : Life insurance
Office	Insurance & Pensions	65120 : Non-life insurance
Office	Insurance & Pensions	65201 : Life reinsurance
Office	Insurance & Pensions	65202 : Non-life reinsurance
Office	Insurance & Pensions	65300 : Pension funding
Office	Finance	66110 : Administration of financial markets
Office	Finance	66120 : Security and commodity contracts brokerage
Office	Finance	66190 : Other activities auxiliary to financial services, except insurance and pension funding
Office	Finance	66210 : Risk and damage evaluation
Office	Finance	66220 : Activities of insurance agents and brokers
Office	Finance	66290 : Other activities auxiliary to insurance and pension funding
Office	Finance	66300 : Fund management activities
Office	Real Estate	68100 : Buying and selling of own real estate
Office	Real Estate	68201 : Renting and operating of Housing Association real estate
Office	Real Estate	68202 : Letting and operating of conference and exhibition centres
Office	Real Estate	68209 : Letting and operating of own or leased real estate (other than Housing Association real estate and conference and exhibition services) n.e.c.
Office	Real Estate	68310 : Real estate agencies



Employment land use	Sector (Experian)	Industry (5 digit SIC)
Office	Real Estate	68320 : Management of real estate on a fee or contract basis
Office	Professional services	69101 : Barristers at law
Office	Professional services	69102 : Solicitors
Office	Professional services	69109 : Activities of patent and copyright agents; other legal activities (other than those of barristers and solicitors) nec
Office	Professional services	69201 : Accounting, and auditing activities
Office	Professional services	69202 : Bookkeeping activities
Office	Professional services	69203 : Tax consultancy
Office	Professional services	70100 : Activities of head offices
Office	Professional services	70210 : Public relations and communication activities
Office	Professional services	70221 : Financial management
Office	Professional services	70229 : Management consultancy activities (other than financial management)
Office	Professional services	71111 : Architectural activities
Office	Professional services	71112 : Urban planning and landscape architectural activities
Office	Professional services	71121 : Engineering design activities for industrial process and production
Office	Professional services	71122 : Engineering related scientific and technical consulting activities
Office	Professional services	71129 : Other engineering activities (not including engineering design for industrial process and production or engineering related scientific and technical consulting activities)
Office	Professional services	71200 : Technical testing and analysis
Office	Professional services	72110 : Research and experimental development on biotechnology
Office	Professional services	72190 : Other research and experimental development on natural sciences and engineering
Office	Professional services	72200 : Research and experimental development on social sciences and humanities
Office	Professional services	73110 : Advertising agencies
Office	Professional services	73120 : Media representation
Office	Professional services	73200 : Market research and public opinion polling
Office	Professional services	74300 : Translation and interpretation activities
Office	Professional services	74901 : Environmental consulting activities
Office	Professional services	74902 : Quantity surveying activities
Office	Professional services	74909 : Other professional, scientific and technical activities (not including environmental consultancy or quantity surveying)
Office	Administrative & Supportive Service Activities	77400 : Leasing of intellectual property and similar products, except copyrighted works
Office	Administrative & Supportive Service Activities	78101 : Motion picture, television and other theatrical casting
Office	Administrative & Supportive Service Activities	78109 : Activities of employment placement agencies (other than motion picture, television and other theatrical casting) nec
Office	Administrative & Supportive Service Activities	78200 : Temporary employment agency activities
Office	Administrative & Supportive Service Activities	78300 : Other human resources provision
Office	Administrative & Supportive Service Activities	80100 : Private security activities
Office	Administrative & Supportive Service Activities	80200 : Security systems service activities
Office	Administrative & Supportive Service Activities	80300 : Investigation activities
Office	Administrative & Supportive Service Activities	82110 : Combined office administrative service activities
Office	Administrative & Supportive Service Activities	82190 : Photocopying, document preparation and other specialised office support activities
Office	Administrative & Supportive Service Activities	82200 : Activities of call centres
Office	Administrative & Supportive Service Activities	82301 : Activities of exhibition and fair organizers
Office	Administrative & Supportive Service Activities	82302 : Activities of conference organizers
Office	Administrative & Supportive Service Activities	82911 : Activities of collection agencies
Office	Administrative & Supportive Service Activities	82912 : Activities of credit bureaus
Warehousing	Administrative & Supportive Service Activities	82920 : Packaging activities
Office	Administrative & Supportive Service Activities	82990 : Other business support service activities nec
Office	Public Administration & Defence	84110 : General public administration activities
Office	Public Administration & Defence	84120 : Regulation of the activities of providing health care, education, cultural services and other social services, excluding social security
Office	Public Administration & Defence	84130 : Regulation of and contribution to more efficient operation of businesses
Office	Public Administration & Defence	84210 : Foreign affairs
Office	Public Administration & Defence	84300 : Compulsory social security activities
Office	Other Private Services	94110 : Activities of business and employers membership organisations
Office	Other Private Services	94120 : Activities of professional membership organisations
Office	Other Private Services	94200 : Activities of trade unions
Office	Other Private Services	94910 : Activities of religious organisations
Office	Other Private Services	94920 : Activities of political organisations
Office	Other Private Services	94990 : Activities of other membership organisations nec
Other industrial	Other Private Services	95110 : Repair of computers and peripheral equipment
Other industrial	Other Private Services	95120 : Repair of communication equipment
Other industrial	Other Private Services	95210 : Repair of consumer electronics
Other industrial	Other Private Services	95220 : Repair of household appliances and home and garden equipment
Other industrial	Other Private Services	95230 : Repair of footwear and leather goods
Other industrial	Other Private Services	95240 : Repair of furniture and home furnishings
Other industrial	Other Private Services	95250 : Repair of watches, clocks and jewellery
Other industrial	Other Private Services	95290 : Repair of other personal and household goods

Annex – 5 digit SIC sector to land use

APPENDIX E SECTOR JOBS SHARE (IDBR BASED)

Employment Sector	SIC sector	Percentage jobs by land use class					Total
		Office	Indl	Whse	Non-B		
Agriculture, Forestry & Fishing	A	22.2	14.8	0.0	63.1	100	
Mining & quarrying	B	3.6	39.3	0.0	57.1	100	
Manufacture of Food, Drink & Tobacco	C	2.0	16.8	72.1	9.1	100	
Manufacture of textiles & clothing	C	0.0	34.4	0.0	65.6	100	
Manufacture of wood & paper	C	7.4	86.5	0.0	6.1	100	
Printing and reproduction of recorded media	C	28.9	48.3	11.4	11.4	100	
Manufacture of coke and refined petroleum products	C	-	-	-	-	-	
Manufacture of chemicals and chemical products	C	51.1	39.1	0.0	9.8	100	
Manufacture of basic pharmaceutical products	C	21.7	78.3	0.0	0.0	100	
Manufacture of Non-Metallic Products	C	2.2	40.2	34.0	23.6	100	
Manufacture of basic metals	C	0.8	7.2	2.5	89.5	100	
Manufacture of Computer & Electronic Products	C	44.7	25.2	15.6	14.5	100	
Manufacture of Machinery & Equipment	C	14.3	70.9	8.5	6.3	100	
Manufacture of Transport Equipment	C	0.0	90.2	7.9	1.9	100	
Other Manufacturing	C	34.6	39.4	5.7	20.3	100	
Utilities	D/E	0.5	68.9	5.1	25.5	100	
Construction of Buildings	F	49.9	17.2	0.0	32.8	100	
Civil Engineering	F	46.7	16.8	10.7	25.8	100	
Specialised Construction Activities	F	16.0	22.8	3.3	57.9	100	
Wholesale	G	34.5	20.9	14.4	30.2	100	
Retail	G	5.9	3.1	1.3	89.7	100	
Land Transport, Storage & Post	H	5.9	17.3	55.1	21.7	100	
Water and air transport	H	0.0	0.0	0.0	100.0	100	
Accommodation & Food Services	I	6.7	0.4	4.4	88.5	100	
Media activities	J	78.8	6.1	0.0	15.1	100	
Telecoms	J	-	-	-	-	-	
Computing & Information Services	J	85.7	1.2	0.0	13.1	100	
Finance	K	18.4	6.7	10.2	64.7	100	
Insurance & pensions	K	-	-	-	-	-	
Real Estate	L	59.3	0.0	0.1	40.6	100	
Professional services	M	58.0	8.3	1.9	31.8	100	
Administrative & Supportive Services	N	40.1	11.4	3.7	44.8	100	
Public Administration & Defence	O	57.1	0.8	0.0	42.0	100	
Education	P	6.5	0.0	0.0	93.5	100	
Health	Q	13.3	0.4	0.0	86.3	100	
Residential Care & Social Work	Q	30.5	0.0	1.5	68.0	100	
Recreation	R	4.5	0.2	0.0	95.3	100	
Other Private Services	S	53.2	8.1	2.4	36.3	100	

Key to toning:

 denotes a principally industrial based sector
 denotes a principally office based sector