



Headline Socio-Economic Impact Report

Mayberry Garden Centre Expansion

5 October 2020 – Version 4.0

1. Introduction

This independent headline economic impact statement by *Marshall Regen Ltd* has been developed for the expansion of the Mayberry Garden Centre, Old Shoreham Road, Hove. The project expansion straddles the Local Planning Authorities of Brighton & Hove City Council and Adur District Council.

This assessment sets out a socio-economic policy context, a forecast economic impact for the construction and operational phase and a summary of the proposed scheme's other benefits.

2. Development Proposals

2.1 Garden Centre Expansion

This will comprise of a 1,770 sq.m GIA extension to the upper ground floor to create additional internal retail floor space, relocation of the offices and staff welfare facilities to the new warehouse/ goods in area.

The project will relocate the location of the 'goods in' thereby eliminating delivery vehicles from the customer car park and improve the flow of stock through the garden centre. It will also include an expanded external retail area. The proposals do not include any works to the existing Café or Pet Shop.

The garden centre proposals also include diverting a Public Right of Way which bisects the site south to north.

3. Planning Policies

3.1 National Policy Context

National Planning Policy Framework (2019)

The new National Planning Policy Framework (NPPF) was updated in 2019. It sets out the Government's economic, environmental and social planning policies for England. The guidance is clearly underpinned by a "presumption in favour of sustainable development", which has economic, social and environmental objectives:

- a) **an economic objective** – 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;
- b) **a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
- c) **an environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity,

using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

A presumption in favour of sustainable development is at the heart of the Framework and planning authorities are expected to work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area.

Industrial Strategy – Building a Britain Fit for the Future (2018)

The Industrial Strategy sets out a vision to transform the UK's economy. It is based on five foundations: Ideas, People, Infrastructure, Business Environment and Places. Underpinning these are key policies to invest in innovation, strengthen technical education, build the nation's digital and electric vehicles infrastructure, improve productivity amongst SMEs, strengthen partnerships between Government and industry through Sector Deals and improve connections within city regions.

The Government's vision is:

- for the UK to become the world's most innovative economy;
- to create good jobs and greater earning power for all;
- to deliver a major upgrade to the UK's infrastructure;
- to make the UK the best place to start and grow a business; and
- to develop prosperous communities across the UK.

3.2 Sub-National Policy Context

The Government has continued its approach to devolving responsibility for economic development to sub-national regional partnerships. The rationale for this is that businesses, organisations and individuals at local level are better able to understand the needs and aspirations of their economies than central Government departments.

Devolution is taking different forms. Local Enterprise Partnerships (LEPs) were tasked with setting out local economic development priorities (including transport infrastructure, land use, job creation and housing), leveraging private sector investment; and administering the Regional Growth Fund, Growing Places Fund, Local Growth Fund and European Structural and Investment Funds.

The Site is in the region covered by the Coast to Capital LEP, which includes West Sussex, Brighton & Hove, Lewes, the London Borough of Croydon and the four Surrey districts of the Gatwick Diamond (Tandridge, Mole Valley, Reigate & Banstead and Epsom & Ewell). The Coast to Capital LEP is supported at sub-regional level by five Area Partnerships, one of which (the Coastal West Sussex Partnership) covers Adur, Worthing, Arun & Chichester.

In 2014, the Coast to Capital LEP produced its first Strategic Economic Plan, which formed the basis of its subsequent Growth Deal with central government. An updated Strategic Economic Plan, Gatwick 360°, was produced in 2018.

Alongside the LEP network, the Government encouraged other local areas to develop joint plans to secure devolved economic development funding and flexibilities. This has resulted in the development of the Greater Brighton Partnership, which includes Brighton & Hove, Lewes, Adur, Crawley, Mid Sussex and Worthing. The Greater Brighton Partnership agreed a City Deal with central government in 2014, which informed the Coast to Capital's Strategic Economic Plan. Subsequent to this, it has developed a Devolution Prospectus, which sets out the basis for a further devolution deal with central Government.

Gatwick 360° - Coast to Capital Strategic Economic Plan (2018-2030)ⁱ

The vision in Gatwick 360° is for the Coast to Capital region's "towns and cities to be known around the world as fantastic places to live, to grow and to succeed" and for the region to become "the most dynamic non-city region in England, centred around a highly successful Gatwick airport".

It identifies eight priorities to deliver the vision that are linked to the UK's Industrial Strategy's Grand Challenges.

- 1) Deliver prosperous urban centres
- 2) Develop business infrastructure and support
- 3) Invest in sustainable growth
- 4) Create skills for the future
- 5) Pioneer innovation in core strengths
- 6) Promote better transport and mobility
- 7) Improve digital network capability
- 8) Build a strong national and international identity

Greater Brighton Devolution Prospectus – Platforms for Productivity (2015)

The Greater Brighton Devolution Prospectus sets out an economic ambition for the Greater Brighton City Region. It includes ten-year targets to create 24,000 new jobs, provide 455,000 sq.m of employment space and build 22,500 homes

Coastal West Sussex Economic Plan (2016-2020)

The Coastal West Sussex Economic Plan (2016-2020) sets out the priorities for the Coastal West Sussex Partnership, a business-led partnership that aims to help shape economic development priorities within Adur, Worthing, Arun and Chichester.

Providing a supply of high quality, commercially viable sites and first class business accommodation is a key part of the Coastal West Sussex Partnership's vision. Improving planning and unlocking sites for development is central to achieving this.

3.3 Local Policy Context

Brighton & Hove City Plan – Part One (2016)

The Brighton & Hove City Plan – Part One (2016) provides the strategic and spatial vision for the future of Brighton & Hove through to 2030. It sets out themes under four main themes:

- A strong and prosperous city, which focuses on sustainable economic development, including addressing the city’s housing needs;
- A sustainable city, which focuses on environmental sustainability and climate change adaptation;
- An attractive city, which focuses on design, public realm, open spaces and access to the seafront and countryside; and
- Healthy and balanced communities, which focuses on the health and well-being of the city’s residents, including taking and supporting actions that reduce inequality within the city.

According to the City Plan (Part One) the city’s population “*could be expected to grow by 10.2% to 299,777 by 2030*” with the working age population projected to increase by 12,650 “*over the next 10 years*”. The city’s employment rate is currently 76.5%¹. To maintain this employment rate, 9,512 additional jobs need to be found for the projected additional working age residents over the next decade.

The focus of the City Plan (Part One) is, therefore, on ensuring that “*an appropriate mix and type of employment floorspace is a principal element of all regeneration, development and renewal projects within the city*”.

Emerging Brighton & Hove City Plan – Part Two – consultation draft (2018)

The emerging draft City Plan Part Two will support the implementation and delivery of City Plan Part One. Consultation on the Proposed Submission City Plan Part Two started on the 7th September 2020 and runs until Friday 30th October 2020. Draft Policy DM11 on page 45 of the Part Two Plan supports “*Development proposals involving the provision of new B1a, b and c Use Class business floorspace, either in stand-alone commercial or mixed-use schemes, should provide for well-designed buildings and layouts suitable for incorporating a range of unit sizes and types that are flexible, with good natural light, suitable for sub-division and configuration for new B1 uses and activities; and for new B1c light industrial, B2 industrial and B8 storage and warehousing premises include adequate floor to ceiling heights; floor loading, power, servicing and loading facilities*”.

Brighton & Hove Employment Land Study - (2012)

The most recent Brighton & Hove Employment Land Study was undertaken in 2012. This found that there had been “moderate” levels of development in the preceding decade, with the majority of that being for B1a uses, whilst industrial floorspace had been lost to residential, retail and D1 uses. It suggested that demand for office space was strong, particularly for smaller units, but that much of the current stock was not suited to current business needs. The study also identified a strong demand for industrial space in the city.

¹ Annual Population Survey Oct 2018- Sept 2019, Office for National Statistics via NOMISWEB

The Employment Land Study Review 2012 recommended that the City Plan should be guided by forecast growth requirements of 112,240 sq.m of office floorspace (B1a, B1b) to 2030 and 43,430 sq.m of industrial floorspace (B1c, B2 and B8) over the plan period. The City Plan (Part) one highlights the shortage of good quality, modern office space in the city and notes that the majority of current stock comprises refurbished older buildings that are “*not suited to current business needs*”.

Brighton & Hove Economic Strategy - 2013-2018

Brighton & Hove’s economic ambitions are set out in *Productive, Inclusive, Transformative*, the city’s Economic Strategy (2018). Its vision is for Brighton & Hove to “*establish itself as one of the UK’s most economically vibrant, inclusive and future-facing cities*”. The Strategy’s themes includes a “*Growing City*” with a priority action for unlocking development sites for new business space .

West Sussex Plan and the Economic Growth Plan 2018 - 2013

The Economic Growth is designed to help us achieve the County Council’s vision for its residents, businesses: “to drive forward change and progress to make sure we, in West Sussex, continue to strive to make our county a great place to live, work and visit, making our county cleaner and greener, thriving and vibrant whilst respecting the uniqueness of this wonderful county”.

Key priority themes are: Strengthening the vibrancy of the coastal towns, and supporting the emergence of a creative coast; and enabling a workforce for the future – supporting a high-quality and enterprising workforce, that meets current and future business needs”.

Adur District Council Local Plan 2017

The Adur Local Plan was submitted to Government in November 2016 and was subject to an Examination in Public from 31st January 2017 for two weeks. The Local Plan was adopted at a meeting of Adur Full Council on 14th December 2017. The new Local Plan sets the strategic development and land-use priorities for Adur (outside of the South Downs National Park) up to 2032, and contains the policies against which development management decisions within that area will be made. It replaces the saved policies of the Adur Local Plan 1996 as the Council's Local Plan.

The Local Plan identifies 41,000 sq. m of employment floor space with the potential to create up to 3,319 new jobs over the next 15 to 20 years.

Ensuring funding and delivery of the infrastructure to support this growth is a key priority, and identifying and attracting high value businesses to take up the employment space is crucial to delivering jobs.

Para 3.33 states “A development brief has been adopted (November 2015) which identifies land at Eastbrook Allotments, Southwick, (south of the A270, adjoining the border with Brighton & Hove City) for business development (B1 and B8 uses) and/or training and education facilities”.

Adur Economic Strategy [2018-2023]

The Council's own Economic Strategy seeks to create an exceptionally dynamic and distinctive coastal society balancing a growing, resilient and more productive economy. Its model for economic growth places at its heart achieving transformational outcomes founded on:

- The Power of Place: creating the environment, sense of identity, culture and infrastructure for success; and
- Prosperity and Productivity: building a strong economy with a growing base of high value businesses.

Delivering good quality new business space is a priority for the Council.

4. Economic Impact

The proposed expansion of the Garden centre will provide **additional** economic impact on top of the Garden centres existing jobs and contribution to the local economy of:

- £2.06 million capital investment
- 1,770 sq.m of new commercial business space
- Create 25 FTE local jobs and a further 3 FTE construction jobs
- Net additional salary spend in the local economy of £181,550
- Additional business rates contribution of £68,573
- Annual economic impact of £332,663 and £3.33 million over a ten-year period

ECONOMIC IMPACT SUMMARY - 100% JOBS OCCUPANCY	ANNUAL	OVER TEN YEARS
CAPITAL VALUE OF THE DEVELOPMENT	£2,055,250	
JOBS		
GROSS DIRECT FTE JOBS	25	
GROSS DIRECT FTE CONSTRUCTION JOBS	3	
TOTAL GROSS FTE JOBS	28	
NET DIRECT FTE JOBS	14	
INDIRECT FTE JOBS	3	
TOTAL NET FTE JOBS	17	
NET SPENDING		
NET SALARY SPEND	£181,550	£1,815,500
ADDITIONAL BUSINESS RATES	£68,573	£685,730
COMPOSITE MULTIPLIER (X 0.33)	£82,540	£825,400
TOTAL	£332,663	£3,326,630

Assumptions:

- Jobs forecasted provided by the Applicant

- Net salary spend based on £31,761.60 salary in Brighton & Hove² with 80% gross to net ratio and 50% spent locally
- Business rates based on 1,770 sq. m of new commercial space at £7.50 / sq.ft

If combined with the forthcoming planning application for the new car showroom on the adjacent Eastbrook Allotments sites, the **additional** economic impact would be

- £7.17 million capital investment
- 3,535 sq.m of new commercial business space
- Create 60 FTE local jobs and a further 11 FTE construction jobs
- Net additional salary spend in the local economy of £437,760
- Additional business rates contribution of £136,967
- Annual economic impact of £764,387 and £7.64 million over a ten-year period

ECONOMIC IMPACT SUMMARY - 100% JOBS OCCUPANCY	ANNUAL	OVER TEN YEARS
CAPITAL VALUE OF THE DEVELOPMENT	£7,174,080	
JOBS		
GROSS DIRECT FTE JOBS	60	
GROSS DIRECT FTE CONSTRUCTION JOBS	11	
TOTAL GROSS FTE JOBS	71	
NET DIRECT FTE JOBS	35	
INDIRECT FTE JOBS	7	
TOTAL NET FTE JOBS	42	
NET SPENDING		
NET SALARY SPEND	£437,760	£4,377,600
ADDITIONAL BUSINESS RATES	£136,967	£1,369,670
COMPOSITE MULTIPLIER (X 0.33)	£189,660	£1,896,600
TOTAL	£764,387	£7,643,870

5. Other Benefits

- The garden centre is unlikely to survive in the long term without additional space being made available as the delivery space is not fit for purpose and some zones such as plant sales areas are too small to remain viable long term.
- Deliveries will be transferred to the new site so there will be a significant benefit to the existing neighbours adjoining the current car park through reduced traffic and.
- Road safety improvements as currently heavy goods sometimes have to be unloaded at the entrance of the site during busy periods and over areas of heavy pedestrian traffic and cars visiting and leaving.
- It would reduce the number of vehicle movements substantially to and from the site as the Applicant currently takes many direct loads to Hassocks and bring in one or two pallets at a time.

² <https://www.nomisweb.co.uk/reports/lmp/la/1946157280/report.aspx?pc=bn3%204pp#tabearn>

- It would provide a local facility for people to buy a wider range of plants and garden sundries locally rather than have to travel to our main centre at Hassocks for a full plant and product range.
- The proposals will secure the long term viability of the garden centre and provision of employment in the area.
- New lighting into the amended footpath which is currently subject drug taking at night behind the garden centre with needles thrown over the fence onto the Applicant's site.
- It would release the allotment land for a beneficial use while, at the same time to safeguard local employment.

Sustainability Benefits

- Green buffer area to the south of the site to create a new foraging environment for the relocated badger sett, plus it will be designed to support slow worms and common lizards as they are very much present on the site and surrounding area.
- All surface water is to be discharged via SUDs drainage system, with a potential for rain water harvesting tank for grey water re-use within the car show room.
- As part of the planning application the Applicant is preparing Energy Statements to prove the Local Authorities 10% renewable energy policy.

6. Conclusions

The expansion of the Mayberry Garden Centre, Old Shoreham Road, Hove will provide significant positive economic impact to the local economy.

It will safeguard local jobs and, in the construction phase, provide new jobs and skills and apprentice opportunities. The £2.06 million of private sector capital investment, on an existing brownfield site will deliver 1,770 sq.m of new commercial business space and 25 FTE local jobs. The project firmly aligns with regional and local economic development strategic priorities including:

- Coast to Capital LEP's Strategic Economic Plan
- Greater Brighton Devolution Prospectus
- Coastal West Sussex Economic Plan
- Brighton & Hove Economic Strategy
- West Sussex Plan and the Economic Growth Plan
- Adur Economic Strategy

The project will also deliver a range of other transport and sustainability benefits both enhancing the quality of life for local residents and the environment.

In summary, the successful delivery of the project will help contribute towards the employment and commercial space requirements in Brighton & Hove and Adur. Its local economic impact estimated at £3.33 million, over a ten-year period, will make a significant contribution to these economies. If combined with the forthcoming planning application for the new car showroom on the adjacent Eastbrook Allotments sites, the **additional** economic impact would be £7.64 million over a ten-year period.

ⁱ (2014); Strategic Economic Plan; Coast to Capital Local Enterprise Partnership