SAVILLS RESEARCH

SHERFORD

STAGE 1 & 2 – PROPERTY MARKETS AND MIXED USE DEVELOPMENT FUTURES

FEBRUARY 2006

1.0 INTRODUCTION

1.1 Background

The proposed development site in question lies to the East of Plymouth, South of Plymton and Northeast of Plymstock. It covers an area of approximately 415 hectares and the proposal currently is to build a town of 5,500 dwellings and retail, commercial and employment areas, including a new high street. Most of the site is located within the administrative area of the South Hams District Council, with a small area in the west of the site within Plymouth City Council.

Development within the Plymouth area is severely constrained by national and strategic designations, river valleys and mineral resource areas. The development site, often referred to as the Sherford Valley, is one of the few locations around Plymouth free of strategic and local constraints. The aim of Red Tree is to provide a very high quality, socially cohesive, economically viable and ecologically sound development over a period of decades which will provide a truly sustainable community that will add value to both their land interests and the wider area.

The main components of the development are:

- 5,500 residential units (built at a net density of approx 45 units per hectare)
- Retail, commercial and employment areas on 24 hectares
- 1 secondary school;
- 3 primary schools;
- Health Facility;
- Sports and youth facilities;
- Community buildings and facilities;
- Open spaces and recreation areas and a large community park which, together with the quarry, woodlands and green corridors will comprise over half the site (240 hectares).

1.2 Rationale

This report is intended to do three things. First, it examines the context into which Sherford is being built. It looks at the characteristics of Plymouth and the surrounding areas to establish what is currently predictable if Sherford were to be built as another suburb of the city. We have examined the current position of property markets in and around Plymouth with a view to identifying any gaps in the market that might already exist for Sherford to exploit.

Second, we look at some carefully selected other comparator towns in order to see what's possible for Sherford if it were to break out of the mould of what already exists in the locality.

Third, we look in detail at the businesses that may arise in Sherford as a result of household settlement and postulate how many buildings may be required and what form they might take.

This report therefore seeks to:
1. What should be built at Sherford (concentrating primarily on the non-residential elements of the site)
2. What the mix of uses should be and
3. To say something about the phasing or order in which they should be built and what the implications are for funding and investment

1.3 Approach

This report is not about what has happened in the past, nor is it about what is predictable for the future, neither has it anything to do with current or future policies. It is instead designed to look at what is possible at the Sherford site and, in particular, what is possible from a practical, that is, market-oriented, commercially viable point of view. It works on the premise that what makes land most valuable is what makes a place a desirable one in which to live and work. It therefore draws on the experience of other existing, successful towns that are relevant in different ways to what is proposed at Sherford.

The output of this report, such as the detailed potential land use tables, should not be treated as a definitive guide to development but rather as a starting point for filling in the detail on the Sherford masterplan and to form a basis upon which this detail can evolve over time. Each sector and property type will probably need further, detailed investigation prior to development.

1.4 Method

The use of existing, comparator towns to give what's possible on new developments is a novel approach and therefore deserves some explanation. New developments are often designed on the basis of what is current practice in development terms and can be highly focussed on short-term goals in terms of an immediate exit route to owner-occupiers (housing) and institutional investors (commercial). Sherford however is on a completely different scale to most previous developments. Over a period of decades, a new town will be built.

Towns are very different and much more complex than the sum of several building sites. The Sherford masterplan already makes provision for a very much more complex and highly integrated, fine grain urban layout than is usually found on most modern developments. We need to find out not just who the major users of commercial space will be but all the minor users as well and what their space requirements are. Many of the premises needed, we suspect, do not fall into standard planning use class categories or investor sectors.

We wanted to select a variety of comparator towns in order to see what might be possible at Sherford. The criteria that we used for selection were:

- At least two towns to be of comparable size and population to what Sherford will be
- At least one town to be self-contained but an "outlier" of a big urban area, as Sherford is to Plymouth
- At least two towns to be in the South West
- At least one town to be in Devon
- At least one town to have a highly successful High Street to which Sherford can aspire

In order to fulfil these criteria, we selected all the urban areas in the UK which have a total area of around 400 hectares and a population of 11,000 to 12,000. From these, we selected Tiverton, on the basis that it is in the same geographic region as Sherford, away from the coast and with no special features that makes it incomparable to the Sherford site. As such, Tiverton constitutes a good "baseline" comparator of what may be expected at Sherford.

The second comparator town, Wimborne, was also selected on the basis of size, population and region but also because it is close to the Bournemouth/Poole conurbation and might therefore illustrate the effect that Plymouth might have on the site in terms of retail competition and a commercial location. (It is probably fair to say here however that Bournemouth's retail offering is considerably better than Plymouth's).

Finally, we selected a much smaller town than Sherford as a third comparator. Marlborough was chosen as an "aspirational" comparator because of its very high quality retail offering and ambience. These are qualities which we seek to emulate at Sherford so a study of what makes this town work should contribute positively to the development of Sherford.

The following report looks in detail at the property markets of Plymouth and each of the comparator towns in order to draw out lessons for the development of Sherford. It also looks in considerable detail at the business types and property mix in the comparator towns, analysing them to come up with a speculative specification of property types and numbers to inform the detailed planning of Sherford.

2.0 PLYMOUTH

2.1 Introduction to Plymouth

Plymouth is a city of just over 240,000 people located in Devon in the South West of England, 25 miles west of Torquay. Plymouth is a large urban conurbation and given its close proximity to Sherford it will have a substantial influence in terms of the final make up of the proposed developments population profile and business mix.

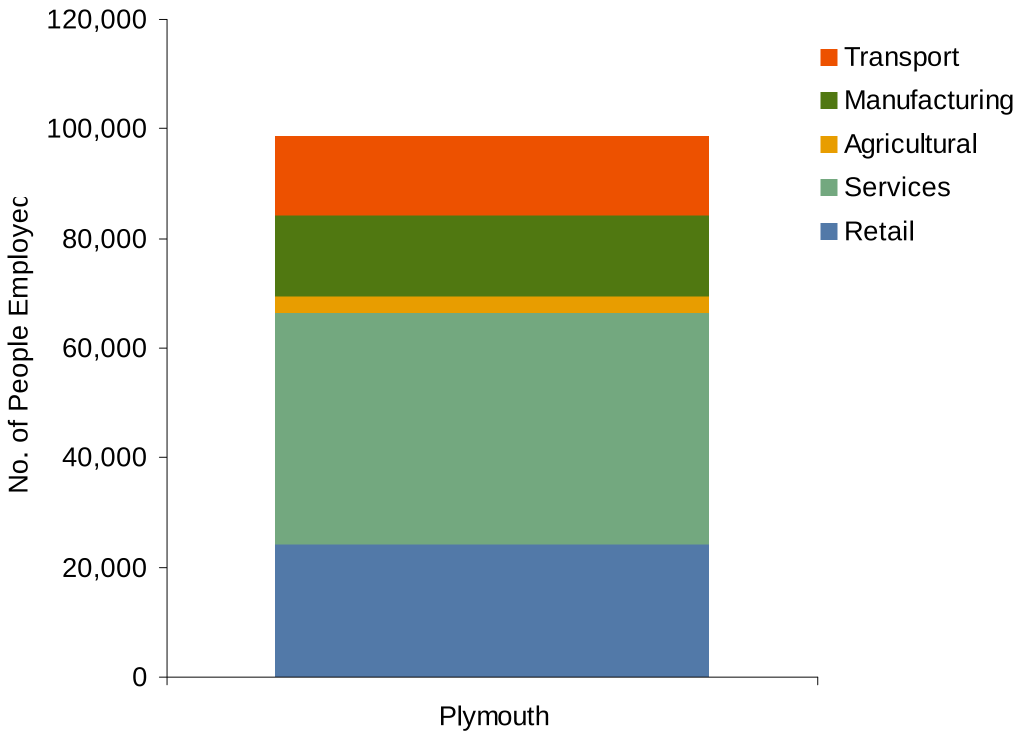
This section briefly outlines the overall business mix of Plymouth, its land usage and suburban dwelling density. It then compares Plymouth's demographics with the surrounding rural area and provides some insight into its potential relationship with Sherford.

2.1.1 Plymouth business mix

The employee distribution within business sectors is a good insight into the profile of a population. To analyse the employment distribution of Plymouth we have separated all registered businesses into one of five categories, according to their Office of National Statistics assigned UK Standard Industrial Classification (Sic) codes.

Figure 2.1.1 illustrates the distribution of employees in each of these categories and shows that Plymouth's Service sector is the dominant employer in the city, employing over 42,000 people.

Figure 2.1.1 – Overall Business Employee Numbers



Source: Bluesheep, Savills Research

Table 2.1.1 takes these employment figures and relates them to Plymouth's overall population to emphasise the importance of each business category to the city. The services sector represents over 17% of the whole population, 7.5% more than the next biggest sector, Retail. Manufacturing and Transport share approximately 6% each, leaving Agricultural industries to represent just over 1%.

Table 2.1.1 – Plymouth Employee Figures

Plymouth	No. of Employees	% of Population
Retail	24,148	10.03
Services	42,207	17.53
Agricultural	3,054	1.27
Manufacturing	14,830	6.16
Transport	14,335	5.96
Total Population	**240,720**	**100**

Source: Bluesheep; Savills Research

It is clear then that the Retail and Services sectors are the most important to Plymouth's population as a whole, a common feature of most large urban areas in the UK.

2.1.2 Plymouth Land Use and Density

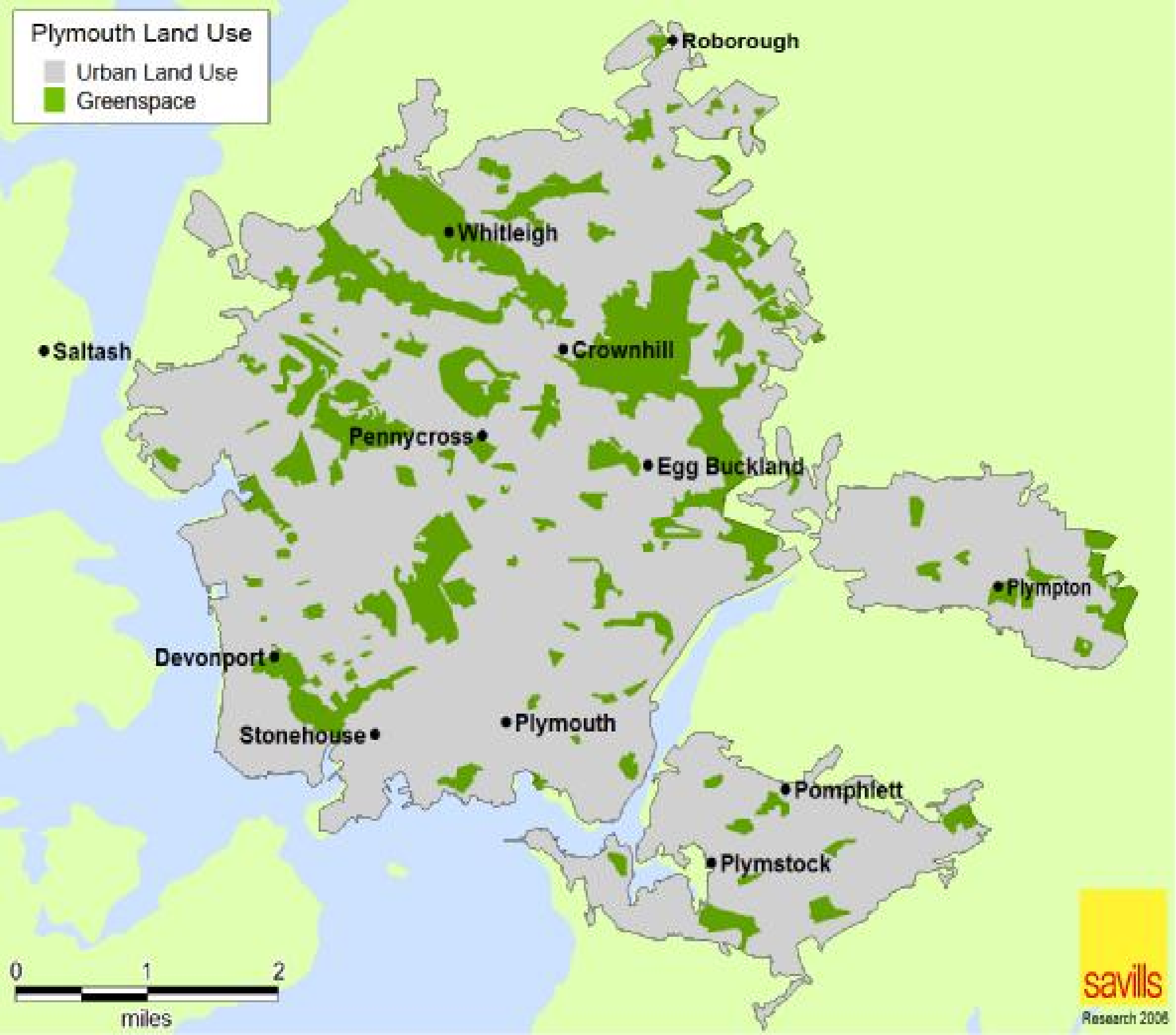
Table 2.1.2a shows the composition of Plymouth in terms or urban area and green space, with over 86% of Plymouth consisting of urban land.

Table 2.1.2a – Plymouth Land Use Composition

	Plymouth	
	Hectares	**%**
Total land area	**5,864.9**	**100**
Urban area	5,052.0	86.1
Green space	812.9	13.9

The land use of Plymouth is illustrated in Map 2.1.2, which also shows the extent of the Plymouth urban boundary and some of the key local centres within it.

Map 2.1.2 – Plymouth land use



While the land use composition of Plymouth is useful to gain a better picture of the type of living environment there is in the city, it is important that we also look at the density of dwellings per hectare to get a more complete insight. To make this relevant to the proposed development at Sherford, table 2.1.2b analyses the density of dwellings in Plympton and Plymstock, 2 suburban centres to the east of Plymouth, close to the site of Sherford.

Table 2.1.2b – Dwelling Density for Plympton and Plymstock compared to Sherford

	Total no. of dwellings	Density per hectare		
		All accommodation	Houses	Flats
Plympton	11,900	20.29	19.04	1.22
Plymstock	10,335	14.91	14.28	0.92
Sherford	5,500*	13.25*	n/a	n/a

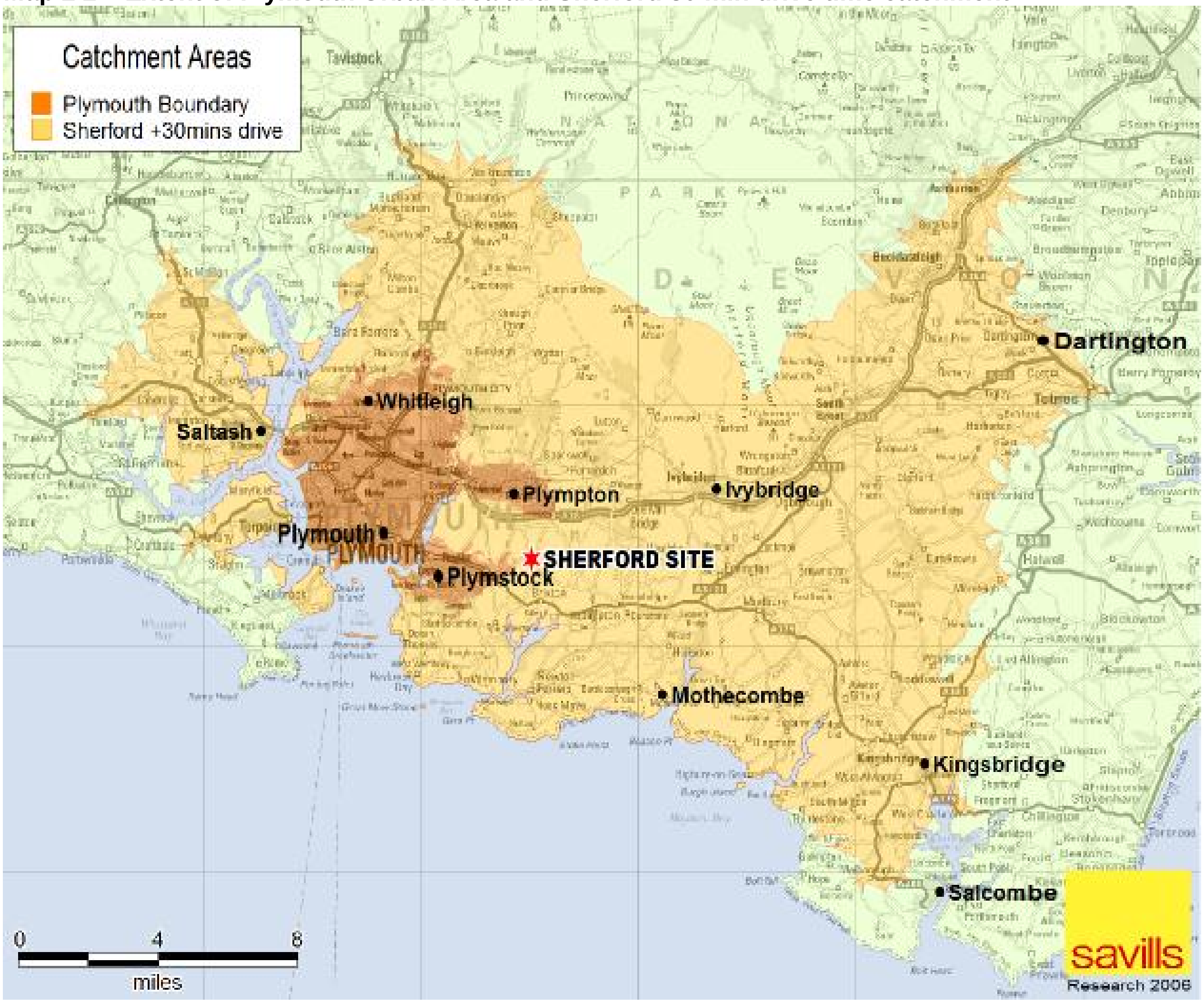
Proposed
Source: 2001 Census; Savills Research

The gross dwelling density for the proposed Sherford is lower than both Plymstock and Plympton. This is because Sherford will have a huge amount of open space, constituting over half the site. It must therefore be noted that the density ratios for table 2.1.2b are taken from the entire site area of Sherford and the entire area of Plympton and Plymstock and therefore does not differentiate between green space and urban area. If the proposed non-residential uses at Sherford are taken out of the equation, the net densities will be 45 dwellings per hectare, which is much higher than the gross densities of Plympton and Plymstock.

2.2 Plymouth's Impact on Sherford

The proposed development of Sherford will be inextricably linked to and influenced by its large urban neighbour, Plymouth. This section provides a full demographic profile of Plymouth and a 30 minute drive time catchment from the proposed site of Sherford, which it must be noted *excludes* the entire Plymouth urban area. Map 2.2 illustrates the extent of both boundaries and allows the statistics of this section to be placed in a geographical context.

Map 2.2 – Extent of Plymouth Urban Area and Sherford 30 min drive time catchment

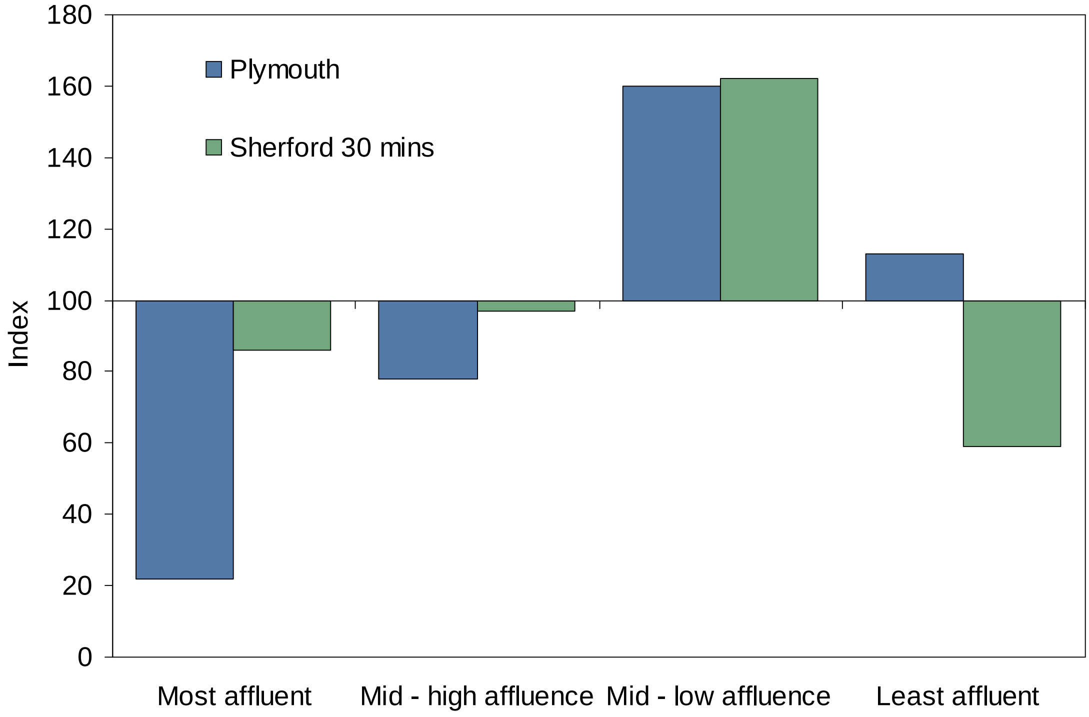


The statistics will compare the largely rural area in the Sherford 30 minute drive time catchment (excluding Plymouth) with the Plymouth urban area.

2.2.1 Population Affluence

The affluence level of the catchments' populations is divided into 4 categories using PRIZM classifications from Claritas. The PRIZM data provides an excellent snapshot of the affluence of a catchment's households and is created using extensive market research. Figure 2.2.1 shows the affluence levels of both catchments indexed against the GB average.

Figure 2.2.1 – Catchment affluence levels indexed against GB (100 is GB average)



Source: Claritas; Savills Research

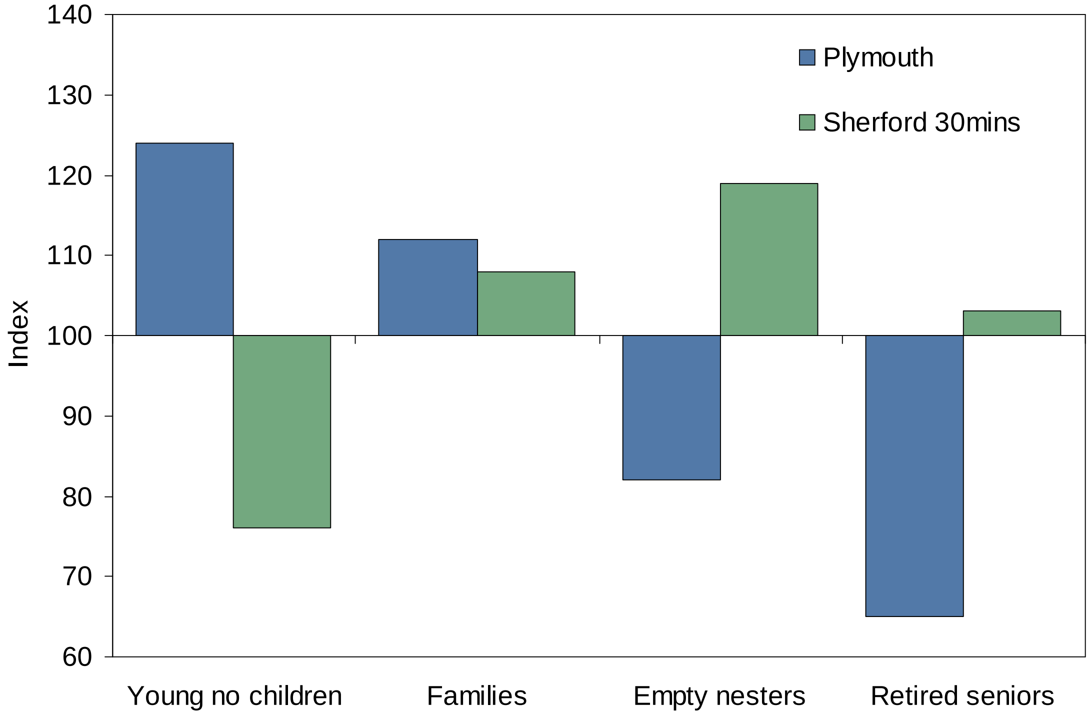
When viewing affluence statistics indexed to the national average it is important to remember the skewing effect that the South East of the country, with its high population and affluence, has on the overall GB average. With this in mind figure 2.2.1 shows that Plymouth incorporates a population with relatively very few households in the 'Most Affluent' category, almost 80% fewer than the GB average, with 20% fewer households in the 'Mid-High Affluence' category. As you would expect this is the reverse in the lower affluent categories with Plymouth's population having 60% more households in the 'Mid-Low Affluence' category and just over 10% more in the 'Least Affluent' category.

The important thing here is that the Sherford catchment comprises a population much more in-line with the GB average in both the higher affluence categories. This is positive for any potential development at Sherford as it demonstrates the immediate population has more to offer in terms of affluence than is first apparent from Plymouth's population. Higher affluence levels among the population within a 30 minute drive of the Sherford site means that there is a potential market for higher end housing. The Sherford 30 minute catchment still shows a high proportion of 'Mid-Low Affluence' (60% above national average), but there is a below average representation of people in the 'Least Affluent' category.

2.2.2 Population Lifestage

The lifestage of the population for both catchment areas is again derived from Claritas PRIZM data which is divided into 4 separate categories, describing basic household types of Young households with no children, families, "empty nesters" and retired. Figure 2.2.2 shows the lifestage composition of both Plymouth and the Sherford 30 minute drive time catchment at household level.

Figure 2.2.2 – Catchment lifestage indexed against GB (100 is GB average)



Source: Claritas, Savills

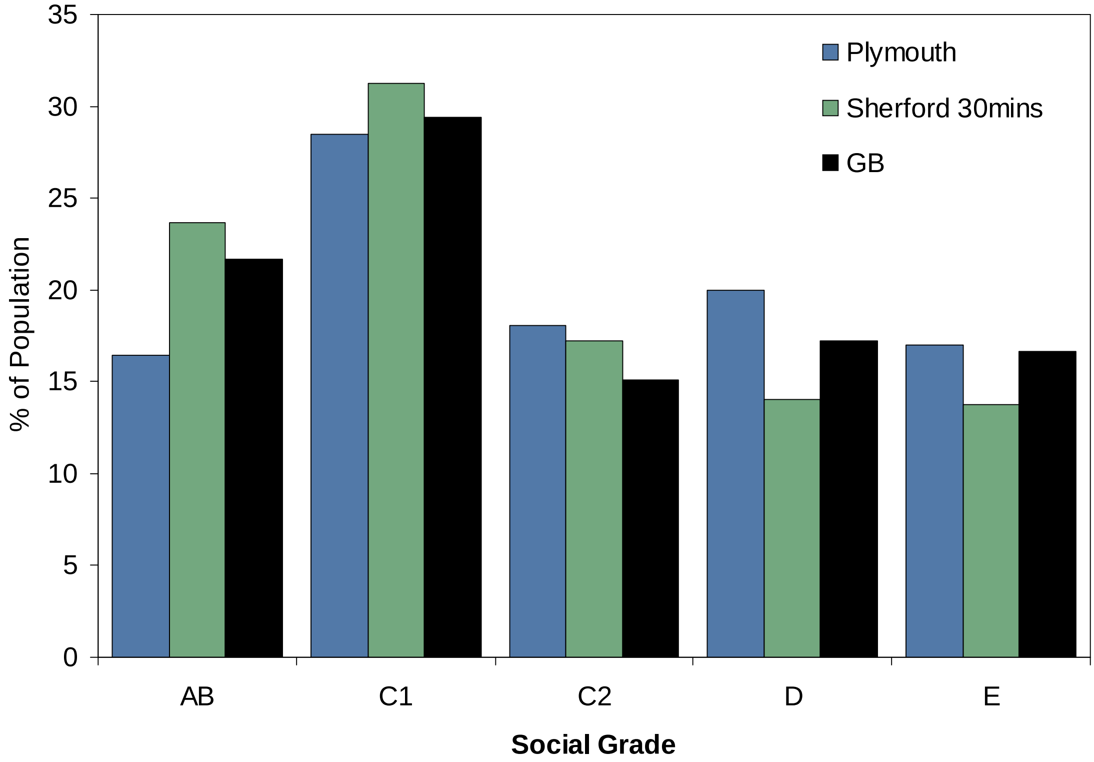
Figure 2.2.2 shows that Plymouth, like most large urban centres, has a high proportion of households in the 'Young No Children' category (almost 25% above average), and a low representation of 'Retired Seniors', 35% below average. The more rural catchment around Sherford shows a much lower representation of households in the 'Young No Children' category (25% lower than the GB average), with a significant representation of 'Empty Nesters' at 20% more than the GB average.

The proportion of 'Families' households in both Plymouth and the Sherford catchment is above the national average, by 12% and 8% respectively. This statistic combined with the high proportion of empty nester's in the Sherford catchment (20% above average), suggests a suitable market exists for larger housing, which Sherford can provide.

2.2.3 Social Grade Census Statistics

This section looks at 2001 Census figures to further analyse the working population of Plymouth and the Sherford 30 minute drive time catchment. Figure 2.2.3 shows the social grade of Plymouth and the Sherford catchments population, with AB and C1 categories representing the more affluent portion of the population.

Figure 2.2.3 – Social Grade compared to GB Average



Source: Claritas; Savills Research

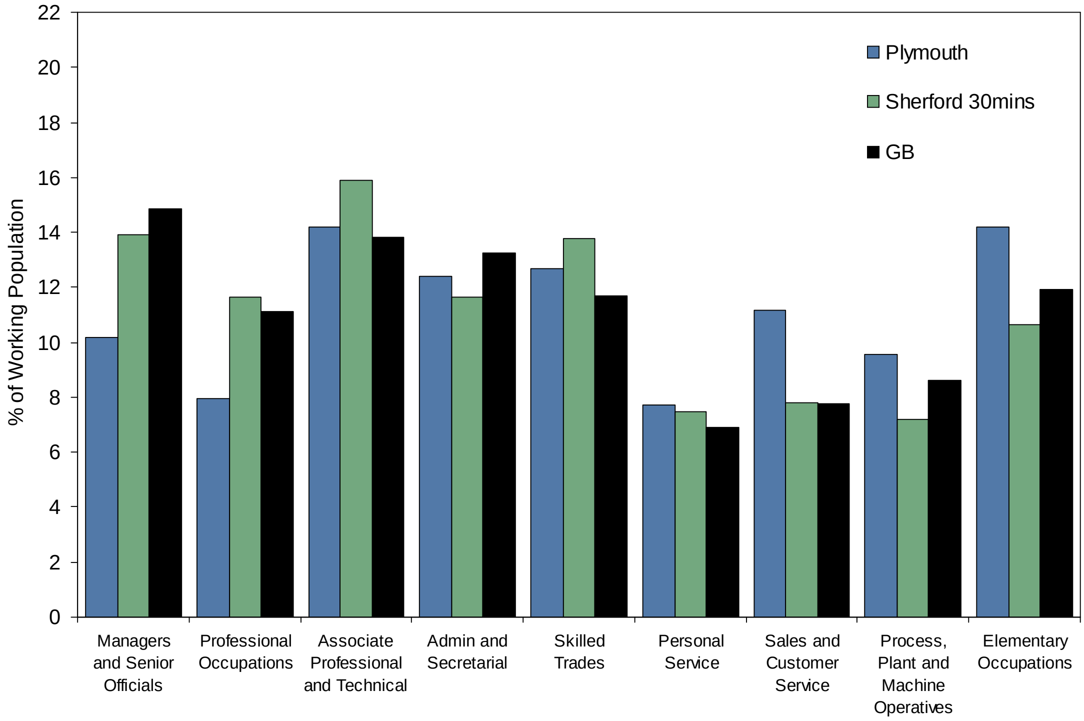
Figure 2.2.3 shows that the Sherford catchment clearly provides a population of high social grade, with both the AB and C1 categories being noticeable above the national average. This is another encouraging sign as it indicates that there are people in the surrounding area who are not in deprived groups and who should constitute a large part of the market for housing at Sherford. The Sherford catchment displays a higher than average representation of people in the top 3 social grades and substantial under representation in the D and E social grade categories.

Plymouth has an under representation of people in the AB category, at almost 5% lower than the GB average, this is counter balanced with a significant over representation of people in the D Social category. This emphasises the population in Plymouth is weighted toward the lower end of the social grade scale and those who live in the Sherford catchment tend to be towards the higher end of the scale, this is very relevant to any housing development proposed on the outskirts of Plymouth.

2.2.4 Census Occupations Profile

The 2001 Census also provides us with a detailed breakdown of the occupation of the working population. The statistics for the Plymouth and the Sherford catchment allow a more in depth analysis into the type of work people are employed in. It must be noted that these statistics record the employment type of the people who live in the catchment but not necessarily those who work there.

Figure 2.2.4 – Occupation Profile compared to GB Average



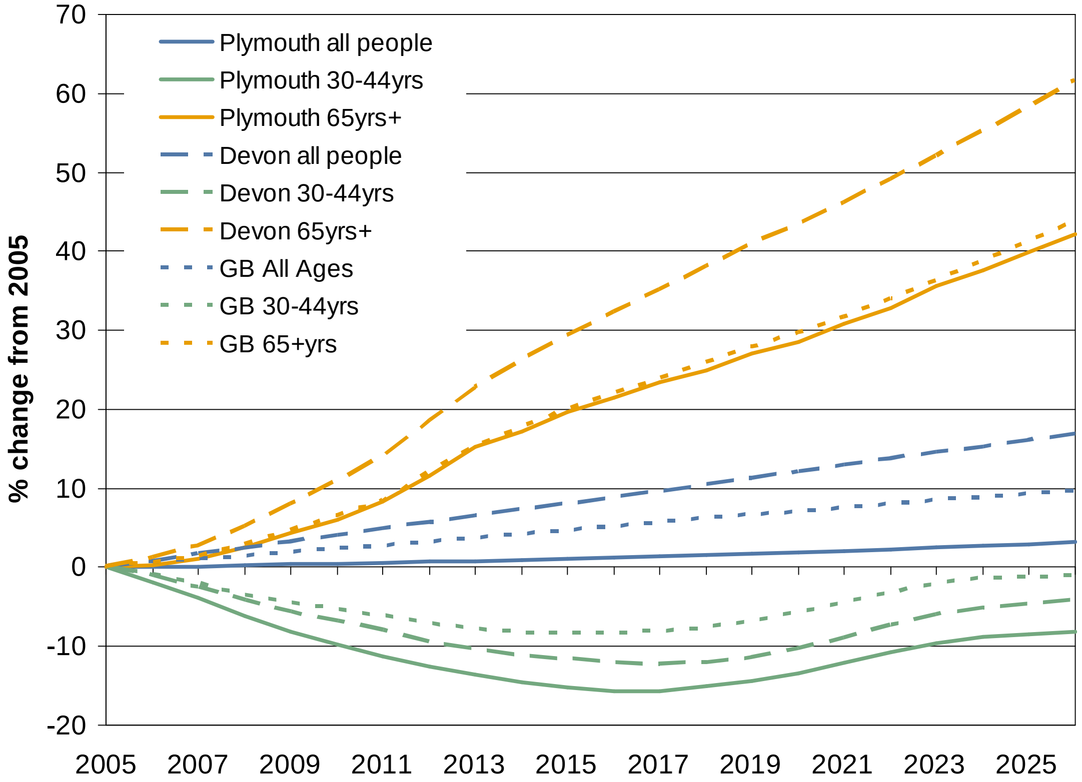
Source: Claritas; Savills Research

Figure 2.2.4 illustrates that the Sherford catchment has a higher than average number of people working in Professional and Associate Professional occupations. The Plymouth population has a notably above average proportion of its population employed in elementary and customer service type industries. This reinforces the findings from figure 2.2.3, as it confirms that the majority of people living in the Sherford catchment, hold jobs in high end professions, which is potentially advantageous for any development of Sherford. It can also be surmised that many professional occupations require small well serviced office premises, something which Sherford will be able to supply.

2.2.5 Population Projections

National population projections are available from the Office of National Statistics, and figure 2.2.5 illustrates the projected growth rates for the Plymouth urban area and Devon as a whole and compares them to the trend for GB. To give the projections more relevance we have highlighted the growth of 2 significant age categories, firstly the 30-44 year olds who are most likely to represent people with families, and secondly the over 65 year olds.

Figure 2.2.5 – Population Projections for Plymouth, Devon and GB 2005-2026



Source: ONS; Savills Research

Figure 2.2.5 shows that over the next 20 years the population of Devon is set to rise by 16%, with Plymouth's population set to rise by just 3%. It is clear however that a large proportion of this rise in both catchments can be attributed to the rising ageing population, as the over 65 year trend line demonstrates. The over 65 year old population is projected to increase by 61% in Devon and 42% in Plymouth by 2026, a trend that is common to the GB as a whole.

The 30-44 year growth rate takes a dip in Plymouth by as much as -16% by 2016 before recovering slightly to -8% by 2026. The fall of 30-44 year olds in Devon as a whole is not as pronounced, with a dip as low as -12% by 2016 before recovering to a -4% growth rate by 2026. The consequences of these growth rates on the overall population numbers has been summarised in table 2.2.5 at 5 yearly intervals.

Table 2.2.5 – Projected Population Numbers for Devon and Plymouth

	Projected population numbers by year				
	2005	**2010**	**2015**	**2020**	**2025**
Plymouth all people	241,700	242,800	244,200	246,300	248,800
Plymouth 30-44yrs	50,700	45,700	43,000	43,900	46,400
Plymouth 65yrs+	39,600	42,000	47,400	50,900	55,400
Devon all people	726,700	756,200	785,200	814,600	843,300
Devon 30-44yrs	138,100	128,600	122,000	123,900	131,600
Devon 65yrs+	154,500	171,300	199,900	221,600	244,500

Source: ONS; Savills Research

The potential consequences of any shift in the age profile are important to understand for any large scale development such as that proposed at Sherford. It is clear from the projected figures that in 20 years time there will be a considerably older population in and around Plymouth. The initial dip in the 30-44 year old age bracket that is projected nationally and in the Sherford locality will recover slightly by 2026 so this is not too much of concern for any development a Sherford.

3.0 PLYMOUTH'S PROPERTY MARKET BACKGROUND

3.1 Residential market

3.1.1 Overview of market

Plymouth's housing type mix is dominated by terraced properties with the next largest category being semi-detached properties. Detached properties account for the smallest proportion of residential property types. In contrast, Sherford's 30 minute catchment demonstrates a different profile more in line with that seen regionally in Devon and the South West. As table 3.1.1 below shows, detached properties are the principle housing type in the catchment, exceeding that in Plymouth by over 27 percentage points, followed by semi-detached.

Clearly what exists in term of existing housing types in Sherford's catchment is very different to that which exists in Plymouth, tying in with the more affluent population found within the catchment. It does have important implications for pricing at Sherford however. The good news is that any buyers comparing Sherford with Plymouth are unlikely to be disappointed as the stock, although high density, will almost certainly be of higher quality than Plymouth. The quality of environment created at Sherford will also be a cut above Plymouth so there should be a premium for property in Sherford. The ceiling to pricing points will however come where the South Hams market can out-compete in terms of size and quality. Sherford's units will need to be demonstrably different/better than what is available in the surrounding area or else more affordable.

Table 3.1.1a - Housing type mix

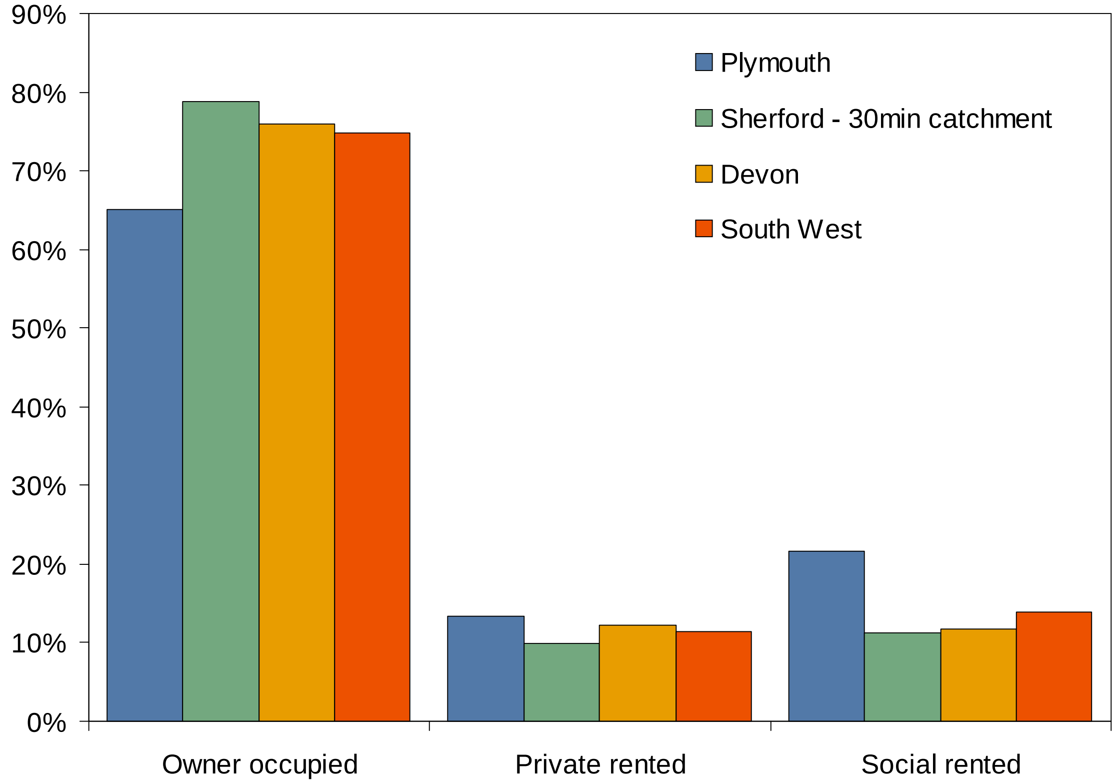
Housing type	Plymouth	Sherford 30min catchment	Devon	South West
Detached	10.2%	37.7%	36.7%	31.3%
Semi	30.3%	28.0%	25.2%	28.3%
Terraced	35.7%	25.1%	24.2%	24.1%
Flat	23.9%	9.2%	14.0%	16.3%

Source: ONS

The tenure profile in Plymouth is dominated by owner occupiers (65.1%), yet lags behind that seen in the wider area. For example, 76% of Devon's households are owner-occupied, 52% of which are owned outright compared to 40% in Plymouth. The relative under representation of owner occupiers in Plymouth compared to its wider area is counterbalanced by the proportion of households that rent. Thirty-five percent of households in Plymouth rent compared to 24% in Devon and 25% in the South West region. The biggest disparity is in the proportion that are classified as social renters. Twenty-two percent of households in Plymouth are social renters, nearly double the proportion seen in Devon. This corresponds with the over-representation in mid-low and least affluent groups in Plymouth.

In contrast, Sherford's catchment demonstrates a more affluent tenure profile than that seen in Plymouth, even exceeding that seen in the wider region. For example, the proportion of owner-occupiers in the catchment exceeds that seen in Plymouth by 13 percentage points, while the proportion of households who are social renters are just under half that seen in Plymouth.

Figure 3.1.1a - Tenure profile (Plymouth; Devon; South West region)



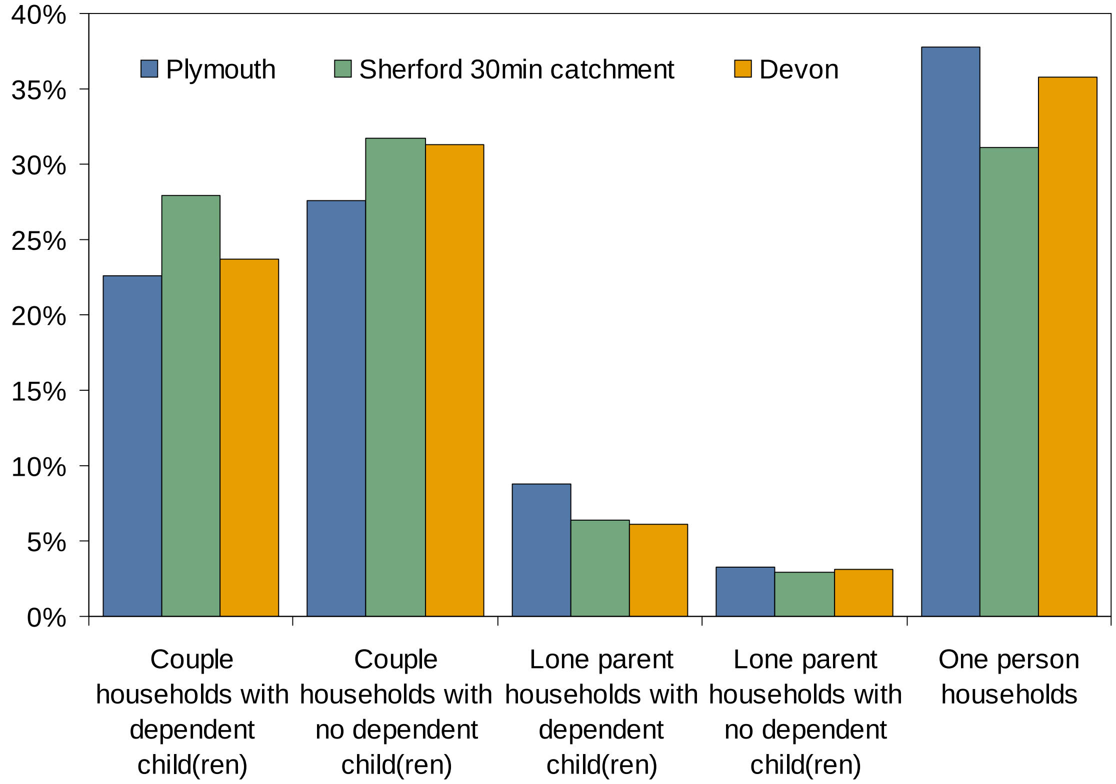
Source: ONS

Plymouth's household composition is principally made up of couple households accounting for 50.2% of households, the largest proportion of this group are those couple households with no dependent children. Following this are one person households accounting for 38% of households, of which 45% are one person pensioner households. Lone parent households would appear to be over-represented in relation to Plymouth's wider regional location, exceeding that seen in Devon by almost 3 percentage points. The most significant over-representation is that for lone parent households with dependent children.

Sherford's catchment demonstrates a very similar profile in terms of the proportional breakdown of household types although there are differences in the size of these proportions compared to Plymouth. For example, couple households also account for the largest proportion of households (59.6%) in the Sherford catchment, yet exceed that seen in Plymouth proportionally by almost 10 percentage points. Couple households with no dependent children forms the largest bulk of this group (27.9%), exceeding the proportions seen in Plymouth and Devon. This reflects the over-representation of empty-nesters found in the catchment. Lone parent, and in particular one person households, account for a smaller proportion of households than seen in Plymouth.

It seems highly likely, from this data, that many of the potential occupants at Sherford will be older singles and couples rather than young families. If a broader mix of households is considered desirable at Sherford, it may be that families will need to be drawn in from a wider catchment area. This means that economic generation of jobs may need to occur on site or that economic regeneration in Plymouth may attract new workers with families into the area and onto the site. Without this, it seems likely that Sherford's population will be affluent but aging (not necessarily aged).

Figure 3.1.1b – Household composition



Source: ONS

Plymouth's property values have tended to lag behind those seen in the wider area, no doubt reflecting the city's poor quality of stock. Based on current average values the largest value disparity is for flats. Average flat values in Devon as a whole are 28% higher than those achieved in Plymouth. Across all properties there is a 50% value difference between average property values generated in Plymouth and those in Devon.

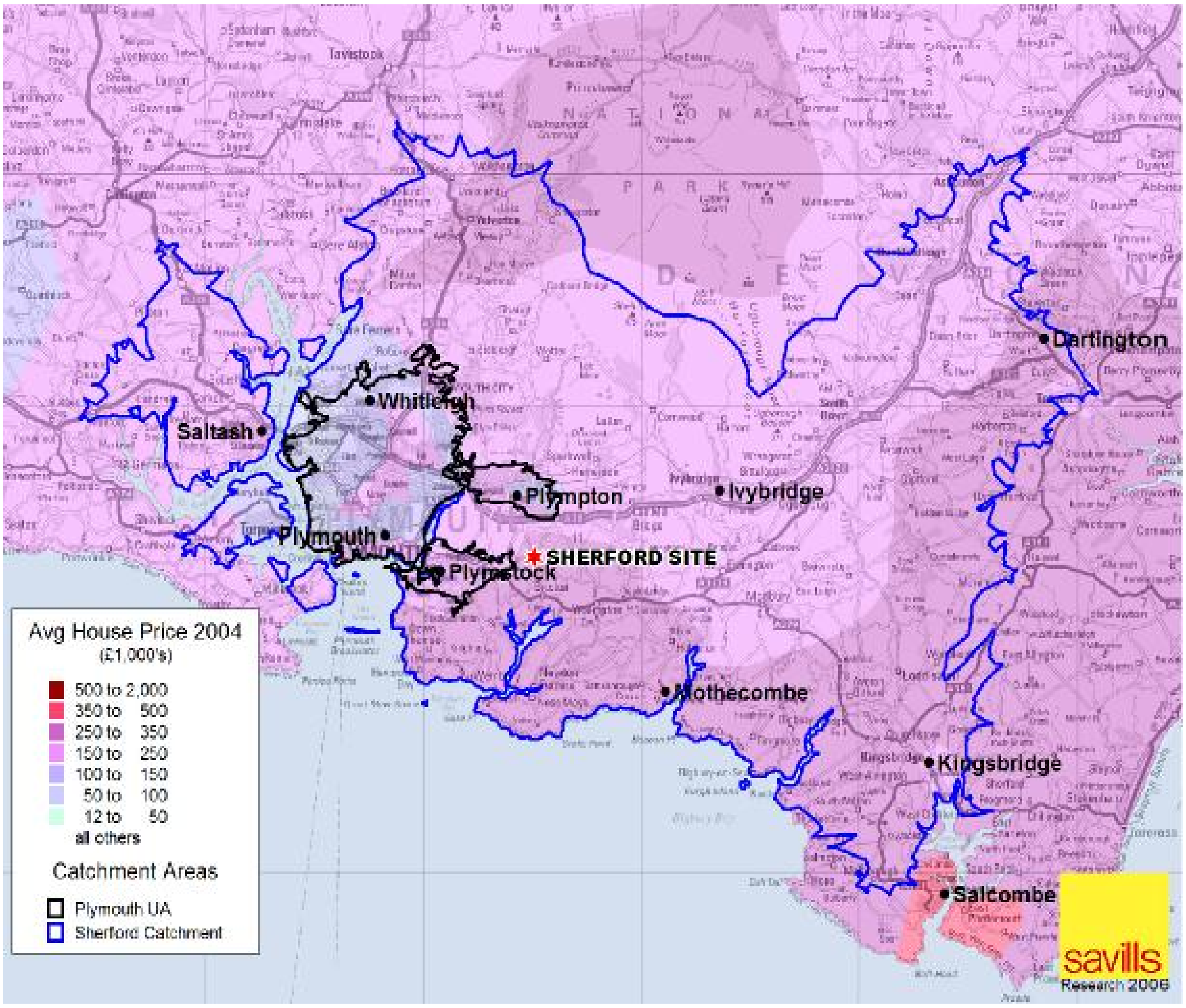
Table 3.1.1b - Average property prices as of Q4 2005

	Plymouth	Devon	South West
Detached	£247,415	£298,783	£295,915
Semi	£151,698	£190,902	£184,923
Terraced	£135,502	£166,238	£158,720
Flat	£110,252	£145,504	£147,174
All	£145,102	£213,274	£200,387

Source: Land Registry

The house price hot spot map on the following page shows the value differences that exist between Plymouth's urban area and the surrounding rural area. Average property values in Plymouth itself are lower than those seen in the surrounding area and can be linked, as previously suggested, to the city's poor quality of stock. Based on average values that currently exist in the area around Sherford, and taking into account the quality of development envisaged on the scheme, we believe that prices at Sherford will achieve a premium over those in Plymouth.

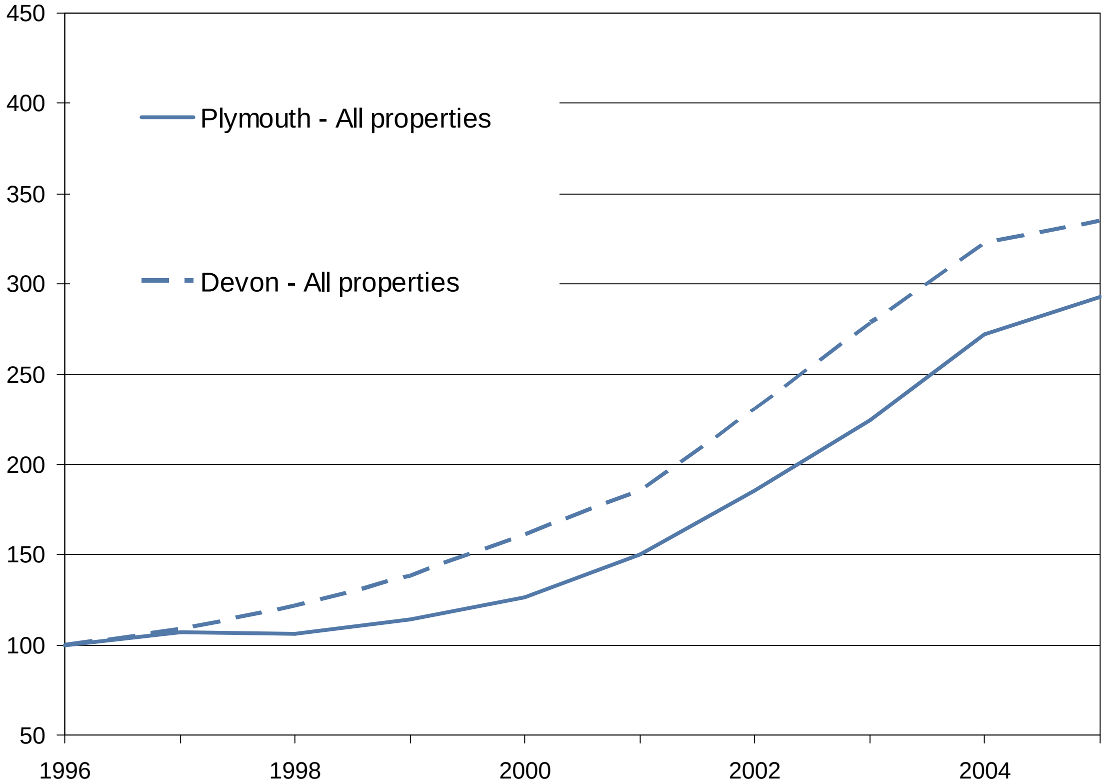
Map 3.1.1 – Plymouth house prices relative to its surrounding area



Source: Savills Research; Land Registry

As with Plymouth's average property values, level of growth also lags behind that seen across Devon. Both Plymouth and Devon have experienced a similar pattern of growth since 1996, with a steady annual uplift in values. Between 1996 and 2005 average value in Plymouth has seen a 193% increase in values, whereas Devon has seen a 234.7%. Terraced followed by flat properties have seen the most dramatic uplift in values in Plymouth, 231% and 226% respectively. In Devon it has been terraced (263%) followed by semi-detached (234%) properties that have seen the most pronounced level of uplift. Interestingly, the level of growth seen for flats in Plymouth is in line with that seen across Devon (226% versus 225%). This may reflect an increased number of new build waterfront flats coming onto the market in Plymouth.

Figure 3.1.1c - House price growth for all property types (Plymouth & Devon)



Source: Land Registry

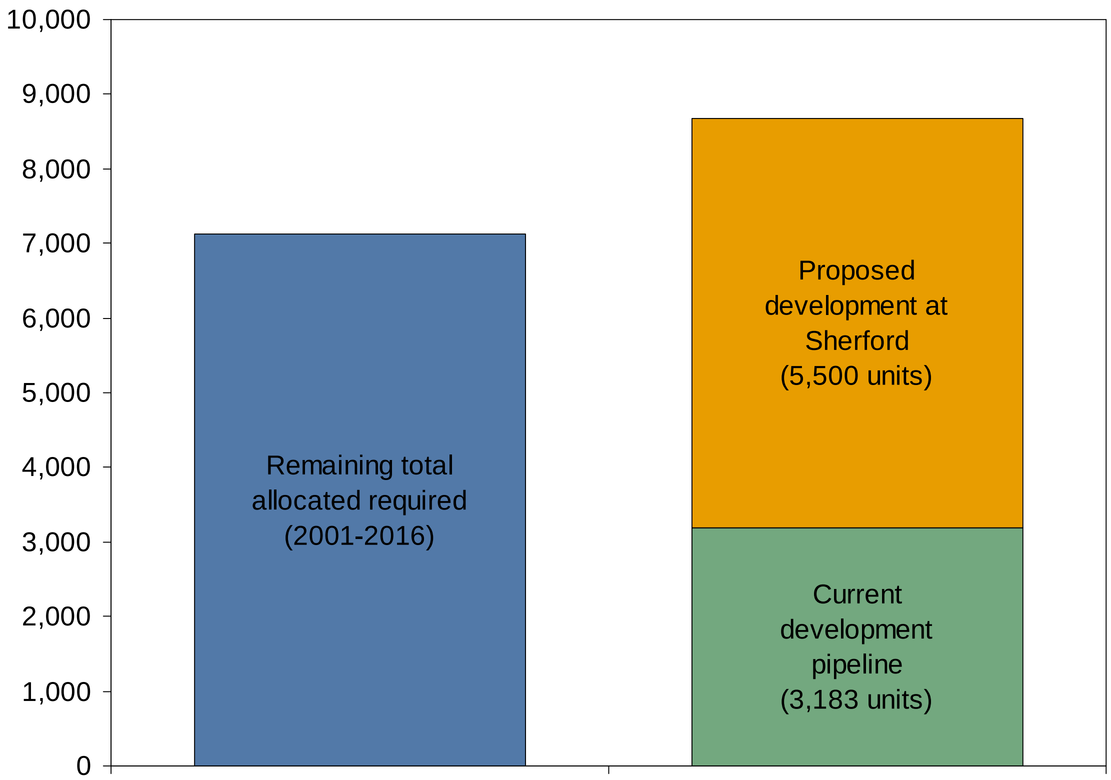
Plymouth's current structure plan calls for 10,000 units between 2001 and 2016. Based on average net completions and current commitments we calculate that it will take 17 years to fulfil the councils requirement taking it beyond the 2016 deadline by 6 years. While the development at Sherford falls just outside Plymouth's boundary it may go someway to meet some of the requirement set by Plymouth city council as the 5,500 units planned at Sherford will reduce the allocated requirement to 1,634 units. Figure 3.1.1d demonstrates that based on the number of units planned at Sherford combined with the number of units known in the development pipeline the remaining allocated requirement will be met, exceeding the requirement by 1,549 units.

Table 3.1.1c – Plymouth structure plan and new build completions

	Units
Structure plan requirement (2001-2016)	10,000
Net completions (2001-2005)	1,684
Average net completions per year	421
Structure plan requirement minus completions (2001-2016)	8,316
Commitments at April 2005	1,182
Total allocated required	7,134
Years to fulfil allocation (based on net completions)	17

Source: Plymouth City Council

Figure 3.1.1d – Meeting the structure plan requirement



Source: Plymouth City Council; Glenigan; Savills Research

3.1.2 Development pipeline

There are potentially a total of 3,183 private units in the development pipeline for Plymouth. Of single use schemes, 40% of these units are under construction although these are contained in just 10 schemes. A significant proportion of these schemes have over 100 units. This is in contrast to those schemes with planning permission and those where plans have been submitted where only 3 have over 100 units.

The potential provision of mixed use schemes is almost equal to known single use schemes. The provision of housing, where known, is envisaged to come from only a handful of schemes, two of which will have over 500 units. Delivery on these larger schemes may be expected to take place over a longer time period than the smaller schemes which dominate the development pipeline of single use schemes.

There are a number of schemes that are within the vicinity of Sherford, the most notable of which is Westbury's 200 acre development at Plymstock Quarry. The scheme is at the masterplan stage and as such no fixed development information is available in terms of number of units. The remaining schemes within the vicinity of the scheme account for approximately 220 units, 97 of which are under construction.

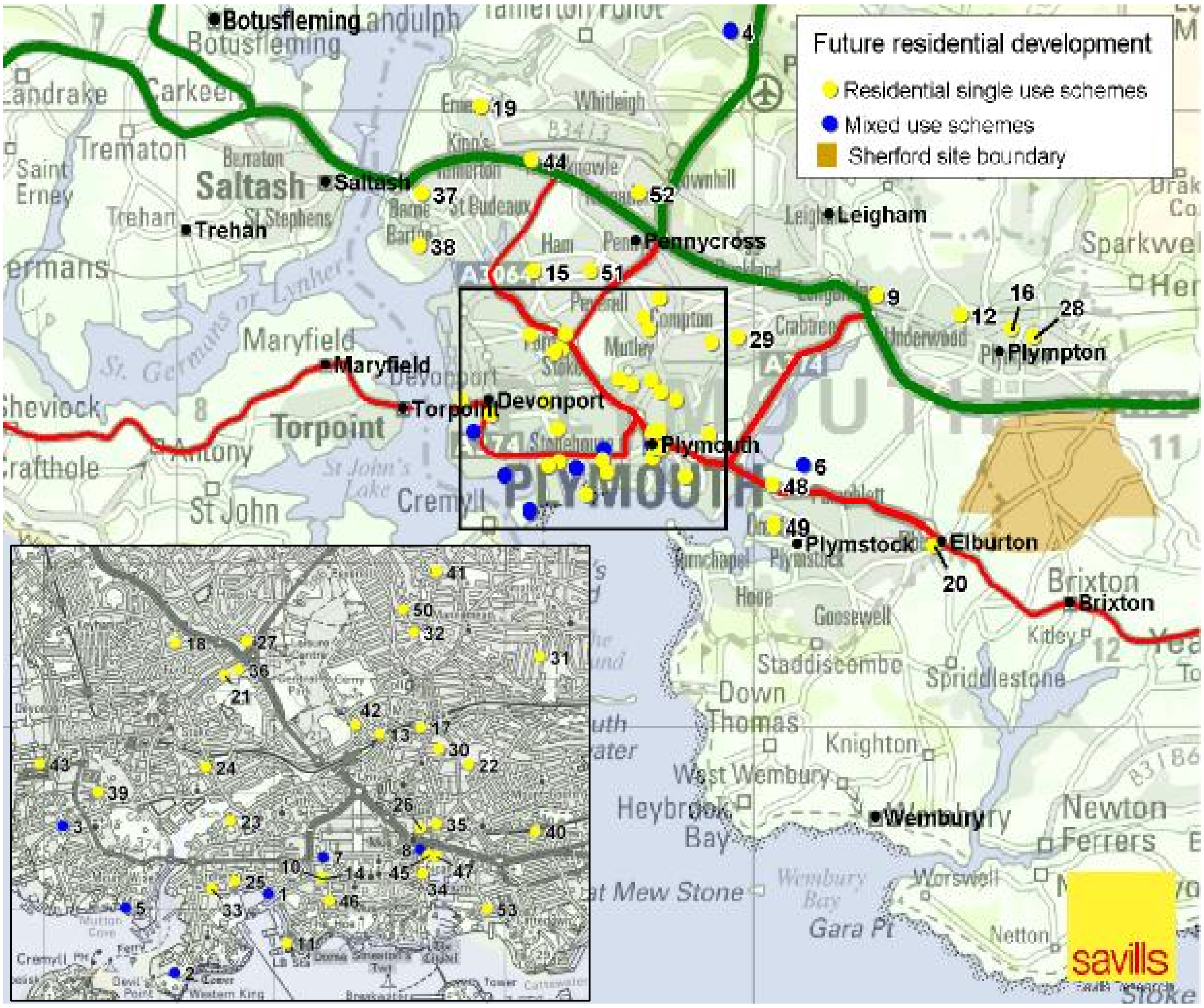
Table 3.1.2 – size of potential development pipeline (private schemes with over 10 units)

	Single use schemes	Mixed use schemes
Number of schemes	45	8
Units under construction	771 (10 schemes)	0
Units with planning permission	592 (17 schemes)	660 (3 schemes)
Units with plans submitted	559 (17 schemes)	601 (3 schemes)
Total floorspace at masterplan stage	-	Unknown (2 scheme)
Total units	1,922	1,261

Source: Glenigan/ Savills Research

**Note: For a full list of schemes go to appendix 2. Unit numbers provided above based on schemes where provision is known – unit provision could be greater.*

Map 3.1.2 – Residential development pipeline (single use residential schemes and mixed-use schemes with a residential element)



Key

Scheme name	Map ref	Scheme name	Map ref
Millbay Docks	1	Meadowcroft, Devonfield Way	28
Royal William Yard	2	The Royal Marine Pub, Torridge Way	29
Stores Enclave (MoD site), Devonport	3	Headland Park	30
BAE systems site, Southway	4	Grantley Gardens	31
Blagdon Boatyard	5	Thorn Bridge, Hawkers Lane	32
Plymstock Quarry & Cemenet Works	6	1-4 Caroline Place	33
21 Derry's Cross	7	98 Vauxhall St	34
Graineys Joinery Ltd, Bilbury Street	8	16 North Street	35
Plym Valley, Plympton	9	2 Milehouse Rd/ 1-7 Wolseley Road	36
The Crescent, Derrycross	10	Lo Cost Car Centre, Normandy Way	37
Custom House Lane	11	Land adjacent to 10-21 Miers Close	38
Treverbyn House, Plymbridge Road	12	Granby Street	39
Apsley Yard, 25 Apsley Road	13	15 Desborough Lane	40
Car showroom, The Crescent	14	Plymouth College Pre School, Hartley Road	41
Allotment Gardens, 1 Ham Drive	15	The Bee Clear Depot, Central Park Avenue	42
13-15 Ridge Park Road	16	Pottery Road & Tamar Rd, Tamar Wharf	43
77-87 Houndiscombe Road	17	Moolands Reach (land at South West Water site)	44
Land rear of 88-93 Alexandra Roadd	18	Lunar Rise (land at Moon Street)	45
The Mayflower Inn, West Malling Avenue	19	Azure (Grand Hotel site, Leigham Street)	46
Elburton Garage, Arcadia Road	20	Eau2, Sutton Harbour	47
Sailsbury Warehouse, 1 Sailsbury Ope	21	Raleigh Woods (Former Radford Oil fuel depot)	48
North Friary House, Greenbank Terrace	22	Kingfisher Quay (Radford Quarry)	49
Land between Science & Trafalgar Buildings, Craigie Drive	23	The Mews at Thorn Park, Mannamead	50
Nicholls Builders Yard, Valletort Road	24	1-25 Recreation Rd, Peverell	51
Miller Court (Land East of Millbay Road)	25	Frobisher Approach	52
48 Ebrington Street	26	Penrose House, Commercial Road	53
Outlands, Oates Road	27		

Note: For full scheme details go to appendix 2

3.2 Retail

3.2.1 Retail market summary

Plymouth currently suffers from a rather dated retail environment in the city centre, provision is aimed at the lower end of the market reflecting the over representation of the mid-low and least affluent groups in Plymouth. Taking account of the size of Plymouth's shopping population it is considered to have a slightly weaker provision than would be expected. According to local agents there is no current oversupply of retail units, with both the town centre and out-of-town locations experiencing relatively similar levels of demand from occupiers. This level of demand is demonstrated by the relatively low proportion of units (4.5%) and floorspace (7.0%) that is vacant across the town. While level of demand would appear healthy local agents noted that the limited car parking in the town centre and lack of larger retail units in the town centre is restricting value growth in this sector.

Based on the quality of stock and provision that currently exists in Plymouth there is potential to provide additional retail space at Sherford. The key to this should be to create something that differentiates itself from Plymouth so as not to compete or detract from that which currently exists. Considering the more affluent population profile that exists in Sherford's catchment and the low quality provision found in Plymouth, we believe the best opportunity is to focus on provision aimed at the higher end of the market. By doing so development at Sherford should complement current supply in Plymouth rather than detract from it. This observation validates our selection of Marlborough, with its highly affluent catchment population, as one of our comparator towns which may provide lessons for Sherford.

3.2.2 Overview of the market

The size of Plymouth's retail floorspace reflects its size as the largest urban centre in the South West in terms of both employment and population, although it is considered to have a slightly weaker provision than might be expected given the size of the shopping population. For example, in terms of total floorspace it ranks 55 out of 200 on the Promis retail ranking.

There is approximately 1,138,000 sq.ft of retail space in the town centre accounting for just over 55% of total retail floorspace in Plymouth. The city has a standard, rather dated, pedestrianised retail core dating from the 1950's when the city centre was redeveloped after its bombing during the Second Wold War. This is clearly demonstrated in the age profile of retail stock, the largest proportion (46.2%) of which dates from between 1940 and 1970.

Table 3.2.2a – Age of Plymouth Retail stock

Pre 1940	1940-70	1971-80	1981-91	1991-2000	2001-03
22.1%	46.2%	7.1%	11.9%	12.7%	Unknown

Source: ODPM

In terms of managed floorspace there are 2 shopping centres, Armada shopping centre and Drake Circus. The Armada centre is located to the north of the retail core and was completely refurbished in 2002. Occupiers in the centre include Sainsbury's, Jessops, and Laura Ashley. The other shopping centre, Drake Circus, is currently being redeveloped and is scheduled for completion in Autumn 2006. A number of retailers have already taken space in the centre including Next, Marks & Spencer, and H&M. We suspect that the redevelopment of Drake Circus, while important in bringing new retailers to the city and improving the general retail environment, may prove detrimental to the original pedestrian areas. For example, existing retailers may move into the centre as is the case with Marks & Spencer leaving units in the pedestrian area that may be difficult to let or may be occupied by lower grade occupiers.

There are 3 department stores located in the retail core, Debenhams and House of Fraser (Dingles) which are located on the prime pitch (New George Street from its junction with Armada Way to Old Town Street), and Derry's Co-op.

While there are a reasonable range of national multiples in Plymouth there are very few up-market retailers excluding the high quality fashion concessions that exist in the House of Fraser. This reflects the under-representation of the higher affluence groups in Plymouth.

The age of existing stock would suggest that there may be scope for further regeneration of Plymouth's retail centre, which has started to take place with the re-development of Drake Circus. Despite this, we do not foresee that any extensive re-development of the city centre will have any significant effect on the retail offering planned at Sherford. The better affluence profile for the Sherford catchment would suggest that there is opportunity to provide a more upmarket offering.

Since 1987 there has been a 60% uplift in Zone A rents in Plymouth, from £100 psq.ft to the current £160 psq.ft. Rental uplift has occurred in stages with a number of flat periods, the most significant being between 1993 and 2000 where rents stood at £125 psq.ft before jumping up by £35 psq.ft over the space of 3 years to £160 psq.ft. While this is a sizable uplift in rental values it has under performed when compared against the IPD All Retail rental value growth for the South West, which saw a 90.2% increase between 1987 and 2004.

Out-of-town retail floorspace accounts for close to half (45%) of all retail floorspace in Plymouth despite having only a tenth of the number of units found in-town reflecting the big box nature of out-of-town retail provision. This retail warehouse provision is concentrated to the east of Plymouth in the Plympton area. This is where the Marsh Mills and Erill Retail Parks are located with a cluster of units also found on the edge of the Coypol Trading Estate.

Marsh Mills Retail Park, which is limited to the sale of non-food bulky good, is the only modern concentration of space in Plymouth with 10 units totalling 157,000 sq.ft. Occupiers at the park include Homebase, which is the largest, Land of Leather, PC World, and DFS. Erill Retail park located nearby is a much smaller park comprising of 3 units totalling 64,000 sq.ft. The occupiers here include Allied Carpets, Co-op Homemaker and Focus. The remaining retail warehouses which are clustered in the Coypol Road/ Plymouth Road junction are occupied by B&Q, Comet, and Curry's amongst others.

The top rent achieved out-of-town over the last 12 months was £23 psq.ft at Marsh Mills Retail Park, this was the result of a rent review for Furniture Village dating from 2002.

While existing out-of-town retail is concentrated in relatively close proximity to Sherford we do not expect that what is envisaged at Sherford will compete with that which currently exists. This type of big box retail development will not fit in with the fine grain development planned for Sherford.

Table 3.2.2b – Plymouth Retail market statistics

Total Floorspace (sq.ft)	**2,059,000** (in 441 units)
In-town retail (sq.ft)	**1,138,000** (in 400 units)
- Convenience Goods	154,000
- Comparison Goods	766,000
- Service Goods	165,000
- Miscellaneous Goods	11,000
Out-of-town Retail (sq.ft)	**921,000** (in 41 units)
- Convenience Goods	678,600
- Comparison Goods	138,400
Vacancy (sq.ft)	**144,951** (in 20 units)
- In-town Vacancy	42,000 (in 14 units)
- Out-of-town Vacancy	104,000 (in 6 units)
Proportion that is vacant	7% (4.5% of units)
- In-town Vacancy	3.69% (3.5% of units)
- Out-of-town Vacancy	11.29% (14% of units)
Top Rents (achieved in last 12 months)	
- In-town	£160 sq ft (zone A)
- Out-of-town	£23 sq ft

Source: Savills Research; TW Associates; Experian; FOCUS

The latest figures indicate that there is approximately 145,000 sq.ft of vacant space in Plymouth, accounting for 7% of total floorspace. This equates to 20 vacant units, or 4.5% of all units. This ties in with the views of local agents who noted that there is no significant oversupply of retail units, with generally similar levels of demand seen in the town centre and out-of-town.

Despite the similar levels of demand for in-town and out-of-town space noted by agents differences in vacancy levels between the two locations would suggest that there would appear to be a slight preference for town centre locations. This is based on the fact that there are higher levels of vacancy out-of-town. Over 11% of floorspace found out-of-town is vacant accounting for 14% of units, in contrast in-town vacancy accounts for only 3.7% of floorspace and 3.5% of units.

The main restrictions to retail value growth in Plymouth according to local agents is the limited supply of parking and the lack of larger retail units in the town centre. The lack of larger units reflects the age of stock found in the town centre, which dates predominantly from the 1950's. It is expected that some of this demand for larger units will be met by the development of Drake Circus.

3.2.3 Retail development pipeline

There is currently 963,916 sq.ft of retail space in the development pipeline the majority of which (80%) takes the form of single use development. The most significant retail development in the pipeline is that of Drake Circus shopping centre in Plymouth's city centre totalling 650,000 sq,ft, which is currently under construction. Drake Circus will be Plymouth's first fully covered shopping centre with approximately 70% of the centre pre-let. Retailers who have already signed up include Next, Marks & Spencer, Zara, H&M, and Boots.

The remainder of known retail schemes in the single use pipeline are non-food retail warehouse units located on the edge of town, none of which are within close proximity to Sherford.

Apart from the single use retail schemes a small amount of known retail space is being developed on a number of mixed use schemes, the majority of which are located in the city centre. For example, approximately 87% of known retail floorspace that forms part of mixed use schemes is located in the city centre or on the edge of the city centre.

The concentration of future space in the city centre and the nature of out-of-town development would suggest that the fine grain retail development envisaged at Sherford should not compete with that which is in the development pipeline.

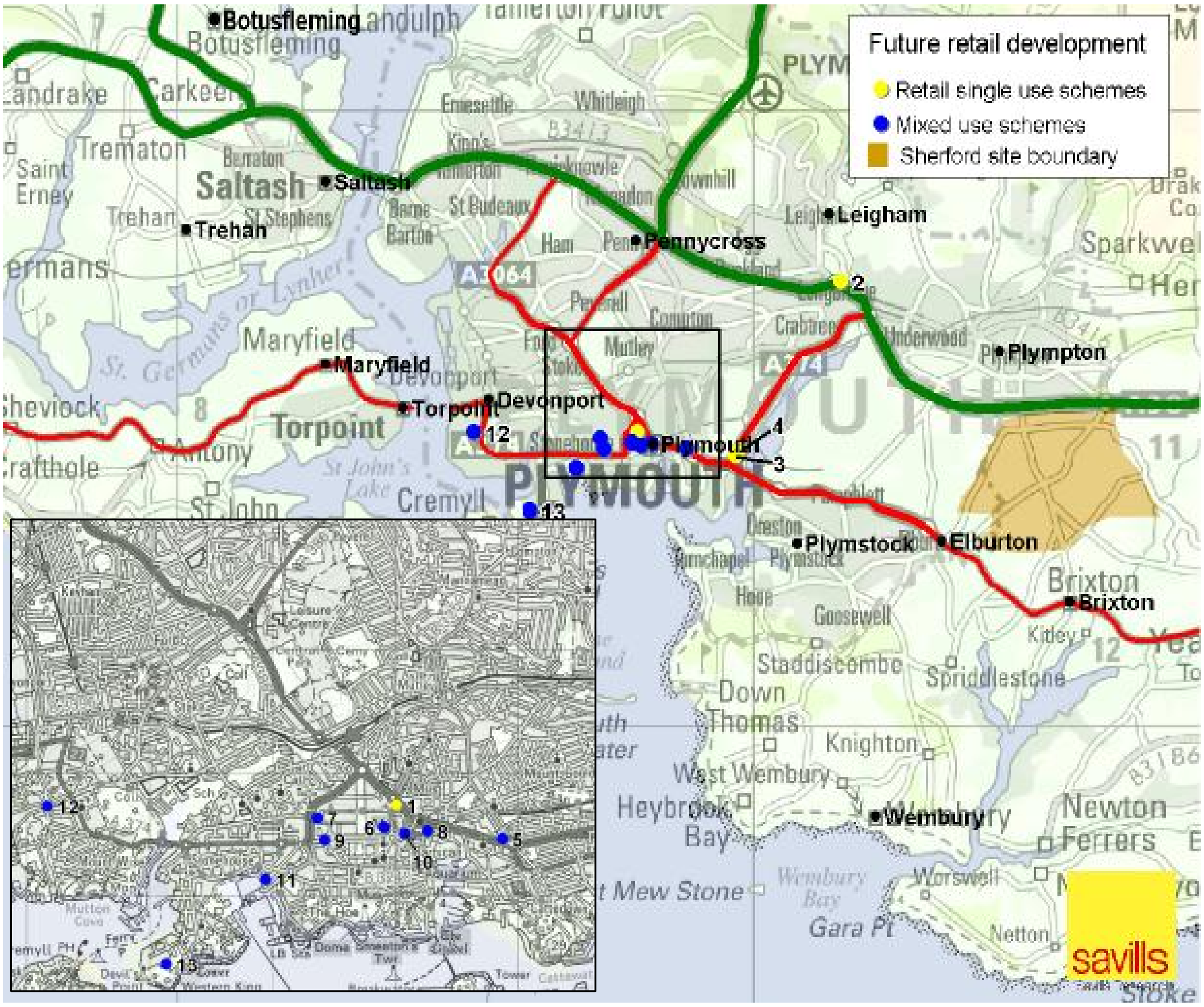
Table 3.2.3 – size of potential retail development pipeline

	Single use schemes	Mixed use schemes
Number of schemes	4	9
Total floorspace under construction (sq.ft)	650,000 (1 scheme)	2,766 (1 scheme)
Total floorspace with planning permission (sq.ft)	0	93,538(4 schemes)
Total floorspace with plans submitted (sq.ft)	128,025 (3 schemes)	89,586 (4 schemes)
Total floorspace (sq.ft)	**778,025**	**185,891**

Source: Glenigan/ Savills Research

***Note: For a full list of schemes go to appendix 3. Floorspace figures provided above based on schemes where provision is known – actual provision could be greater.*

Map 3.2.3 – Retail development pipeline (single use retail schemes and mixed-use schemes with a retail element)



Key

Scheme name	Map ref
Drake Circus shopping centre	1
91 St Modwen Road	2
Retail outlets, Laira Bridge Rd	3
Former Western National Bus, Laira Bridge Road	4
Land at North Street/ Exeter Street	5
New George Street/ Market Ave/ Western Approach	6
Colin Campbell Court	7
Graineys Joinery Ltd, Bilbury Street	8
21 Derry's Cross	9
Bretonside Bus station	10
Millbay Docks	11
Stores Enclave (MoD site), Devonport	12
Royal William Yard	13

Note: For full scheme details go to appendix 3

3.3 Offices

3.3.1 Offices market summary

Plymouth's office market is characterised by single use buildings which are generally poor in terms of quality, combined with low levels of demand as demonstrated by the 16% of total floorspace that is currently vacant. According to local agents there is a surplus of older stock of all sizes in secondary locations, and we suspect that it is the majority of this which is vacant. Agents did note that there is demand for larger newer units, supply of which is limited. This limited supply is cited as a restriction of value growth in this sector. Despite this restriction there are a number of drivers of value growth identified by local agents. These include Plymouth's relatively low average salaries which have attracted businesses to the area, driving demand for space. Demand has also been driven by local businesses who have been performing well and wish to expand.

The high proportion of vacant space and the limited interest from institutional investors would suggest that there is little or no market for "big box" speculative office development at Sherford but the focus should rather be on the more fine grain, small scale office development meeting the demand from small local businesses for new high quality space. Based on this type of development we envisage that what is developed at Sherford will not compete with what is currently available and what is planned in Plymouth.

In addition to fine grain office development there may also be an opportunity to develop some research and development space at Sherford. There would appear to be a niche market for this kind of space considering the development of Tamar Science Park and Langage Science Park. Small scale, integrated, development of this kind may be an option particularly if the development of the planned hospital on the site was to take place. Any significant development of this type would need to take into account existing supply and demand levels and may require further more detailed research into this sector.

3.3.2 Overview of the office market

The majority of office stock in Plymouth dates from before 1980, the largest concentration (28.8%) dating from between 1940 and 1970. While ODPM figures do not provide the amount of stock developed after 2001, according to Promis only 12% has been built since 1999 and so can be considered new. It is the city centre which posses the poorest quality of stock as the majority of new developments since 2000 has been in out-of-town locations (85%). As a result of this the majority of demand/take-up has been for space located out-of-town.

Table 3.3.2a – Age of Plymouth office stock

Pre 1940	1940-70	1971-80	1981-91	1991-2000	2001-03
26.1%	28.8%	15.8%	15.7%	13.7%	Unknown

Source: ODPM

Based on mid-2005 figures almost 16% of Plymouth's office space is available. While this is a significant proportion pointing to low levels of demand, based on average take-up figures over the last 3 years, this reflects only 3 years supply. According to local agents there is a particular surplus of older stock, of all sizes, situated in secondary locations and we suspect that it is this that forms the majority of vacant space. Local agents noted that demand is for larger newer units, which is limited in Plymouth. One agent also noted that there is some demand for serviced space.

Top rents as of mid-2005, according to Promis, stand at £11.75 psq.ft for the town centre and at £11.50 psq.ft for out-of-town. This is just over £3.00 psq.ft lower than that seen for Plymouth's market average.

Prime market yields, according to Promis, for Plymouth stand at 7% as of mid-2005, compressed from the 7.5% recorded at the end of 2004, indicating an increase in investor appetite. IPD data for Plymouth is not available as it is not covered by IPD's Local Market's Report. This in itself would suggest that investor interest in Plymouth offices is minimal.

The limited supply of new large units in Plymouth is cited as a restriction to value growth by agents. Despite this restriction agents also noted a number of drivers of demand for space. These included Plymouth's relatively low average salaries which have been important in drawing new businesses to the city, therefore boosting demand for space. The success of local businesses was also cited as this has led to expansion, driving the requirement for more space.

Table 3.3.2b – Plymouth office market statistics

Total Floorspace (sq.ft)	2,300,000
Take up 3yr average (sq.ft)	119,667
Current availability (sq.ft)	362,000
Proportion that is available	15.7%
Years supply (based on current availability and 3yr average take-up)	3
Top rent (achieved in last 12 months)	£11.75

Source: Promis

3.3.3 Office development pipeline

There is a total of over 1million sq.ft of office floorspace in the development pipeline. The majority of this (54.8%) forms the part of mixed use schemes. Yet, based on the planning status of these schemes we envisage that it is single use schemes that will deliver the fastest source of future supply as 80% of possible future floorspace of single use schemes already possesses planning permission as opposed to only 5% of space that makes up mixed use schemes.

In terms of total future supply from both single use and mixed use developments, the majority of schemes are planned for out-of-town locations or those on the very periphery of the city centre (69%) with the remainder located in the city centre. In terms of floorspace provision a similar pattern is observed, although a far more significant proportion of floorspace is found in out-of-town locations (71%) reflecting the ability to develop larger units on the edge of town where availability of space is less of an issue and where land values are lower. We envisage that space developed in these locations, including that on mixed use schemes, will tend to be big box in nature segregated from other uses.

The location of future single use office schemes is concentrated in out-of-town locations, with 5 of the 8 schemes situated out-of-town. In contrast, in terms of floorspace there is almost a 50:50 split between that planned for the city centre and that out-of-town.

Office development in mixed use schemes shows a slightly different locational bias. The nature of mixed use schemes means they tend to be located in city centre locations or at the very least in areas close to the city centre. This is clearly seen in this case as 6 out of the 8 schemes which have an office component are located in the city centre (2) or city centre periphery (4). Despite the heavy skew towards a city centre/ edge of city centre location, in terms of floorspace the proportion planned for out-of-town is slightly more significant accounting for 46% of total floorspace. Clearly the greater availability of space and lower land values, as mentioned previously, goes some way to explain this.

Clearly, what is planned in terms of office development in Plymouth is not comparable to that which is envisaged at Sherford. The nature of development at Sherford which will be fine grain rather than big box development means that it will not be in direct competition with existing and future supply in Plymouth.

Table 3.3.3 – Development pipeline of office provision on mixed use schemes (based on schemes where office use is clearly stated)

	Single use schemes	Mixed use schemes
Number of schemes	8	8
Total floorspace under construction (sq.ft)	-	72,172 (1 schemes)
Total floorspace with planning permission (sq.ft)	363,700 (6 schemes)	25,000 (1 scheme)
Total floorspace with plans submitted (sq.ft)	17,300 (1 scheme)	254,797 (5 schemes)
Total floorspace status unknown	75,000 (1 scheme)	200,000 (1 scheme)
Total floorspace (sq.ft)	**456,000**	**551,969**

Source: Glenigan/ Savills Research

**Note: Go to appendix 4 for full details of schemes.*

Map 3.3.3 – Office development pipeline (single use office schemes and mixed-use schemes with an office element)

Key

Scheme name	Map ref
Neptune Park, Maxwell Road	1
Langage Science Park, Beechwood Way	2
Plot 2, Neptune Park, Maxwell Road	3
Civic Centre car park site, Royal Parade	4
Caprera Terrace/ North Cross Roundabout	5
Bickleigh Down, Towerfield Drive	6
Victoria House, North Cross	7
HM Land Registry site, Drake Hill Court	8
International business park	9
Bretonside Bus station	10
Millbay Docks	11
Royal William Yard	12
Stores Enclave (MoD site), Devonport	13
Blagdon Boatyard	14
21 Derry's Cross	15
Land at North St/ Exeter Street	16

Note: For full scheme details go to appendix 4

3.4 Industrial

3.4.1 Industrial market summary

Plymouth's existing industrial market is characterised by aged stock located on industrial estates in out-of-town locations. The market currently enjoys relatively healthy levels of demand for industrial space as demonstrated by the small proportion of space that is currently available (6.3%). There would also appear to be healthy levels of demand from investors as yields have compressed by 160 basis points between 2001 and 2004.

Despite relatively healthy levels of demand agents noted that there is a surplus of older, poor quality stock dating from the 1960's to 80's. We suspect that this type of space will form the majority of that which is vacant. In contrast demand is for newer larger units, supply of which is limited. As with offices the main driver of value growth in this sector, according to local agents, has come from existing occupiers who are performing well and wish to expand their businesses. Agents noted that very few requirements come from outside Plymouth, unlike that for offices where new occupiers have been attracted to the city based on relatively low average salaries.

The relative health of the industrial market in Plymouth and its relatively limited development pipeline, combined with Sherford's proximity to the A38, would suggest that there may be scope to develop appropriate industrial units at Sherford. Despite this, any possible development would need to take into account the further development planned at Langage Industrial Park to the north of Sherford.

3.4.2 Overview of the industrial market

As would be expected industrial space in Plymouth is concentrated in out of town locations. One particular significant location for industrial/warehouse and distribution space is Plympton, where Newnham IE, Valley Road IE, and Langage IE are located. No doubt this reflects the areas proximity to the A38 and to the wider motorway network which is a key attraction for occupiers.

As with Plymouth's office stock there has been very little developed within the last 20 years. When you examine the proportion of space aged under 15 years the proportions are even less than that recorded for offices which is almost double that seen for industrial (13.7% vs 8.2%). The largest proportion of space was built between 1940 and 1970, whereas the age distribution of existing office stock is more evenly distributed.

Table 3.4.2a – Age of Plymouth industrial stock

Pre 1940	1940-70	1971-80	1981-91	1991-2000	2001-03
11.6%	38.3%	24.9%	17.0%	8.2%	Unknown

Source: ODPM

Local agents noted that there is a surplus of poor quality aged stock dating from the 1960's to 80's and that demand is for newer larger units, supply of which is limited as indicated by the age profile examined above. Despite a lack of new space overall demand would appear to be healthy. For example, based on current availability only 6.3% of space is vacant, under half the proportion seen for offices. Yet, in terms of years supply industrial has a far greater supply of 5 years opposed to offices 3 years.

Top rents as of mid-2005 according to Promis stand at £5.00 psq.ft, just over £1 lower than the average for Plymouth's market area. Top rents have not fluctuated widely but there has been a small -4.8% drop since 2003 when top rents stood at £5.23 before falling to £5.00 in 2004.

Table 3.4.2b – Harlow industrial market statistics

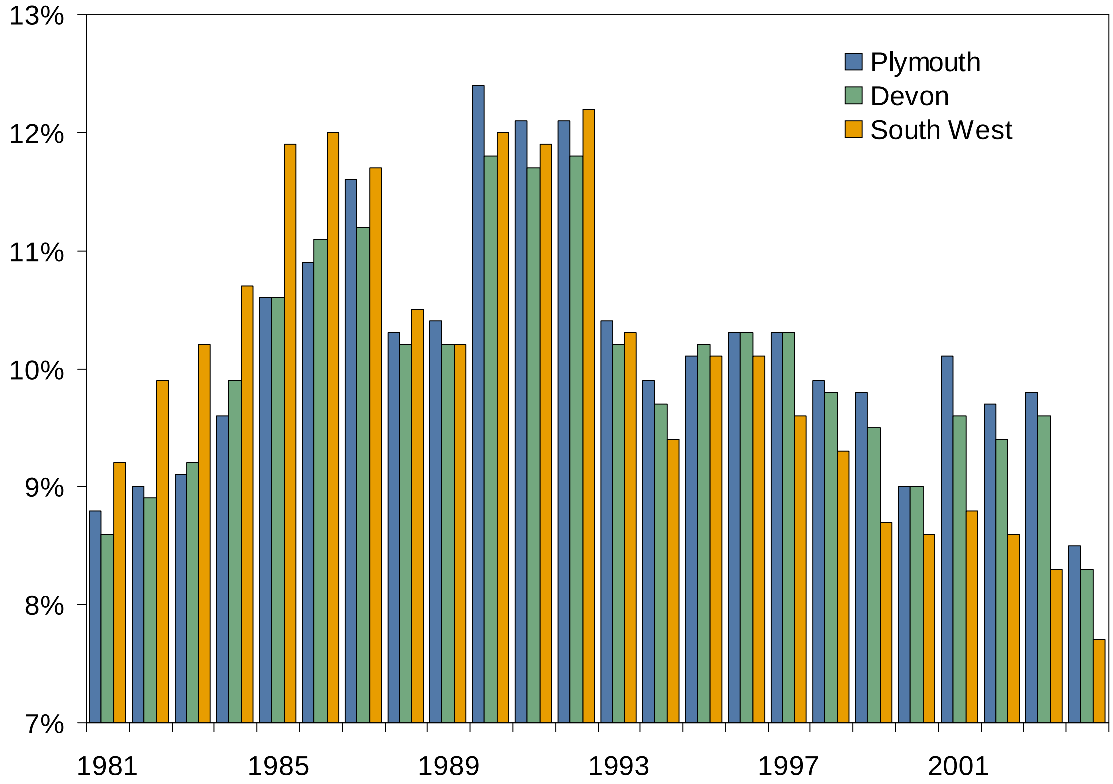
Total Floorspace (sq.ft)	14,961,821
Take up 3yr average (sq.ft)	188,667
Current availability (sq.ft)	977,333
Proportion that is available	6.3%
Years supply (based on current availability and 3yr average take-up)	5
Top rent (achieved in last 12 months)	£5.00

Source: Promis

In line with low levels of availability, equivalent yields on industrial space have steadily fallen since 2001 where they peaked at 10.1%, standing at 8.5% by 2004. This has mirrored the pattern seen in Devon and across the wider South West region. This points to increasing investor confidence in the region. This is partly demonstrated by the action of investors in Plymouth who have acquired larger units and have then split them up. This also highlights a low level of demand for large old units. The slightly higher yields than those seen across the wider region would suggest lower levels of investor interest in Plymouth than seen elsewhere in Devon and the South West. For example, 2004 yields for Devon and the South West were 8.3% and 7.7% respectively.

Demand for space, combined with increasing investor confidence in the town, has been driven by relatively low rents and the town's road links with the wider motorway network. Accessibility is an important factor in the industrial market as a significant proportion of space is used for warehousing. While Plymouth is well connected via the A38 to the motorway network its PMA Logistics Index for regional drivetimes is below average than that seen in its market area. On the other hand when you look at Plymouth's national drivetime PMA Logistics Index it is above the accessibility ranking for the centre as a regional distribution location, and also scores above average against other centres that fall within the same market area. Apart from the issue of accessibility another driver of value growth has come from existing occupiers. Local agents noted that a number of existing occupiers are looking to expand, which has driven demand for space. According to agents very few requirements come from outside Plymouth, unlike that for offices as a number of new occupiers have been attracted to the city based on relatively low average salaries.

Figure 3.4.2 – Industrial equivalent yields (Plymouth, Devon, and SW region)



Source: IPD

3.4.3 Industrial development pipeline

There is a total of 635,590 sq.ft of industrial floorspace in the development pipeline, the majority of which comes from single use schemes (65.4%). This reflects the fact that traditionally industrial uses do not mix well with other uses and explains why only 3 mixed use schemes contain an industrial component. It will be the single use schemes that will provide the fastest supply of new industrial space as 10 of the 12 single use schemes either have planning permission or are under construction. In contrast those mixed use schemes with an industrial element have only had their plans submitted. The size of this pipeline, combined with the relative health of Plymouth's industrial market, points to the potential to develop further appropriate industrial units at Sherford.

As would be expected with industrial provision 80% of future schemes and 64% of floorspace is planned for out-of-town locations. The remainder of planned schemes are located on the very periphery of the city centre with no planned provision in the city centre. Of those schemes planned out-of-town a number are planned within the vicinity of the development at Sherford, in Plympton (see Map 3.4.3). The closest of which is further development at Langage Industrial Estate totalling approximately 200,000 sq.ft, all of which has planning permission. Based on this we would suggest that any space planned at Sherford would need to take into account that which is in the pipeline.

Future single use industrial development shows the greatest propensity for out-of-town locations as 92% of schemes and 97% of known floorspace is situated out-of-town. Only 1 scheme, accounting for only 12,000 sq.ft, is planned for the very periphery of the city centre. Those schemes planned for out-of-town tend to be much larger averaging around 45,000 sq.ft. The greater availability of land combined with lower land costs is behind this. Out-of-town locations also provide the most suitable locations as they tend to have better road links and congestion is less of an issue than it would be with more central locations. As a significant proportion of industrial floorspace is now used for warehousing and distribution uses (for example 28% of Plymouth's industrial floorspace noted in table 3.4.2b is classified as warehouse and distribution space) accessibility to the motorway network is an important issue.

The nature of mixed use schemes which means that they tend to be better suited to city centre or edge of city centre locations means that 2 of the 3 schemes with an industrial component are found on the city centre periphery with the remaining scheme located out-of-town. There are no schemes in the city centre. We envisage that industrial space provided on these mixed use schemes will tend to be for light industrial uses which tend to mix better with other uses.

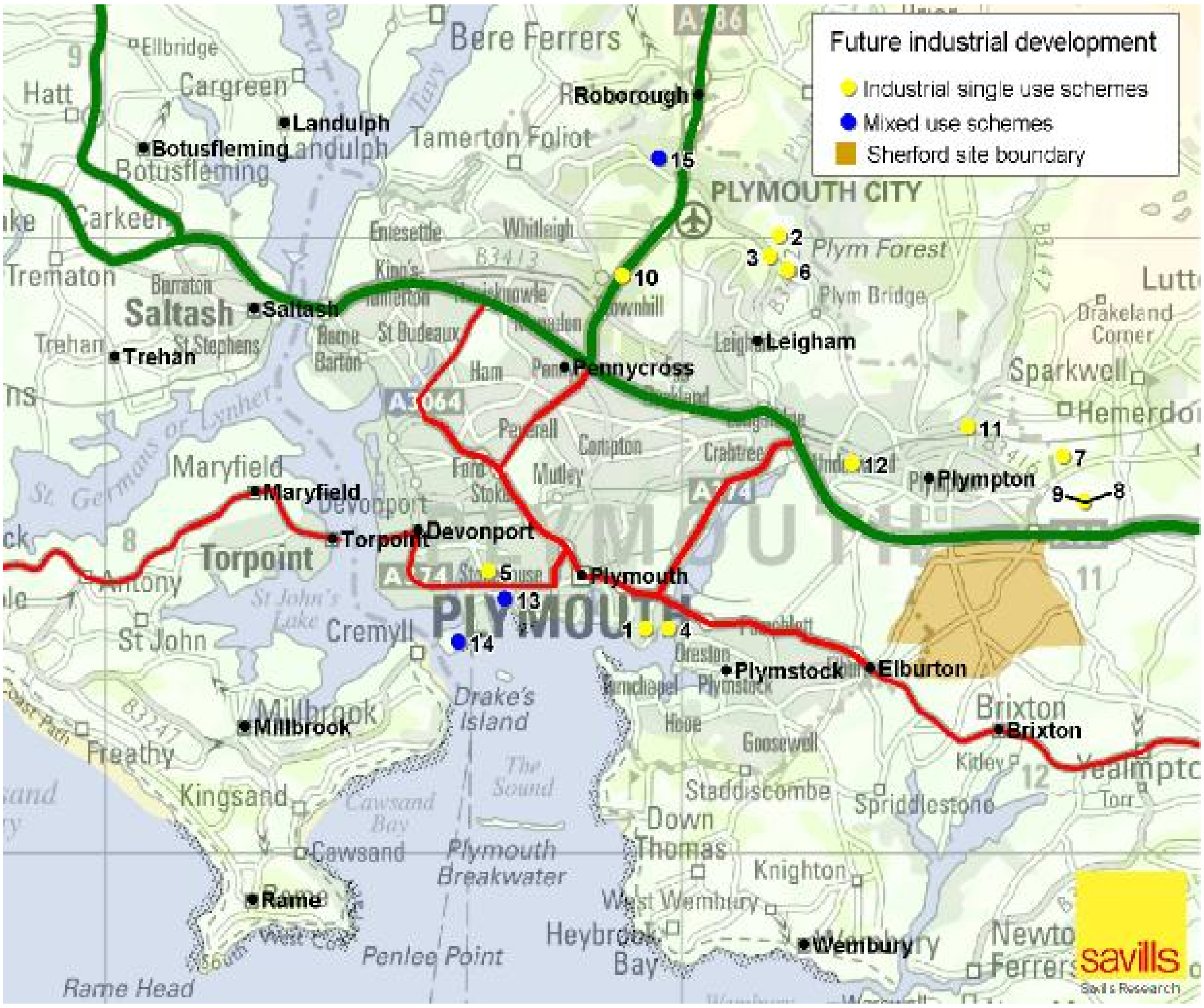
Table 3.4.3 – size of potential industrial development pipeline

	Single use schemes	**Mixed use schemes**
Number of schemes	12	3
Total floorspace under construction (sq.ft)	14,000 (1 scheme)	-
Total floorspace with planning permission (sq.ft)	378,490 (9 schemes)	-
Total floorspace with plans submitted (sq.ft)	23,000 (2 schemes)	220,100 (2 schemes)
Total floorspace status unknown	**-**	Unknown (1 scheme)
Total floorspace (sq.ft)	**415,490**	**220,100**

Source: Glenigan/ Savills Research

**Note: Go to appendix 5 for full details of schemes.*

Map 3.4.3 – Industrial development pipeline on mixed use schemes (single use industrial schemes and mixed-use schemes with an industrial element)



Key

Scheme name	Map ref
Unit B, Plymouth Trade Park, Macadam Road	1
Units 3 & 4, Forresters Riverford	2
Riverford, Plymbridge Road, Estover	3
Plot 2, Neptune Park, Maxwell Road	4
St Dunstans Abbey School, Seacole Road	5
Land adjacent to Gleasons Factory, Estover Road	6
Langage Industrial Estate, Beechwood Way	7
Plot K, Langage Industrial Estate	8
Plot N, Langage Industrial Estate, Eagle Way	9
Crownhill Water Treatment Works, Tavistock Road	10
Newnham Industrial Estate, Bell Close	11
41A Valley Road, Valley Rd Industrial Estate	12
Millbay Docks	13
Royal William Yard	14
BAE systems site, Southway	15

Note: For full scheme details go to appendix 5

3.5 Leisure

3.5.1 Leisure market summary

As might be expected of a town of Plymouth's size, Plymouth has a diverse leisure supply. However, according to agents, it is behind in the level of provision of other cities of a similar size. There may therefore be scope to develop another top of the range leisure offering. The current out of town offering, Barbican Leisure Park, has a cinema called "Vue" which is currently over-performing (albeit partly at the expense of the town centre cinema) and so reinforces this belief. There is more limited confidence in the potential to increase current health & fitness club provision, despite there being only 2 chain operators in the town. Taking into account the town's affluence profile, there may be scope for a budget health & fitness operator in Plymouth.

While Plymouth does seem to have scope for increased leisure provision, we do not believe that this would be suitable for development at Sherford. We envisage that there is an opportunity for leisure development in its broadest sense at Sherford which could take the form of food and drink establishments. Provision of a small, locally operated, health & fitness offering for the incoming population may also be an option (see later sections).

3.5.2 Overview of the leisure market

There are approximately 39 leisure operations in Plymouth. Health & fitness, whether in the form of private clubs, public gyms, or council owned leisure centres, forms the bulk of this provision accounting for 26 operations. Of these only 2 are private chain operated clubs, Esporta and Cannons.

The bulk of leisure provision is located in edge of town/ out-of-town locations (56.4%) followed by the city centre (28.2%) with remaining supply located on the city centre periphery (15.4%). Better land availability coupled with cheaper land costs means that out-of-town locations are better suited to "big box" leisure development that requires additional land for parking.

Commercial leisure operators dominate the city centre and edge of city centre locations, accounting for 82% and 83% of operators, respectively, found there. It is here that you tend to find the chain operators such as Gala Bingo and Cannons health club. There are also a number of local operated private health clubs also found in these locations. In contrast it is the council owned sports and leisure centres which are found in edge of town and out-of-town locations serving the various neighbourhood centres in Plymouth.

Table 3.5.2 – Plymouth leisure supply

Leisure use	Provision
Bingo	3
Bowling	2
Cinema	2
Health & fitness clubs	4
Local operated health & fitness clubs	11
Leisure & sports centre	11
Leisure complex	1
Swimming pools	3
Sailing club	1
Ski centre	1
Total	**39**

Source: Savills Research
**Note: Go to Appendix 1 for the full list of leisure provision.*

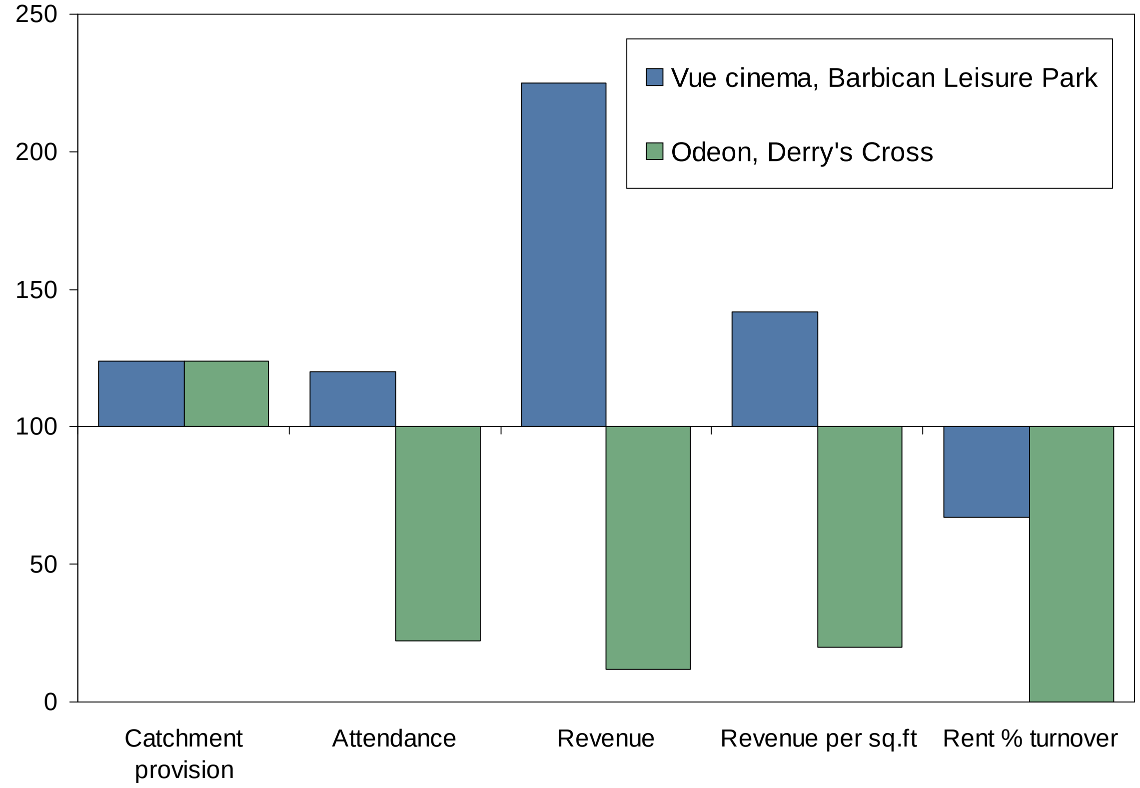
3.5.3 Cinema's

There are two major cinema operators in Plymouth, the Odeon at Derry's Cross and Vue cinema on the Barbican Leisure Park. The Vue cinema, with 15 screens, is the newer operator opening in 1999. The Odeon, which is older, is located in the city centre has only 3 screens.

Figure 3.5.3 on the following page shows that it is the Vue cinema which is the better performing operator. It has above average attendance and revenue, both in total numbers and per sq.ft. In contrast the Odeon which has the same above average catchment population, has under performing attendance figures and revenues. It could be that Vue cinema's over performance is at the expense of Odeon's, on the other hand it may be that the demand is clearly for the type of multiplex offered on Barbican Leisure Park and considering the over performance in terms of revenue there may be scope for further provision of this type. This would be the view of agents who believe that another top end leisure offering with a cinema in the city centre may be an option. If this was to happen it would no doubt lead to the closure of the existing Odeon. The belief in further scope for further cinema provision is based in part on the general under provision of leisure in Plymouth compared to other cities of a similar size and the number of tourists that come to the region.

While there might be scope for further cinema provision we do not see that this would be suitable for development at Sherford. As already mentioned, any increase in provision would be better suited to a town centre location.

Figure 3.5.3 – Plymouth cinema performance



Source: Savills Research

3.5.4 Health & Fitness

This sector accounts for the bulk (67%) of Plymouth's leisure provision. Of these 42% are private members clubs, although several of these also offer a pay-as-you-go option on some of their facilities. Another 42% are council owned leisure & sports centres, with the remaining 15% pay-as-you-go public gyms. Considering the level of this provision only 2 of the private health clubs are part of major national chains, the Cannons on Barbican Leisure Park and Esporta who operate the Devonshire Health and Racquet Club located in Derriford.

Agents are less confident in the scope for further private health clubs provision in Plymouth. For example, the town's affluence profile, which has an under-representation of most affluent and mid-high residents and an over-representation of those in the mid-low affluence groupings, suggests that current demand for privately operated membership health clubs is being met in Plymouth. Despite this they do believe there may be an opportunity for a budget operator, such as Fitness First, to set up a small operation in Plymouth. Considering the more affluent profile of Sherford's catchment we do not believe that Sherford would provide a suitable location for an operation of this kind.

While the slightly better affluence profile that exists in Sherford's catchments would point to the possibility of having some sort of health & fitness provision, existing supply in Plymouth would suggest that if this was to be provided it would have to take the form of a small privately run club. We suspect that the demand for a top end health club which may be generated by Sherford residents will be met by Esporta's Devonshire Racquet Club. Despite its distance from Sherford leisure agents note that its size and quality of offering means that it has a wide catchment, meaning that it could fulfil demand generated by the development at Sherford.

3.5.5 Food & drink

There are a total of 546 food and drink establishments in Plymouth, which is a provision of 0.23 businesses per 100 of the population. This represents a low level of provision when set against the comparator towns chosen for this study. For example, average provision per 100 of the population across the comparator towns is double that seen in Plymouth (0.48).

Restaurants & café's account for the largest provision (53%) followed by pubs and bars (38%). Local operators dominate this sector as only 5% of all existing businesses in this sector are multiples. The largest concentration of multiples are in the restaurants & cafes sector, which accounts for 8% of businesses, yet of these, 59% can be considered as fast food restaurants such as McDonalds, Burger King, etc. Even the presence of pubs & bar multiples is confined to the lower end operators such as Wetherspoons, Walkabout and Yates. This ties in with Plymouth's socio-demographic profile which shows an over-representation of those in the mid-low and least affluent groups.

As expected there is a clear concentration of food and drink establishments in Plymouth's city centre and in the area around Albert Road in Devonport with small concentrations in Plymouth's various neighbourhood centres. Within the vicinity of Sherford in Plympton there are currently 28 establishments, the majority of these are restaurants & cafes (57%) followed by pubs & bars (32%) and the remaining 11% are classified as fast food restaurants. None of these are multiples.

Considering existing low levels of supply in the area and the generally higher levels of affluence within the vicinity of Sherford there may be scope to develop a food & drink destination at Sherford which meets the needs of the resident population.

Table 3.5.5 – Plymouth food & drink provision

	Number of establishments	Provision per 100 of town population
Restaurants & café's	287	0.12
Take-away food shops	40	0.02
Clubs	11	0.005
Pubs & bars	208	0.09
Total	**546**	**0.23**

Source: Blue Sheep

3.5.6 Development pipeline

There is only one known single use leisure scheme in the development pipeline, which is the redevelopment of Armada Way in the city centre. The scheme, being put together by Plymouth City Council, is in its early stages with no application being made as yet. It is envisaged that the scheme will incorporate food & drink and evening venues.

Apart from the development at Armada Way there are 5 further possible leisure developments envisaged as part of a number of mixed use schemes planned for Plymouth, totalling approximately 58,000 sq.ft. Three of these schemes have received planning permission with the remaining 2 being pre-planning. There is very little information on the actual nature the leisure provision will take on these schemes, although it is envisaged that one of these schemes (Blagdon Boatyard) will have a health and fitness club.

Table 3.5.6 – size of potential leisure development pipeline

	Mixed use schemes
Number of schemes	5
Total floorspace under construction (sq.ft)	-
Total floorspace with planning permission (sq.ft)	20,774 (3 scheme)
Total floorspace with plans submitted (sq.ft)	36,867 (2 schemes)
Total floorspace (sq.ft)	**57,641**

Source: Glenigan/ Savills Research

3.6 Mixed use and other development types

Mixed use development is the most significant development type in Plymouth's future development pipeline accounting for 46% of known floorspace (excluding residential schemes). This represents approximately 1.3million sq.ft and 13 schemes. The majority of this floorspace is in the early stages of the development process with 69% of planned floorspace pre-planning consent.

Eight of the schemes contain a residential element, three of which would appear to be heavily residentially led with over 500 units planned. As with mixed use development seen nationally, residential uses have an important role in this type of development, although it does not appear to be the key to the entire development pipeline in Plymouth. For example there are 5 schemes which do not appear to contain any form of residential development, with the focus being more on retail and leisure development. One other interesting feature of Plymouth's mixed use pipeline is that 3 of the schemes plan to have a hotel.

Mixed use development tends to be located in city centre or edge of city centre locations, and this is a pattern that is demonstrated in Plymouth's development pipeline. Five of the schemes are situated in the city centre with another 4 situated on the city centre's periphery. Yet the space constraints that are common with edge of/city centre sites means that it is those schemes situated out-of-town that appear to have the largest floorspace provision. Forty-four percent of planned mixed use floorspace is planned out-of-town, in contrast to 37% in the town centre despite it having the greatest number of schemes located there.

The most significant development in relation to Sherford is Westbury's development at Plymstock Quarry. The development is located just to the north of Plymstock and is approximately 2 miles from Sherford. The scheme is envisaged to be heavily residentially led with little known about the exact number of units planned or the commercial element as the masterplan is currently being drawn up.

From what can be ascertained from the mixed use pipeline, that which is planned will be fundamentally different from that which is envisaged at Sherford. While Sherford can be considered as being fundamentally a mixed use development it is best envisaged as a new satellite settlement to Plymouth, nothing of this nature currently exists in the mixed use development pipeline.

Table 3.6 – size of potential mixed use development pipeline

Number of schemes	13
Total floorspace under construction (sq.ft)	74,938 (1 schemes)
Total floorspace with planning permission (sq.ft)	345,747 (5 schemes)
Total floorspace with plans submitted (sq.ft)	917,504 (5 schemes)
Total plans outlined/masterplan stage (sq.ft)	Unknown (2 schemes)
Total floorspace (sq.ft)	**1,338,189**

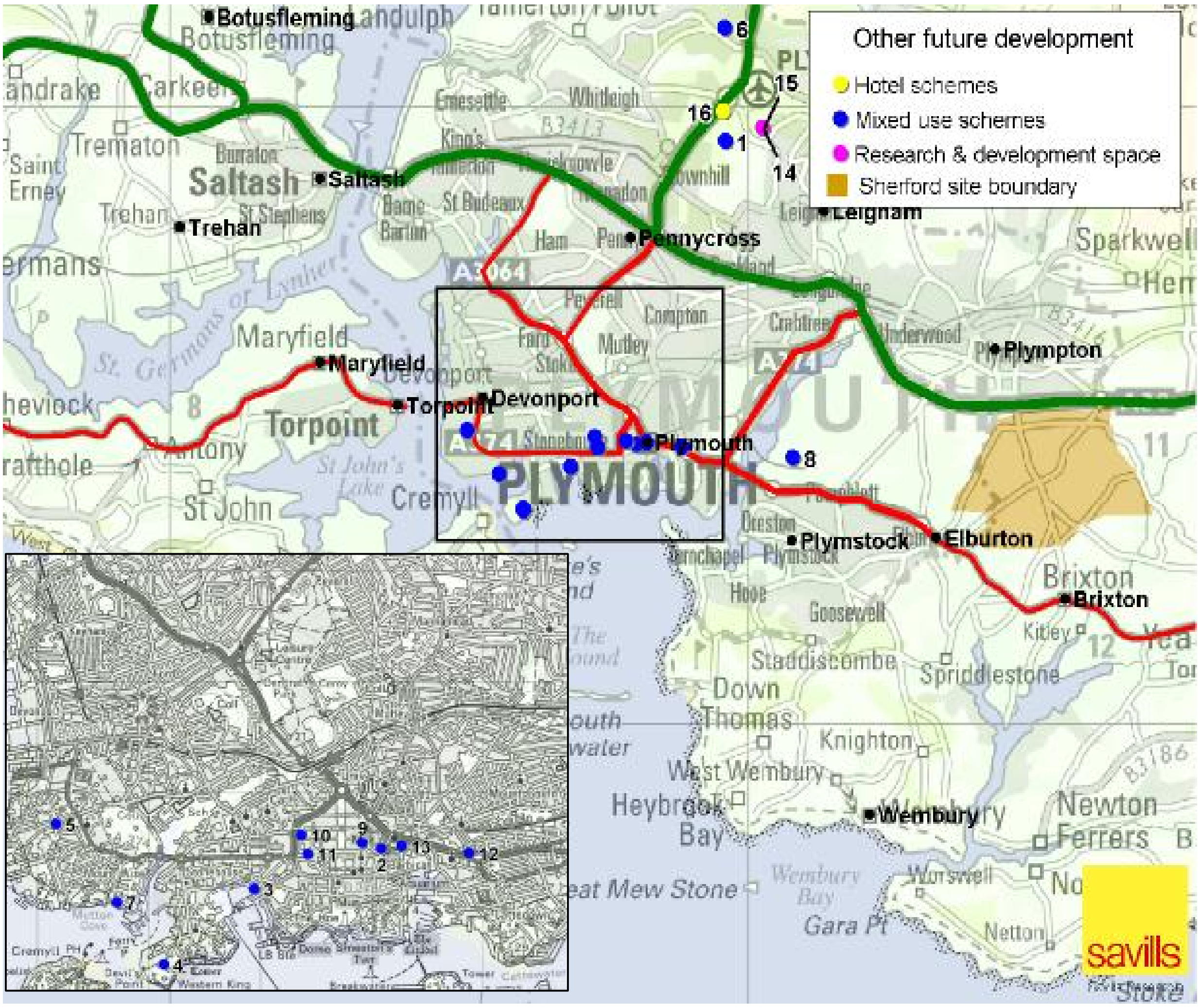
Source: Glenigan/ Savills Research

**Note: Go to appendix 6 for full details of schemes.*

There are a number of other schemes that do not come under any of the development types previously discussed. These include the development of research and development space at Tamar Science Park totalling 180,000 sq.ft and a 75 room hotel close to the science park. The hotel is currently under construction with phase 4 at Tamar Science Park having planning permission and phases 5 and 6 pre-planning. Total floorspace for these schemes falls under 202,000 sq.ft and therefore compared to other single use commercial schemes in the development pipeline accounts for a very small proportion of future development (go to appendix 7 for full details).

As previously discussed there may be an opportunity to develop some research and development space at Sherford. Considering the further development of Tamar Science Park demand for further space would have to be carefully examined and would be dependent on the development of a new hospital at Sherford. For example, the development/demand for space at Tamar Science Park has been closely linked to its proximity to Derriford Hospital.

Map 3.6 – Future mixed use and miscellaneous schemes in Plymouth



Key

Scheme name	Map ref
International business park	1
Bretonside Bus station	2
Millbay Docks	3
Royal William Yard	4
Stores Enclave (MoD site), Devonport	5
BAE systems site, Southway	6
Blagdon Boatyard	7
Plymstock Quarry & Cemenet Works	8
New George Street/ Market Avenue/Western Approach	9
Colin Campbell Court	10
21 Derry's Cross	11
Land at North Street/ Exeter Street	12
Graineys Joinery Ltd, Bilbury Street	13
Tamar Science Park, phase 4	14
Tamar Science Park, phase 5 & 6	15
Land adjoining Derriford Road/Tavistock Road	16

Note: For *full scheme details go to appendices 6 and 7*

4.0 SHERFORD COMPARATOR TOWNS

4.1 Introduction to comparator towns

In order to analyse and estimate the requirements that the proposed development at Sherford will have to meet, we have used 3 comparator towns, each selected on differing merits, to help achieve this objective.

The first of the 3 comparator towns selected was Marlborough in Wiltshire, 12 mile south of Swindon. Marlborough was selected as an 'aspirational' town that Sherford should attempt to emulate. However, Marlborough is distinctly smaller than the proposed Sherford development, with just 2,700 homes compared to the 5,500 proposed at Sherford, making a direct comparison difficult.

The second of the comparator towns is Tiverton in Devon, located 20 miles to the west of Taunton. Tiverton was selected as a comparator because it is similar in size and extent to Sherford and it is also in the same region geographically.

The last of the three comparators is Wimborne in Dorset, located less than 10 miles to the north west of Bournemouth. Wimborne was selected because of its similarity in terms of size to the proposed Sherford, but also because of its close proximity to the large urban conurbation of Bournemouth, which it is predicted will mirror Sherford's relationship with Plymouth.

4.1.1 Sherford and Comparator Towns Land Use

The land use of Sherford in terms of urban and green space area is outlined in table 4.1.1 and compared to the existing land use of the 3 comparator towns. The maps on the following page shows the distribution of greenspace in each of the comparator towns.

Table 4.1.1 – Land use in Sherford and comparator towns

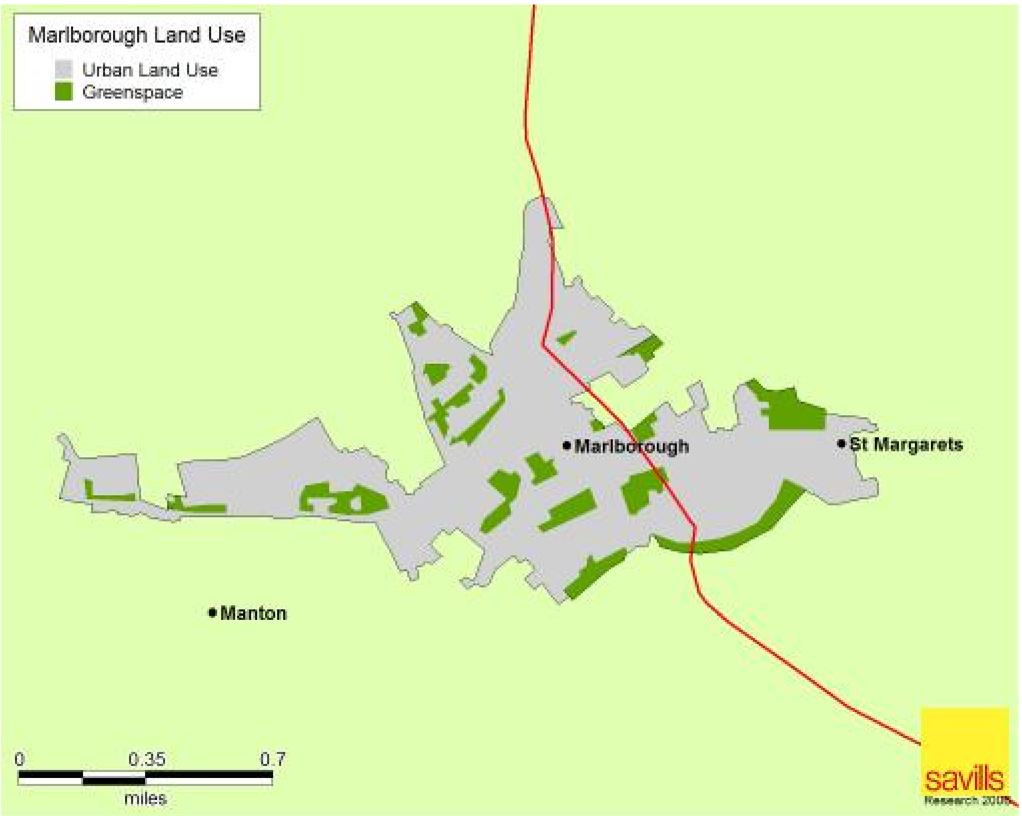
	Marlborough		Tiverton		Wimborne		Sherford	
	Hectares	**%**	**Hectares**	**%**	**Hectares**	**%**	**Hectares**	**%**
Total land area	**209.83**	**100**	**402.01**	**100**	**473.21**	**100**	**415.00**	**100**
Urban area	179.40	85.5	362.9	90.3	436.10	92.2	208.00	50.1
Green space	30.43	14.5	39.11	9.7	37.11	7.8	207.00	49.9

Source: Savills Research

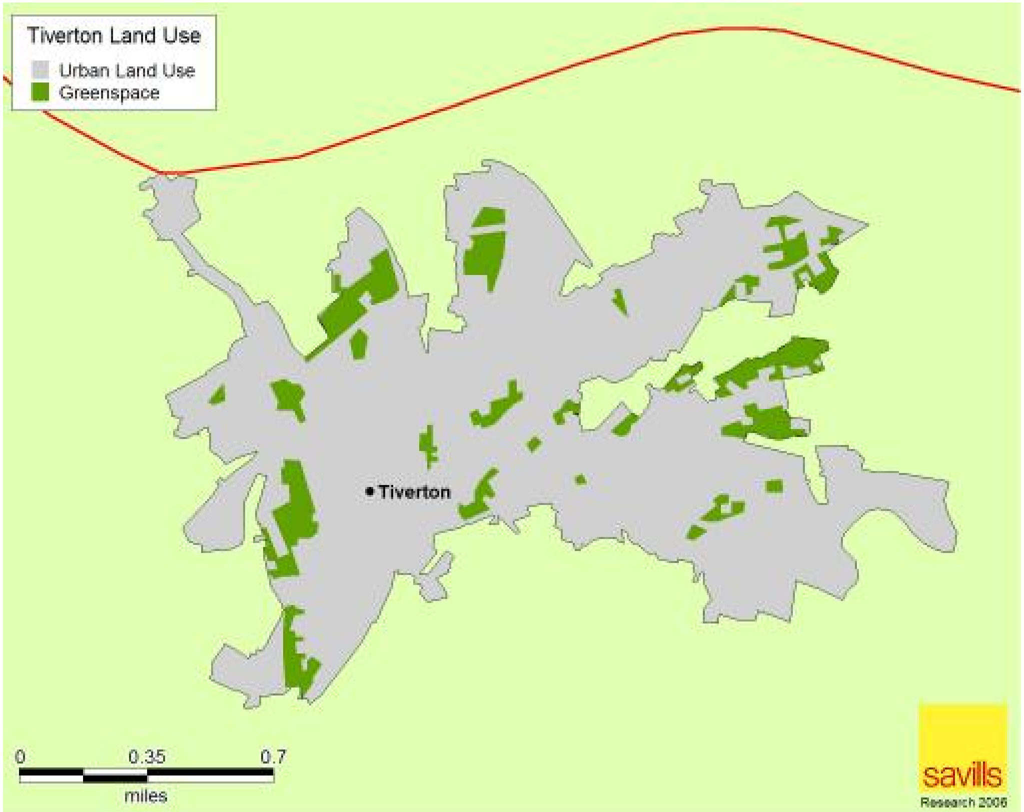
It is clear from the table that Sherford will have a greater supply of green space for its residents than any of the existing comparator towns. The supply of green space in the form of public parks and recreational space, leaves Sherford with almost a 50-50 split in terms of green space and urban area. The vast amounts of greenspace in Sherford will mean that build densities in the urban area will be quite high in order to accommodate the parkland.

The distribution of green space in the comparator towns highlights the importance to have, lots of, in some cases some very small "micro pockets", high quality green space scattered throughout the town. We believe that this may need to be considered in Sherford's case, and should be provided in addition to the community park.

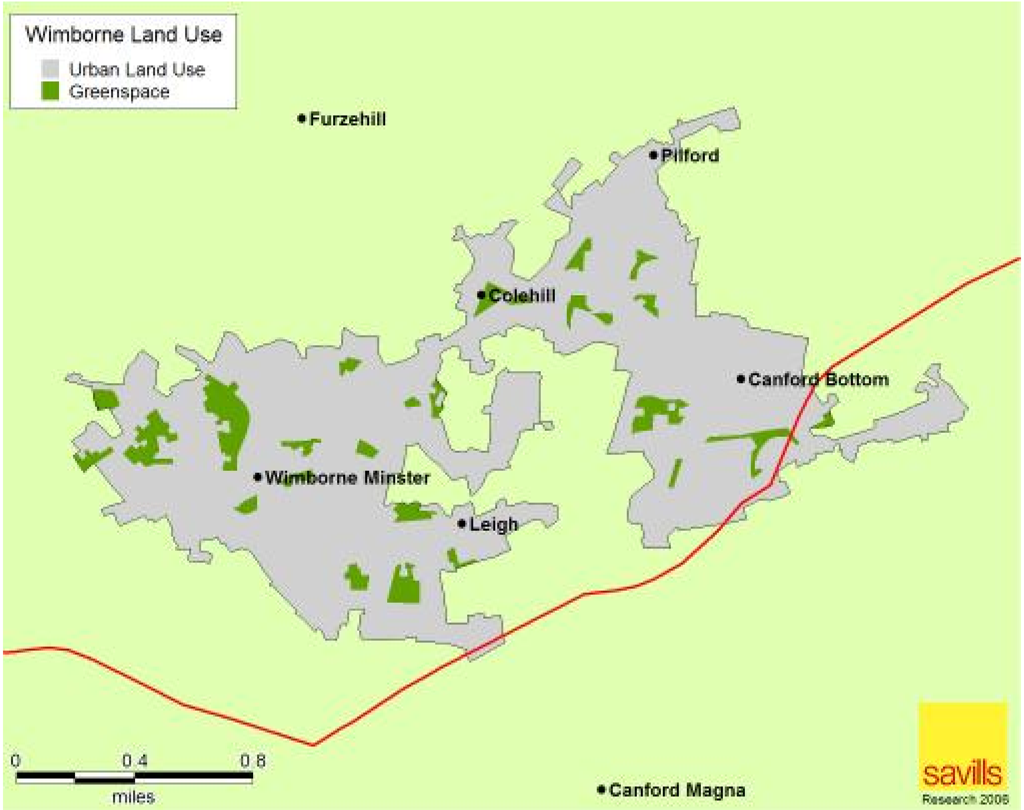
Map 4.1.1a – Marlborough land use



Map 4.1.1b – Tiverton land use



Map 4.1.1c – Wimborne land use



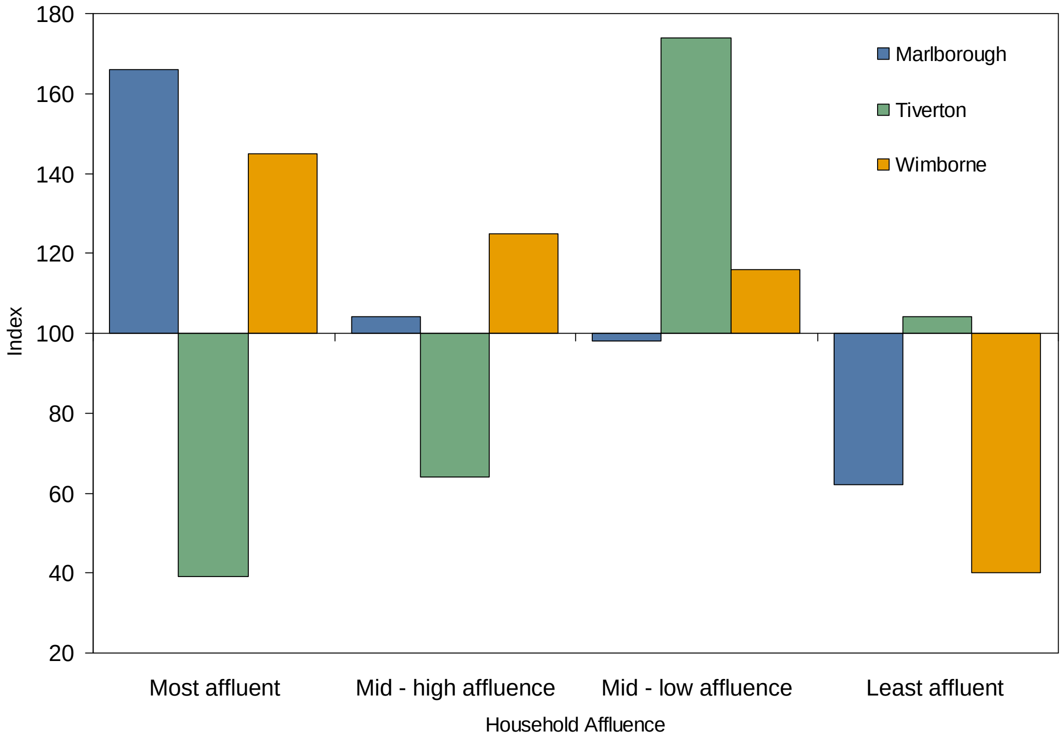
4.2 Comparator Town Demographics

This section looks at the demographics for each comparator town to analyse their resident populations' affluence, age and employment type. The data used for this analysis is a combination of 2001 census data, which is recorded per head of population and Claritas PRIZM geo-demographic data, which is recorded at household level.

4.2.1 Population Affluence

The affluence classification used for figure 4.2.1 is from Claritas and is the same as that used for Plymouth in section 2.2.1. The 4 PRIZM affluence groups allow us an immediate insight into each populations' profile.

Figure 4.2.1 - Comparator towns affluence indexed against GB avg (100)



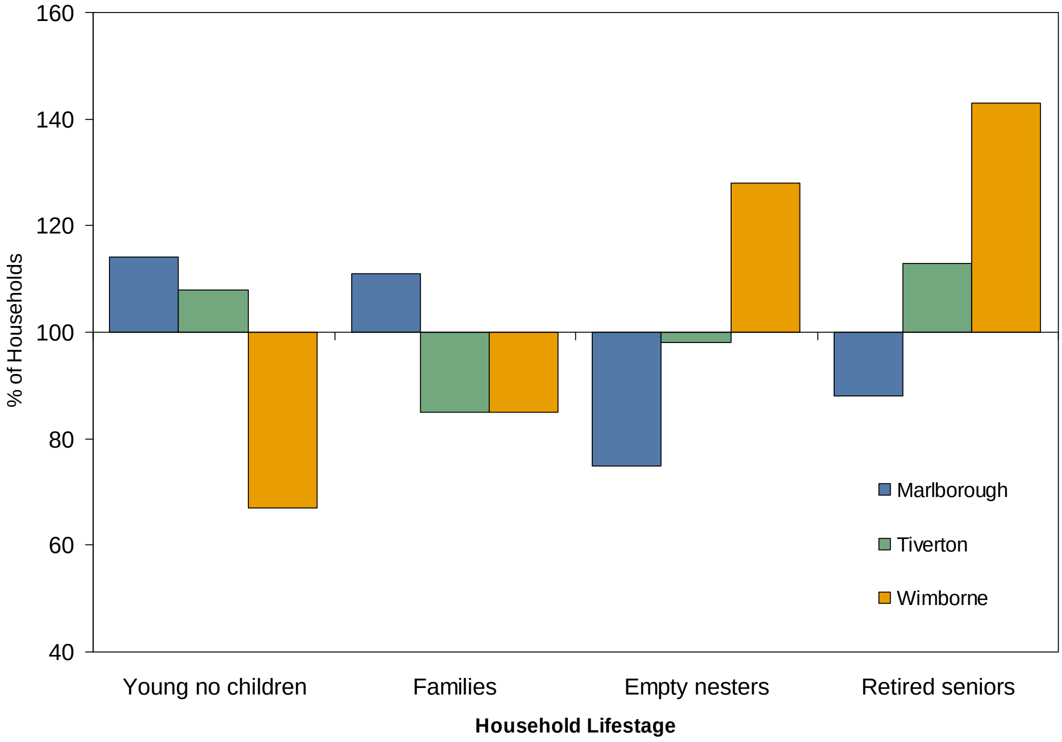
Source: Claritas; Savills Research

Figure 4.2.1 shows a clear difference in terms of the affluence levels of the 3 towns. Marlborough has 60% more households than average in the 'Most Affluent' category, this is in stark contrast to Tiverton which is 60% below average. Wimborne has 40% more 'Most Affluent' households than average and 25% more 'Mid-High Affluence' households than average. Wimborne seems to represent the middle road between Tiverton and Marlborough in all categories except 'Least Affluent'. Tiverton is clearly heavily weighted towards lesser affluence levels and Marlborough is notably weighted towards higher affluence levels.

4.2.2 Population Lifestage

The PRIZM lifestage data from Claritas divides households into one of four lifestage categories. Figure 4.2.2 illustrates the age composition of each town at a household level.

Figure 4.2.2 – Comparator towns lifestage indexed against GB avg (100)



Source: Claritas; Savills Research

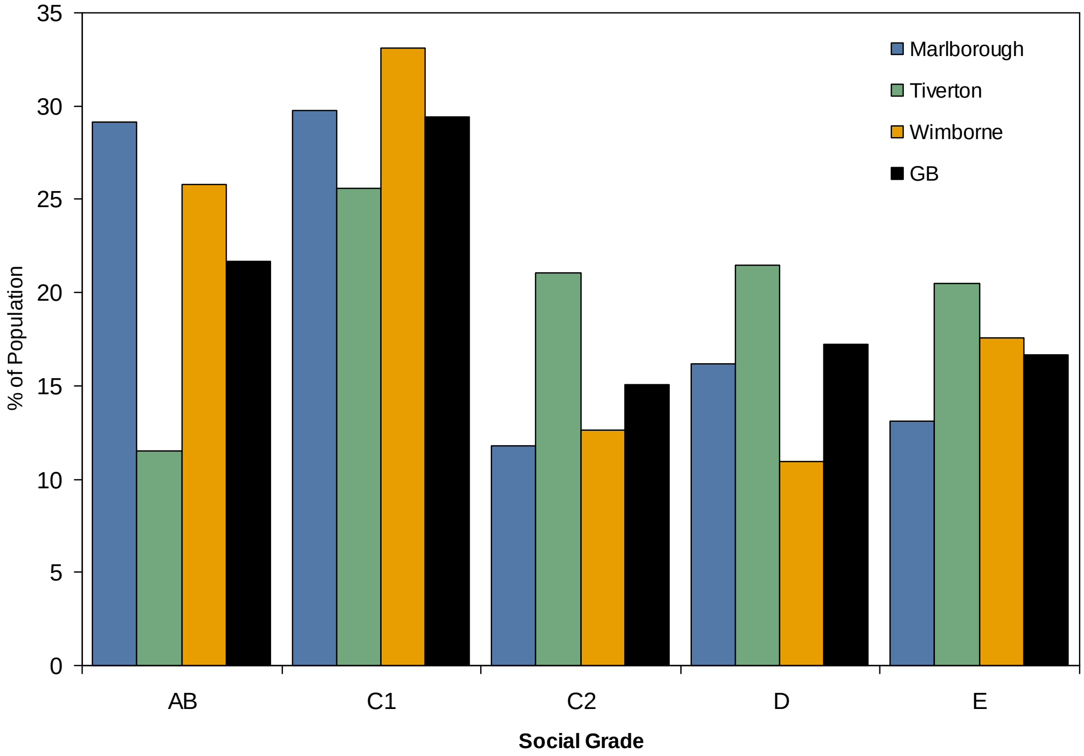
Figure 4.2.2 shows that Marlborough has a relatively young age profile, with an over representation of households in the 'Young No Children' and 'Families' categories and an under representation in the 'Empty Nesters' and 'Retired Seniors' categories. Wimborne displays the opposite characteristics with an above average representation of households in the older age brackets and a below average proportion of households in the younger age brackets.

Tiverton's lifestage profile is more broadly in-line with the GB average, however 'Families' are under represented by just over 15% compared to the national average, this is counter balanced by the fact that 'Retired Seniors' are over represented by the same proportion.

4.2.3 Social Grade Census Statistics

The social grade of each town's population is summarised in figure 4.2.3. The social grade is recorded per head of population and figure 4.2.3 groups the grades into five main categories with AB and C1 grades representing those people of higher social grade and therefore the more affluent section of the population, with grades C2, D and E representing the lower social grades and consequently lower affluence.

Figure 4.2.3 - Comparator towns social grade compared to GB average



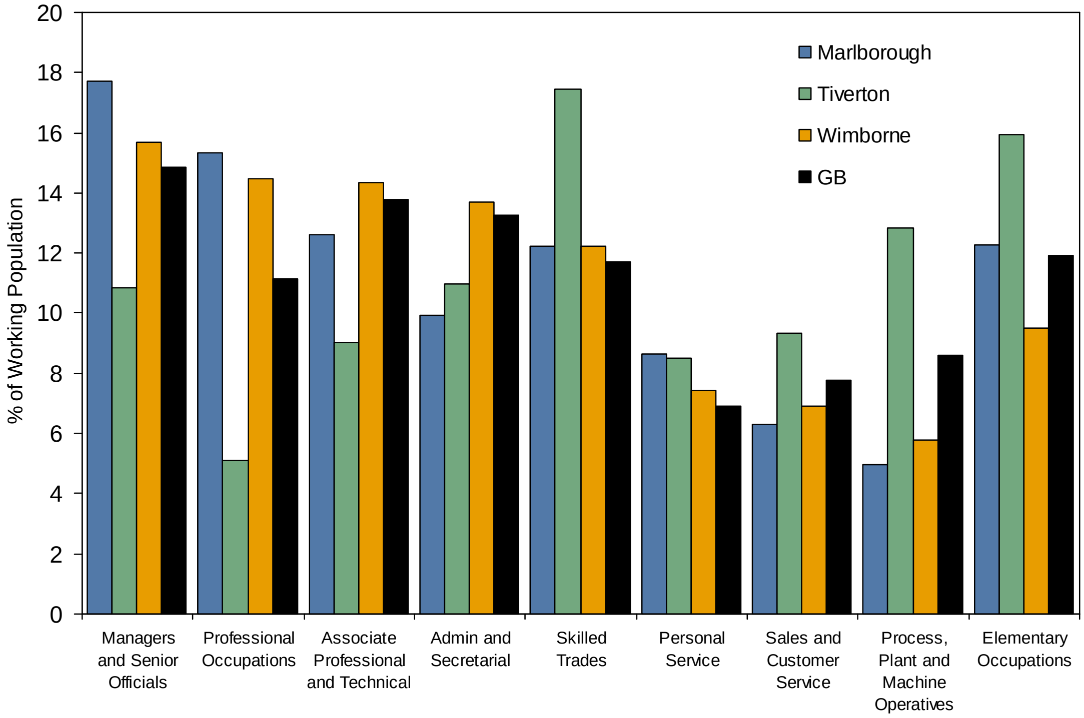
Source: Claritas, Savills Research

The higher affluence of Marlborough and Wimborne, as outlined in section 4.2.1, is emphasised again in figure 4.2.3 with both towns showing an above average number of people in both the AB and C1 social grades. Tiverton's population shows the inverse in terms of social grade with a below average representation of AB and C1 grades and an above average representation of people in the C2, D and E social grades.

4.2.4 Census Occupation Profile

The occupation profile for each town can be determined through the 2001 census statistics which categorises the working population into particular occupation sectors. Figure 4.2.4 uses these occupation sectors to illustrate each town's occupation composition, this statistic is useful because the type of work people are employed in directly affects and the building mix of an urban area and the affluence levels of its population. It must be noted that these statistics record the employment type of the people who live in the catchment but not necessarily work there.

Figure 4.2.4 - Comparator towns occupation profile compared to GB average



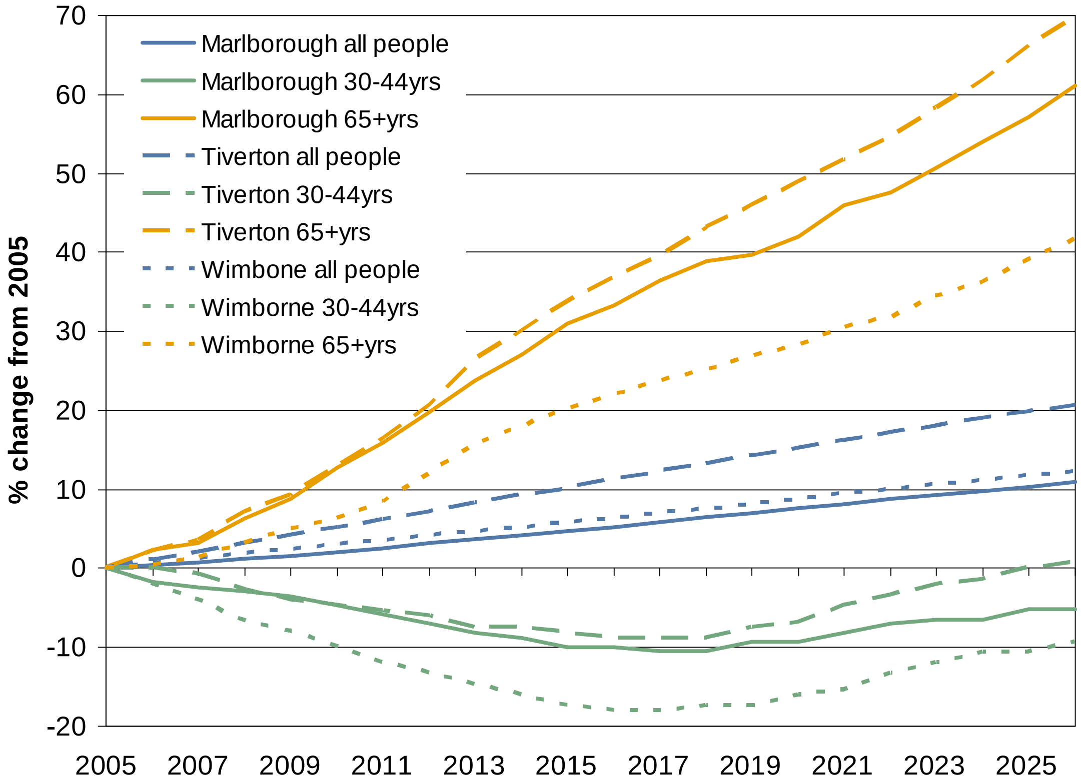
Source: Claritas, Savills

Figure 4.2.4 clearly shows that Marlborough and Wimborne have an above average percentage of the working population employed as managers and professionals, reflecting the higher affluence level for these towns highlighted in figure 4.2.1. Tiverton has a higher proportion of people employed in lower level occupations such as skilled trades, machine operators and elementary occupations.

4.2.5 Population Projections

National population projections from the Office of National Statistics illustrate the projected growth rates for the districts of the 3 comparator towns to allow comparison. To give the projections more relevance figure 4.2.5 highlights the growth of 2 significant age categories, 30-44 year olds who are most likely to represent people with families, and retired over 65 year olds.

Figure 4.2.5 – Percentage population change 2005-2026



Source: ONS, Savills Research

Overall the number of people in each town's district will rise by 2026, with Tiverton set for the biggest increase of just over 20% and Marlborough and Wimborne both showing a potential growth of just over 10%. The over 65 population in all 3 of the comparator towns is set, like the rest of GB, to rise significantly over the next 20 years, with Tiverton's district showing the biggest increase of up to 70% and Wimborne the smallest rise of just over 40%.

The growth rate of the key family age bracket of 30-44 year olds is predicted to dip in all 3 towns over the next 10 years before staging a recovery by the end of the 20 year period. Of the 3 towns only Tiverton is forecast to complete a full recovery to current growth levels in this age bracket. Wimborne growth rates dip as low as -18% in 2017 and reach a rate of -10% by 2026. Marlborough 30-44 year old growth rates dip to -10% by 2016 and recover slightly to a growth rate of -5% by 2026.

The consequences of these projected growth rates to the current population are summarised in Table 4.2.5 into 5 yearly intervals to show the trend for the future 20 year period.

Table 4.2.5 – Projected population numbers for comparator towns 2005-2025

	Projected population numbers by year				
	2005	2010	2015	2020	2025
Marlborough all people	76,400	78,000	80,000	82,200	84,300
Marlborough 30-44yrs	17,100	16,300	15,400	15,500	16,200
Marlborough 65yrs+	12,600	14,200	16,500	17,900	19,800
Tiverton all people	72,700	76,500	80,100	83,800	87,100
Tiverton 30-44yrs	14,800	14,100	13,600	13,800	14,800
Tiverton 65yrs+	13,900	15,700	18,600	20,700	23,100
Wimborne all people	86,300	88,900	91,300	93,900	96,400
Wimborne 30-44yrs	15,000	13,500	12,400	12,600	13,400
Wimborne 65yrs+	22,300	23,700	26,800	28,600	31,000

Source: ONS; Savills Research

5.0 COMPARATOR TOWNS LOCAL ECONOMY

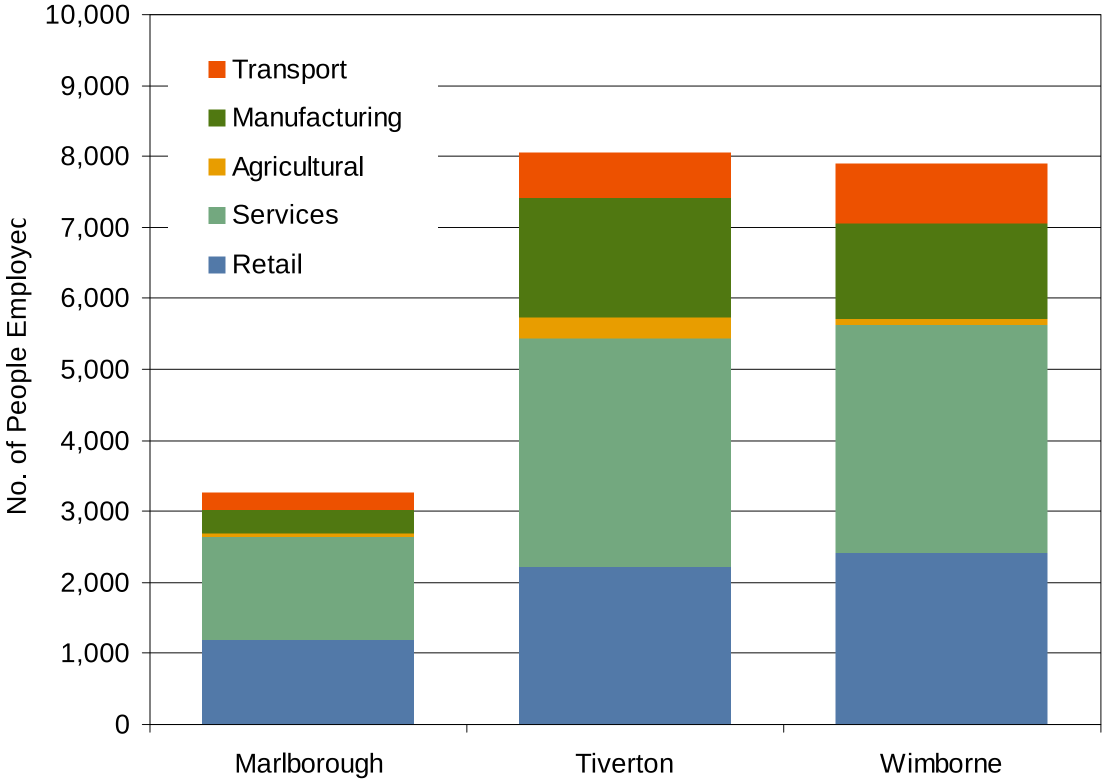
5.1 Local Economy

This section examines the distribution and supply of businesses within each comparator towns urban area. Businesses have been classified into one of five categories, with the two major categories, Retail and Services further disaggregated into five sub categories in sections 5.1.2 and 5.1.3, to allow more in-depth analyses.

5.1.1 Employment distribution

Figure 5.1.1a shows the employee distribution for each of the comparator towns in this study. It is clear that Marlborough is a much smaller Urban Area, accounting for less employee numbers overall, but in all towns the Retail and Services sector dominate.

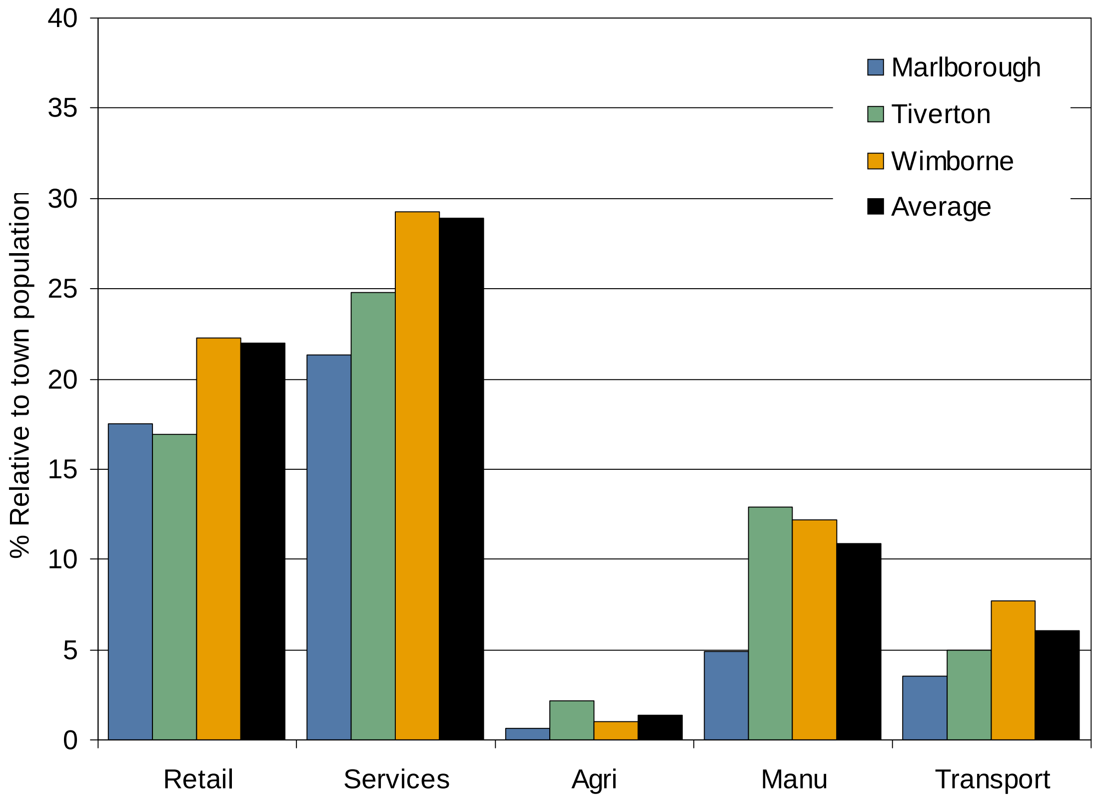
Figure 5.1.1a – Employee Distribution



Source: Savills, Blue Sheep

Figure 5.1.1b relates the employee numbers for each category to that towns resident population, giving a more comparable set of statistics. The chart in figure 5.1.1b shows that Marlborough has a significantly above average number of employees in the Retail and Services sector, when related back to the towns population. Conversely Marlborough has a proportionately below average number of employees in the Manufacturing and Transport business categories.

Figure 5.1.1b - Overall Business Mix Relative to town population



Source: Savills, Blue Sheep

The other notable statistic from figure 5.1.1b is that Tiverton has a significantly lower proportion of its population employed in the Retail and Services sector. Only 17% of people are employed in retail in Tiverton compared to the average of 22%, while just under 25% of the population are employed in Services, compared to an average of almost 29% across the 3 towns. Notably this under representation is balanced out by an over representation in the Agricultural and Manufacturing fields, categories that are associated with a less affluent population profile.

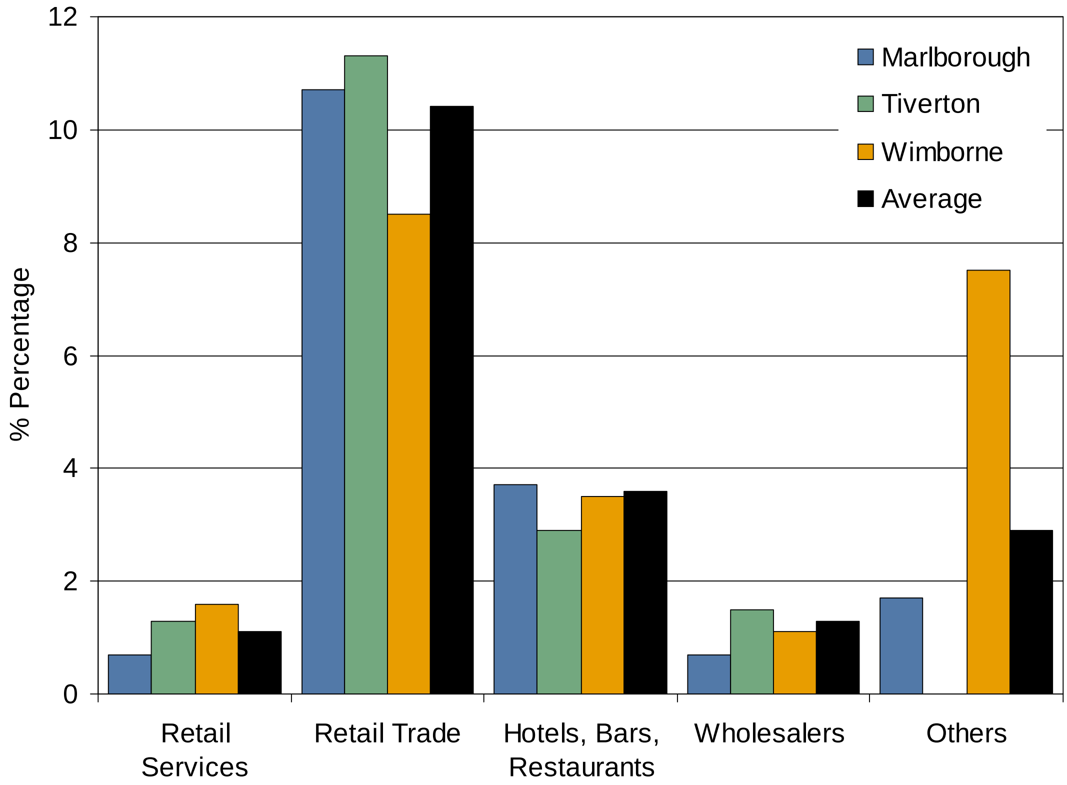
Wimborne again seems to represent the middle ground between the 3 towns, however it shows a slight over representation of employees in the Transport and Manufacturing categories. In all towns the Retail and Services sectors employ the largest proportion of the towns workforce, these sectors are addressed in greater depth in the next 2 sections.

5.1.2 Retail sector mix by employee distribution

Figure 5.1.2 illustrates the distribution of employees within the disaggregated Retail sector. Clearly 'Retail Trade', which represents traditional shop retailing, provides the highest proportion of jobs for all 3 towns with an average of 10.4% of the population being employed in that sub-sector.

Marlborough shows a relatively high proportional representation of employees within 'Retail Trade' (10.7%) and the 'Hotels, Bars and Restaurants' (3.7%) categories, despite having a much smaller Urban Area than either Wimborne or Tiverton. This could be attributed to Marlborough's above average affluence (section 4.2.1) which creates the market for a greater number of traditional retail and restaurant or bar type businesses, because by nature people have more disposable income. It also must be considered that Marlborough town centre is a considerable draw to the surrounding countryside and services a catchment far beyond its relatively small, immediate urban population.

Figure 5.1.2 – Retail Business Mix Relative to town population



Source: Savills, Blue Sheep

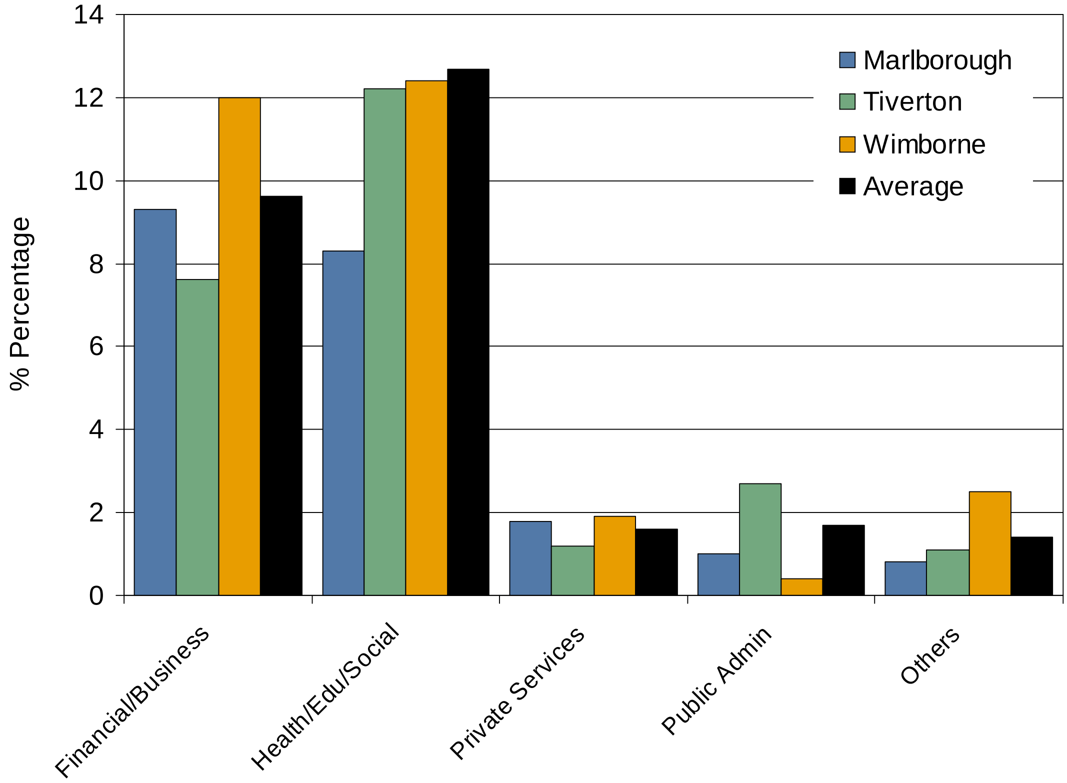
In Tiverton and Wimborne the level of people employed in the 'Retail Services' sub-sector, which includes hire and garage services, is fairly constant representing between 1.1 - 1.6% of the resident population, Marlborough has just 0.7% employed in that sub sector.

Wimborne shows a markedly below average proportion of 'Retail Trade' employees, with just 8.5% of the population represented in this sub-sector, compared to an average of 10.4% across the 3 towns. This under representation is redressed by the substantial proportion of people employed in the 'Others' sub sector, which equates to 7.5% of the population or 819 employees. The 'Others' category in Wimborne is dominated by specialist air hire services and parts suppliers, with one large employer providing 800 jobs alone, which explains the prominent skew in figures compared to the other 2 towns.

5.1.3 Service sector mix by employee distribution

The chart in figure 5.1.3 illustrates the distribution of employees through the 5 sub-sectors of the Services category. Employment in the ‘Health, Education and Social’ sub-sector is even in Tiverton and Wimborne, representing between approximately 12% of the population, Marlborough has just 8.3% employed in this sector, which may reflect its smaller population. The ‘Financial and Business’ category, which is a good indication of a catchment’s affluence shows that Marlborough (9.3%) and Wimborne (12%) have a relatively high representation of employees in this sector, underlining their more affluent status.

Figure 5.1.3 - Services Business Mix Relative to town population



Source: Savills, Blue Sheep

Contrastingly Tiverton has just under 8% (992 people) of its population employed in the Financial and Business sub-sector, suggesting a catchment population that is lacking employees on higher scale salaries.

In the ‘Private Services’ sector Marlborough and Wimborne both have the equivalent of 2% of their population employed in that sub sector. Tiverton has notably more employees in ‘Public Administration’ than either of the other 2 towns, with 2.7% compared to 1.6% in Marlborough and 0.4% in Wimborne. Wimborne has proportionately more people employed in the ‘Others’ Services category, with 1% more than Marlborough, its next nearest comparator.

6.0 PROPERTY MARKETS OF COMPARATOR TOWNS

6.1 Residential market

6.1.1 Overview of market of comparator towns

The housing type mix of the comparator towns is linked to the town's affluence profile. For example, Wimborne, which has an over-representation of those in the most affluent and mid-high affluent groups, has the highest proportion of detached properties across the comparator towns (42.6%). Tiverton's affluence profile which is skewed towards the lower affluence groups with the highest over-representation in the mid-low and least affluent groups (see Figure 4.2.1), has the largest proportion of terraced properties.

While housing profile does go some way to determine a town's affluence profile, it is not prescriptive as Marlborough's housing and affluence profile demonstrates. While Marlborough has the largest over-representation of those in the most affluent group it has an almost equal split between the larger (detached and semi-detached) and smaller (terraced and flats) properties.

The average calculated across the housing types of the comparator towns differs significantly from the profile that currently exists in Plymouth as the largest proportion of properties are terraced (35.7%) followed by semi-detached properties (30.3%). We suspect that by providing a more varied supply of housing types at Sherford, the development should appeal to the more affluent social groups which at present are hugely under-represented in Plymouth.

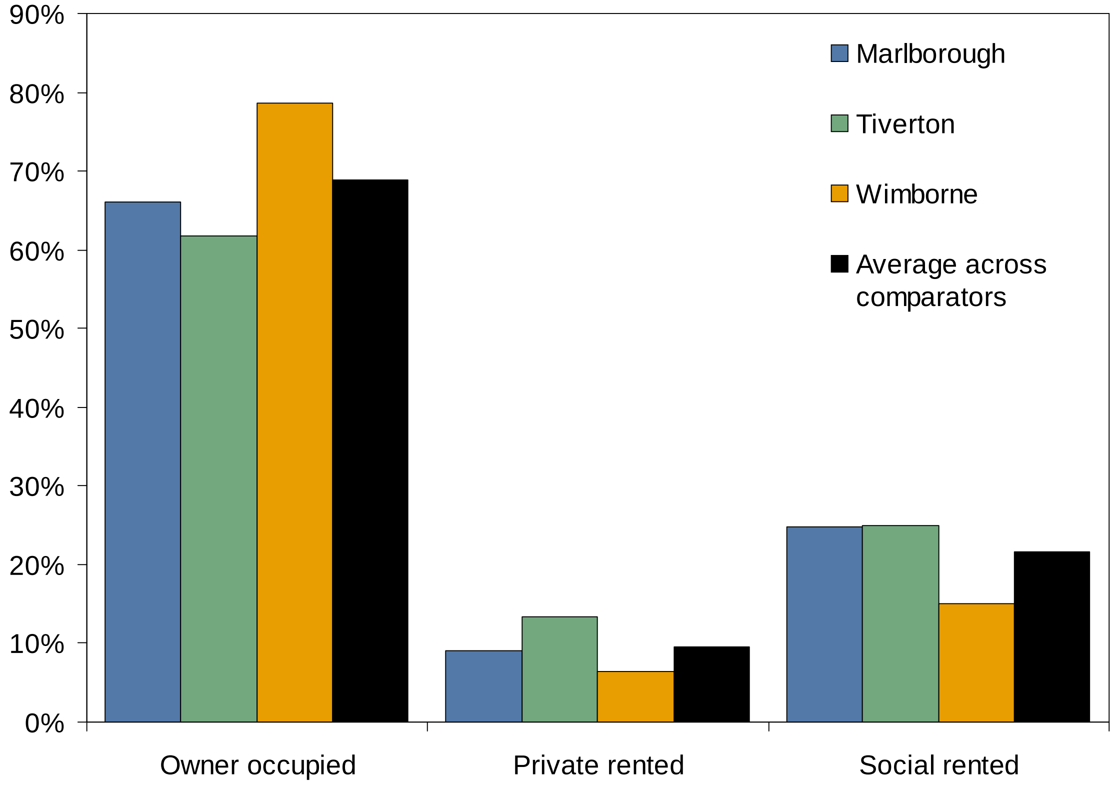
Table 6.1.1a - Housing type mix (Marlborough, Tiverton, Wimborne)

Housing type	Marlborough	Tiverton	Wimborne	Average across comparator towns
Detached	29.3%	16.6%	42.6%	29.5%
Semi	23.2%	31.8%	20.1%	25.0%
Terraced	28.6%	36.6%	16.0%	27.1%
Flat	18.9%	15.0%	21.2%	18.4%

Source: ONS

As with housing type profile the tenure profile of the comparator towns is also a reflection of affluence. It is the more affluent settlements of Wimborne and Marlborough that have the largest proportion of owner-occupied households, 78.6% and 66.1% respectively. Tiverton has the smallest proportion across the comparator towns, although only marginally lagging behind Marlborough with 61.7%. In terms of social renting it is Tiverton that has the largest proportion accounting for 25% of households, very closely followed by Marlborough with 24.8%. The private rental market is most significantly represented in Tiverton accounting for 13.3% of households followed by Marlborough with 9.1%.

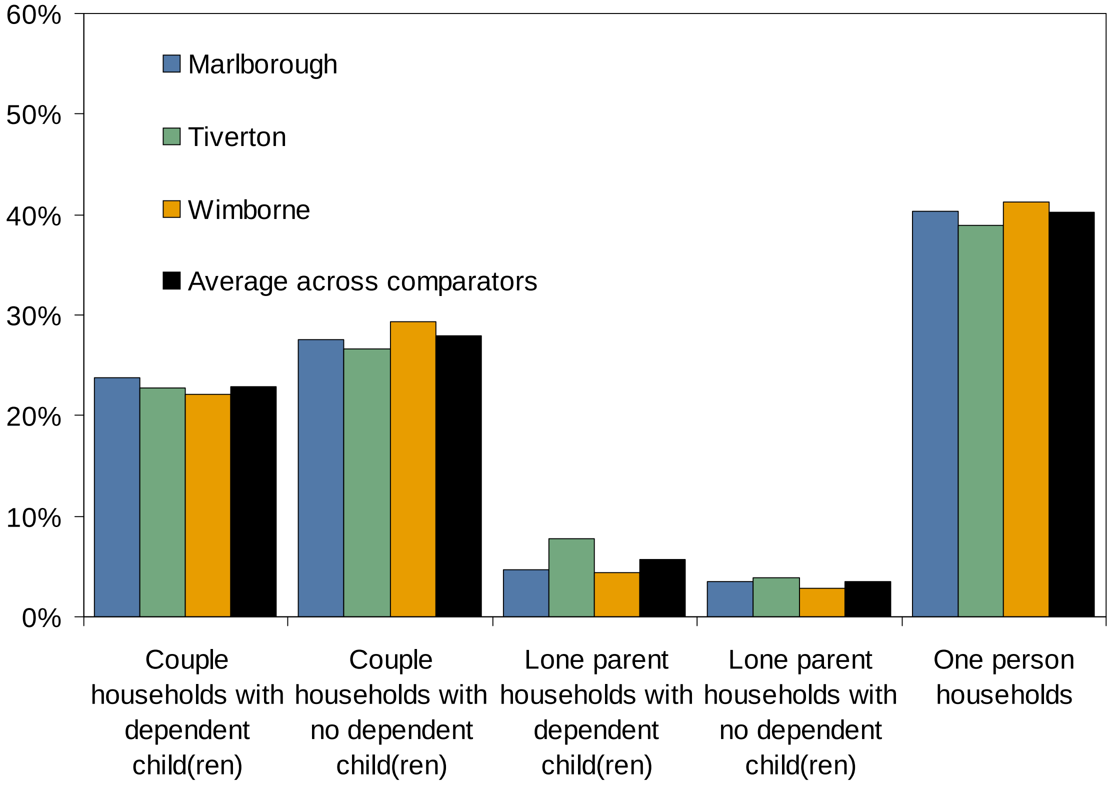
Figure 6.1.1a - Tenure profile (Marlborough, Tiverton, Wimborne)



Source: ONS

There are no significant differences between the comparator towns in terms of household composition. Couple households account for the largest proportion of households averaging 50.7% across the comparator towns, closely followed by one person households averaging at 40.2%. Of all couple households there is a slight leaning for those without dependent children across all the comparator towns. The only significant difference that exists between the comparator towns is the proportions of lone parent households with dependent children. In line with the affluence profile of the comparator towns it is Tiverton that has the largest proportion of these types of lone parent households accounting for 7.8% of households. This represents a 3 percentage point difference compared with the next closet comparator town of Marlborough where 4.7% of households fall into the same category.

Figure 6.1.1b – Household composition (Marlborough, Tiverton, Wimborne)



Source: ONS

There is a significant value differential between the comparator towns reflecting their regional locations and affluence profiles. Marlborough has the most expensive housing stock with 2005 average values, being 27% over than seen in Wimborne and 77% over that in Tiverton. In terms of particular property types the largest value differential exists between detached properties with values in Marlborough exceeding those seen in Wimborne and Tiverton by 66% and 41%.

Table 6.1.1b - Average property prices: 2005 (Marlborough, Tiverton, Wimborne)

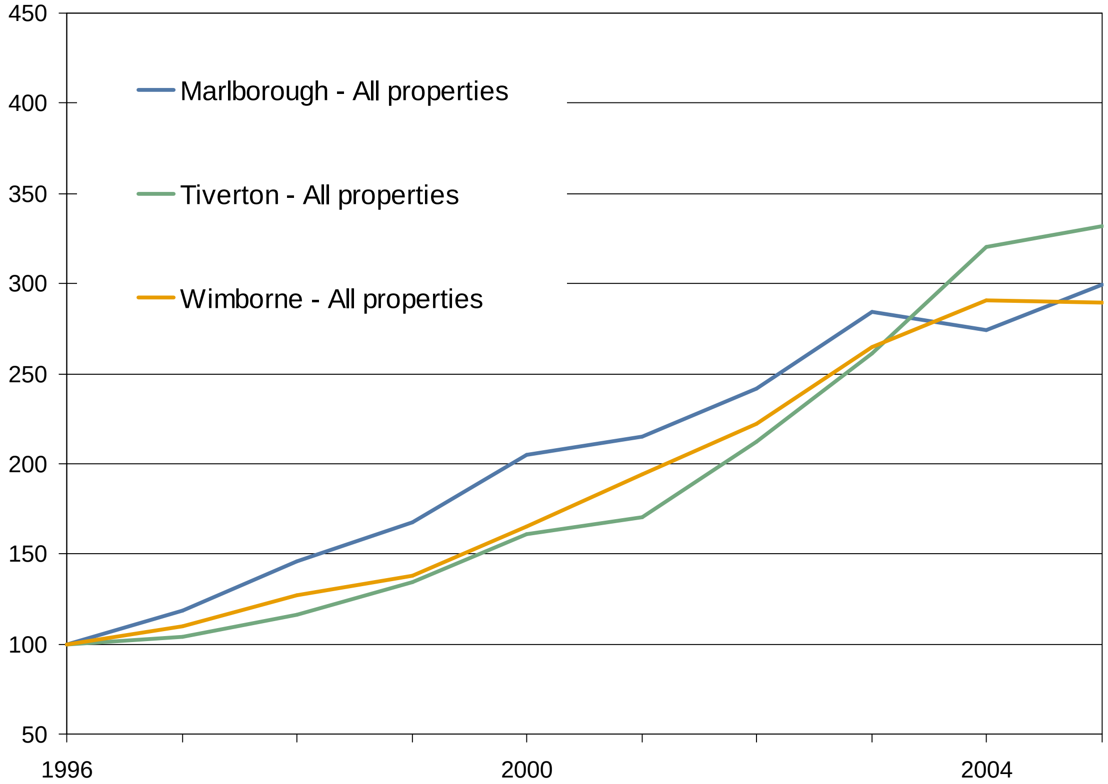
	Marlborough	Tiverton	Wimborne
Detached	£405,534	£244,786	£286,856
Semi	£235,521	£157,313	£213,644
Terraced	£215,987	£136,009	£196,976
Flat	£163,747	£110,429	£139,006
All	£297,465	£168,052	£234,167

Source: Land Registry

Despite differences in terms of actual values, similar levels of value growth have been seen across all the comparator towns. Since 1996 average values across all comparator towns have risen by over 180% with Tiverton seeing the most dramatic increase of 232%, no doubt reflecting growth off a low base rather than any specific market upturn in the area. Marlborough and Wimborne over the same period saw an increase of 199% and 189% respectively. Growth over 2005 would appear to have slowed apart for Marlborough which saw a 9.2% increase in values in contrast to the -0.4% downturn in Wimborne and 3.7% increase in Tiverton.

It has been terraced properties in Marlborough and Wimborne that have shown the greatest level of uplift across the comparator towns (246% and 231% respectively), whereas Tiverton's flats saw the greatest uplift in values of 318% over the same period.

Figure 6.1.1c - House price growth for all property types (Marlborough, Tiverton, Wimborne)



Source: Land Registry

Tiverton has on average seen the greatest level of residential development with average net completions per annum over double that seen in Marlborough and Wimborne. In line with this commitments as of April 2005 in Tiverton far exceed that seen in the other comparator towns (see table 6.1.1c). Tiverton is a far larger town than Marlborough, with its urban area and household numbers over double that seen in the later. This combined with the nature of Marlborough itself, which means that development is restricted, may explain Marlborough's low level of annual completions. In contrast Wimborne, despite being more closely related to Tiverton in terms of size of urban area and household numbers still lags behind in terms of average net completions and current commitments.

Clearly Tiverton has experienced a significant level of growth, way above that seen in the other comparator towns. For example since March 2001 373 units have been completed, whereas over the same period in Wimborne the number is only 107 units. The more historical nature of Marlborough and Wimborne, which means that development is restricted in order to avoid sprawl and ruin the nature of the towns may be less of a concern in Tiverton.

Table 6.1.1c – Average residential completions per annum and commitments in comparator towns as of April 2005

	Marlborough	Tiverton	Wimborne
Average net completions per year (units)	34	93	31
Commitments at April 2005 (units)	0	341	145

*Note: average net completions based on different time periods across comparator towns

6.1.2 Development pipeline

As average net completions and commitments for the comparator towns demonstrated, Tiverton has experienced significant levels of residential development way above that seen in the other comparator towns. This is set to continue as the town's future development pipeline shows. As of March 2005 the number of dwellings outstanding with planning permission in Tiverton exceeds that seen in the other towns by at least 7 times.

Table 6.1.2 – Residential units in the development pipeline (dwellings outstanding with planning permission)

Marlborough	Tiverton	Wimborne
97	648	71

Source: District Council's development monitoring

6.2 Retail market of comparator towns

6.2.1 Overview of the market

Size of retail provision in each of the towns is reflected by the towns size. Tiverton, with the largest population, has the greatest amount of floorspace and number of units. Marlborough has the least amount of retail floorspace and number of units reflecting the fact that it has the smallest population.

As expected comparison goods retailing accounts for the largest proportion of retail floorspace across all the towns, with Wimborne showing a slightly higher proportion of 54% of total retail floorspace compared to 52% in Tiverton and 48% in Wimborne. Wimborne also leads the way in terms of proportion of service goods retail floorspace. In contrast Marlborough has the largest proportion of convenience retailing, accounting for 22% of total floorspace compared to 20% in Tiverton and 13% in Wimborne.

Demand for space across all the comparator towns appears to be good as only 5.4%, at the very most, of total floorspace is currently vacant. Wimborne currently enjoys the lowest levels of vacancy as only 3% of total floorspace is vacant, although proportionally it has more units that are vacant. Tiverton has the highest levels of vacancy.

Marlborough achieves the highest retail rents across the comparator towns, exceeding those in Tiverton by £20 psq.ft, indicating strong levels of demand for space above that seen in the other towns.

Table 6.2.1a – Comparator town retail market statistics

	Marlborough	**Tiverton**	**Wimborne**
Total Floorspace (sq.ft)	**231,000** (in 167 units)	**311,000** (in 214 units)	**264,000** (in 173 units)
In-town retail (sq.ft)	**231,000** (167 units)	**311,000** (214 units)	**264,000** (173 units)
- Convenience Goods	51,000	62,000	33,000
- Comparison Goods	112,000	163,000	143,000
- Service Goods	55,000	66,000	80,000
- Miscellaneous Goods	2,000	3,000	0
Out-of-town Retail (sq.ft)	**0**	**0**	**0**
- Convenience Goods	0	0	0
- Comparison Goods	0	0	0
Vacancy (sq.ft)	**11,000** (7 units)	**17,000** (in 10 units)	**8,000** (in 9 units)
- In-town Vacancy	11,000 (7 units)	17,000 (in 10 units)	8,000 (in 9 units)
- Out-of-town Vacancy	0	0	0
Proportion that is vacant	4.7% (4.2% of units)	5.4% (4.6% of units)	3% (5.2% of units)
Top Rents (achieved in last 12 months)			
- In-town	£60 sq ft	£40 sq ft (zone A)	?
- Out-of-town	N/A	N/A	N/A

Source: Savills Research; TW Associates; Experian; FOCUS

While Tiverton has the largest amount of retail floorspace across the comparator towns, when you come to examine this on a per head of the population basis its is Marlborough which appears to better supplied. The level of provision at Wimborne and Tiverton per head of the population are very closely matched, while provision at Marlborough is almost double seen across all categories (total floorspace, convenience floorspace, and comparison floorspace). It would appear to be the case that Marlborough is serving a far greater catchment, considering its size, compared to Tiverton and Wimborne. We believe that this has been achieved due to the attractiveness of the towns retail environment combined with its isolation from any other major retail centre. The high affluence of Marlborough's population catchment has also had a part in supporting a high level of retail provision.

Table 6.2.1b – Retail floorspace per head of population

	Marlborough	Tiverton	Wimborne	Average across comparator towns
Total retail floorspace per head of population (sq.ft)	52.3	24.1	24.4	33.6
Total convenience floorspace per head of population (sq.ft)	11.5	4.8	3.1	6.5
Total comparison floorspace per head of population (sq.ft)	25.3	12.6	13.2	17.0
Total in-town retail floorspace per head of population (sq.ft)	52.3	24.1	24.4	33.6

Source: Savills Research; TW Associates; Experian; FOCUS

As would be expected considering the affluence profiles of the comparator towns, it is Marlborough which has the highest level of expenditure per capita for both convenience and comparison goods. Tiverton has the lowest expenditure levels across the comparator towns tying in with the fact that it has an over-representation of those in the least affluent group.

Table 6.2.1c – Expenditure per capita per annum

	Marlborough	Tiverton	Wimborne	Comparator town average
Convenience expenditure per capita	£2,394	£2,172	£2,349	**£2,185**
Comparison expenditure per capita	£2,157	£1,748	£2,035	**£1,872**

Source: Savills Research; Mapinfo

Apart from the obvious difference in the size of provision the nature of provision also differs across the comparator towns. Marlborough has the most upmarket provision reflecting the fact that it is significantly over-represented in the most affluent population groups. While the town has a number of the top 20 retailers including Boots, Woolworths, WHSmiths, and Dorothy Perkins, it has more upmarket fashion retailers including Phase Eight, Viyella ladieswear, and Monsoon. Another strength behind Marlborough's retail provision is the quality of the retail stock which adds to the general attractiveness of the high street. This has meant that the town has been able to draw in visitors from a far wider catchment, therefore providing more support for the town's top end provision.

Tiverton in contrast has a more down market provision. Fitting with its size it has the largest number of 20 top retailers including Boots, Woolworths, WHSmiths, Superdrug, Dorothy Perkins, and New Look including a small department store (Banbury's). Yet, remaining retail provision is clearly concentrated in the lower end as for example Peacocks and QS both have stores in the town. This quality of provision ties in with the significant over-representation of those in the mid-low and least affluent groups.

The size of Wimborne's retail offering lags behind that seen in Tiverton, reflecting the fact that it has a smaller catchment population. While its catchment may be smaller its affluence profile is concentrated in the most affluent and mid-high affluence groupings. This is reflected in the quality of provision in the town, while not at the same level as that in Marlborough exceeds that in Tiverton. One interesting comparison between Marlborough and Wimborne is that while Wimborne exceeds Marlborough in terms of population it does not have the same level of provision of fashion retailing as seen in Marlborough. This may be the result of Wimborne's proximity to Bournemouth and Poole, which means that the demand for higher end fashion retailing is met there. In contrast, Marlborough is more isolated from Swindon providing better support for the provision of fashion retailing due to less competition from other centres in its catchment.

6.2.2 Retail development pipeline in comparator towns

There are no extensive plans to increase retail provision in any of the comparator towns. Each of the towns have plans for some level of retail development, but this is in line with existing provision and the size of the settlement. This would suggest, when drawing conclusions for Sherford that these towns are mature and at capacity in terms of retail provision. They should therefore represent what's possible at Sherford when it too is a fully mature settlement. The same level of provision will almost certainly not be possible at every stage of Sherford's development and care will need to be taken with how the retail at Sherford is phased.

Marlborough has only one single use retail scheme in the development pipeline. This is the conversion of a petrol station to form 2 units for Majestic Wine Warehouses on the edge of the high street. Considering that the town possesses a relatively strong retail sector with high levels of expenditure per capita we may have expected to see greater levels of retail development in the pipeline. No doubt the nature of the town and the lack of available development land close to or on the high street has restricted any possibility of further development. It may be the case that the town is already adequately served for retail particularly as retail floorspace per head of population (table 6.2.1b) is already way above that seen in the comparator towns.

Future retail provision in Tiverton is expected to come from only scheme, which is a mixed use scheme in the retail centre. The scheme is envisaged to contain residential and office space in addition to the 7 retail units planned on the site. Detailed planning permission has been received for this scheme.

Wimborne has one relatively large retail scheme in the development pipeline and that is the planned Waitrose store on the edge of the town centre. The 23,000 sq.ft store is in the early stages of the planning process. There is also a small 110,000 sq.ft mixed use scheme planned on the edge of Wimborne which has already received detailed planning permission. The retail element of the scheme totals approximately 80,000 sq.ft with the remaining portion of the scheme made up of a residential care home and cricket pavilion.

6.3 Office market of comparator towns

6.3.1 Overview of the office market

As would be expected with the size of the comparator towns, office supply tends to be restricted to small units in the town centre. These are either stand alone units or are found above other uses. This mirrors the more fine grain commercial development envisaged at Sherford. Demand for office space in the comparator towns is driven by small occupiers and we would suspect that this would also be the case in Sherford. The focus should therefore be on meeting the needs of the 'one-man' bands which may require the provision of more affordable and flexible space.

The majority of office space in Marlborough is located on the high street with some space provided out of town. This pattern is reflected in the known take-up of space, which has totalled 19,061 sq.ft since 1985. Average unit size of this take-up is 2,382 sq.ft reflecting the concentration of small units in the town. It would appear that demand for space is focused on small units in the town centre rather than for larger out-of-town units as current availability is located out-of-town.

Known office take-up in Tiverton totals 3,156 sq.ft since 1992. As with Marlborough this has been of small units ranging in size from 120-2,200 sq.ft, although this has tended to be in edge of town and out-of-town locations. There is currently no availability for office space in Tiverton indicating that demand for space matches provision. Considering that Tiverton is a larger town than Marlborough we would have expected a greater degree of take-up than seen in Marlborough. We suspect that this low level of take-up is a reflection of the town's under representation of financial/business service companies set against the other comparator towns (see Figure 5.1.3). For example, the equivalent of 7.6% of Tiverton's population is employed in the financial and business services sector compared to 9.3% in Marlborough.

Again, as in the other comparator towns, the majority of office space in Wimborne is concentrated in the town centre with some provision on an out of town industrial estate. Known take-up since 1987 totals 7,714 sq.ft, with average unit size of this take-up being 1,286 sq.ft. An equivalent of 12% of the town's population is employed in the financial and businesses services sector above that seen in the other comparator towns. As this sector is most closely linked to office use we would expect, based on this, that office provision would exceed that seen in the other comparator towns.

6.3.3 Office development pipeline

In line with the size of office provision in the comparator towns the future development pipeline is limited to a handful of schemes. Tiverton has the largest development pipeline, which includes the construction of 3 units on Tiverton Business Park as well as development of space on a mixed use scheme in the town centre. Future development in Marlborough is confined to the development of a 25,000 sq.ft unit out-of-town on the new Marlborough Business Park. This development will be very different from that which currently exists in Marlborough.

Table 6.3.3 – Office schemes in the development pipeline (Plans submitted; Planning permission)

	Marlborough	Tiverton	Wimborne
Number of schemes	1	3	None
Total floorspace (sq.ft)	25,800	Over 29,170	None

6.4 Industrial market of comparator towns

6.4.1 Overview of the industrial market

As would be expected the industrial space found in the comparator towns is concentrated in out-of-town locations. In the larger towns of Tiverton and Wimborne, which we would expect to contain more space, this space tends to be found on industrial and trading estates. In Marlborough space tends to consist of isolated stand alone units. Considering the relative strength of Plymouth's industrial market and the level of supply in the comparator towns we envisage that there is scope for provision of appropriate industrial space at Sherford. We suspect that any space provided should not consist of large big box units, as they do not mix well with other units.

Wimborne has seen the greatest level of take-up of space over the last 3 years totalling 34,414 sq.ft, in contrast to 28,504 sq.ft in Tiverton and only 8,100 sq.ft in Marlborough. While Wimborne is a smaller town than Tiverton we suspect that its proximity to a major conurbation (Bournemouth and Poole) drives demand for space above that seen in Tiverton which is more isolated. This level of demand would also appear to translate into larger units. For example, the average size of known units taken up in Wimborne is 11,821 sq.ft, almost double that seen in Tiverton (6,476 sq.ft). Average size of take-up in Marlborough is only 4,050 sq.ft.

In line with levels of take-up seen across the comparator towns it is Wimborne that has the largest amount of available space totalling 181,781 sq.ft. Availability in Tiverton is under half this totalling 66,872 sq.ft, although 63,000 sq.ft of this is for one unit, in contrast to Wimborne which has 37 available units. Marlborogh has only one unit available of 7,200 sq.ft.

The differences in level of supply of industrial and warehousing space reflects the business mix of the comparator towns. In terms of transport businesses (i.e. freight companies and storage and distribution companies) which are closely linked to the use of industrial/warehousing space, Wimborne has the equivalent of 7.7% of its population employed in this sector, the largest proportion across the comparator towns. In Tiverton this sector accounts for the equivalent of 5% of the towns population and in Marlborough 3.5%. Manufacturing businesses also account for a significant proportion of Wimborne's population (see figure 5.1.1b). This would further suggest that the provision and demand for industrial space in Wimborne exceeds that seen in the other comparator towns. As already highlighted this is no doubt due to the towns proximity to a major conurbation combined with its good road links with the motorway network.

6.4.2 Industrial development pipeline

The size of the future industrial pipeline across the comparator towns is tiny. Surprisingly, taking into consideration the limited supply and level of take-up of industrial space, Marlborough has the largest future pipeline with the development of 3 units totalling over 35,000 sq.ft. The majority of this is to be developed on the new business park being developed on the outskirts of the town. Wimborne's development pipeline consists of the development of 1 warehouse unit, while Tigerton's is that of a unit for light industrial uses.

Table 6.4.2 – Industrial schemes in the development pipeline (Plans submitted; Planning permission)

	Marlborough	Tiverton	Wimborne
Number of schemes	3	1	1
Total floorspace (sq.ft)	Over 35,100	Unknown	11,300

6.5 Leisure provision of comparator towns

6.5.1 Overview of the leisure market

In line with its size it is Tiverton that has the largest level of leisure provision across the comparator towns, followed by Wimborne and Marlborough. Tiverton's relative isolation from a major town also provides support for its larger provision. In contrast, Wimborne's proximity to Bournemouth and Poole means that leisure demand is met by supply in these cities.

Town size in terms of population is also reflected in the types of provision. For example Tiverton's larger population means that it can support a small cinema and bowling alley. Leisure provision in Marlborough and Wimborne is confined to a council owned leisure centre both of which are located on the edge of town. Leisure provision in Tiverton on the other hand is split between the town centre and out of town locations. The small cinema and one of the private health clubs is located in the town centre. The leisure centre and remaining private health club is located out-of-town with the bowls centre situated on the edge of the town centre.

Considering the generally high affluence of Wimborne and in particular Marlborough we may have expected to see the presence of a private health club in these towns. Yet the size of its population, and in the case of Wimborne its proximity to a large urban area, has meant that the provision of this type has not been commercially viable in these towns. There are a number of private health clubs, majority of which are aimed at the top end market, within the vicinity of Marlborough and Wimborne which no doubt meet local demand.

Table 6.5.1 – Leisure supply across comparator towns

Marlborough	Tiverton	Wimborne
1x Leisure centre (council)	1x Leisure centre (council)	1x Leisure centre (council)
	2x Health & Fitness (private)	
	1x Cinema	
	1x Bowls centre	

6.5.2 Food & drink

While Tiverton leads the way in terms of leisure provision across the comparator towns, it is Marlborough that would appear to have the greatest level of provision of food and drink establishments relative to its population. Provision in Marlborough stands out from that in the other comparator with total provision per 100 of the population being double that in Tiverton and 62% greater than that in Wimborne. In terms of total numbers it is Tiverton that has the greatest level of provision.

It is the provision of restaurants and café's in Marlborough which stands out most significantly from that seen in the other comparator towns. Quality of provision is also different across the towns reflecting differences in the affluence profile of the towns. For example, Tiverton which is over represented in the lower affluence groups would appear to have a more downmarket offering than that in Wimborne and Marlborough. Considering the size of Marlborough's population it surprisingly has the greatest proportion of multiples. Eleven percent of restaurants & café's in Marlborough are multiples opposed to none existing in Tiverton and Wimborne.

Based on the level of provision at Marlborough relative to its population it is clearly serving a far wider catchment than the comparator towns. We suspect that provision combined with the town's general attractiveness has made it a destination centre drawing in visitors from a far greater catchment than the other 2 comparator towns have been able to do.

Table 6.5.2 – Provision per 100 of towns population

	Marlborough	Tiverton	Wimborne	Average across comparators
Restaurants & café's	0.41	0.22	0.26	0.30
Take-away food shops	0.05	0.02	0.01	0.03
Pubs & bars	0.23	0.11	0.15	0.16
Total provision	**0.68**	**0.34**	**0.42**	**0.48**

Source: Blue Sheep

6.5.3 Leisure development pipeline

The leisure development pipeline is practically non-existent across the comparator towns. There is only one known scheme being planned and that is in Marlborough. This consists of the construction of a small 16,000 sq.ft theatre/cinema on the edge of the town centre which has received planning permission. Its development will be based on the strength of the town to draw in visitors from a wide catchment as the level of food & drink provision has demonstrated.

6.6 Mixed use development pipeline in comparator towns

As with the other development types there is an extremely limited amount of mixed use space in the development pipeline across the comparator towns. Only Tiverton and Wimborne have schemes in the pipeline. The scheme in Tiverton consists of 4 residential units, 7 retail units, and office space and is situated in the town centre. The scheme in Wimborne is on the edge of town and includes a residential care home, food store and cricket pavilion. Based on the small nature of the mixed use development pipeline we do not expect this to have any great impact on the existing settlements.

7.0 BUILT PROPERTY REQUIREMENTS AT SHERFORD

In order to discover what is needed at Sherford to complement and support the residential element and to create a real town, a real place on the site, we have looked at the number and type of non-residential buildings that will be required. We have ascertained this by looking at the full range of businesses in the selected comparator towns and assigning a typical property type or types for each of the businesses. We have then assessed how many of each type of business/property type will be required at Sherford by taking the average number of each type of business per household from the comparators and multiplying them by the number of households projected at Sherford (5,500).

The table below shows that a town of Sherford's size may end up accommodating some 1,100 businesses in a variety of different sectors. These businesses are a variety of types and sizes, ranging from "one man bands" housed in domestic garages and spare bedrooms, through to multinational corporations in office blocks (not that we envisage large numbers of the latter in Sherford).

Table 7.0 - Potential number of business by type at Sherford

Business Type	Theoretical Requirement for Sherford
Agricultural & materials	15
Building & Engineering	134
Business & Household Services	99
Business services	219
Civic	39
Domestic Services	21
Education	25
General Retail	152
Household Services	43
Leisure	76
Manufacturing	92
Media	8
Neighbourhood Retail	27
Personal Services	86
Transport	39
Utilities & infrastructure	13
Wholesale	50
Total	**1,139**

The following tables illustrate how many businesses and business premises, of different types will, theoretically be required or be possible to build at Sherford in different sectors. These tables should not be viewed as prescriptive as some uses may be inappropriate to the local economy but they should give a good indication of what's possible, given what succeeds in similar sized towns and towns to which Sherford may aspire to be.

7.1 Building and Construction Industry

The table below shows the numbers (rounded up) of building and construction related business that may be expected to rise over time if Sherford becomes similar to Marlborough, Wimborne and Tiverton. The type of premises required is also detailed and illustrates the need to provide space for the sorts of uses that are not normally considered in a standard, institutional type of development. The emphasis here, for example is on builders yards and workshops rather than standard industrial or office units.

Table 7.1 - Property requirements for the building industry in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Architectural & engineering activities	23	Studio & office
Construction of tracks and highways	3	Builders yard/materials depot
Demolition and wrecking of buildings	1	Builders yard/materials depot
Electrical installation	10	Workshop & storage
Engineering consultancy and design	1	Studio & office
Erection of roof covering and frames	5	Builders yard/materials depot
Floor and wall covering	2	Showroom & workshop
General construction of buildings	35	Builders yard/materials depot
Joinery installation	6	Workshop & storage
Other building completion	7	Workshop & storage
Other building installation	4	Workshop & storage
Other construction work by specialists	10	Workshop & storage
Painting and glazing	6	Workshop & storage
Plastering	3	Workshop & storage
Plumbing	13	Workshop & storage
Surveying activities	1	Small office
Technical testing and analysis	2	Laboratory & office
Total	134	

7.2 Business and Household Services

Businesses that service both other businesses and households include institutions such as banks and computer software consultants are included in this category. Once again, some of the accommodation needed, even in these service industries, is not standard office accommodation. In some cases, the businesses are so small that we have coined the term “micro office” as the type of accommodation needed. This accommodation might be an alternative to working out of a spare room in a domestic dwelling, for example. We also identify this type of accommodation requirement in other categories and we think that there are benefits for businesses and the community at large of amalgamating these micro offices in neighbourhood and town centres to benefit from proximity to other activities.

Table 7.2 - Property requirements for Business and Household Service Industries in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Banks	2	Banking hall/fronted office
Buying and selling of own real estate	2	Micro office
Development and selling of real estate	24	Office
Hardware consultancy	5	Office & workshop/storage
Insurance agents and loss adjusters	2	Small office
Legal activities	10	Office
Letting of own property	11	Micro office
Non-life insurance	1	Small office
Other financial intermediation	4	Small office
Photographic activities	6	Studio
Renting of other machinery and equipment	1	Storage
Security broking and related activities	1	Small office
Software consultancy and supply	29	Office & workshop/storage
Van and lorry rental	1	Office & garage/parking
Total	99	

7.3 Business Services

Not surprisingly, most of the requirement for standard offices in Sherford will arise from the business services sector. There will be around 200 examples of this type of business in the finished Sherford – provided it reaches the potential of the selected comparator towns. Even where the accommodation required is standard office accommodation, we do not envisage that any significant number of these occupiers will have a requirement for more than a floor or part of a floor in a standard office building. Any large-scale corporates will still be more likely to locate in Plymouth (or indeed other cities) than at Sherford. We do not therefore see Sherford competing with Plymouth as a location for big business. Rather, we envisage the business services sector servicing local businesses on a small scale.

Table 7.3 - Property requirements for Business Services in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Accounting and auditing activities	13	Office
Activities of employers organisations	1	Office
Activities of professional organisations	1	Office
Advertising	4	Office
Business and management consultancy	31	Office
Data base activities	4	Small office
Distribution of advertising materials	1	Storage & office
Financial intermediation	7	Small office
Industrial cleaning	5	Workshop & storage
Investigation and security activities	2	Small office
Management of holding companies	10	Office
Market research and opinion polling	1	Office
Natural sciences research	1	Laboratory
Other business activities	86	Office
Other computer related activities	14	Office
Other service activities	13	Office
Personnel recruitment	8	Fronted office
Planning advertising activities	1	Small office
Rent collecting agencies	10	Small office
Renting of air transport equipment	1	Not applicable at Sherford
Renting of construction machinery	1	Builders yard/materials depot
Secretarial and translation activities	2	Small office
Total	219	

7.4 "Civic" Uses

The term Civic has been used here to encompass activities and businesses that have a public element to them. Some of these functions may be housed in various offices within a town hall or civic building of some kind. We would not envisage that this would be very large. Others, such as libraries, require specialist buildings and others will be accommodated in ordinary buildings, alongside the private sector.

Table 7.4 - Property requirements for "Civic" uses in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Activities of political organisations	1	Office
Activities of religious organisations	8	Office
General public service activities	1	Town hall offices
International organisations and bodies	2	Office
Library and archives activities	2	Library/storage/gallery
Museum activities and buildings	4	Gallery
Public law and order activities	1	Police Station
Regulation to efficiency of operation	1	Office
Social work without accommodation	17	Town hall offices
Total	39	

7.5 Domestic Services

Domestic services are here taken to include all the activities that relate to the physical fabric of homes and their contents. It largely covers cleaning, repair and catering. The number of homes planned at Sherford will almost automatically give rise to demand for these services.

Table 7.5 - Property requirements for Domestic Services in Sherford

DOMESTIC SERVICES		
Business Type	**Theoretical Requirement for Sherford**	**Type of accommodation needed**
Catering	4	Kitchen, storage & micro office
Repair not elsewhere classified	8	Workshop
Repair of electrical household goods	2	Workshop
Washing and dry cleaning	6	Shop with workshop
Total	21	

7.6 Education

Education here covers not just the education of children but the broader education of adults too. In some cases, the premises required for both types of education can be shared and innovative ways of creating “community colleges” could be investigated. The numbers of separate schools needed per se may not be as great as the table suggests.

The theoretical number of Schools required is very much greater than the number planned at Sherford or required by the local education authority. This is because this section includes both private and state sector schools as well as other specialised educational establishments. We suspect that the comparator towns happened to have a large number of these in their catchments so the resulting mix may not be appropriate for Sherford.

At the same time, it may be worthwhile investigating the potential demand for private and specialised schools in the area and considering the creation of Sherford as a centre of educational variety and excellence. The presence of good schools will undoubtedly impact favourably on residential property values and the quality of place created.

Table 7.6 - Property requirements for Educational establishments in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Adult and other education	6	Classrooms
Driving school activities	2	Classrooms, offices and parking
Primary & Secondary education	9	Primary & Secondary Schools
Nursery education	8	Nursery School
Total	25	

7.7 Household Services

Household services here relate to businesses that service the people in households who will settle at Sherford. Demand does not therefore depend on any external economic activity or job creation but, like the domestic services and personal services sector, is internally generated. Most of the accommodation required in this sector is in the form of small offices. It is this sector that forms the bulk of demand for small, neighbourhood commercial units.

Table 7.7 - Property requirements for Household Services in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Building societies	3	Fronted office
Funeral and related activities	3	Funeral parlour
Furniture removal activities	2	Warehouse & car park
Life insurance	5	Small office
Mortgage brokers	1	Small office
Other entertainment activities	5	Office and Storage
Real estate agencies	14	Fronted office
Travel agencies and tour operators	7	Fronted office
Veterinary activities	3	Surgery/treatment/consulting room
Total	43	

7.8 Leisure

We have used the term “Leisure” here to include the hospitality industry as well as sports and social activities. If Sherford performs like Wimborne, Tiverton and Marlborough, then there will be a requirement for 5 hotels and guest houses, 24 restaurants, 16 pubs or bars, and 6 small restaurants and cafes. Competition from Plymouth in the hotel accommodation sector will be strong so the hospitality industry at Sherford will need to distinguish itself from the opposition.

The attraction of Sherford to both residents and visitors will also be enhanced by the provision of restaurants, bars, pubs and cafes. We did not detect any potential for significant “nightlife” attractions such as nightclubs beyond this so we would envisage that the types of catering and drinking establishments to be offered will be more family-orientated in nature. Youths and young people are more likely to be catered for in Plymouth.

Table 7.8 - Property requirements for the leisure and hospitality industry in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Fair and amusement park activities	1	Amusement park
Hotels	3	Hotel/Motel/Inn
Operation of arts facilities	4	Gallery
Operation of sports arenas and stadiums	1	Sports stadium
Other membership organisations	6	Club house
Other recreational activities	5	Hall/meeting place
Other sporting activities	7	Sports facility/court/gym/leisure club
Other tourist / short-stay accommodation	2	Guest house/hostel
Public houses and bars	16	Pub/bar
Restaurants*	24	Restaurant
Unlicensed restaurants and cafes	6	Small restaurant/café
Total	76	

Includes lower end and takeaway types

7.9 Manufacturing Industry

If the comparator towns are indicative, there may be scope for up to 90 or so industrial premises at Sherford. We would urge particular caution however in interpreting the figures below. Most of the existing industries in the comparator towns will have been set up many years ago and the capital costs fully depreciated. Many of them may be uneconomical to set up from scratch today. We suspect therefore that there is some potential for light manufacturing activities that are compatible with the residential nature of the proposed town but would rule out a sizeable quantity of heavy manufacturing.

Table 7.9 - Property requirements for manufacturing industry in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Building and repairing ships	2	Not applicable at Sherford
Cutting, shaping and finishing of stone	2	Builders Yard/materials depot
General mechanical engineering	6	Heavy manufacturing unit
Lifts and handling equipment manufacture	1	Heavy manufacturing unit
Manufacture of aircraft and spacecraft	1	Not applicable at Sherford
Manufacture of bread	1	Light manufacturing unit
Manufacture of builders' joinery	1	Builders Yard/materials depot
Manufacture of builders' metal joinery	1	Heavy manufacturing unit
Manufacture of cartons and boxes	2	Light manufacturing unit
Manufacture of ceramic tiles and flags	1	Heavy manufacturing unit
Manufacture of computers	1	Light manufacturing unit
Manufacture of electronic components	1	Light manufacturing unit
Manufacture of fabricated metal products	3	Heavy manufacturing unit
Manufacture of machine tools	2	Heavy manufacturing unit
Manufacture of metal structures	6	Heavy manufacturing unit
Manufacture of motor vehicles	1	Heavy manufacturing unit
Manufacture of narrow fabrics	1	Heavy manufacturing unit
Manufacture of other chemical products	1	Heavy manufacturing unit
Manufacture of other farming machinery	1	Heavy manufacturing unit
Manufacture of furniture	1	Light manufacturing unit
Manufacture of other machinery	1	Heavy manufacturing unit
Manufacture of other products of wood	2	Light manufacturing unit
Manufacture of other special machinery	2	Heavy manufacturing unit
Manufacture of apparel	2	Light manufacturing unit
Manufacture of plastic products	3	Light manufacturing unit
Manufacture of sports goods	1	Light manufacturing unit
Manufacture of surgical equipment	1	Light manufacturing unit
Manufacture of taps and valves	1	Light manufacturing unit
Manufacture of toilet preparations	1	Light manufacturing unit
Manufacture of tools	4	Heavy manufacturing unit
Manufacture of transmitters	2	Light manufacturing unit
Manufacture of wire products	1	Heavy manufacturing unit
Other builders' plastic ware manufacture	1	Light manufacturing unit
Other electrical equipment manufacture	1	Light manufacturing unit
Other manufacturing	3	Light manufacturing unit
Other publishing	1	Offices and storage
Printing and its service activities	5	Heavy manufacturing unit
Publishing of books, journals & periodicals	6	Offices and storage
Publishing of newspapers	2	Offices and storage
Recycling of metal waste and scrap	1	Builders Yard/materials depot
Sawmilling and planing of wood	2	Builders Yard/materials depot
Total	92	

Note figures are rounded so will not total up.

7.10 Personal Services

Another business sector that arises out of a resident population (as opposed to economic growth or regeneration) is the personal services sector. The arrival of 5,500 households in Sherford will give rise to a need for the activities listed in the table below. Again, the property types needed do not all fall into standard institutional investor categories nor do they necessarily conform to planning use classes.

Table 7.10 - Property requirements for Personal Services in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Dental practice activities	10	Surgery/treatment/consulting room
Hairdressing & other beauty treatment	27	Fronted shop
Hospital activities	2	Accommodation in a hospital/clinic
Medical practice activities	16	Surgery/treatment/consulting room
Other human health activities	12	Surgery/treatment/consulting room
Physical well-being activities	1	Surgery/treatment/consulting room
Public sector hospital activities	1	Accommodation in a hospital/clinic
Self improvement promotion	4	Classrooms
Social work activities with accommodation	12	Nursing/care/residential home
Total	86	

7.11 Retail

Retail uses are perhaps the most important to be considered at Sherford because the new high street is probably the single, most prominent feature that will give the town its character. The first thing to note, if the comparator towns are anything to go by, that there is potential for a bigger high street than has hitherto been catered for. Given that not all uses on the high street will be retail (there will also be banks and what we call “fronted offices”, for example), a frontage of more than 150 units begins to look feasible. We would caution however that the comparator figures may be inflated by Marlborough. This is because that town attracts more visitors than its size would predicate. Projections of shop to population ratios will therefore give high provision of retail in relation to size.

Table 7.11 - Property requirements for retail in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Other non-store retail sale	2	Stall/barrow/kiosk
Other retail sale in specialised stores	40	Shop
Renting of automobiles	1	Fronted office & car park
Renting of other household goods	1	Small office & storage
Retail sale in department stores	3	Department store
Retail sale in other stores selling food	9	Greengrocers/grocers/deli/supermarket
Retail sale of antiques goods in stores	8	Antique shops and storage
Retail sale of automotive fuel	2	Petrol station
Retail sale of clothing	22	Boutiques/clothes shop
Retail sale of electrical goods	5	Shop with storage
Retail sale of equipment and computers	4	Shop with storage
Retail sale of floor coverings	2	Showroom and storage
Retail sale of hardware and glass	4	Shop with storage
Retail sale of leather and footwear	4	Shop with storage
Retail sale of medical goods	1	Shop with storage
Retail sale of other household goods	11	Shop with storage
Retail sale of sports goods and toys	3	Shop with storage
Retail sale of textiles	5	Shop
Sale of vehicle parts and accessories	8	Shop with storage
Sales of motor vehicles	15	Car showroom
Total	152	

The range of shops in the comparator towns means that the standard, plate glass fronted shop which is becoming ubiquitous in High Streets across the country may not be appropriate to Sherford. At the extreme, we identified the need for 2 non-shop premises based on the needs of registered businesses. We suspect that there are even smaller businesses and stallholders who do not show up in the data and could create demand for market stalls from time to time.

Another use that doesn’t show up clearly in the data is supermarkets. They are included with other types of food retailer. Our investigations suggest that there should be scope for at least 2 supermarkets in Sherford, perhaps consisting of one “upmarket” e.g. Waitrose and one discount supermarket e.g. Asda, Lidl, Morrisons.

There may also be scope for another smaller supermarket-style retailer such as Iceland. Other food shops could be an important attraction in Sherford, especially if they do not compete head to head with the supermarkets. We would envisage that they might consist of specialists, cheese, game, seafood and delicatessens, for example. The town might even have a theme of local, specialist produce stores, reinforced by a regular farmers market perhaps.

7.12 Transport

The transport sector is also one that creates demand for non-standard real estate provision. It illustrates the need for "backlands", hidden yards and garages for storage and repair of vehicles. It may be that these uses can be combined with the car showrooms and Park and ride and accommodated in unique, new "under the arches" type spaces in this part of the site.

Table 7.12 - Property requirements for Transport businesses in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Activities of transport agencies	2	Office
Freight transport by road	7	Transport depot/garage
Maintenance and repair of motor vehicles	16	Garage
Other passenger land transport	2	Transport depot/garage
Sea and coastal water transport	1	Not applicable at Sherford
Taxi operation	8	Fronted office and parking
Total	39	

7.13 Wholesaling

Table 7.13 - Property requirements for wholesale businesses in Sherford

Business Type	Theoretical Requirement for Sherford	Type of accommodation needed
Agents involved in the sale of timber	1	Builders yard/materials depot
Agents marketing machinery and ships	1	Small office
Non-automotive wholesale trade	12	Warehouse
Non-specialised wholesale of food	1	Warehouse
Other wholesale	4	Warehouse
Wholesale of construction machinery	1	Large warehouse
Wholesale of construction materials	6	Builders yard/materials depot
Wholesale of dairy produce and eggs	1	Refrigerated Warehouse
Wholesale of fruit and vegetables	1	Refrigerated Warehouse
Wholesale of grain, seeds and feeds	3	Warehouse
Wholesale of hardware and plumbing	4	Warehouse
Wholesale of motors and robots	1	Warehouse
Wholesale of office equipment	2	Warehouse
Wholesale of other food including fish	1	Refrigerated Warehouse
Wholesale of other household goods	3	Warehouse
Wholesale of other intermediate products	1	Warehouse
Wholesale of radio and television goods	3	Warehouse
Wholesale of waste and scrap	1	Builders yard/materials depot
Total	50	

Note figures are rounded so will not total up

8.0 NEIGHBOURHOOD USES

8.1 Neighbourhood Businesses

The provision of local businesses for any town is a fundamental part of its infrastructure, as it is dependent upon catering for the needs of the resident population. It is imperative that Sherford considers the composition of its 'Neighbourhood Businesses', as the types of businesses it encompasses will arise directly from its own population.

Tables 8.1.1a and 8.1.1b show a detailed breakdown of what constitutes a 'Neighbourhood Business' in terms of neighbourhood commercial and retail and then groups these businesses into one of 5 key categories. The 5 categories were defined to encompass all business that service the local needs of a population, and were deduced from the Bluesheep data, which records the location and type of all registered businesses in the UK.

The theoretical requirement for Sherford is based on the number of businesses recorded in all 3 comparator towns and applied to Sherford, relative to the proposed 5,500 households.

Figure 8.1.1a - Neighbourhood Commercial Uses

Business Type	Theoritical Requirement for Sherford
Washing and dry cleaning	6
Repair not elsewhere classified	8
Repair of electrical household goods	2
Repair of shoes and leather items	0
Catering	4
Domestic Services	**19**
Hairdressing and other beauty treatment	27
Self improvement promotion	4
Social work activities with accommodation	12
Nursing home activities	0
Other human health activities	12
Physical well-being activities	1
Private household with employed persons	1
Public sector hospital activities	1
Hospital activities	2
Medical practice activities	16
Dental practice activities	10
Personal Services	**86**
Activites of tour guides	1
Activities of travel agencies	5
Building societies	3
Funeral and related activities	3
Furniture removal activities	2
Life insurance	5
Mortgage brokers	1
Other entertainment activities	5
Real estate agencies	14
Travel agencies and tour operators	1
Veterinary activities	3
Household Services	**43**

Note: The figures are rounded so may not total.

Source: Savills, Blue Sheep

Figure 8.1.1b - Neighbourhood Retail Uses

Business Type	Theoritical Requirement for Sherford
Take-away food shops	2
Retail of newspapers and stationery	9
Retail sale of bread and cakes	3
Retail sale of drink	3
Retail sale of fish and molluscs	0
Retail sale of fruit and vegetables	2
Retail sale of meat and meat products	3
Dispensing chemists	4
Neighbourhood Retail	**27**
Post Offices	**4**

Note: The figures are rounded so may not total

Source: Savills, Blue Sheep

The breakdown of neighbourhood commercial and retail uses that is provided in tables 8.1.1a and 8.1.1b, gives an insight into what may be required in Sherford to help sustain a successful urban environment.

What is immediately apparent from the tables is the diversity of local business types there are in towns of a similar size to the proposed Sherford. This emphasises the need to create flexible commercial space with the development to try and accommodate this diversity and provide buildings that will meet the needs and demands of the resident population, in terms of a working and retail and leisure environment

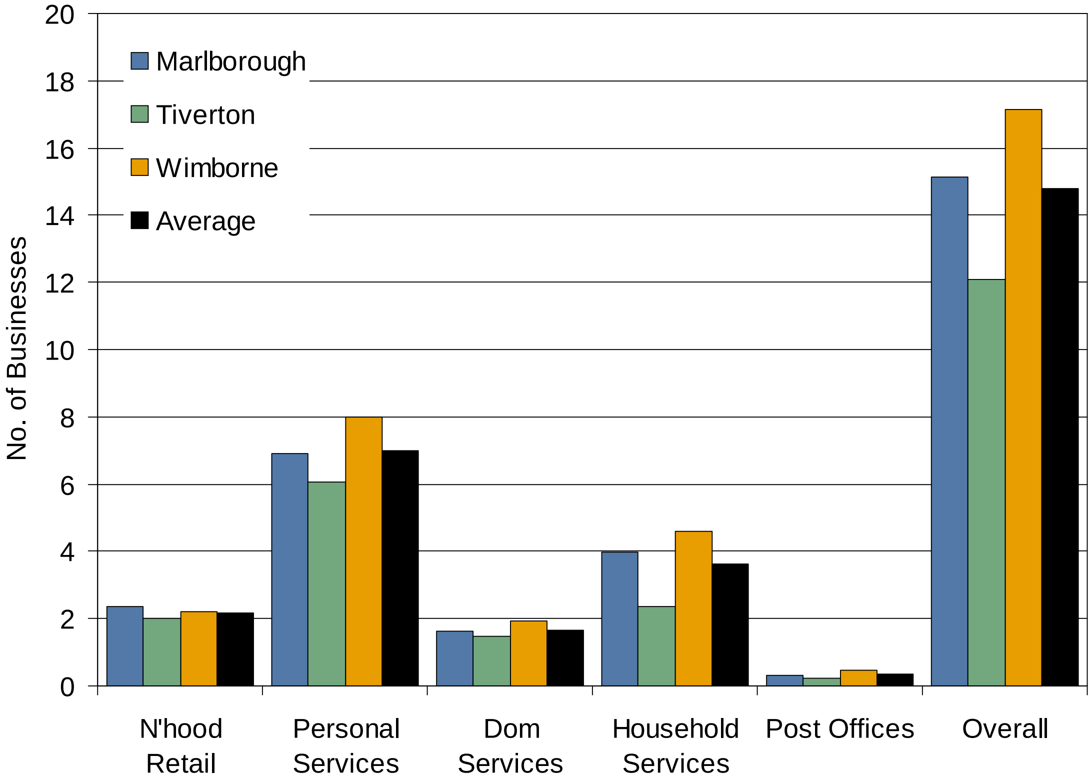
The 5 aggregated categories of Domestic Services, Personal Services, Household Services, Neighbourhood Retail and Post Offices have been used to profile the neighbourhood provision for each of the 3 comparator towns in section 8.2.

8.2 Comparator Town Neighbourhood provision

The relative importance of each of the 5 neighbourhood business categories for the comparator town is illustrated in figure 8.2.1. The chart in figure 8.2.1 shows how many local businesses in each of the 5 categories there are for every 1,000 of the resident population of that urban area.

Figure 8.2.1 shows that Marlborough has a greater provision of local retail than either Wimborne or Tiverton. Marlborough provides 2.35 local shops for every 1,000 residents compared to 2 in Tiverton and 2.2 in Wimborne. Wimborne has a better provision of local services in all other categories, in particular ‘Personal Services’, which includes businesses such as Hairdressers and Beauticians.

Figure 8.2.1 - Neighbourhood provision (no. of businesses) per 1,000 of population



Source: Savills, Blue Sheep

The affluence and size of a town could be a factor in explaining the amount of provision of local services within a settlement. Notably Wimborne, the second most affluent of the towns and second largest, has the highest overall provision of local retail and services, and Tiverton the least affluent, has the lowest overall provision of local retail and services. Marlborough has a good provision of local businesses despite having almost half the population of Tiverton.

The better provision of personal service businesses, such as beauticians, hairdressers and private care, is easy to understand in the more affluent towns of Marlborough and Wimborne as the population in these towns will have higher levels of disposable income providing better support for this sector.

8.3 Neighbourhood Phasing for Sherford

As would be expected with any large scale new mixed use development of the type proposed at Sherford, the phasing of build will be led by the residential element of the development. It is important however to understand the impact the residential build will have on demand for commercial space. This influence is most significant when considering neighbourhood retail and commercial use, as these businesses evolve relative to their resident population.

By using the comparator town business data we have assessed how many households in Sherford will need to be developed to create sufficient demand to support each of the individual neighbourhood business types.

The phasing and location of these businesses cannot be understated. They are fundamental to creating a sense of community and place for the whole development and should facilitate the integrating of all the disparate residential areas into one fully functioning settlement.

Table 8.3.1a shows how the development of neighbourhood commercial buildings might be phased according the number of residential units built.

Table 8.3.1a – Neighbourhood Commercial Phasing

	Units Required per		
Neighboughood Commercial Phasing	**1,000 homes**	**3,000 homes**	**5,500 homes**
Hairdressing and other beauty treatment	5	15	27
Medical practice activities	3	9	16
Real estate agencies	3	8	14
Other human health activities	2	7	12
Social work activities with accommodation	2	6	12
Dental practice activities	2	5	10
Repair not elsewhere classified	1	4	8
Washing and dry cleaning	1	3	6
Other entertainment activities	1	3	5
Activities of travel agencies	1	3	5
Life insurance	1	3	5
Self improvement promotion	1	2	4
Catering	1	2	4
Funeral and related activities	1	2	3
Veterinary activities	1	2	3
Building societies	1	2	3
Hospital activities	0	1	2
Furniture removal activities	0	1	2
Repair of electrical household goods	0	1	2
Physical well-being activities	0	1	1
Activites of tour guides	0	1	1
Mortgage brokers	0	1	1
Private household with employed persons	0	0	1
Public sector hospital activities	0	0	1
Travel agencies and tour operators	0	0	1
Repair of shoes and leather items	0	0	0
Nursing home activities	0	0	0
All Neighbourhood Comercial	**27**	**81**	**149**

Note: The figures are rounded so may not total

Source: Savills, Blue Sheep

The table suggests that Sherford will need at least 27 commercial units built by the time the first 1,000 residential units are in use, increasing to 149 units by the time the full 5,500 households are in use. It is estimated that there will be a requirement for 27 hairdresser and beautician type units in Sherford, with the 16 medical activities including individual GP's.

It is clear from the diversity outlined in table 8.3.1a that the provision of commercial use buildings in Sherford must be flexible and be considered in conjunction with the neighbourhood retail requirements, which are analysed in table 8.3.1b.

It may be worth considering building the neighbourhood retail units alongside the residential units rather than after they have been built. This will no doubt mean that commercial occupiers will need to be given substantial rent free incentives at the outset before trade picks up to a level of sustainability.

Table 8.3.1b breaks down at what stage in conjunction with the residential build programme the retail units might be built. It is estimated that for the completion and occupation of the first 1,000 homes, just 6 neighbourhood retail units will need to be in operation. This will rise to an estimated 31 units by the time the residential build at Sherford is complete.

Table 8.3.1b – Neighbourhood Commercial Phasing

	Units Required per		
Neighboughood Retail Phasing	**1,000 homes**	**3,000 homes**	**5,500 homes**
Retail of newspapers and stationery	2	5	9
Dispensing chemists	1	2	4
Post Offices	1	2	4
Retail sale of drink	1	2	3
Retail sale of meat and meat products	1	2	3
Retail sale of bread and cakes	1	2	3
Take-away food shops	0	1	2
Retail sale of fruit and vegetables	0	1	2
Retail sale of fish and molluscs	0	0	0
All Neighbourhood Retail	**6**	**17**	**31**

Note: The figures are rounded so may not total

Source: Savills, Blue Sheep

There is an apparent essential local need for Chemists, Post Offices and Newsagents for any settlement the size of that proposed at Sherford. These neighbourhood retail uses are reinforced with the provision of Butchers, Off Licences, Bakeries, Green grocers and Take Away Food Shops, the larger the settlement becomes.

9.0 POSSIBLE PROPERTY MIX

The table below shows the range and number of different types of property that might be needed at Sherford if the town becomes as established as the comparator towns that we selected. Once again, we emphasise that this is not a blueprint and it will need to be amended and altered during the planning and development of Sherford to adapt to market and local economic conditions.

There are seven categories of property types needed at Sherford. High street retail by itself covers a very wide variety of property types, not just standard, plate glass fronted units and totals over 200 units as detailed in table 9.0 below. Added to these in the high street will be what we have called “fronted offices” housing businesses such as estate agents and building societies for example.

The table also highlights the potential for two “market stalls/barrows/kiosks”, but in practice we believe the demand will be greater for regular markets – possibly including a farmers market and flea market. There are also a significant number of non high-street retail functions, such as car showrooms that could be supported at Sherford. It may be possible to create a specialist, motor-trade related “quarter” (possibly near the park and ride) to house garages, car servicing etc.

Business premises are needed to cover a vast range of units from industrial sheds to what we have termed “micro offices”. It may be impossible to actually predict what much of this space will be used for so it will need to be highly flexible in terms of size, cost, and use. The units will also need to be spread across different locations ranging from the high street to edge of town.

We have already stated the potential for leisure and hospitality uses at Sherford. These will consist mainly of pubs/bars and restaurants. There also appears to be a need for three to five hotels/guest houses and some sports clubs/leisure centres. A major public building or buildings, lending character and distinction to Sherford, may include a town hall, library, and police station. Apart from these **t**here are also a wide range of miscellaneous uses to be incorporated, for example there may be a need to provide space for uses such as funeral parlours, builders yards and petrol stations.

Table 9.0 - Sherford property mix a starting point

Type of accommodation needed	
Retail-high street	
Antique shops and storage	8
Banking hall/fronted office	2
Boutiques/clothes shop	22
Greengrocers/grocers/deli	9
Shop	72
Shop with storage	41
Shop with workshop	6
Stall/barrow/kiosk	2
Niche	
Accommodation in a hospital/clinic	3
Laboratory	1
Laboratory & office	2
Library/storage/gallery	2
Funeral parlour	3
Gallery	8
Surgery/treatment/consulting room	42
Leisure	
Amusement park	1
Sports facility/court/gym	7
Sports stadium	1

Contd. below

Business Premises	
Builders yard/materials depot	58
Fronted office	32
Fronted office & car park	1
Fronted office and parking	8
Heavy manufacturing unit	36
Kitchen, storage & micro office	4
Light manufacturing unit	24
Micro office	12
Office	221
Office & garage/parking	1
Office & workshop/storage	33
Office and Storage	14
Garage	16
Refrigerated Warehouse	2
Small office	41
Storage & office	1
Studio	6
Studio & office	24
Transport depot/garage	9
Warehouse	34
Warehouse & car park	2
Workshop	9
Workshop & storage	65
Warehouse & small office	2
Retail-non high street	
Car showroom	15
Petrol station	2
Showroom & workshop	2
Showroom and storage	2
Community	
Classrooms	12
Club house	6
Hall/meeting place	5
Nursing/care/residential home	12
Police Station	1
Nursery school	8
Primary & secondary School	9
Town hall offices	18
Hospitality	
Guest house/hostel	2
Hotel/Motel/Inn	3
Pub/bar	16
Restaurant	24
Small restaurant/café	6

10.0 IMPORTANT NOTE

Finally, in accordance with our normal practice, we would state that this report is for general informative purposes only and does not constitute a formal valuation, appraisal or recommendation. It is only for the use of the persons to whom it is addressed and no responsibility can be accepted to any third party for the whole or any part of its contents. It may not be published, reproduced or quoted in part or in whole, nor may it be used as a basis for any contract, prospectus, agreement or other document without prior consent, which will not be unreasonably withheld provided editorial control is retained over any material used.

As is customary with market studies, our findings should be regarded as valid for a limited period of time and should be subject to examination at regular intervals.

Whilst every effort has been made to ensure that the data contained in it is correct, no responsibility can be taken for omissions or erroneous data provided by a third party or due to information being unavailable or inaccessible during the research period. The estimates and conclusions contained in this report have been conscientiously prepared in the light of our experience in the property market and information that we were able to collect, but their accuracy is in no way guaranteed.

APPENDIX

Appendix 1 – Plymouth leisure supply (main operators)

Leisure use	Operator	Location
Bingo	Gala	Town centre – Charles Cross
Bingo	Gala	Town centre – Derry's Cross
Bingo	Mecca	Devonport
Bowling	Megabowl	Plympton
Bowling	Megabowl	Coxside
Cinema	Odeon	Town centre
Cinema	Vue	Coxside
Health & fitness	YMCA	Town centre
Health & fitness	YMCA	Honicknowle
Health & fitness	Cannons	Coxside
Health & fitness	Esporta (Devonshire Health & Racquet Club)	Derriford
Leisure complex	Plymouth Pavillions	Town centre
Leisure/sports centre	Marjon sport & leisure centre	Derriford
Leisure/sports centre	Derriford Health & Leisure centre	Derriford
Leisure/sports centre	Estover Sports centre	Estover
Leisure/sports centre	Mayflower leisure centre	Milehouse
Leisure/sports centre	Sir John Hunt sports centre	Whitleigh
Leisure/sports centre	Coombe Dean sports centre	Plymstock
Leisure/sports centre	Lipson sports centre	Lipson
Leisure/sports centre	Plymstock sports centre	Plymstock
Leisure/sports centre	Ridgeway community sports centre	Plympton
Leisure/sports centre	Tamarside sports complex	St Budeaux
Leisure/sports centre	University of Plymouth fitness complex	Town centre

Appendix 2 – Residential development pipeline (private schemes with over 10 units)

Scheme name	Developer/ Applicant	Location	Units	Status
Lunar rise/ Land @ Moon St	Barratt	City centre	109	Under construction
1-25 Recreation Road	Barratt	Peverell	105	Under construction
Azure/ Grand Hotel site	Devington Homes	West Hoe	104	Under construction
Eau2	Westbury Homes	Sutton Harbour	56	Under construction
Raleigh Woods/ Former Radford Oil fuel depot	Westbury Homes	Plymstock	62	Under construction
Frobisher Approach	Westbury Homes	Manadon	158	Under cosntruction
Kingfisher Quay/ Radford Quay	Wain Homes	Oreston	35	Under constriction
The Mews at Thorn Park	Charles Church	Mannamead	20	Under construction
Penrose House, Commercial Road	Sutton Harbour Services	Coxside	40	Under construction
Moorlands Reach	Persimmon	Honicknowle	82	Under construction – phase 1 complete
Miller Court, Millbay Road	English Cities Fund	City centre	123	Planning permission
48 Ebrington Street	Unknown	City centre	52	Planning permission
Outlands, Oates Road	Courtleigh Property Holdings	Milehouse	55	Planning permission
Meadowcroft, Devonfield Way	Persimmon	Chaddlewood	23	Planning permission
The Royal Marine Pub, Torridge Way	UK Pub Company	Efford	33	Planning permission
Headland Park	Wykeham Land Ltd	Greenback	20	Planning permission
Grantley Gardens	Cherry Brook Homes Ltd	Lower Compton	24	Planning permission
Thorn Bridge, Hawkers Lane	Devonshire Design & Build	Peverell	21	Planning permission
1-4 Caroline Place	Stonebay Plymouth Ltd	Stonehouse	24	Planning permission
98 Vauxhall Street	Haggart Commercial Marine	Barbican	18	Planning permission
16 North Street	Regal Heritage Ltd	Sutton Harbour	23	Planning permission
2 Milehouse Road/ 1-7 Wolseley Road	WP Jones & Sons	Milehouse	18	Planning permission
Lo Cost Car Centre, Normandy Way	McCaulays Health & Sport	St Budeaux	17	Planning permission
Land adjacent to 10-21 Miers Close	Galliard Homes Ltd	St Budeaux	17	Planning permission
Granby Street	Plymouth City Council	Devonport	12	Planning permission
15 Desborough Lane	Beechy Developments Ltd	Cattedown	12	Planning permission
Pottery Road/ Tamar Road, Tamar Wharf	Midas Homes	Devonport	100	Planning permission
The Crescent, Derrycross	Prestige Homes	City centre	122	Plans submitted
Custom House Lane	Midas Homes	West Hoe	83	Plans submitted
Traverbyn House, Plymbridge Road	Redrow Homes	Plympton	61	Plans submitted
Apsley Yard, 25 Apsley Road	Wykeham Land Ltd	Mutley	17	Plans submitted
Car showroom, The Crescent	Abbey Manor Developments	City centre	58	Plans submitted
Allotment Gardens, 1 Ham Drive	Barratt	Ham	24	Plans submitted
13-15 Ridge Park Road	Popes Ltd	Plympton	24	Plans submitted
77-87 Houndiscombe Road	J Horder & J McCarthy	Mutley	24	Plans submitted

Appendix 2 - Residential development pipeline (private schemes with over 10 units) contd.

Scheme name	Developer/ Applicant	Location	Units	Status
Land rear of 88-93 Alexandra Road	Transcoast Ltd	Ford	28	Plans submitted
The Mayflower Inn, West Malling Avenue	CBL Directors Pension Scheme	Ernesettle	19	Plans submitted
Elburton Garage, Arcadia Road	Elburton Garages Ltd	Elburton	16	Plans submitted
Sailsbury Warehouse, 1 Sailsbury Ope	Barratt	Milehouse	17	Plans submitted
North Friary House, Greenbank Terrace	E Kamaie	Greenbank	12	Plans submitted
Land between Science & Trafalgar Buildings, Craigie Drive	Wykeham Homes Ltd	Stonehouse	12	Plans submitted
Nicholls Builders Yard, Valletort Road	Persimmon	Devonport	Unknown	Plans submitted
Plymouth College Pre-school, Hartley Road	Kimac Developments Ltd	Peverell	24	Plans submitted
The Bee Clear Depot, Central Park Avenue	The Bee Clear Depot	Pennycomequick	18	Plans submitted
Plym Valley	Wain Homes	Plympton	Unknown	Unknown

Source: Glenigan/ Savills Research
**status as of December 2005*

Appendix 3 – Retail development pipeline

Scheme name	Developer/ Applicant	Location	Retail type	Floorspace (Sq.ft)	Status
Drake Circus shopping centre	P&O Developments Ltd	City centre	Shopping centre	650,000	Under construction
91, St Modwen Road	Rokeagle Land Ltd	Longbridge	Retail warehouse	45,025	Plans submitted
Land @ Laira Bridge Road	Morley Fund Management	Cattedown	Non-food retail warehouse	19,999	Plans submitted
Former Western National Bus station, Laira Bridge Road	Salmon Harvester Properties Ltd	Cattedown	Non-food retail units (6)	Unknown	Plans submitted

Source: Glenigan/ Savills Research

Appendix 4 – Office development pipeline

Scheme name	Developer/ Applicant	Location	Floorspace (Sq.ft)	Status
Neptune Park, Maxwell Road	Abbey Manor Group	Cattedown	65,300	Planning permission
Civic Centre car park site, Royal Parade	Sutton Harbour Holdings P'ship & Land Secrities Trillium	City centre	65,000	Planning permission
Caprera Terrace/ North Cross roundabout	Rokeagle	City centre	90,000	Planning permission
Bickleigh Down, Towerfield Drive	EBC Developments	Roborough	77,900	Planning permission
HM Land Registry site, Drake Hill Court, Burrington Way	Schal International Management	Manadon	52,600	Planning permission
Langage Science Park, Beechwood Way	Plymouth City Council	Plympton	12,900	Planning permission
Plot 2, Neptune Park, Maxwell Road	Abbey Manor Group	Cattedown	17,300	Planning applied
Victoria House, North Cross	Railtrack	City centre	75,000	Unknown

Source: Glenigan/ Savills Research

Appendix 5 – Industrial/warehouse development pipeline

Scheme name	Developer/ Applicant	Location	Development type	Floorspace (Sq.ft)	Status
Unit B, Plymouth Trade Park, Macadam Road	Cattedown Regeneration	Cattedown	Industrial/ warehouse	14,000	Under construction
Riverford, Plymbridge Road	Drywater Developments Ltd	Estover	Light industrial/ warehouse	77,080	Planning permission
St Dunstans Abbey School, Seacole Road	The Millfields Trust	Stonehouse	Industrial/ business units	12,109	Planning permission
Land adjacent to Gleasons Factory, Estover Road	Unitbuild Ltd	Estover	Industrial	Unknown	Planning permission
Langage Industrial Estate, Beechwood Way	Plymouth City Council	Plympton	Industrial/ warehouse	175,000	Planning permission
Plot K, Langage Industrial Estate	Rokeagle	Plympton	Industrial/ warehouse	16,800	Planning permission
Plot N, Langage Industrial Estate, Eagle Way	Rokeagle	Plympton	Industrial/ warehouse	10,600	Planning permission
Crownhill Water Treatment Works, Tavistock Road	John Laing Properties	Crownhill	Light industrial	54,600	Planning permission
Newnham Industrial Estate, Bell Close	Plymouth & South West Co-op	Plympton	Industrial/ warehouse	18,600	Planning permission
41A Valley Road, Valley Road Industrial Estate	Mr F Walton	Plympton	Industrial/ warehouse	13,700	Planning permission
Units 3 & 4, Forresters Riverford	Unknown	Estover	Industrial/ warehouse	Unknown	Planning applied
Plot 2, Neptune Park, Maxwell Road	Abbey Manor Group	Cattedown	Industrial	23,000	Planning applied

Source: Glenigan/ Savills Research

Appendix 6 – Mixed use development pipeline

Scheme name	Developer/ Applicant	Location	Uses	Office floorspace (sq.ft)	Retail floorspace (sq.ft)	Leisure floorspace (sq.ft)	Hotel floorspace (sq.ft)	Industrial floorspace (sq.ft)	Other floorspace (sq.ft)	Resi units	Total floorspace (sq.ft)	Status
International Business Park	Rokeagle Developments Ltd	Derriford	Office/ hotel & conference centre/ healthcare/ science-technology park	200,000	N/A	N/A	34,541	N/A	759,000	N/A	Unknown	Under cosntruction
Royal William Yard	Urban Splash	Stonehouse	Residential/ office/ retail/ exhibition centre/ food & drink/ Industrial	50,000	Unknown	N/A	N/A	46,700	Unknown	79	Unknown	Certain phases are complete/ Other phases have applied for planning/ Other pre-application
Land @ North Street, Exeter Street	Sutton Harbour Services	Cattedown	Office/ retail	72,172	2,766	N/A	N/A		N/A	N/A	74,938	Under construction
New George Street/ Market Avenue/ Western Approach	Colesbourne Asset Management	City centre	Retail/ leisure	N/A	Unknown	Unknown	N/A		N/A	N/A	211,198	Planning permission
Colin Campbell Court, land @ Market Avenue/ New George Street	Frogmore Developments Ltd	City centre	Retail/ leisure centre/ food & drink	N/A	93,538	20,774	N/A		20,236	N/A	134,549	Planning permission
21 Derry's Cross	Trathen Properties	City centre	Residential/ office/ retail/ hotel/ leisure/ food & drink	25,000	Unknown	Unknown	Unknown		Unknown	-	Unknown	Planning permission
Graineys joinery Ltd, Bilbury Street	McAleer & Rushe Ltd	City centre	Residential/ retail/ commercial/ food & drink	Unknown	Unknown	N/A	N/A		Unknown	60	Unknown	Planning permission
Bretonside Bus Station	Henry Boot Developments Ltd	City centre	Offices/ retail/ hotel/ food & drink/ coach station	37,500	Unknown	N/A	Unknown	N/A	Unknown	N/A	150,000	Planning applied
Millbay Docks	Grosvenor Waterside Group plc	Millbay	Residential/ office/ retail/ hotel/ marina/ industrial	130,000	64,586	N/A	60 bed	173,400	Unknown	600	Unknown	Planning permission/ planning applied
Stores Enclave (MoD site)	English Partnerships	Devonport	Residential/ retail/ office/ leisure/ community facilities	32,991	25,000	16,867	N/A	N/A	16,275	522	595,416	Planning applied

Appendix 6 – Mixed use development pipeline (contd.)

Scheme name	Developer/ Applicant	Location	Uses	Office floorspace (sq.ft)	Retail floorspace (sq.ft)	Leisure floorspace (sq.ft)	Hotel floorspace (sq.ft)	Industrial floorspace (sq.ft)	Other floorspace (sq.ft)	Resi units	Total floorspace (sq.ft)	Status
Blagdon Boatyard	Midas Commercial Developments	Mount Wise	Residential/ office/ hotel/ leisure – health & fitness	4,306	N/A	20,000	40,043	N/A	Unknown	-	172,088	Planning applied
BAE Systems site	BAE Systems	Southway	Residential/ industrial/ business units	Unknown	N/A	N/A	N/A	Unknown	Unknown	-	Unknown	Plans outlined
Plymstock quarry & cement works	Westbury plc	Billacombe	Mixed use	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	-	Unknown	Drawing up masterplan

Appendix 7 – Other development types pipeline

Scheme name	Developer/ Applicant	Location	Uses	Floorspace (Sq.ft)	Status
Phase 4, Tamar Science Park	Tamar Science Park	Derriford	Research & development space	90,000	Planning permission
Land adjoining Derriford Road/ Tavistock Road	Mitchells & Butler plc	Derriford	Hotel – 75 room	21,635	Planning permission
Phase 5 & 6, Tamar Science Park	Tamar Science Park	Derriford	Research & development space	90,000	Pre-planning application