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**North Lincolnshire Housing and Employment Land Allocations DPD - Independent Examination****Matter 3 – Housing Allocations – Submission by Wren Living for a residential led allocation at Barton Upon Humber****3. INTRODUCTION**

1.1 This statement has been prepared to advocate the comprehensive and strong case for the housing allocation of land to the west of the Wren Barton factory, formally the Kimberley Clark Factory.

1.2 Wren acquired the site in August 2013 following the closure of the Kimberley Clark factory with the loss of 500 jobs. Wren moved their office headquarters to Barton from Howden and new distribution lines have been established to serve an expanding network of retail outlets (there are currently 52 and this will be expanding to 150 outlets nationwide) and the expansion of the product range from kitchens to bedrooms, dining, living rooms and now bathroom furniture. Significantly, Wren are bringing manufacturing back to this Country.

**2. HISTORY**

2.1 The Kimberley Clark factory complex was created in 1992 and involved major earthworks to create a level development platform. Surplus material was used to form landscaped mounds and tree planting and the creation of grassed areas (see the below photo).



Pl. 13 Aerial view of the site during construction of the Kimberley Clark Factory in 1992, looking north-west.  
(Photo reproduced by kind permission. N. Lincolnshire Historic Environment Record)

- 2.2 In 2013 Kimberley Clark obtained a general B1/B2/B8 planning permission for the whole site to facilitate the sale of the property as the previous permission was personalised to Kimberley Clark.

3. WREN ACQUISITION OF THE SITE

- 3.1 Wren, having acquired the site in August 2013 commenced the re-ordering of the factory complex to suit their requirements. Much of these works were covered by permitted development but certain aspects required express planning permission. In October 2013 a planning application was made for works involving a new access to the complex from Barrow Road, a new security fence and new loading docks (see Plan attached at Appendix 1 of this statement Application Ref PA/2013/1496).
- 3.2 This application was considered at planning committee on the 22<sup>nd</sup> September 2014 and unanimously supported. At the time of submitting this statement the final decision notice is still awaited.
- 3.3 Wren projected a job creation target at Barton of 100 in the first 12 months of operation. Such has been the expansion of the company that over 300 jobs have already been created including many new appointments from Barton and the transfer of headquarter staff from Howden. Based on currently projected growth Wren envisage that at least 600 jobs will have been created within the next 5 years. The plan in the short term (2 years) is to incorporate the manufacturing of bathroom furniture at the Barton plant. All of this growth can be accommodated within the reconfigured Barton industrial complex.

4. PROPOSED RESIDENTIAL ALLOCATION

- 4.1 Via the Submission Draft of the Housing and Employment Allocations DPD (H&EADPD) Wren are seeking a residential led development allocation extending from Falkland Way in the west, to Barrow Road in the south and a reformed boundary with the factory complex to the east. The consultation response to the Submission Draft H&EADPD put forward a case for a 350 dwelling scheme. Following further design work and re-iterations of a master plan the scheme has been reduced to 300 dwellings plus a small commercial development comprising a 50 bedroom hotel, a 50 place day nursery, a small supermarket and a total of 16 fishing lodges, set within 11.4 hectares of landscaping and public open space.
- 4.2 Discussions with the North Lincolnshire lead planning officers in February 2014 agreed the basis for a 'twin track' approach of seeking a development allocation through this DPD and applying for outline planning permission for the residential led development.

## 5. THE OUTLINE PLANNING APPLICATION FOR RESIDENTIAL DEVELOPMENT

- 5.1 Following a screening opinion the Council determined that the proposals should be subject to Environmental Impact Assessment. A full Environmental Statement has been prepared and the outline application was submitted on the 4<sup>th</sup> December 2014. A Full set of the application documents will be provided for the Inspector and the Examination Library. The findings of the EIA process and the considerable research carried out have assisted the development of the allocation proposal with particular regard to the suitability, availability and deliverability of these proposals. The EIA and the Planning and Economic Case have identified the substantial benefits of this scheme which are considered to substantially outweigh the residual adverse environmental harms. We conclude that the development proposals are sustainable and meet the key tests in the Framework so that the presumption in favour of granting planning permission will arise.

## 6. SYNOPSIS OF THE DEVELOPMENT PLAN POSITION

- 6.1 Based on our review of the adopted Local Plan (2003) and Core Strategy (2011) and their evidence base documents plus the emergence of the Submission Draft H&EADPD and its evidence base we have arrived at the following conclusions on housing need, the annual requirement of the remaining plan period (2014 – 2026), the housing distribution and delivery. Further detail on the assumptions and methodology of our conclusions can be found in our response statement to Matter 2.

- An alternative range of housing requirements for the remaining plan period

	1 <sup>st</sup> April 2014 – 31 <sup>st</sup> March 2026
RSS Base Requirement	11,957
SHMA Scenario 1	13,211
SHMA Scenario 4	16,415

- An alternative distribution of the housing requirement within the district.

	Existing Core Strategy Distribution	Proposed alternative distribution
Scunthorpe	82%	70%
Barton upon Humber	6%	10.7%
Brigg	7%	11.2%
Crowle	1.2%	2%
Kirton in Lindsey	1.5%	2.4%
Winterton	2.3%	3.7%

- The alternative distribution results in the following range of housing requirements for Barton Upon Humber.

	1 <sup>st</sup> April 2014 – 31 <sup>st</sup> March 2026	70% Scunthorpe proportion	10.7% Barton Upon Humber proportion
RSS Base Requirement	11,957	8,340	1,279
SHMA Scenario 1	13,211	9,248	1,414
SHMA Scenario 4	16,415	11,491	1,756

## 7. WREN CONSULTATION RESPONSE IN JUNE 2014

7.1 The key findings of our consultation response was arrived at in advance of our additional work on housing need and supply as presented in our Matter 2 statement. The key points in the June 2014 submission can be summarised as follows:

- Based on the Core Strategy derived housing requirement a total of 724 dwellings have been apportioned to the second tier settlement of Barton upon Humber.
- A total of 3 sites are proposed for allocation of which the first has planning permission (BAR1) and construction of dwellings is progressing. Based on our estimated timings and delivery rates for these 3 allocations and a review of other supply components we conclude that there is a justified need for a further allocation to achieve this low base requirement by the end of the plan period.
- The allocation of the Wren site for 300 dwellings will contribute to the achievement of final delivery and add some momentum to the market.
- The Wren site rates highly in an assessment against the criteria in the Council's Sustainability Appraisal. As a result of the economic and employment creation benefits directly associated with these proposals it achieves a higher rating than the BAR1 and BAR2 allocation proposals.

## 8. BENEFITS OF THE WREN ALLOCATION PROPOSALS

8.1 Based on our conclusions on Matter 2 the case for more housing in Barton is enhanced and the Wren site is particularly well placed to contribute and will bring many advantages.

8.2 There are very strong linkages between the employment development at the factory and the delivery of 300 dwellings. Of these dwellings 50 will be held in a rental portfolio for exclusive occupation by Wren employees over a period of at least 10 years. Other open market housing units are very likely to be taken up by Wren employees.

8.3 Building 300 dwellings alongside the factory will a) enhance the use of sustainable travel modes and b) substantially reduce middle to long distance commuting which would otherwise occur if the dwellings were not built here.

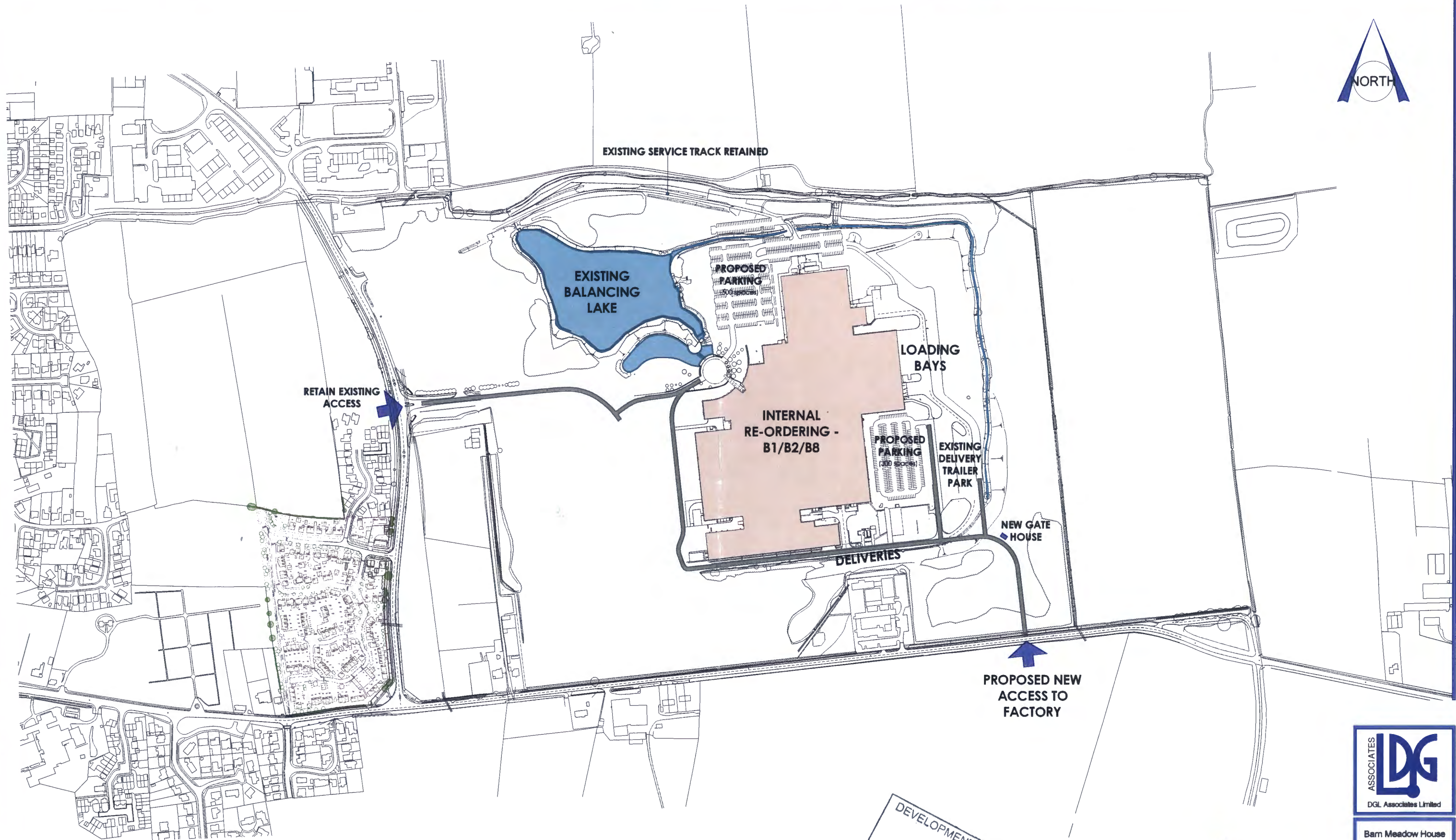
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- 8.4 The economic returns from the housing development will assist in the future factory investment programme both directly and indirectly by adding capital value to the company's property assets enabling borrowing for this investment.
- 8.5 The EIA (Chapter 6) work has identified a range of socio-economic advantages which will assist the local economy, enhance job and training opportunities for unemployed, assist in creating a higher level of footfall and spend in the town centre, and provide additional jobs at the factory, in constructing the houses and indirectly via multiplier effects. The development will support existing and new jobs in the local economy.
- 8.6 This proposed development for 300 dwellings is required to help meet the lowest level of requirement distributed to Barton as identified in the Submission Draft (724 dwellings up to 2026). This is not based on any case which needs or seeks to replace any of the 3 identified allocations. In addition in this low requirement scenario we argue that no harm arises even if the 724 dwelling limit were to be exceeded. However it is clear from our assessment of the OAN (based on the SHMA 2012) and national and local growth policies that a higher requirement figure is needed for Barton Upon Humber. The overall case is strengthened by the range of socio-economic advantages which will be delivered by these proposals (see further detail in Chapter 6 of the Environmental Statement attached at Appendix 2).

9. ALTERATION TO THE DEVELOPMENT LIMIT OF BARTON UPON HUMBER

- 9.1 The existing development limit of Barton upon Humber is illogical and we consider it should be extended to Barrow Road to include the wider extent of the Wren landholding. The Barton upon Humber development limit has not been changed from the Local Plan Proposals Map (2003) to the Submission Draft Housing and Employment Allocations DPD (2014). We consider this boundary to be illogical for the following reasons:
- The boundary does not relate to any strong physical feature or a landholding boundary which has applied since 1992.
  - The development limit currently excludes limited development in the form of the Barton School but more particularly the remainder of the industrial complex which is subject to a comprehensive B1/B2/B8 planning permission
  -
- 9.2 Our recommended development limit would therefore follow an existing field boundary south to Barrow Road, then continue west along Barrow Road to Falkland Way. This would incorporate the logical and defensible boundary of Barrow Road (A1077) and form a logical rounding off of this part of Barton upon Humber. The plan at Appendix 3 shows the existing development limit along with our proposed extension to the Development Limit. Also included at Appendix 3 is a Settlement Analysis plan which forms part of the EIA landscape section. This plan shows the site in relation to the general context of the Barton Upon Humber settlement with key landscape features. From an analysis of the landscape character and land use zones it is clear that the zone to the north of Barrow Road is a distinct made landscape which is quite different to the open agricultural fields to the south of Barrow Road. The extension of the Development Limit will allow for a higher quality of overall design of the housing proposal and its associated extensive public open space framework.

## **APPENDIX ONE**





ILLUSTRATIVE  
CONCEPT PLAN 6



# ILLUSTRATIVE CONCEPT PLAN - Option 6A



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Client Skidjon Properties	Drawing No. 1320SPS/FWB/MP06A
Project Falsland Way, Berton upon Humber	
Drawing Title Illustrative Concept Plan Option 6 A (ON TOPOGRAPHICAL SURVEY)	

## **APPENDIX TWO**



## **6.0 SOCIO-ECONOMIC IMPACTS**

- 6.1 This chapter assesses the socio-economic impacts of the proposed development. The Illustrative Masterplan proposes 300 dwellings, and a commercial development incorporating a hotel, small convenience store, and a day nursery. A separate leisure development component of the scheme comprises 16 fishing lodges on the northern side of the large lake. Chapter 4 provides a more detailed explanation of the development and the envisaged period of construction. The planning application is submitted in outline but the master plan at section 4 is fixed together with the set parameters in order that the impacts of the development can be appropriately assessed.
- 6.2 This assessment focuses upon a number of key impact issues of relevance to the town of Barton and its future growth, its residents ( demographic and social impacts ) and the direct and indirect economic impacts which will result. Both negative ( adverse ) and positive ( beneficial ) impacts are considered.

### **Methodology**

- 6.3 The methodology for assessing socio-economic impacts is derived from currently available best practice guidance including:
- The Town and Country Planning (Environmental Impact Assessment) Regulations 2011;
  - The National Planning Policy Framework ( March 2012 )
  - National Planning Practice Guidance.

As explained in Chapter 5 social and economic matters ( policy and impacts ) make up two of the three strands of the current English definition of what constitutes sustainable development.

- 6.4 The chapter is structured to set out:
- Baseline Assessment – An overview of planning policy relevant to socio-economic considerations and the existing socio-economic conditions in the area.
  - Impact Assessment – An assessment of direct economic impacts during the construction phase and the operation of the development including impacts

upon local and regional economies and social conditions within Barton and its locality.

- Potential for Mitigation or Enhancement – In terms of limiting any identified negative impacts and enhancing the positive socio-economic potential of the development.
- Assessment of residual effects following mitigation.

6.5 In order to inform the assessment and establish the baseline conditions reference has been made to a range of statistical information. This includes data available from the Office of National Statistics (ONS), labour market statistics, the North Lincolnshire data observatory, and from local and regional policy and evidence base documents. These are referenced as appropriate within the chapter.

6.6 In respect of potential employment benefits reference is made to the Employment Densities Guide (produced by Drivers Jonas Deloitte for the Homes and Communities Agency, 2010). Reference, as appropriate, is also made to the Green Book, HM Treasury (2011 update).

6.7 Four categories of potential socio-economic impacts can be considered:

- Direct – Benefits wholly or largely arising from the development.
- Indirect – Benefits to the local economy in the goods and services supply chain.
- Induced – Benefits to the economy derived from the spending of incomes by direct and indirect employees.
- Wider – Benefits arising from the wider role of the development.

In this context it is important to recognise the interaction between certain social and economic conditions and criteria ( e.g provision of new employment has direct and indirect social benefits by reducing unemployment, enhancing household incomes and removing individuals from deprivation.

6.8 The significance of these impacts is derived having regard to the 2011 EIA Regulations and based upon:

- Major – An effect which in isolation could have a material influence on the decision making process.
- Moderate – An effect which on its own could have some influence on decision making, particularly when considered with other similar effects.

- Minor – An effect which on its own is likely to have a minor influence on decision making but when combined with other effects could have a more material influence.

## **Baseline Assessment**

### **Policy Context**

- 6.9 Principal planning policy, at the national and local level is set out in chapter 5 of the ES.. This is not repeated in full within this chapter although relevant policy in respect of economic objectives at the national and local level are briefly discussed below. The Planning and Economic Case Report which forms part of the outline application is an advocacy document which is entirely separate from the EIA process.

### **National Context**

- 6.10 National planning policy forms an important context for the assessment of socio-economic impacts. In March 2011, following the Chancellor's Budget Statement, a Ministerial Statement entitled 'Planning for Growth' set out a Government requirement for all local planning authorities to press ahead without delay in preparing up to date development plans. In short 'Planning for Growth' requires local planning authorities to be proactive in driving and supporting growth and therefore significant weight must be attached to this agenda going forwards.
- 6.11 'Planning for Growth' states that 'when deciding whether to grant planning permission, local planning authorities should support enterprise and facilitate housing, economic and other forms of sustainable development'.
- 6.12 The Plan for Growth prefaced the National Planning Policy Framework (NPPF) which came into effect on 27<sup>th</sup> March 2012. The NPPF emphasises the economic and social roles of planning and sets out a presumption in favour of sustainable development in order to support and encourage growth.
- 6.13 At paragraph 17 of the NPPF the third principle of twelve states that planning should:-
- "Proactively drive and support sustainable economic development to deliver the homes, businesses and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth. Plans should take account of market, signals, such as land prices and housing affordability, and set out a clear strategy for allocating

sufficient land which is suitable for development in their area, taking account of the needs of the residential and business communities”.

6.14 The final principle states that planning should:-

“Take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs”.

6.15 The link between housing and the strength of the economy is also recognised by the NPPF. Alongside its role in sustainable development, housing is explicitly identified as a key factor in an area’s ability to meet the needs of business. The NPPF includes an acknowledgement of the link between housing provision and the labour market in its recognition that a lack of housing is a potential barrier to investment.

### **Local Context**

6.17 The North Lincolnshire Core Strategy (adopted in June 2011) indicates that Barton upon Humber is the largest settlement in North Lincolnshire outside Scunthorpe and is an appropriate location to focus future growth. An appropriate level and range of new housing development will be provided to support the market towns as sustainable communities, and small and medium scale employment opportunities will be encouraged to meet the need to provide local jobs. Barton-on-Humber is the closest main town in North Lincolnshire District to the South Humber Bank Growth Zone which incorporates the largest enterprise zone in the country. This growth zone overlaps into North East Lincs District and is a major area of projected employment growth. It is therefore necessary to consider the potential impacts of this additional job growth outside the settlement of Barton which is likely to add to its attractiveness as a place to live in the future due to the transport and socio-economic connections with the South Humber Bank.

### **Demographic Profile of Barton and its immediate locality**

6.18 The current demographic and socio economic profile of Barton and its immediate locality including the village of Barrow- on – Humber has been derived from ward and super output area data from the 2011 census. Local population characteristics have been compared with District, Regional and National figures. Figure 6.1 at technical appendix 6 is a plan of the enumeration districts for Barton and its locality. A series of histograms then follow this plan at technical appendix 6 which present comparisons

between individual Super Output Areas ( SOA's ) and the District, Regional and National data.

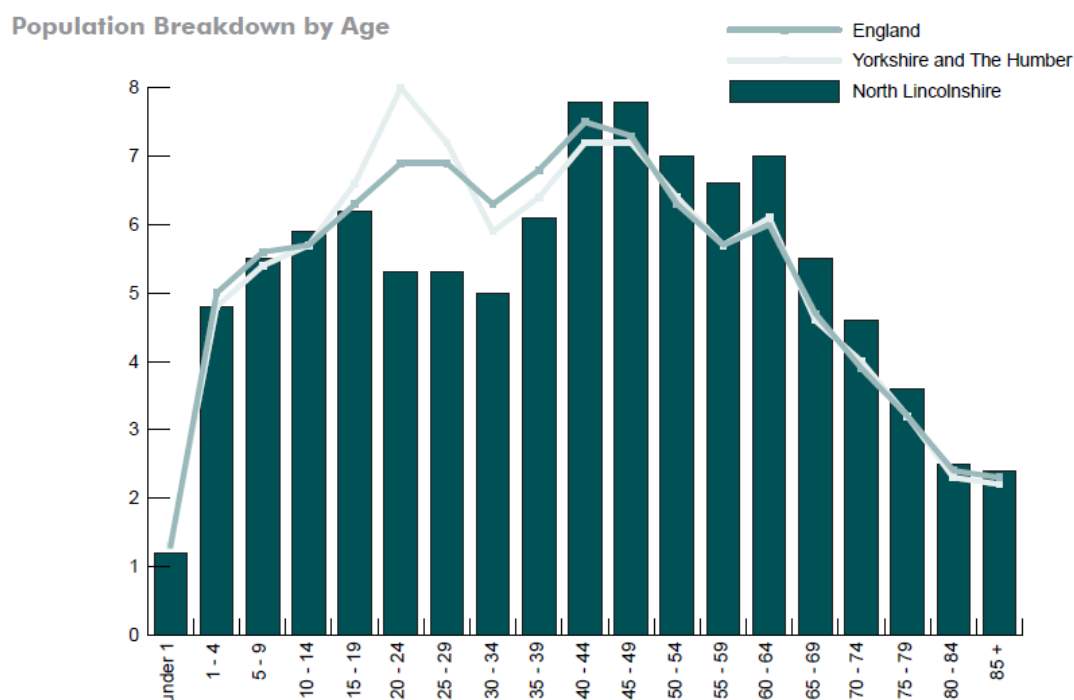
### **National Population Statistics**

- 6.19 The 2011 Census figures from the Office of National Statistics (ONS) identified that the population of England and Wales was 56.1 million on Census day (27<sup>th</sup> March 2011). This was an increase of 3.7 million (7%) since 2001 when the population was 52.4 million. This is the largest increase in numbers seen in any period between censuses, since the census began taking place in 1801.
- 6.20 The population of England and Wales was estimated to be 56.6 million in mid-2012 (ONS Mid-Year Population Estimates for England and Wales, released in June 2013).

### **Local Population Statistics**

- 6.21 The 2011 Census figure for North Lincolnshire was 167,446, an increase of 9.6% over the ten year period from 2001. This is significantly higher than the 2010 Mid-Year Population Estimate of 161,300 published by the ONS in 2011 and a rate of increase which is higher than the national rate.
- 6.22 The North Lincolnshire Economic Assessment (2012) identifies that there are 68,000 households in North Lincolnshire. Approximately 85,000 people live in wards classified as rural and 76,100 live in urban wards. Between 2010 and 2035 North Lincolnshire's population is projected to increase by 14.4%. This is significantly higher than in the neighbouring authorities of North East Lincolnshire and Hull which have growth rates of 2.9% and 7.3% respectively.
- 6.23 The age profile of North Lincolnshire is shown in Figure 6.1 below. The proportion of working age people in North Lincolnshire is on average, lower than both the regional and national figures. North Lincolnshire's population up to age 19 is comparable with the regional and national averages; however the percentage of population in the 20 – 34 age range is significantly lower than the regional and national averages. North Lincolnshire has higher proportions of the population aged 40 and over, compared to the regional and national averages.

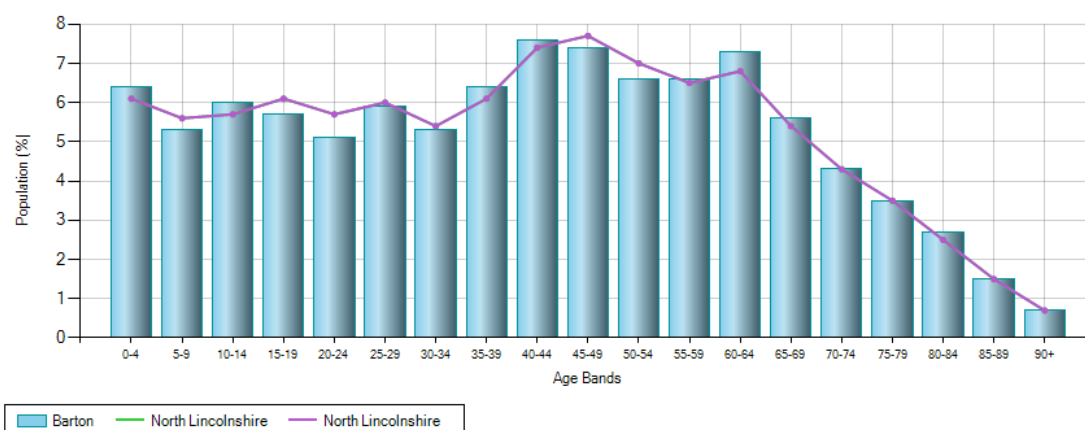
**Figure 6.A – Age Profile of North Lincolnshire – Source North Lincolnshire Economic Assessment**



6.23 North Lincolnshire is divided into 17 electoral wards. The 2011 Census figures for the Barton upon Humber ward was 11,066 rising from the 2001 Census figure of 9,485, a rise of 16.7% over a ten year period. The population breakdown is 51.4% females and 48.6% males. The population per hectare is 4.3.

6.24 The table below shows the age profile of the Barton ward which is broadly in line with the averages for North Lincolnshire. However there is a smaller proportion of people in the 20-24 age group, and a larger proportion in the 60-64 age group.

**Figure 6.B – Age Profile of Barton – Source North Lincolnshire Data Observatory**



Source: ONS, Census 2011

## **Super Output Areas data comparisons**

- 6.25 The age structure comparisons at SOA level follow the general ward pattern referred to above. ( Figure 6.2 Tech App 6 ). In terms of household composition there are generally more one person households over the age of 65. The proportions of one family only households are higher in four of the eight SOA's than the district, regional and national positions ( Figure 6.3 ). The types of accommodation in the existing housing stock in Barton are illustrated on Figure 6.4. Five of the eight SOA's exhibit a higher than average proportion of detached dwellings. Overall there are few apartments with the exception of SOA 001A. Terraced housing as would be expected is concentrated in the inner parts of the town. The detailed deprivation statistics in figure 6.5 of the Tech Appendix present the percentage of households in each SOA where there is no deprivation and the percentages showing one to four deprivation dimensions. The following section provides the rankings of Barton SOA's in the national context. The unemployment rate comparison presents a greater difference with the district, regional and national position with generally higher rates of unemployment in the Barton area. This position may have improved as the country has emerged from recession. There is a generally lower proportion of higher managerial, administrative and professional occupations in the Barton SOA's with higher components for lower managerial/admin/professional, semi routine occupations and routine occupations.

## **Deprivation**

- 6.25 The Indices of Deprivation is currently being updated. The latest Indices of Deprivation (2010) were released in March 2011. The average rank, based upon multiple deprivation indicators for North Lincolnshire is 129 out of 354 local authorities.
- 6.26 There are six Lower Super Output Areas (LSOA) in the Barton ward. The table below shows the national ranking for each of the LSOA's. 1 for the most LSOA deprived LSOA and 32,482 for the least deprived of the 32,482 LSOAs in England.
- 6.27 Scores of deprivation vary between the areas within Barton. The application site lies within LSOA Barton E01013259 which falls within the 20% most deprived in England. The colour on the table highlights any of the LSOA's rankings that appear in the 20% most deprived (green) or 20% least deprived (orange) in England.



**Figure 6.C – Indices of Deprivation for Barton**

LSOA	IMD Rank	Income Rank	Employment Rank	Health Rank	Education Rank	Housing/Acc ess Rank	Crime Rank	Environment Rank
Barton E01013 254	6701	7554	4018	8923	8892	29966	3886	5793
Barton E01013 255	13160	13415	14547	14687	11936	31274	5171	6782
Barton E01013 256	22578	21095	21124	22745	15938	25407	14290	18159
Barton E01013 257	25790	29513	20206	26552	22120	23091	8236	27196
Barton E01013 258	9337	8479	8005	13500	5422	30408	5156	13860
Barton E01013 259	6469	4084	3757	11771	5473	14835	7400	30430

6.28 The indices above identify that the application site falls within an area of relative deprivation, particularly with regard to income, employment and education indicators. The only indicator where the area is considered least deprived is with regard to the environment.

### **Economic Profile**

- 6.29 Data from the North Lincolnshire data observatory identified that the unemployment rate for North Lincolnshire in the 12 months to December 2013 was 6.19% (the percentage of all economically active people aged 16-64), lower than the Yorkshire and Humber average of 9.22% and England average of 7.62%. The Jobseekers Allowance Claimant Count for North Lincolnshire was 3.17%, lower than the Yorkshire and Humber average (3.44%), but higher than the England average of 2.55%. The percentage of JSA Claimants aged 18-24 was 6.31% (in May 2014) which is higher than the Yorkshire and Humber average of 5.47% and the England average of 4.12%.
- 6.30 According to nomis labour market statistics, the total number of Jobseeker's Allowance Claimants in Barton was 264 in April 2014. This is 4% of the resident population aged

16-24, which is higher than the North Lincolnshire average of 3.3% and the Great Britain average of 2.7%. 34.6% of JSA claimants have been claiming for more than 12 months, higher than the average for North Lincolnshire (30.6%) and Great Britain (29.5%).

- 6.31 The North Lincolnshire Economic Assessment (2012) identifies that the largest sectors of the economy are manufacturing, health and retail. Nomis labour market statistics identifies the proportion of employee jobs by sector for North Lincolnshire.

**Figure 6.4 – Employee Jobs by Industry (2012)**

	North Lincolnshire (employee jobs)	North Lincolnshire (%)	Yorkshire and the Humber (%)	Great Britain (%)
Total employees jobs	65,400			
<b>Employee Jobs by Industry</b>				
Agriculture and mining	300	0.5%	0.2%	0.3%
Energy and water	1,200	1.9%	1.1%	1.1%
Manufacturing	13,400	20.6%	11.7%	8.7%
Construction	4,700	7.1%	4.7%	4.5%
Services	45,700	69.9%	82.2%	85.5%
Wholesale and retail, including motor trades	10,000	15.2%	15.7%	16.1%
Transport storage	5,500	8.4%	5.0%	4.6%
Accommodation and food services	3,400	5.2%	6.0%	6.9%
Information and communication	400	0.7%	2.8%	3.9%
Financial and other business services	8,200	12.6%	17.9%	21.5%
Public admin, education and health	16,000	24.5%	30.6%	28.1%
Other services	2,200	3.3%	4.2%	4.5%

- 6.32 The median gross weekly pay in 2013 was £515.80 for North Lincolnshire, which is higher than the Yorkshire and the Humber median (£479.10) and slightly below the Great Britain median (£518.10).

### **Impact Assessment**

#### **Construction Phase**

- 6.33 Employment during the construction phase will be in respect of building and infrastructure work, and will include off site works and that related to landscaping and public realm.
- 6.34 Figures compiled for the Home Builders Federation (HBF) by Glenigan (September 2012) states "every home built creates 1.5 full time construction jobs and potentially twice as many again in the supply chain". Based upon 300 dwellings and an anticipated build rate of 45 units per annum this would provide 67 direct and 135 indirect full time equivalent ( jobs in building services/suppliers and other subsidiary companies) per annum during the main years of the 7.5/8 year build programme.
- 6.35 Research compiled by the Home Builders Federation (HBF) identifies that for every £1 spent on construction; a total of £2.84 in economic activity is generated. The development would represent a construction spend of approximately £27 million (based on an assumed average construction cost/dwg of £90,000 ) and therefore a wider economic spend of approximately £76 million.
- 6.36 At this stage, given the outline nature of the proposals, the details of the commercial build are not available and as such are not factored into anticipated construction employment. Clearly any commercial development will provide additional employment, however for the purposes of this Environmental Statement the estimated construction employment of at least 67 direct on site jobs and 135 jobs in the wider local economy provides a robust assessment of the positive job creation impact. Factoring in the commercial development and the landscaping and associated works will increase this figure.

#### **Operational Phase**

- 6.37 The Homes and Communities Agency Employment Density Guide 2010, provides a methodology for calculating the average floorspace requirement per FTE employee within particular classes of commercial development. This allows for a forecast to be made of the number of jobs which will be generated by a development.
- 6.38 Within the methodology employment densities are calculated on the basis of gross internal floorspace in respect of some use classes and net internal floorspace for others. In order to convert gross figure to internal, where exact measurements are not available, the Guide recommends a reduction of between 15-20%. In the interests of robustness a 20% reduction is applied to gross floorspace figures where appropriate. In some instances the methodology uses gross external or gross internal floorspace figures. Given that the development is in outline at this stage the gross external figure is utilised.

- 6.39 At outline stage floorspace figures are indicative and uses based upon their broad Use Classes order definition. These can however be used, in conjunction with the employment densities methodologies, to derive potential employment arising from the operation of the development. This is tabulated below:

**Figure 6.5 – Potential Employment from the Commercial Development**

Use Class	Use Type	Area per FTE (sqm)	Floor Basis	Area	Proposed Development Floorspace	Total Gross FTE
C1	Hotel	1 employee per 3 bedrooms - 50 bed hotel				17
A1	Convenience Store	17	NIA		185 sqm	10

- 6.40 Potential employment figures are not provided for the holiday lodges or day nursery. On the basis of 16 holiday lodges it is estimated that there will be a total of two to three jobs created in management and maintenance/cleaning services. It is expected that the day nursery will provide approximately 10 fte jobs on a 1:5 ratio of staff to children
- 6.41 It is estimated that the residential development has the potential to create 5 fte jobs in landscape maintenance. On this basis the total jobs created during the occupation phase are in the order of 45. Whilst these figures provide an indication of gross FTE jobs they do not take account of leakage, displacement, substitution or multiplier effects upon the locality or at regional level. These can be defined as:
- Leakage – The proportion of benefits falling outside of a target group, for example employees outside of the local area.
  - Displacement – Can occur where a project takes a market share of labour, land or capital from other existing firms or organisations.
  - Substitution – Occurs where a firm substitutes one activity for a similar one to take advantage of public sector assistance. This can occur for example where a firm recruits a jobless person while another employee loses a job.
  - Multipliers – Refers to economic activity associated with additional local income and local supplier purchases.

### **Household Expenditure and retail and services in Barton**

- 6.42 The proposed development will house a population of approximately 600 residents in 300 dwellings assuming an average household size of 2.0 across the development as a whole. This population would have the potential to generate a minimum combined total household expenditure on convenience goods of £1.56m based on a low average household spend for single person and larger households in combination. Household spending on comparison goods will be more dispersed with Barton capturing around 50% of this spend. On this basis the total retail spend/annum in Barton will exceed £2m. The good range of retail and other services in Barton upon Humber town centre together with travel distances to other equally large or larger centres leads to the conclusion that a significant proportion of this convenience household expenditure could be expected to be retained within Barton itself. This spend impact is considered to be medium beneficial.

- 6.43 Figure 6.9 at technical appendix 6 provides the results of a general overview survey of the vitality and viability of Barton Town Centre. A total of 19 premises were vacant at the time of the survey in September 2014 (17 % ) of the total units in the centre. This is a relatively high proportion. The range of shops is a good average across the 40 retail units found in the centre compared with other centres of a comparable size. Barton centre serves the circa 5,000 households in the town as well as a rural hinterland. New dwellings and increased employment via the Wren industrial development and the residential development will make a medium beneficial impact on the vitality and viability of Barton Town Centre.

### **Labour Market Impacts**

- 6.44 The scheme will impact on the labour market of both Barton upon Humber and the wider North Lincolnshire area, by bringing new working age residents to the area in both higher skilled and higher level occupations and in medium to lower skilled occupations.
- 6.46 Of the 600 expected residents it is estimated that at least 450 will be of working age, with at least 375 of these residents in employment. The close linkages between the residential development and the Wren Living on-going industrial expansion makes these minimum assessments robust.
- 6.47 The Wren on-going training of staff and the location of the new training facility in the hotel alongside the residential development and in very close proximity to the factory complex will add to the propensity for local employed and unemployed to gain new skills and achieve a new job. The employment creation and skill improvement impacts are considered to be medium beneficial.
- 6.48 The proposed development will be geared to working age residents and families. Over coming years, the forecast ageing of the population is likely to lead to a fall in average household size in Barton upon Humber and the wider North Lincolnshire area. Given that the housing proposed within the development is strongly weighted towards family housing, this should counter this trend. Moreover, by providing accommodation for working age residents, the development will contribute towards the need to attract and retain a labour pool that will increasingly be required for positions providing services to older age groups, such as health and social services.
- 6.49 This proposal incorporates 50 houses to be funded by the owner of Wren as employee housing for rent. In addition other employees will purchase open market houses though it is difficult to estimate the numbers with any precision. The employment expansion of the Wren site is replacing the jobs lost when Kimberly Clark closed down their Barton operation in summer 2013. There is a need for housing for key workers and other employees who are being encouraged to relocate from the Wren Howden and Scunthorpe plants. The new job creation by Wren's industrial operations will be supported by the new housing as envisaged in national policy and this support is a medium beneficial impact.

### **Council Tax**

- 6.51 The proposed residential development will provide 300 dwellings and this figure is used as benchmark for calculation purposes. Given the outline nature of the planning application, the Council Tax yield would be in the region of £475,000 per annum based on current Band D rates.

### **New Homes Bonus**

- 6.52 The Government introduced the New Homes Bonus as a grant to local councils for increasing the number of homes. The New Homes Bonus is paid each year for 6 years and is based on the amount of extra Council Tax revenue raised.
- 6.53 Based on a total of 300 new dwellings, North Lincolnshire Council will receive approximately £2.75 million in New Homes Bonus payment in total with the final payment 6 years after the last property is completed and registered with the local authority.

### **Developer Contributions**

- 6.54 For all developments, the Council will benefit from developer contributions:
- Section 106 – These will be agreed between the developer and the Council to contribute as necessary to local infrastructure or services related to the development; and

### **Household Moves**

- 6.55 To date, there is little data on the economic impact of expenditure associated with moves in the housing market generated by the sale of new homes, the fit out of those homes and resulting moves elsewhere. However it is clear that there would be potential for businesses in Barton and the surrounding area to benefit from some of this potential expenditure. Services and goods associated with household moves range from fees for estate agents, surveyors and conveyancing service providers, to the suppliers and fitters of fixtures and fittings for new homes.
- 6.56 The average cost for a household move for existing homeowners in the UK stands at around £9,000. However, this is understood to cover fees and taxes associated with a move (estate agents fees, stamp duty, legal fees). With new homes requiring a range of furnishings and equipment, it is reasonable to anticipate that the local area could see significant expenditure associated with the inflow of new residents and moves elsewhere in the area.

### **Qualitative Impacts**

- 6.57 Having regard to the prevailing planning policy context, the socio-economic profile of the area and the nature of the proposal a number of qualitative impacts can be identified and these are summarised below:
- Access to Local Employment Opportunities – The development will provide access to jobs during the construction and operational phases to the benefit of local economic activity and employment rates in the area. Provision of local

employment opportunities across a range of sectors will also potentially reduce the need to commute out of the area to find alternative employment sources.

- Increased Market Activity – The development will increase supply chain requirements during the construction phase.
- Housing Delivery – The proposed residential development will make a significant strategic contribution to housing delivery in North Lincolnshire and Barton upon Humber. The rental portfolio of 50 dwellings will add to the mix of properties on offer.
- Sustainability – The proposed development will be sited in close proximity to a major source of employment and the existing town centre. A series of public footpaths and cycle way connections will improve inter-linkages with the existing urban area.
- Socio-economic Profile – The residential development will attract a range of new residents, including the higher paid and higher qualified workforce. New residential development will assist in attracting and retaining people of working age to the area.
- Community Facilities – The provision of contributions to community facilities will be of benefit to the existing population and that derived from the new residential development.
- Health and Wellbeing Impacts – The proposed development includes the provision of a large area of public open space and integrated recreation facilities and provides opportunities for quality of life enhancements for existing and new residents.

### Summary of Key Socio-Economic Effects

6.58 Based upon the quantitative and qualitative effects outlined above a number of key potential effects can be identified and are tabulated below:

Socio-Economic Effect	Description	Significance
Construction Employment	Creation of ?? FTE direct construction jobs and ?? FTE indirect construction jobs per annum	Major Positive
Operational Employment	Creation of ?? FTE jobs on completion	Major Positive
Tax Revenue	Council tax of approximately £550,000 per annum	Moderate Positive
Housing Delivery	Provision of housing within North Lincolnshire and Barton upon Humber	Major Positive
Affordable Housing	Provision of Affordable Housing	Moderate Positive
Sustainability	Provision of residential development in close proximity to urban area	Moderate Positive
Environmental	Provision of public open space for the local community	Minor Positive

### Enhancement and Mitigation



6.59 On the basis of the submitted proposals indicated on the Masterplan, no significant adverse socio-economic effects are identified. A number of beneficial impacts have been identified. Further measures will be considered and discussed with the planning authority as part of the consideration of this outline application. The following will be considered:-

- Secure agreements in respect of the delivery of transport improvements, community facilities, including public open space;
- Ensure the delivery of inter-linkages to public open space and public transport;
- Consider local labour market schemes in order to enhance local employment impacts; and
- Encourage the use of local firms in procurement exercises and through the tender process.

### **Residual Impacts**

6.60 The proposed development will provide major positive significant effects in terms of employment and revenue generation during the construction and operational phases. Additional positive effects in terms of tax revenue, environmental and community enhancement are also identified. The housing development will provide an overall major beneficial impact in terms of its contribution to housing delivery and need, the provision of dedicated housing for employees and the range of provision made.

### **Local education and Health Services**

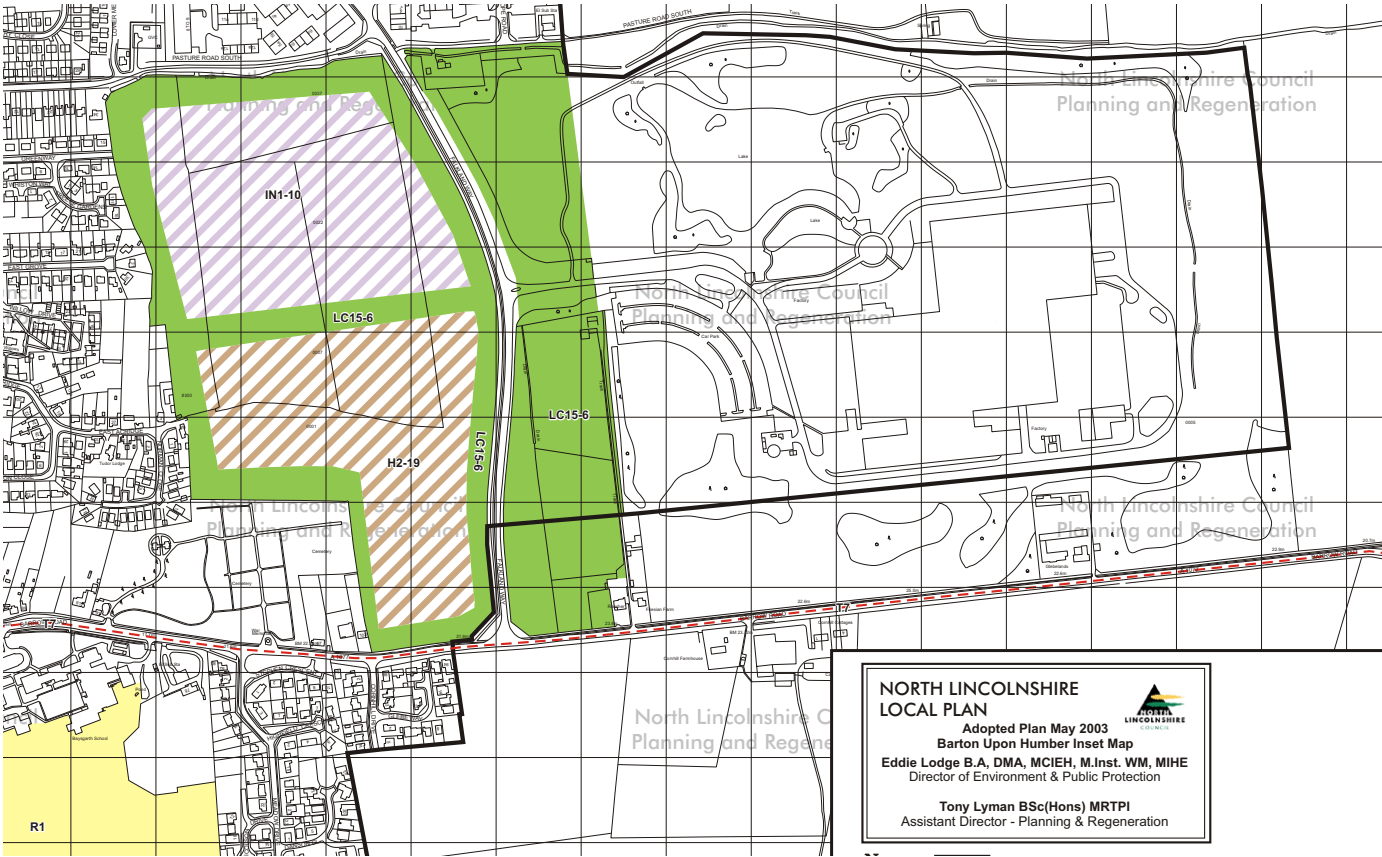
6.61 We have reviewed the provision of schools in the Barton locality and these are shown on Figure 6.8 in technical appendix 6. For the purpose of assessing school capacity the special school for autistic children to the immediate south east of the site is not to be included in the capacity assessment. Three primary schools are available in Barton ( numbers 2, 3, and 4 on the table at Figure 6.8 ). A further primary school is located some 3kms to the east in Barrow which is a Church of England school which may be a school of choice for some parents. Baysgarth School is the secondary school for Barton and is located relatively close to the site some 0.4 kms to the south west. North Lincs Education Department were consulted in the preparation of this assessment but were unable to provide existing or projected pupil capacity data and this matter will be reviewed as part of the application consultations.

6.62 There are two GP surgeries in Barton and at the present time both have capacity to accept further patients. However the Central Surgery is at 92% of capacity and further capacity provision will be required as this and other housing developments are progressed.

## **APPENDIX THREE**

Barton-Upon-Humber Development Limit

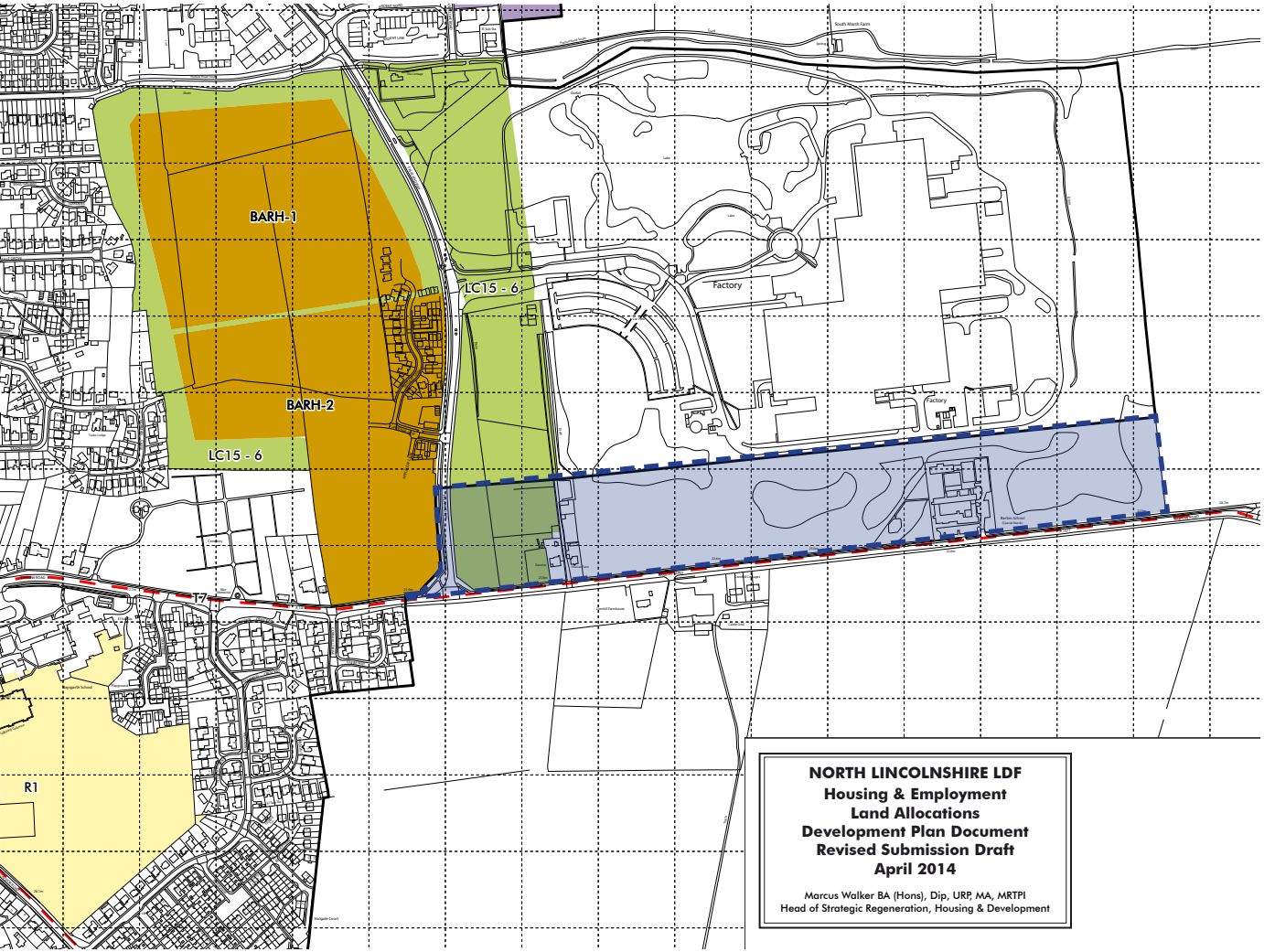
Extract from North Lincolnshire Local Plan (May 2003)



**Key**

Development Limit  
(Local Plan 2003)

Extract from North Lincolnshire LDF  
Housing and Employment Land Allocations  
Development Plan Document (April 2014)



**Key**

Development Limit  
(LDF 2014)

Proposed extension to  
Development Limit

Ref	Date	Revision
xx	xx.xx.xxxx	xx



**Title** Barton-Upon-Humber Development Limit  
**Project** Wren Kitchens, Barton-Upon-Humber  
**Client** Wren Living

**Dwg No -**  
**Ref** xx  
**Scale** NTS  
**Date** November 2014

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