

# Economic and Employment Evidence to Support the Local Plan and Economic Development Strategy

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*Appendix 1: Methodology*

Prepared for Epping Forest District Council

September 2015

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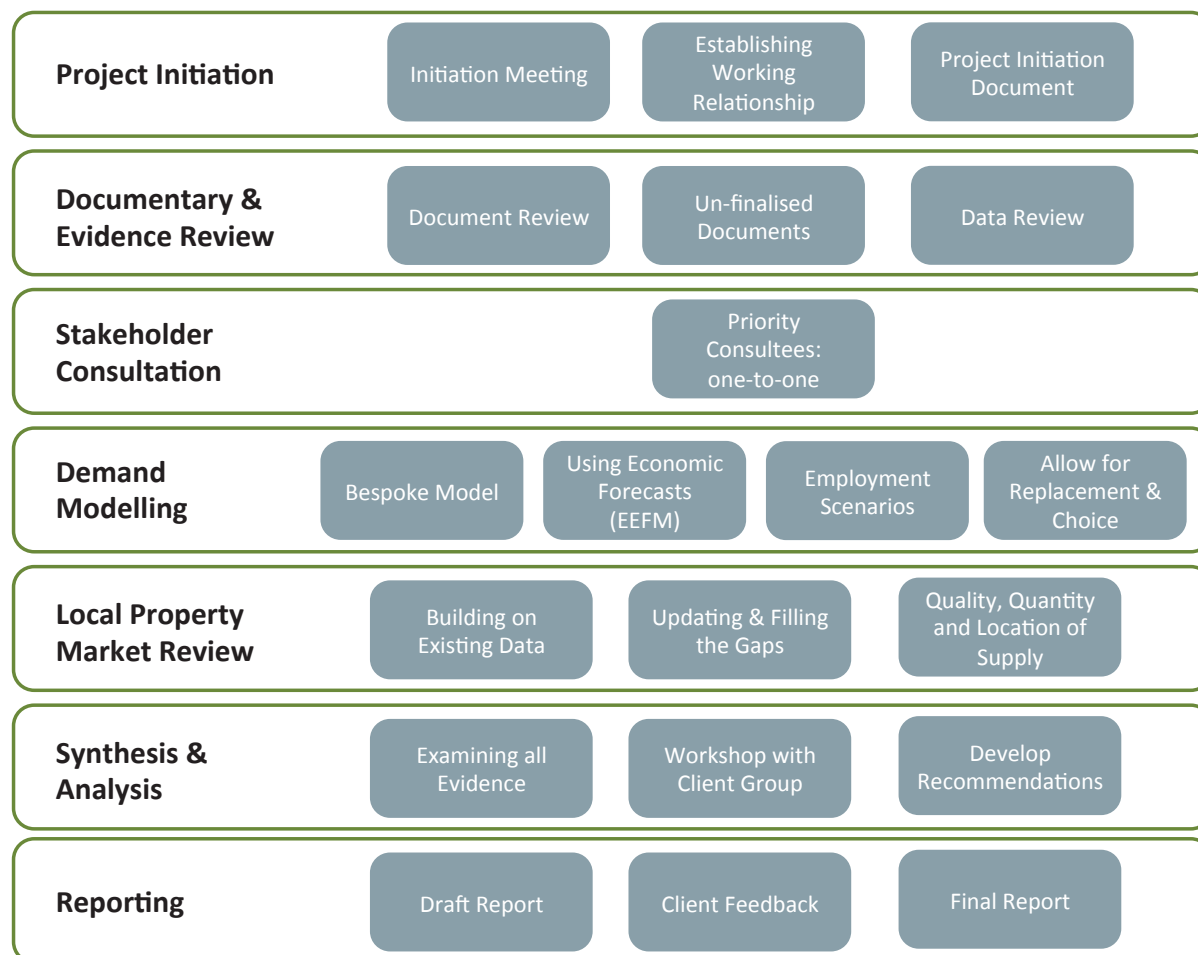
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## 1 Overview of Approach

The approach was agreed with Epping Forest District Council, and was set out in the Project Initiation Document, agreed in June 2014. The key stages are summarised below.



### 1.1 Project initiation

At the beginning of the review Gareth Jones and Stuart Hardisty, who are the lead consultants for this review, met with the client steering group to ensure a common understanding of the aims, objectives, approach and outputs from the project. At this meeting we agreed all of the relevant technical documents, the list of consultees, and the best format for consultations. We also agreed the timetable for the delivery of the review. The output of this stage was a Project Initiation Document (PID) which sets out everything that was agreed, including the approach, timetable and budget for the review.

For the purposes of familiarisation, as part of the project initiation process we visited the key locations for economic growth in and around Epping Forest District, including:

- Epping – including the St John’s Road area
- Chipping Ongar
- North Weald Bassett

- North Weald Airfield
- Waltham Abbey
- Loughton – including Loughton Broadway/Debden and Langston Road
- Buckhurst Hill
- Chigwell
- Harlow EZ sites – London Road (North & South) and Templefields
- The rural parts of the district

## **1.2 Documentary and evidence base review**

A list of documents to be reviewed for this study was agreed with the project steering group and set out in the PID. Further documents were identified during the course of the study.

A full list of the documents that were reviewed for this study are set out in Section 2 of this statement.

## **1.3 Stakeholder consultation**

A list of stakeholders to be consulted during this study was agreed with the project steering group and set out in the PID. Further consultees were identified during the course of the study.

Stakeholders that were consulted for this study are set out in Section 3 of this statement. A consultation topic guide that was used to inform the consultations is also set out in Section 3.

## **1.4 Understanding future demand for employment land**

The full methodological approach used to develop an understanding of the future demand for employment land is set out in Appendix 3 to the main report.

## **1.5 Local property market review**

The approach to reviewing the local property market is set out in Appendix 4a to the main report. Glenn LLP assisted Hardisty Jones Associates with this element of the study.

## **1.6 Communication, synthesis and analysis**

A number of progress meetings were held with the project steering group to discuss emerging findings. These included:

- A project initiation meeting on 27 May 2014
- A draft report was produced in October 2014. Feedback was provided by the project steering group
- Interim results were presented to Epping Forest District Council Members on 10 November 2014
- A progress meeting with the project steering group was held on 3 February 2015

The project was paused during the spring and summer of 2015 whilst work was undertaken on the Strategic Housing Market Assessment (SHMA) and Objectively Assessed Housing Need (OAHN) for West Essex and East Hertfordshire, which has been used to inform the demand analysis for this study.

## 1.7 Reporting

As mentioned above, a draft report was produced in October 2014. Following further work and alignment with other work being undertaken, the final report was completed in September 2015. This comprised:

- The main summary report
- Appendix 1: Methodology
- Appendix 2: Documentary and data review
- Appendix 3: Demand analysis
- Appendix 4: Sites and premises review

## 2 Documentary Review

The following documents were reviewed during this project:

Allies & Morrison (2012) St John's Road Epping: Design and Development Brief, Draft Report

Allies & Morrison (February 2014) North Weald Bassett: Stage 1 Draft Report

Allies & Morrison (April 2014) North Weald Bassett: Stage 2 Draft Report

Atkins (September 2010) Epping Forest District and Brentwood Borough Employment Land Review: Final Report

CBRE (2008) Debden Town Centre and Broadway: Development Options

Colliers International (Jan 2015) Waltham Abbey Town Centre Report

Department for Communities and Local Government (March 2012) National Planning Policy Framework

Eastern Plateau LAG (undated) Rural Development Programme for England: Success Stories

Edge Analytics (2013) Population and Household Economic Forecasts for Epping Forest District Council

Edge Analytics (2014) Demographic Forecasts 2012-2037: Phase 5 Main Report

Edge Analytics (2014) Demographic Forecasts 2012-2037: Phase 6 Main Report

Epping Forest District Council (2008) Combined Policies of Epping Forest District Local Plan (1998) and Alterations (2008)

Epping Forest District Council (undated) The Rural Economy: Preferred Options

Epping Forest District Council (various) Local Development Framework: Annual Monitoring Report

Epping Forest District Council (2013) Directorate of Planning and Economic Development: Business Plan

Epping Forest District Council (Feb 2014) C-066-2013/14 An economic strategy for the District, and resources to go with that

Epping Forest District Council (30 April 2014) Letter to Icen Projects

Epping Forest District Council and Harlow Council (2011) Level 1 Strategic Flood Risk Assessment

Essex County Council (2012) Essex Economic Growth Strategy

Essex County Council Report to Cabinet, 25 March 2014, Economic Plan for Essex and the Linked Strategic Economic Plan

Glenny (2015) Q1 Databook

Government Office for the East of England (May 2008) East of England Plan: Revision to the RSS for the East of England

Hardisty Jones Associates (July 2015) Economic Evidence to Support the Development of the OAHN for West Essex and East Herts

Harlow Council (April 2014) Harlow Local Development Plan: Emerging Strategy and Further Options

Harlow Enterprise Zone: <http://harlowez.org.uk>

Hotel Solutions (2009) Essex Hotel Futures

Iceni Projects (April 2014) The Pryor Group Site Search: Harlow Gateway

Laurence Gould Partnership Ltd (2012) The Lea Valley Glasshouse Industry: Planning for the Future

Lea Valley Food Taskforce (2014) Planning Group Vision Statement: Growers Contribution

Lee Stiles Email, 30 May 2014

London Stansted Cambridge Corridor: <http://lsc.co/about-lsc-2/objectives/>

London Stansted Cambridge Corridor (January 2014) An Agenda for Jobs, Growth and Improved Livability

Manchester Airports Group (2015) Stansted Airport Economy and Surface Access: Sustainable Development Plan

Nathaniel Lichfield & Partners (2011) Lee Valley White Water Centre: Economic Development Study

Nathaniel Lichfield & Partners (2012-2014) Epping Forest Strategic Land Availability Assessment

Nathaniel Lichfield & Partners (2013) Harlow Future Prospects Study: Linking Regeneration and Growth

Nomis: <https://www.nomisweb.co.uk/reports/lmp/la/1946157216/report.aspx?town=epping%20for%20est>

One Epping Forest (2010) Putting Epping Forest First: The Community Strategy

Opinion Research Services (2008) Strategic Housing Assessment Report: Executive Summary

Opinion Research Services (March 2013) LCB East Sub-Region Strategic Housing Market Assessment Update 2012

Opinion Research Services (unfinished) West Essex and East Hertfordshire Strategic Housing Market Assessment

Oxford Economics (2012) East of England Forecasting Model: Baseline and Scenarios Report

Oxford Economics (2013) Economic Impact of Stansted Scenarios: for London Stansted Corridor Consortium

Peter Brett Associates (Jan 2015) Waltham Abbey Town Centre Strategy Framework: Draft for Discussion

Planning Advisory Service (2012) EFDC Support Programme: Advice note on evidence relating to employment land and town centres

Planning Portal <http://planningguidance.planningportal.gov.uk/blog/guidance/>

Prosperica Ltd (March 2014) The Employment Structure in Epping Forest District

Regeneris Consulting (2015) Developing the Greater Essex Growth Story (for Essex County Council and Partners)

Regeneris Consulting (2015) Greater Essex External Economies Commission: Economic Linkages

Roger Tym & Partners (2010) Epping Forest District Council Town Centres Study: Final Report

Scott Wilson (2010) Generating and Appraising Spatial Options for the Harlow Area: For Harlow, East Hertfordshire and Epping Forest District Councils

South East LEP (2013) Growth Deal and Strategic Economic Plan: Preliminary Submission

South East LEP (2014) Growth Deal and Strategic Economic Plan

South East LEP (2014) Growth Deal and Strategic Economic Plan: Appendix 2 – Essex Projects

Urban Practitioners, Colin Buchanan and CBRE (2008) Debden Town Centre and Broadway Development Options: Final Report

West Essex Alliance: <http://www.westessexalliance.org>



## 3 Consultations

In this section we set out the areas covered in the consultations, and the list of stakeholders that were consulted.

### 3.1 Areas covered in the consultations

The consultation topic guide was agreed with the client steering group.

This topic guide covers all relevant topics, and use of this was tailored according to the specialism of the consultee.

#### ***The Epping Forest District economy***

Strengths of the local economy

Weaknesses of the local economy, and barriers to economic growth

Opportunities for economic and employment growth in the local area

Future threats to economic and employment growth in the local area

#### ***Functional economic market area***

Relationships with other places

Role of Epping Forest District in wider functional economic market areas

#### ***Growth outside Epping Forest District***

Growth opportunities in adjoining areas/other areas

Employment opportunities for Epping Forest District residents

#### ***Future growth***

Vision for the future growth of the local economy

Scale of future growth expected/proposed

Barriers to the delivery of growth

Availability of employment land to accommodate growth

Infrastructure and investments needed to deliver growth

#### ***Projects and proposals to deliver growth***

Details of any projects and proposals in place to deliver future growth

Barriers that might prevent these projects from being delivered

## **3.2 Consultees**

The following stakeholders were consulted during this project.

### **3.2.1 Epping Forest District Council Members**

Councillor Whitbread, Leader

Councillor Bassett, Planning Portfolio Holder

Councillor Grigg, Assets and Economic Development Portfolio Holder

### **3.2.2 Epping Forest District Council Senior Officers**

Glen Chipp, Chief Executive

Derek MacNab, Deputy Chief Executive

### **3.2.3 Epping Forest District Council Planning Officers**

Sarah King

Troy Hayes

Anna Cronin

Alison Blom-Cooper

Adele Botha

Chris Butcher

Kassandra Polyziodes

Ian White

### **3.2.4 Epping Forest District Council Economic Development Officers**

Chris Pasterfield

Lucy Moule

Mike Warr

### **3.2.5 One Epping Forest Local Strategic Partnership**

John Houston

### **3.2.6 Essex County Council Officers**

Philip Wilson

David Rooke, Inward Investment

### **3.2.7 Epping Forest Chamber of Commerce**

John Price

**3.2.8 CPRE**

Tricia Moxey

**3.2.9 Lea Valley Growers Association**

Lee Stiles

**3.2.10 Uttlesford District Council**

Sarah Nicholas

**3.2.11 Harlow District Council**

Paul MacBride

Diane Cooper

**3.2.12 Broxbourne Borough Council**

Vicky Forgione

**3.2.13 Brentwood Borough Council**

Phil Drane

**3.2.14 Harlow Enterprise Zone**

Andrew Bramidge

**3.2.15 North Weald Bassett Masterplanners**

Louise Mansfield, Allies & Morrison

**3.2.16 Population Forecasts**

Pete Boden, Edge Analytics

**3.2.17 Highways Agency**

Mark Norman

**3.2.18 Town centre partnerships**

Email pro-formas were sent to all town centre partnerships. None responded.