



Report

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Eastbourne Borough Council Employment Land Review 2013

October 2013



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Executive Summary

GVA was commissioned by Eastbourne Borough Council to undertake the Employment Land Review to support the development of an Employment Land Local Plan for the Borough.

The Core Strategy identifies the capacity and distribution of employment floorspace in the period to 2027. Of this, the existing employment locations alongside Eastbourne Town Centre and an allocation at Sovereign Harbour are considered to be the most suitable for major employment uses and are protected as such.

The **purpose of the Employment Land Review is to review, assess and update the Borough's position in relation to the future supply and demand for employment floorspace**, the role of employment sites and their suitability to support economic growth objectives.

In line with current guidance, this ELR has been prepared in consultation with landowners, promoters and other local stakeholders via direct meetings, telephone conversations and a stakeholder workshop held at Eastbourne Town Hall on the 5th June 2013.

Socio-Economic Context

Understanding the socio-economic context provides vital direction for the future. Increasingly **economic growth is refocusing on building from the strengths of the local economy** in terms of indigenous business growth and attracting like-minded new activities.

The **employment land strategy for Eastbourne needs to ensure it provides the right space in the right locations** for inward investment but also provide the range of sites and premises required to ensure existing businesses are retained and can grow.

Eastbourne has shown considerably **lower business growth between 2004 and 2011** than the South East and East Sussex. Growth between 2006 and 2009 was greater than East Sussex but considerably lower than regional and national performance. The fall in business stock was considerably sharper in Eastbourne between 2009 and 2011.

Business survival rates in Eastbourne are lower than in the County more widely and below the South East average. They are broadly in line with national averages. Over **50% of new businesses fail within five years of starting**.

Eastbourne's business stock is **dominated by micro-businesses**, 73% of all businesses in 2012. Eastbourne also has a higher proportion of its businesses within the 'small' size band, representing 25% of all businesses.

Census 2011 data shows that approximately **60% of Eastbourne's population is of 'working age'**. Eastbourne has a **high proportion of residents aged 65 and over**, representing almost a quarter of the total population. Mean and median average ages for the Borough are higher than East Sussex and England. The **economic inactivity rate within the Borough is 32%**, higher than the national average of 30%.

The **skills profile of Eastbourne is polarised** with almost equal proportions of residents with no qualifications and high level qualifications. The highest share of resident occupations within Eastbourne is within professional occupations however this is a lower level than County and National averages. Conversely the **proportion of residents engaged in Elementary Occupations or Sales and Customer Services activities is higher than East Sussex and England**.

There are key **concentrations of employment** in health, care and social work activities as well as visitor accommodation. The Borough also has strength in a number of **manufacturing activities**, particularly related to mechanical products, the **'media' sector** and **professional service** activities.

This presents both opportunities and challenges for the Borough. There are clear strengths in sectors that are likely to grow, however low survival rates of business and the lack of an available, large, highly skilled workforce could constrain economic potential if not addressed.

Property Market

The **commercial market within Eastbourne is relatively modest** and tends to operate to **support locally and sub-regionally orientated businesses**. This is reflected in the small unit sizes of commercial letting deals in both office and industrial markets.

Values compare reasonably favourably with East Sussex averages. This reflects Eastbourne's competitive position, being **one of the larger markets in the County** and benefiting from reasonably **good connections** via rail and the main road network, however it is considered relatively remote from core markets by larger businesses.

Eastbourne's position on the A22-A27 corridor means it plays a **key role in a wider sub-regional property market**, with demand and supply in Polegate and Hailsham influencing trends in Eastbourne and vice versa. Across this area demand has been low for all types of space.

Agents expect future demand and growth in the market to be driven from local business requirements either through expansion, changing space requirements or new business start-ups. There is little evidence to suggest that Eastbourne's commercial property offer is attracting significant inward investment.

The market does show a number of healthy signs, with generally **low reported vacancy** and a reasonably consistent level of activity outside of the town centre. This suggests that by

providing an appropriate offer, in the right locations at the right price point development can be successful. This offers the **opportunity to broaden the supply portfolio and grow the local market**. This growth is likely to remain at a relatively modest scale and remain focussed on predominantly small to mid-sized stock.

Employment Land Provision

There **are six existing employment locations** within the Borough, these are:

1. Hampden Park;
2. Birch Road;
3. Hammonds Drive;
4. Finmere Road;
5. Courtlands Road; and
6. Eastbourne Town Centre.

Additional, currently **undeveloped capacity, is provided at Sovereign Harbour and within the Town Centre**. There are **no further employment land allocations** given physical constraints on any 'undeveloped' land, the strategic importance of retaining green and open spaces within the Borough, and the tightly drawn administrative boundary.

As such, the **existing employment land provision should be seen as a finite resource** within the Borough that **cannot easily be replaced**. There is no identified opportunity to deliver new employment land capacity, existing sites should therefore maximise their capacity and contribution to the local economy.

In general the portfolio of employment locations within Eastbourne Borough provides a **good range and mix of floorspace** clearly geared to meeting locally-driven demand within the economy. **The critical weakness of the portfolio is a lack of high quality space**, both in terms of industrial floorspace and office provision.

Further weaknesses include the **limited range of stock types**, with a particular lack of 'mixed' units that allow businesses to have combined office, workshop and storage/production space within one building. Given the likely sectoral focus of Eastbourne in the future this type of stock is likely to be in demand by businesses in advanced manufacturing, media/creative and technology based sectors.

Another key gap in the portfolio is the **lack of provision of good quality managed workspace**, suitable for small and start-up companies. However, there is potential to deliver both managed space and 'move on' units in a number of locations, through the redevelopment

of existing vacant and underutilised sites within existing employment areas; within the town centre (ideally within "Development Opportunity Site 2" and "Development Opportunity Site 3"); and on land at Sovereign Harbour.

Opportunities to deliver new floorspace are limited, all the existing sites have been developed to their full geographic capacity, however there is some scope to intensify uses within key sites, particularly where key occupiers have vacated.

The **potential of these 'opportunity sites' is limited by their location** within existing employment locations and the quality of the wider environment. New stock is likely to come forward in line with the predominant character of the area.

The Core Strategy process demonstrated that **the only realistic and deliverable supply of 'new' employment land lies within Sites 6 and 7 at Sovereign Harbour**, as such it is a **key component of the future portfolio** allowing the expansion of provision and the ability to deliver a new type of offer within the Borough.

The commitment of Growing Places Fund money to Sovereign Harbour and the delivery of the **Innovation Mall will provide the key catalyst for establishing Sovereign Harbour** as an employment location.

Employment Space Demand Forecast

The demand forecast has been prepared in line with both an updated understanding of future economic growth and also changing workspace requirements.

It is clear that there are two over-riding aspirations for the economy of Eastbourne moving forward. Firstly that the key sectors form the basis of future growth and lead the Borough out of recession and, secondly, that participation rates are increased as economic activity rates and the working age population grows (or at least doesn't contract by as much as forecast).

Workspace demands are changing. Businesses are seeking more efficient space types, facilitated by improved information and communication technologies enabling a greater number of workers to be accommodated within a fixed space. These efficiencies have been achieved through greater electronic storage of information, more flexible working (including hotdesking and increased working from home) and the adoption of open plan space rather than cellular offices.

The type of space required is also changing. Occupiers are seeking higher quality premises but are more focussed on their functionality and flexibility rather than statement architecture, furnishings or décor. This flexibility extends across the types of space to providing space that can combine office, workshop and studio space to enable a range of activities to be undertaken in one building.

A series of demand scenarios tested how the impact achieving these aims would have on future employment floorspace needs. Following the scenario tests a 'synthesis' forecast was developed that captured the combined effect of achieving these aims.

	Floorspace Demand 2012 - 2027	Allowance for windfall losses	Allowance for Churn	Change in floorspace	Change in Land
	m ²	m ²	m ²	m ²	Ha
Office	15,977	4,095	694	20,766	2.1
Other Business Space	-5,478	14,085	2,860	11,467	2.9
Warehouse	5,890	900	549	7,339	1.5
Total	16,389	19,080	4,103	39,572	6.4

The demand forecast also identified an allowance for 'churn' and for the replacement of 'windfall' losses, vital for maintaining the overall employment floorspace capacity within the Borough.

The employment density assumptions included within the demand forecast reflect the changes in working practices experienced across the Country in recent years. Businesses have increasingly sought to achieve greater space efficiencies in order to minimise overheads. This, coupled with workspace changes enabled by improved communications and computing technology, has reduced the floorspace occupied per worker.

To reflect changing working practices the forecast utilises an employment density of 12sqm per worker compared to the Core Strategy assumption of 18sqm. The result of these changes is that more jobs are accommodated within a smaller quantum of floorspace compared to previous assumptions in the Core Strategy.

Balancing Demand and Supply

The adopted Core Strategy identifies a total requirement for employment floorspace of 55,430sqm, the following capacity for new employment development was identified:

- 30,000sqm of B1a floorspace at Sovereign Harbour;
- 30,600sqm within the redevelopment of existing employment areas; and
- 3,000sqm within the town centre.

In total this gives a **gross potential supply of some 63,600sqm** of new B class floorspace within the Borough over the Plan Period to 2027.

Based on the identified supply within the adopted Core Strategy there is a **potential 'over-supply' of circa 24,000sqm**. However, the demand-supply balance requires other factors to be taken into account.

Intensification - Some of the sites identified for 'intensification' through the Core Strategy remain in active use. We have not identified specific proposals from occupiers/landowners that they plan to exit sites. However there are a number of existing vacant sites or sites where it is known the occupier is seeking to vacate. The 'Opportunity Sites' have the potential to provide 21,000sqm of new, modern floorspace.

Headroom - Given that capacity lies within existing sites that are still occupied there needs to be some 'headroom' allowance to ensure, should sites not come forward, an appropriate supply and mix is provided. This also allows businesses to move sites, freeing up existing employment sites for redevelopment and reprovision. Without some latent capacity this circulation would not be possible.

Overall the potential supply of space provides '**over-supply**' of **25%** based on the revised 'intensification' opportunity above the identified level of demand, this is **too high to be considered 'headroom'** within a market the scale of Eastbourne's. Therefore whilst we advocate maintaining some contingency supply, this should be at a lower rate.

We recommend the same level of **B1c/B2 and B8** floorspace supply as it provides a **reasonable scale of headroom capacity** (approximately 6% of forecast need) given wider supply and market demand.

However the potential over-supply of **B1 floorspace is too high** at approximately 60% of the forecast requirement, to enable the market to function we would recommend reducing this headroom to approximately 10% over the forecast level.

To avoid any adverse impact on **the town centre** we would continue to support the **3,000sqm** allocation within the Core Strategy with a primary focus for delivery on sites Development Opportunity Site 2 and Development Opportunity Site 3..

Provision out of town should also be maintained, to provide location and occupier choice. To achieve this we recommend a change to the Sovereign Harbour allocation.

Firstly we **recommend reducing the total B class employment floorspace allocation to 20,000sqm**. This would serve to reduce the overall office headroom to approximately 2,200sqm, representing 10% over the requirement.

Secondly we **recommend that the allowed uses are widened to allow a mixture of B1** uses to be developed at Sovereign Harbour. This will enable the Borough to accommodate modern 'hybrid' units that incorporate elements of office, research and light manufacturing workshops.

Conclusion

The Employment Land Review has identified a requirement for additional employment floorspace to 2027 of 39,572sqm, this is divided between the use classes as follows:

- Office – 20,766sqm
- Industrial – 11,467sqm
- Warehouse – 7,339sqm

Including an allowance for the identified market 'headroom' there is a total requirement for 43,000sqm of B class floorspace. Based on our assessment of the Borough's employment locations we have identified the potential to meet this new requirement in the following way:

- 20,000sqm of B1 space at Sovereign Harbour
- 3,000sqm of B1a floorspace within the town centre (Development Opportunity Sites 2 and 3)
- 20,000sqm of B1c, B2 and B8 floorspace through the intensification of employment sites.

1. Introduction

Overview

- 1.1 GVA was commissioned by Eastbourne Borough Council to undertake the Employment Land Review to support the development of an Employment Land Local Plan for the Borough.
- 1.2 The Core Strategy identifies the capacity and distribution of employment floorspace in the period to 2027. Of this, the existing employment locations alongside Eastbourne Town Centre and an allocation at Sovereign Harbour are considered to be the most suitable for major employment uses and are protected as such.
- 1.3 Together the identified employment locations represent the most important and critical parts of the Borough's employment land supply covering a range of B Use Class employment activities including B1 offices, B1c light industrial, B2 general industrial and B8 storage and distribution.
- 1.4 The existing employment locations are focused to the north east of the town centre aligned to key highway routes. The role and function of these existing employment areas is critical to ensuring that the Borough can attract and retain businesses, support economic growth and inward investment at a time when the wider economic context in the South East remains fragile.

Purpose

- 1.5 The purpose of the Employment Land Review is to review, assess and update the Borough's position in relation to the future supply and demand for employment floorspace, the role of employment sites and their suitability to support economic growth objectives.
- 1.6 In line with current guidance, this ELR has been prepared in consultation with landowners, promoters and other local stakeholders via direct meetings, telephone conversations and a stakeholder workshop held at Eastbourne Town Hall on the 5th June 2013.
- 1.7 During the Core Strategy Examination the Council were challenged on their employment land allocations given updated evidence and information on economic trends and occupier densities. To address the concerns the Council proposed to carry out an early review of the ELR to take into account of these changes.

- 1.8 The Inspector in her report made a recommendation that (as set out in Main Modification 10) *“A review of the employment land supply will be commenced immediately upon adoption of this Plan and will inform an Employment Land Local Plan which will be adopted before the end of 2014. The review will include an assessment of the viability of business space development at Sovereign Harbour for the Plan Period. The Employment Land Local Plan will take account of the results of that assessment.”*
- 1.9 This Employment Land Review is a direct response to the Inspectors instructions. As such the main objectives are to provide:
- An assessment of the quality of current employment space and its suitability for future use;
 - An updated projection of employment needs up to 2027 using latest guidance;
 - An assessment of the current market and likely demand for floorspace in B class uses;
 - A review of the potential loss of employment uses to other non-B class uses and provide a basis to defend site boundaries;
 - An assessment of opportunities for additional floorspace delivery within the town centre and through intensification and redevelopment of existing sites; and
 - Assess the suitability and viability of the 30,000sqm allocation at Sovereign Harbour specifically.

Structure of this Report

- 1.10 Following this introduction, the Report is structured into seven sections, each developing the evidence and understanding of the local economy, employment land and future growth projections leading to the conclusions and recommendations set out in the final section.
- **Section 2 – Socio-Economic Baseline:** provides an up to date analysis of the key economic and demographic context of the Borough;
 - **Section 3– Commercial Property Market Review:** sets out key property market demand data relating to Eastbourne drawing from published information and previous studies;
 - **Section 4 – Review of Existing Employment Land:** considers the findings of the comprehensive survey of employment land and sites in the District;

- **Section 5 – Bringing the Evidence Together:** draws the wider economic context, market demand and site survey information together through an analysis of strengths, weaknesses, opportunities and threats for the District;
- **Section 6 – Employment Growth and Demand:** this section presents a series of future economic growth projections based upon the understanding of population changes, economic sectors and market demand scenarios. It establishes a synthesis forecast as the basis for planning the future requirement for employment land;
- **Section 7 – The Market Balance:** examines where demand can be accommodated within Eastbourne;
- **Section 8 – Wider Considerations:** considers the wider issues for the Borough in achieving the forecast employment growth.

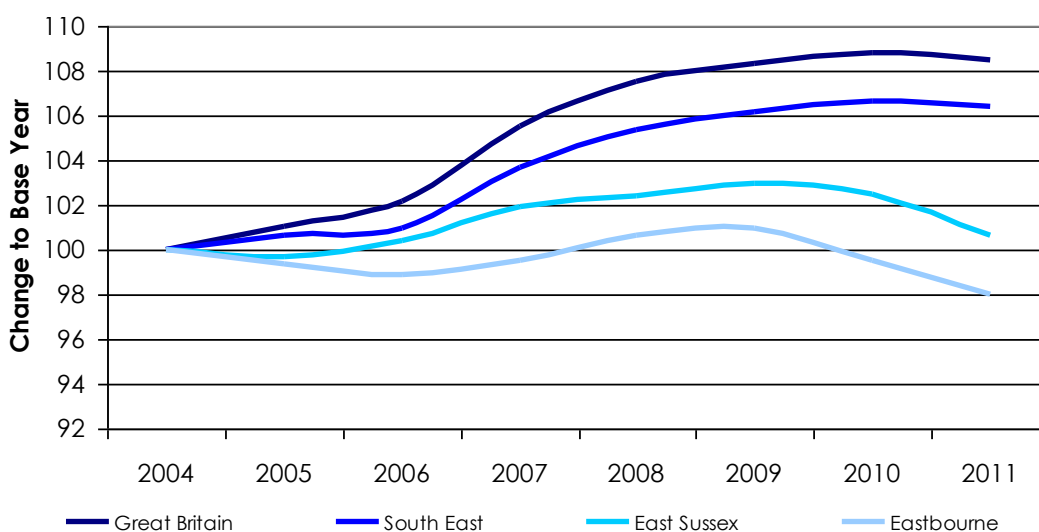
2. Socio-Economic Baseline

- 2.1 Within this section we consider the current economic context, providing a brief overview of the key socio-economic strengths of the Borough. The economic performance of Eastbourne is covered in more detail within the East Sussex Local Economic Assessment and through "East Sussex in Figures" (ESIF).
- 2.2 Understanding this context provides vital direction for the future. Increasingly economic growth is refocusing on building from the strengths of the local economy both in terms of indigenous business growth and attracting like-minded new activities to the area.
- 2.3 As such, the employment land strategy for Eastbourne needs to ensure it provides the right space in the right locations for inward investment but, perhaps more importantly, also provides the range of sites and premises required to ensure existing businesses are retained and can grow.

Business Demography

- 2.4 Firstly, we review the business demography of the Borough in order to understand the make up of the existing community and the dynamics of change within it. Figures produced by ESIF have identified a business stock within Eastbourne Borough of 3,125 enterprises. This has decreased since 2004 but only in recent years. Up until 2009 business stock had grown (despite some annual fluctuations) to a peak of 2,320 businesses.

Figure 1 – Change in business stock to base year (2004-2011)



Source: East Sussex in Figures, 2013.

- 2.5 As shown in Figure 1 Eastbourne has shown considerably lower business growth trends between 2004 and 2011. Whilst growth between 2006 and 2009 was greater than East Sussex it was considerably lower than regional and national performance. The fall in business stock was considerably sharper in Eastbourne between 2009 and 2011 than all benchmark areas.
- 2.6 The changes in business stock discussed above in part reflect the survival rates of new businesses starting in the Borough, which are shown in the table below.

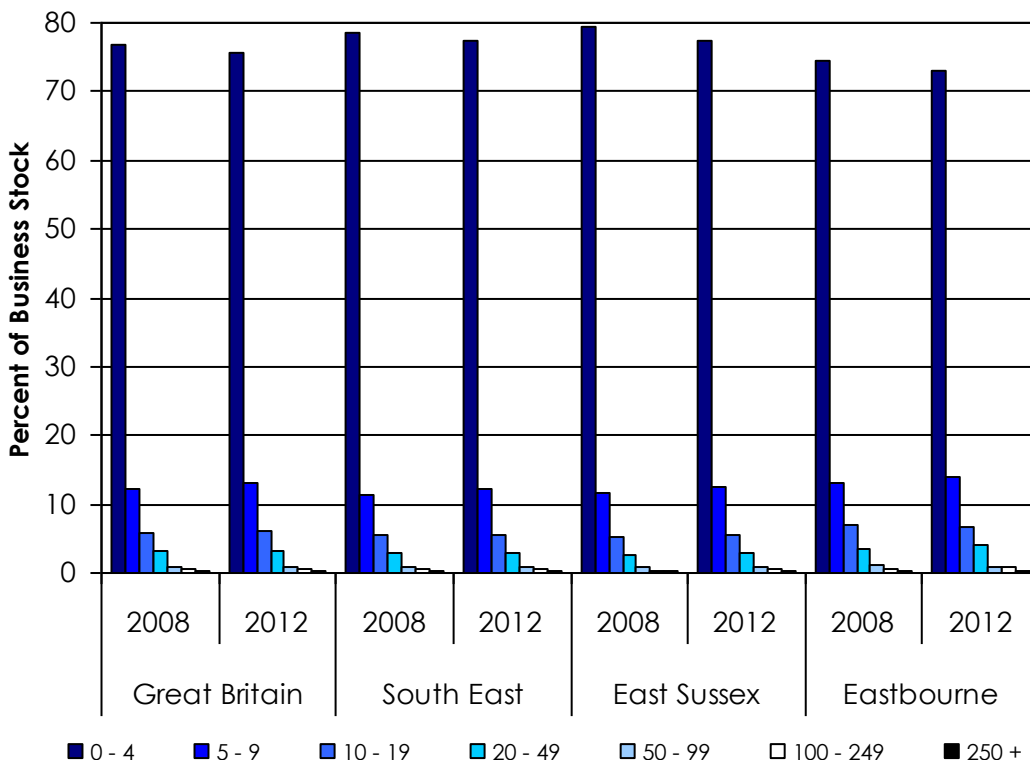
Table 1 – Business Survival Rates

	Year of Birth	Survival Rate (percentage)				
		1 year	2 years	3 years	4 year	5 year
Great Britain	2006	97	81	66	53	45
	2007	95	81	63	52	-
	2008	92	74	58	-	-
	2009	91	74	-	-	-
	2010	87	-	-	-	-
South East	2006	97	83	69	56	48
	2007	96	84	66	55	-
	2008	93	77	61	-	-
	2009	92	76	-	-	-
	2010	88	-	-	-	-
East Sussex	2006	97	83	69	57	49
	2007	96	84	66	55	-
	2008	94	78	62	-	-
	2009	92	74	-	-	-
	2010	88	-	-	-	-
Eastbourne	2006	96	82	68	54	44
	2007	96	83	63	53	-
	2008	94	73	59	-	-
	2009	92	71	-	-	-
	2010	83	-	-	-	-

Source: East Sussex in Figures, 2013

- 2.7 As shown in Table 1 business survival rates in Eastbourne are lower than in the County more widely, with only 44% of 2006 start ups surviving beyond 5 years, this level is below the South East average but broadly in line with national averages.
- 2.8 The data shows the early impacts of the recession significantly reducing one and two year survival rates of businesses started in 2009 and 2010. Again Eastbourne's survival rates tend to be below those of the comparator areas.
- 2.9 As shown below Eastbourne's business stock is dominated by micro-businesses (i.e. those with less than 5 employees). However, the proportion of businesses (73% in 2012) is 5% lower than East Sussex and 7% lower than the South East.

Figure 2 – Proportion of Business Stock by Size



Source: East Sussex in Figures, 2013.

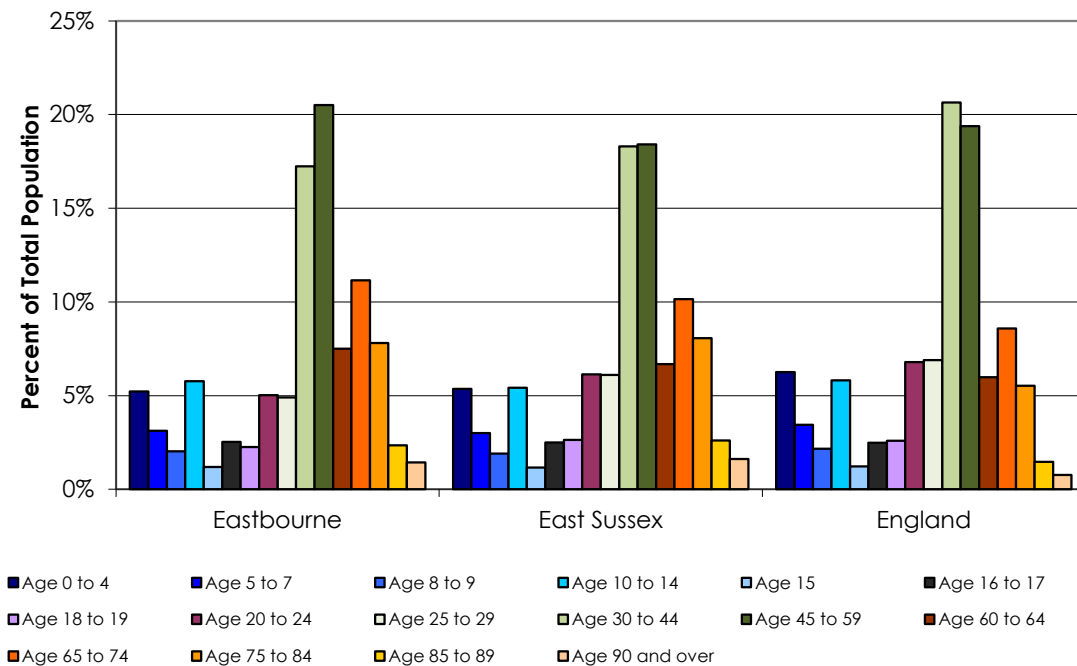
2.10 Eastbourne has a higher proportion of its businesses within the ‘small’ size band (i.e. between 5 and 10 employees). Businesses in this sector represent 14% of the total stock, an increase of 1% between 2008 and 2012. In general the share of businesses within all small business size bands (i.e. for 5 to 50 employees) has increased in Eastbourne now representing 25% of all businesses; this is a higher proportion than any of the comparators.

Labour Force Dynamics

2.11 To understand the make up of Eastbourne’s resident workforce we have reviewed the latest data available from the 2011 Census. This provides an accurate portrait of the skills, occupations and activity rates of people living in the Borough.

2.12 Approximately 60% of Eastbourne’s population is of ‘working age’ (i.e. aged between 16 and 64); this is marginally lower than East Sussex and 5% below the national average.

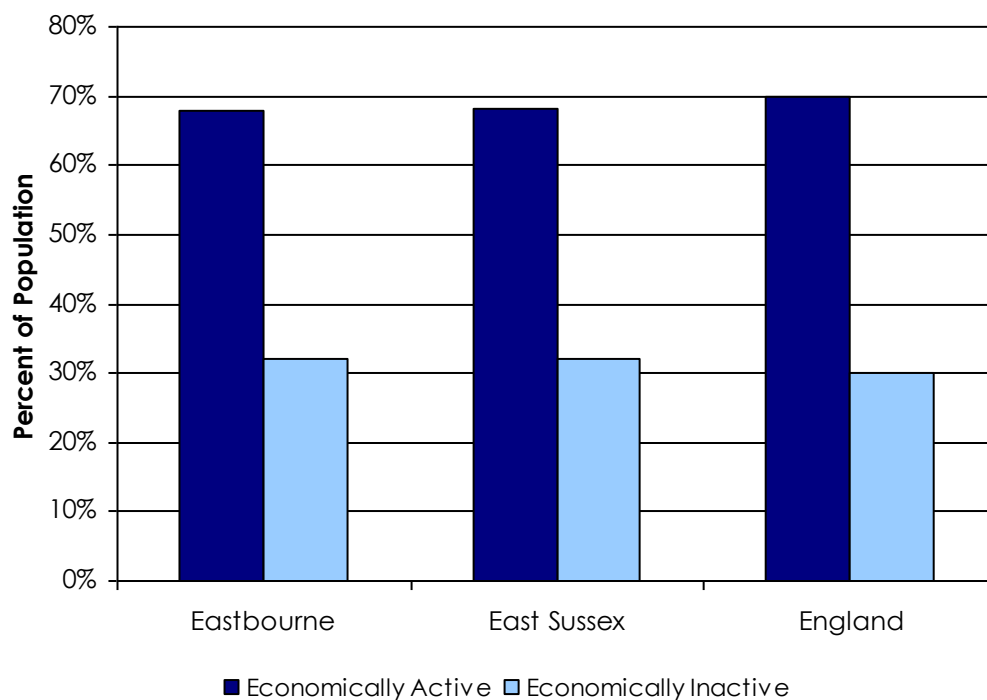
Figure 3 – Resident Population Age Structure



Source: 2011 Census.

- 2.13 Eastbourne also has a higher proportion of residents aged 65 and over, representing almost a quarter of the total population. As such both the mean and median average ages for the Borough are higher than the comparator regions.
- 2.14 The age structure also has an impact on economic activity rates, as shown below.

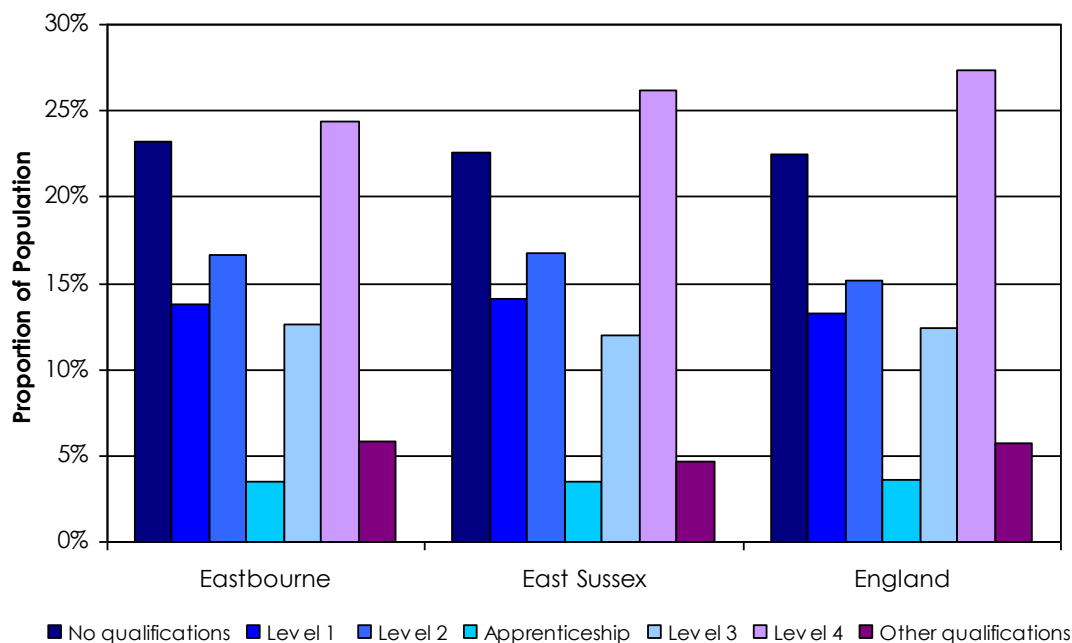
Figure 4 – Economic Activity



Source: 2011 Census.

- 2.15 Both Eastbourne and East Sussex have an economic inactivity rate of 32% of persons aged 16-74, which is higher than the national average of 30%.
- 2.16 The skills profile of the Borough will be critical in attracting and supporting future economic growth, with businesses seeking locations with an available pool of suitably skilled labour.

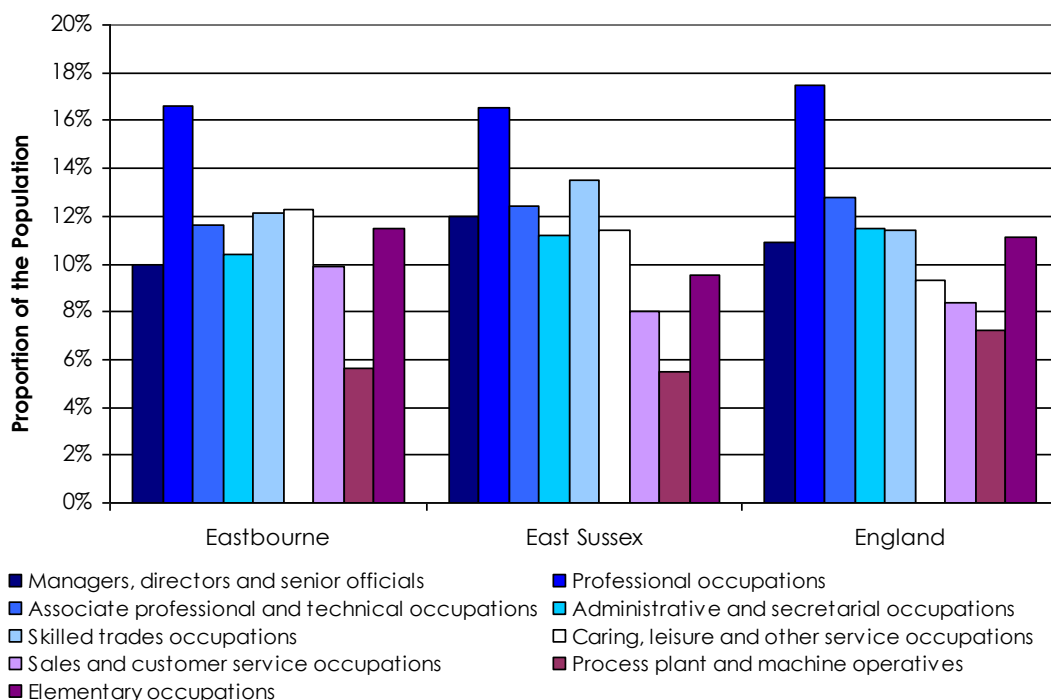
Figure 5 – Highest Qualification



Source: 2011 Census.

2.17 The skills profile of Eastbourne is relatively strongly polarised with almost equal proportions of residents with no qualifications and high level (i.e. Level 4 and above) qualifications. This is a much more even balance than the comparator regions and presents both opportunities and challenges for the economy.

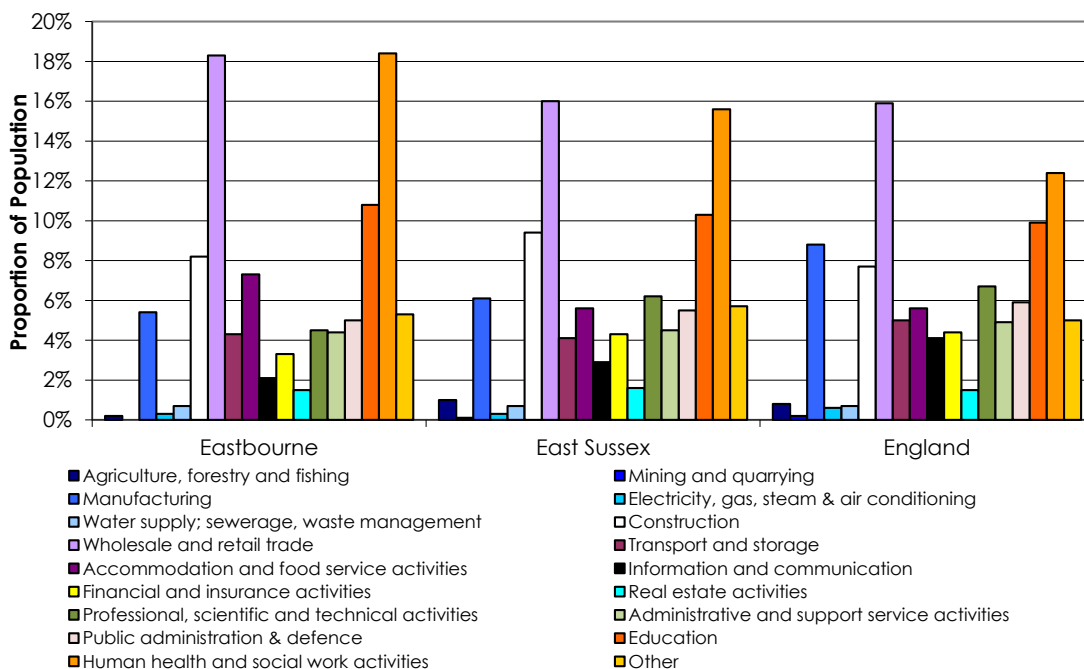
Figure 6 – Occupation Structure



Source: 2011 Census.

- 2.18 The highest share of resident occupations within Eastbourne is within professional occupations, in line with County and National trends, albeit at a lower level. In part this reflects the level of out-commuting from the Borough to areas such as the Gatwick Diamond and Tunbridge Wells and also the presence of some key business with their UK headquarters in Eastbourne.
- 2.19 Employment in Eastbourne is also 'under-represented' in other higher end occupations such as Managers/Directors and Associate Professionals. Employment in skilled trades is relatively consistent with the comparator areas.
- 2.20 The proportion of residents engaged in Elementary Occupations or Sales and Customer Services activities is higher than East Sussex and England. This is likely to reflect the strong presence of public administration and visitor economy related employers.
- 2.21 The share of employment by industry broadly reflects the occupation structure.

Figure 7 – Employment by Industry



Source: 2011 Census.

- 2.22 Health and social work and wholesale/retail trade are the dominant employment sectors within Eastbourne. This reflects employment patterns shown for East Sussex and England. The graph shows a much higher proportion of employment within these sectors in Eastbourne.
- 2.23 The proportion of employment by sector provides one ‘guide’ to important sectors within the Borough; however it does not capture the relative importance of the sector to the Borough when compared to other locations.
- 2.24 To develop this understanding we can utilise the latest Business Register and Employment Survey (BRES) data which tracks employment within each sector at a 2 digit Standard Industry Classification (SIC) code level. This enables the consideration of employment patterns in specific sub-sectors, identifying the actual drivers of growth and where there are particular niche specialisms that future policy needs to consider.
- 2.25 Given the detail of the data it is not possible or relevant to consider the level of employment in isolation; it is more useful to consider the relative position of the sector compared to benchmark locations. To do this we use Location Quotients (LQs), these measure the concentration (or specialism) in a particular area against a comparator.
- 2.26 LQs provide a simple yet powerful tool to compare places and employment activity. An LQ of 1 shows that employment in a sector in Eastbourne is proportionally the same as the benchmark geography (i.e. there is no specialisation), an LQ greater

than 1 shows the sector is proportionally more strongly represented in Eastbourne (i.e. there is a specialisation), and an LQ of less than one shows a sector is under-represented.

- 2.27 The Table overleaf shows sector specialisms (by LQ) within Eastbourne when benchmarked against a range of local comparator geographies including the County, the South East, the South East LEP area and England.

Table 2 – Location Quotient Analysis (see over)

Sector	to East Sussex	to South East	to LEP	to England
03 : Fishing and aquaculture	0.47	1.86	0.76	1.59
10 : Manufacture of food products	0.19	0.18	0.20	0.11
13 : Manufacture of textiles	1.52	3.04	2.40	0.73
14 : Manufacture of wearing apparel	0.00	0.00	0.00	0.00
15 : Manufacture of leather and related products	0.00	0.00	0.00	0.00
16 : Manufacture of wood and of products of wood and cork	0.05	0.11	0.06	0.08
17 : Manufacture of paper and paper products	0.10	0.02	0.01	0.01
18 : Printing and reproduction of recorded media	1.32	1.72	1.12	1.39
20 : Manufacture of chemicals and chemical products	0.02	0.01	0.01	0.01
21 : Manufacture of basic pharmaceutical products and preparations	1.09	0.03	0.05	0.03
22 : Manufacture of rubber and plastic products	0.59	0.61	0.54	0.57
23 : Manufacture of other non-metallic mineral products	0.18	0.32	0.14	0.18
24 : Manufacture of basic metals	0.33	0.10	0.03	0.01
25 : Manufacture of fabricated metal products, except machinery and equipment	0.49	0.56	0.49	0.37
26 : Manufacture of computer, electronic and optical products	0.11	0.16	0.17	0.28
27 : Manufacture of electrical equipment	0.26	0.26	0.29	0.29
28 : Manufacture of machinery and equipment n.e.c.	1.04	1.13	0.95	0.95
29 : Manufacture of motor vehicles, trailers and semi-trailers	0.00	0.00	0.00	0.00
30 : Manufacture of other transport equipment	0.07	0.01	0.02	0.01
31 : Manufacture of furniture	0.43	0.85	0.41	0.56
32 : Other manufacturing	0.71	0.94	0.98	1.36
33 : Repair and installation of machinery and equipment	2.92	2.15	2.63	3.02
35 : Electricity, gas, steam and air conditioning supply	1.61	0.19	0.32	0.20
36 : Water collection, treatment and supply	0.25	0.23	0.14	0.21
37 : Sewerage	0.07	0.03	0.04	0.04
38 : Waste collection, treatment and disposal activities; management of waste	0.72	1.05	0.81	1.23
41 : Construction of buildings	0.58	0.69	0.57	0.83
42 : Civil engineering	0.24	0.28	0.22	0.22
43 : Specialised construction activities	0.64	0.75	0.59	0.75
45 : Wholesale and retail trade and repair of motor vehicles	0.90	1.01	0.97	1.20
46 : Wholesale trade, except of motor vehicles and motor cycles	1.18	0.94	1.01	1.09
47 : Retail trade, except of motor vehicles and motor cycles	1.22	1.45	1.20	1.46
49 : Land transport and transport via pipelines	1.16	1.13	0.69	0.70
52 : Warehousing and support activities for transportation	0.74	0.18	0.15	0.19
53 : Postal and courier activities	0.75	0.69	0.65	0.69
55 : Accommodation	1.63	2.87	3.66	2.99
56 : Food and beverage service activities	0.82	1.01	1.02	1.14
58 : Publishing activities	0.98	0.66	0.81	0.74
59 : Motion picture, video and television programme production and motion picture distribution	1.67	1.74	1.64	0.63
60 : Programming and broadcasting activities	0.54	0.12	0.19	0.02
61 : Telecommunications	1.13	0.22	0.51	0.26
62 : Computer programming, consultancy and related activities	0.44	0.15	0.40	0.26
63 : Information service activities	0.56	0.17	0.58	0.16
64 : Financial service activities, except insurance and pension funding	1.40	0.81	0.94	0.49
65 : Insurance, reinsurance and pension funding, except compulsory social security	0.52	0.64	0.89	1.10
66 : Activities auxiliary to financial services and insurance activities	0.94	0.61	0.55	0.42
68 : Real estate activities	0.82	0.87	0.89	0.80
69 : Legal and accounting activities	1.18	1.29	1.41	0.99
70 : Activities of head offices; management consultancy activities	0.90	0.47	0.79	0.56
71 : Architectural and engineering activities; technical testing and analysis	0.56	0.42	0.53	0.47
72 : Scientific research and development	0.22	0.03	0.07	0.05
73 : Advertising and market research	0.62	0.22	0.44	0.29
74 : Other professional, scientific and technical activities	0.69	0.75	0.71	0.64
75 : Veterinary activities	0.61	0.94	1.06	1.50
77 : Rental and leasing activities	1.02	0.74	0.68	0.78
78 : Employment activities	1.50	0.87	0.89	0.75
79 : Travel agency, tour operator and other reservation service activities	0.61	0.34	0.51	0.40
80 : Security and investigation activities	0.60	0.13	0.15	0.08
81 : Services to buildings and landscape activities	0.67	0.41	0.39	0.40
82 : Office administrative, office support and other business support activities	0.63	0.55	0.72	0.63
84 : Public administration and defence; compulsory social security	0.80	0.95	0.82	0.74
85 : Education	1.05	1.08	0.97	1.15
86 : Human health activities	1.54	2.16	1.98	2.12
87 : Residential care activities	1.00	2.09	1.84	2.34
88 : Social work activities without accommodation	1.30	1.61	1.39	1.47
90 : Creative, arts and entertainment activities	0.72	0.94	1.23	1.07
91 : Libraries, archives, museums and other cultural activities	0.44	0.54	0.46	0.51
92 : Gambling and betting activities	1.05	1.12	0.93	0.68
93 : Sports activities and amusement and recreation activities	0.85	0.85	0.91	1.05
94 : Activities of membership organisations	0.81	0.71	0.93	0.70
95 : Repair of computers and personal and household goods	0.34	0.11	0.11	0.11
96 : Other personal service activities	0.94	1.05	0.99	1.15

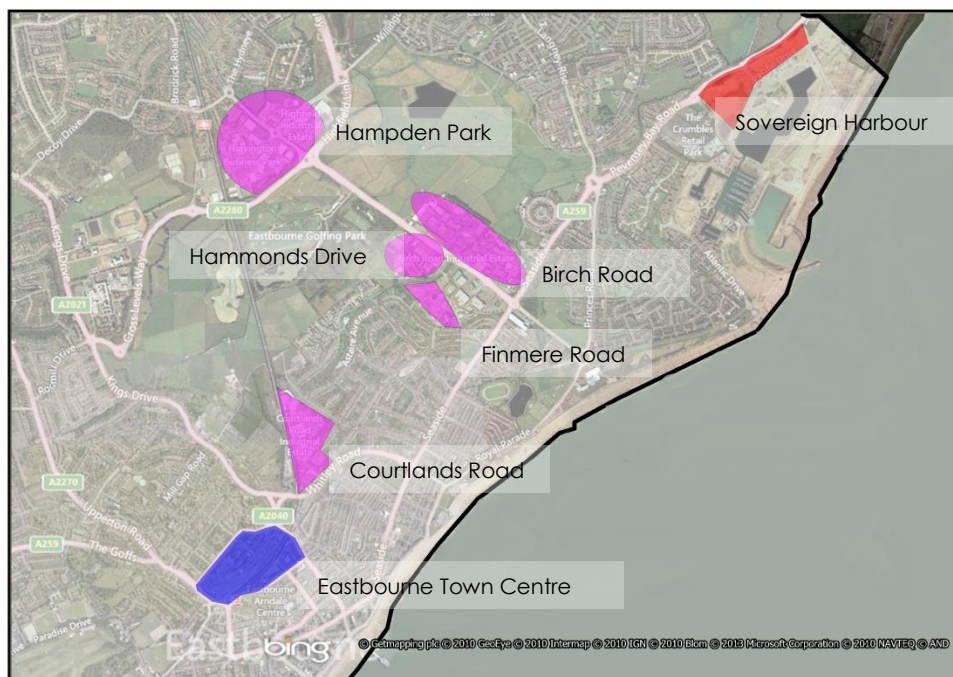
- 2.28 The data in Table 2 highlights the sectors within which Eastbourne has a comparative strength. Green shading highlights a very strong concentration (i.e. a LQ above 3), yellow a strong concentration (i.e. a LQ between 2 and 3) and pink a reasonably strong correlation (i.e. between 1.5 and 2).
- 2.29 Unsurprisingly there is a cluster of sector strength in health, care and social work activities as well as regional strengths in accommodation as a result of the visitor economy role within the Borough.
- 2.30 However, the analysis also highlights some strength in a number of manufacturing activities, particularly related to particular mechanical products. There is also a strong concentration of employment within key parts of the 'media' sector in terms film and TV production and production of recorded media.
- 2.31 Below these 'strong' correlations there are also weaker, but positive, strengths in some professional service activities such as legal and accounting.

3. Commercial Property Market Review

- 3.1 The economic growth forecasts and historic sector performance provide the underpinnings of future space demand. However, property markets follow their own trends, with successful developments tending to be replicated on other sites as demand is proven.
- 3.2 To understand how the property market itself may influence future provision we consider market performance in terms of deals completed (space take up) between January 2007 and June 2013 and advertised space (vacancies) as of June 2013.
- 3.3 Overall the economy and commercial property market within Eastbourne is concentrated into five key employment clusters, which are shown on the map below. These are referred to in this Report as:

- Eastbourne Town Centre
- Hampden Park
- Birch Road – Hammonds Drive
- Finmere Road
- Courtlands Road

Figure 8 – Eastbourne Employment Clusters



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- 3.4 The CoStar¹ database seeks to record actual market activity (i.e. the 'turnover' of occupiers and premises) as such the majority of lease renegotiations and extensions are not included. It should be noted that the CoStar database relies on the participation of agents to maintain its accuracy; as such a number of smaller deals may not be captured. However, it provides a consistent and robust record of the predominant market trends from which the market can be understood.
- 3.5 To supplement our understanding and identify trends which CoStar may not capture we have had discussions with key local agents to draw on their experience of the market within Eastbourne.

Eastbourne Town Centre

- 3.6 Eastbourne Town Centre is the focus for office activity in the area, however the market is generally weak, and is characterised by a dated stock offer. This is reflected in high vacancy rates. Within the town centre, the office stock is concentrated around Commercial Road, Upperton Road and the Station area (including Grove Road, Hyde Gardens and Gildredge Road).
- 3.7 In general there is a relatively low level of office activity within Eastbourne with only 52 deals completed in total since 2007. As shown in the table below, the activity that does exist is dominated by demand for small units (below 185sqm) with just under half of all take up being for small units. As with all tables in this section take up is measured as the total number of deals completed within the area and does not 'net off' any occupiers that have left the Borough.

¹ CoStar Focus is a nation-wide property database that records deals and vacant premises within the commercial property market. The database relies on support from local agents to complete data records. It provides a robust and consistent measure of both current and historic market performance. It should be noted that whilst CoStar take every effort to ensure accuracy and coverage it does not capture all activity but does provide a significant and robust sample from which conclusions can be drawn.

Table 3 - Office Deals, Eastbourne Town Centre 2007-2013

	2007	2008	2009	2010	2011	2012	2013	Total
<185 sqm	5	5	2	3	3	3	3	24
185 - 464 sqm	8	3	2	1	1	0	1	16
465 - 1,849 sqm	2	1	0	1	1	0	0	5
1,850 sqm +	0	0	0	0	1	0	0	1
Undisclosed	1	0	4	1	0	0	0	6
Total	15	9	4	5	6	3	4	52

Source: CoStar, Focus, GVA, 2013.

- 3.8 The recession appears to have had a significant impact on the office market within Eastbourne town centre, with activity levels falling significantly from the pre-recession peak; 75% fewer deals were completed in 2013 compared to 2007. Over the entire period, only 7 out of the 52 deals involved new or refurbished stock (c.13%)
- 3.9 In terms of office floorspace a total of 14,647 sqm was taken up in Eastbourne between 2007 and 2013.

Table 4 - Office Floorspace Take Up, Eastbourne Town Centre, 2007-2013

	Total Deals	Total Take Up (sqm)	Average Annual Take up
<185 sqm	24	1,992	83
185 - 465 sqm	16	4,023	268
465 - 1,849 sqm	5	5,981	854
1,850 sqm +	1	2,651	2,651
Undisclosed	6	n/a	n/a
Total	213	14,647	312

Source: CoStar Focus, GVA, 2013

- 3.10 The average deal size was less than 500sqm across the period, reflecting the shift in occupier focus in Eastbourne from larger 'public sector' occupiers and corporate businesses to smaller enterprises predominantly within professional services. This shift has been reflected in the discussions with local agents who report a general fall in activity and a move towards smaller space.

In terms of vacant office floorspace in Eastbourne, supply is again dominated by small units, with 65% of advertised office units lying within the smallest size band (i.e. less than 185sqm). Table 5 - Office Floorspace Availability, Eastbourne Town Centre

	No. of Units	Total Floorspace
<185 sqm	15	826
185 - 465 sqm	7	2021
465 - 1,850 sqm	0	0
1,850 + sqm	1	1981
Total	23	4,828

Source: CoStar Focus, GVA, 2013

- 3.11 There is only 1 unit with a floorspace greater than 465sqm currently being promoted, however given the character and nature of the town centre stock this is not surprising.
- 3.12 Whilst not captured within commercial property deals the other major trend within the town centre office market has been the increasing pressure for redevelopment for alternative uses. Agents report that the nature of stock means it is not providing an attractive commercial offer and, whilst vacant, is attracting interest for conversion to residential uses. This trend is evident along Commercial Road where a number of office buildings are now in residential use.
- 3.13 No new office stock has been brought to the market, with Ivy House providing recently refurbished space and representing the majority of deals for refurbished space.

Hampden Park

- 3.14 The Hampden Park area is a core employment cluster which incorporates:
- Highfield Office Park
 - Hampden Park Industrial Estate
 - Hargreaves Industrial Estate
 - Brampton Business Park
 - Harvington Business Park
- 3.15 Office floorspace provision within this market area is concentrated within the Highfields Office Park which provides relatively modern small office suites, whereas the other areas are largely industrial floorspace.
- 3.16 As shown in the table below, there have been very few office transactions in this market area since 2007. All three transactions in 2007 involved new build office stock at the Highfields Office Park. The two recent transactions in the Hampden Park market area involved a former residential building located at 37 Brassey Avenue. Whilst the

rent achieved for the latest transaction (2013) was significantly above that achieved in 2010, it is worth noting that the quoting rent for the property was £116psm.

Table 6 - Office Deals, Hampden Park, 2007-2013

Date of Sale	Use Class	Size (sqm)	Grade	Rent (£ per sqm)
2007	B1 Office/Business	193	New or Refurbished	Not disclosed
2007	B1 Office/Business	193	New or Refurbished	Not disclosed
2007	B1 Office/Business	633	New or Refurbished	£188
2010	B1 Office/Business	37	Second Hand	£116
2013	B1 Office/Business	16	Second Hand	£230

Source: CoStar Focus, GVA, 2013

3.17 In terms of industrial transaction, there have been 15 deals since 2007, none of which have taken place since 2011. The largest deal size was 2,165sqm, recorded in 2011, for a new unit on the Brampton Business Park, which is a mixed industrial and trade park scheme comprising c.3,100 sqm of trade park space and 6,900 sqm of industrial space

Table 7 – Summary of Industrial take-Up, Hampden Park, 2007-2013

No of deals	15
Total Floorspace (sqm)	10318
Average deal size (sqm)	687.87

Source: CoStar Focus, GVA, 2013

Table 8 Industrial Floorspace Take-Up by Size, Hampden Park, 2007-2013

<185 sqm	1
185 - 464 sqm	8
465 - 1,849 sqm	8
1,850 sqm +	2

Source: CoStar Focus, GVA, 2013

3.18 In terms of vacant commercial stock, there are currently only two office units and two warehousing units listed as available in the Hampden Park market area. The details are as follows:

Table 9 - Commercial Floorspace Availability, Hampden Park

Use	Total floorspace (sqm)	Rent (£ per Sqm)	Grade	Days on Market
B1 Office/Business	21	£194.80	Second Hand	300
B1 Office/Business	211	£130.56	Second Hand	955

Warehousing	234	£85.25	Second Hand	863
Warehousing	2,103	£83.20	Second Hand	958

Source: CoStar Focus, GVA, 2013

3.19 Office availability is within Highfields Office Park, which is currently being promoted with significant incentives for new occupiers. We understand that lettings have been slow since completion of the scheme, with availability increasing since previous occupier Rok went into administration. Whilst still listed we understand from the agents website that some space within Highfields has recently been placed under offer, albeit the details are not yet available.

Birch Road, Hammonds Drive and Finmere Road

3.20 This employment cluster is located c1.5 miles north east of the town centre and is on the main access route into the town.

3.21 The Hammonds Drive and Birch Road sites are predominantly in light industrial use. The quality and size of the units is mixed, and there is opportunity for intensification of the site. Key occupiers have either withdraw or are planning to withdraw from these locations, such as Jones the Bootmakers and White Knight Laundry, in recent years, although there are signs of recent investment.

3.22 The Finmere Road site is a small, low quality employment location, predominantly in non-B class uses. Access is constrained and there is poor internal circulation. Given its scale we have considered performance at Finmere Road alongside the larger neighbouring sites.

Table 10 Industrial Take Up, Birch Road and Finmere Road, 2007-2013

	Total
No. of Deals	24
Floorspace (sqm)	21,723
Av. Deal Size (sqm)	987

Source: CoStar, Focus, GVA, 2013.

Table 11 Industrial Floorspace Take-up, Birch Road, 2007-2013

<185 sqm	0
185 - 464 sqm	6
465 - 1,849 sqm	13
1,850 sqm +	3

Source: CoStar Focus, GVA, 2013

3.23 The average deal size within the Birch Road market area was 987sqm, reflecting the nature of provision of industrial space, which tends to be medium sized light industrial units dating from the 1970s. Over the period there were no deals for small units.

Table 12 - Commercial Floorspace Availability, Birch Road

Use	Size (sqm)	Rent (£ per sqm)	Grade	Days on Market
Warehousing	370	£18.94	Second Hand	833
Warehousing	277	£72.65	Second Hand	1123

Source: CoStar Focus, GVA, 2013

- 3.24 Only 2 units are currently available, both of which are second hand and have been on the market for a while. There is a significant difference between the quoting rents of the two available warehouses, which are located either side of a dual carriageway (Lottbridge Drive), however this is likely to be due to the specification and quality of the units rather than any specific locational differences.

Courtlands Road

- 3.25 The Courtland Road employment cluster is a medium light industrial estate, consisting predominantly of small units. There has been some recent investment in the stock, including the construction of Southbourne Business Park and the refurbishment of Technology Business Park. There are still some further opportunities for intensification, particularly of the open storage area, and a vacant site. Trade counter activity is present on the site.
- 3.26 There have been 17 deals in Courtlands Road estate since 2007, although none since 2011. Activity peaked in 2007, with 9 deals, of all which involved new build or refurbished stock.

Table 13 Industrial Take Up by year, Courtlands Rd, 2007-2013

	2007	2008	2009	2010	2011	2012	2013	Total
No of deals	9	1	4	2	1	0	0	17
Total Floorspace (sqm)	2,284	374	2,194	837	139	0	0	5,828
Av. Deal Size (sqm)	254	374	549	419	139	0	0	248

Source: CoStar Focus, GVA, 2013

- 3.27 According to CoStar there is currently only one available unit at Courtlands Road, which has been on the market for over 4 years.

Table 14 – Industrial Floorspace Availability, Courtlands Road

Use	Sqm Available	Rent Sqm	Grade	Days on Market
Warehousing	2,535	£29.60	Second Hand	1606

Source: CoStar Focus, GVA, 2013

Property Market Conclusions

- 3.28 Overall the commercial market within Eastbourne is relatively modest and tends to operate to support locally and sub-regionally orientated businesses. This is reflected in the small deal sizes in both office and industrial markets.
- 3.29 Whilst value data is relatively scarce given the levels of take up they are low in the South East context, however when considered against East Sussex performance they do compare reasonably favourably. This reflects Eastbourne's competitive position, being one of the larger markets in the County and benefiting from reasonably good connections via rail and the main road network, but considered relatively remote from core markets by larger businesses.
- 3.30 Eastbourne's position on the A22-A27 corridor means it plays a key role in a wider sub-regional property market, with demand and supply in Polegate and Hailsham influencing trends in Eastbourne and vice versa. Similar to Eastbourne performance in these areas has been relatively muted in recent years. The main commercial development has been at Chaucer Business Park, which has delivered good quality, small office and light industrial space.
- 3.31 Despite providing good quality new space, which is rare in the local market, agents suggest letting of the office space has been difficult. This could be driven by a number of factors, largely because demand has been low but also because it is reasonably isolated in terms of its access to supporting amenities and its 'profile' on the strategic road network. That being said, future development in Eastbourne should heed the lessons from Chaucer and ensure the correct specification stock is delivered in appropriate locations, within reach of supporting amenities to maximise its appeal to occupiers.
- 3.32 The market performance does suggest that the delivery of new floorspace or the upgrading of existing stock may be challenging, particularly in the short term. It indicates that future demand and growth in the market is likely to be driven from local business requirements either through expansion, changing space requirements or new business start-ups. There is little evidence to suggest that Eastbourne's commercial property offer is attracting significant inward investment.
- 3.33 It also suggests that development viability could be challenged, with rents considerably lower than is required to attract development and investment interest. This may also impact on the rent expectations of occupiers, who may wish to occupy newer better quality space but are not prepared (or able) to pay higher rents for it.
- 3.34 As such, to stimulate delivery and assist in 'revealing' any hidden or latent demand in the local economy, public sector intervention may be required. Public sector

intervention could assist in a number of ways by ameliorating infrastructure issues, providing 'patient' capital or undertaking land assembly. All would help to de-risk investment and provide a mechanism for overcoming cost barriers in the short to medium term.

- 3.35 However, whilst the market is limited it does show a number of healthy signs, with generally low reported vacancy and a reasonably consistent level of activity outside of the town centre (which is faced with particular stock issues). This suggests that by providing an appropriate offer, in the right locations at the right price point development can be successful.
- 3.36 Recent good quality schemes, whilst taking their time to let, have found occupiers and, in the case of Ivy House, have managed to command reasonably good rental returns suggesting in the longer term there are opportunities for further growth.
- 3.37 Overall, whilst there are challenges to growth, the Eastbourne market does have potential to grow. This growth is likely to remain at a relatively modest scale and remain focussed on predominantly small to mid-sized stock, but, over the plan period, there is the opportunity to broaden the supply and grow the market.

4. Review of Existing Employment Land

- 4.1 Within this section we provide a summary of the findings and observations from the employment site surveys undertaken in Spring 2013. The surveys covered the entire portfolio of existing employment locations alongside potential sites for new (additional) provision at Sovereign Harbour and within the town centre.
- 4.2 The number of 'potential' employment locations surveyed in this Report is lower than the previous ELR. This reflects the removal of a number of proposed allocations from the supply portfolio during the Core Strategy process once their deliverability had been assessed. Most were deemed to suffer from significant constraints on development (principally flood risk and habitat designations) or have a significant adverse impact on protected green and open spaces such as Eastbourne Park.
- 4.3 The physical constraints on any 'undeveloped' land, the strategic importance of retaining green and open spaces within the Borough, and the tightly drawn administrative boundary all combine to significantly restrict the capacity and opportunity within the Borough to accommodate new and additional employment sites and floorspace.
- 4.4 As such, the existing employment land provision should be seen as a finite resource within the Borough that cannot easily be replaced. Unlike some locations there is no identified opportunity to deliver new employment land capacity, existing sites should therefore maximise their capacity and contribution to the local economy.
- 4.5 The site review process is therefore vital to understand how existing provision meets businesses needs and where there are opportunities to either improve the offer within sites or intensify levels of provision activity through redevelopment.
- 4.6 The surveys focussed on updating the information and data first produced to support the 2008 Employment Land Review and 2012 East Sussex Commercial Market and Needs Study. Principally the purpose was to ensure the base information reflected recent changes in the occupier base, changes to stock and any wider changes in the area that may affect occupier demand.
- 4.7 The base for the survey was drawn from the schedule of sites identified within the previous Employment Land Study. This was supplemented by a review of the B class employment offer within Eastbourne town centre.
- 4.8 The first focus of the survey was to objectively assess the functionality of the sites in their current form and identify any barriers to their role as an employment site. Secondly the survey considered the potential role of each site in accommodating

future economic activity and growth, either through their current stock, redevelopment or expansion.

- 4.9 The remainder of this section presents an overview of the survey findings, the role of the town centre and the vacant (allocated) employment site at Sovereign Harbour.

1 – Hampden Park



- 4.10 **Site description:** The Hampden Park employment area lies to the north of the Borough, occupying a prominent position off the A22, the key strategic route into Eastbourne. Rather than being one industrial estate the employment area is formed of a series of smaller estates providing predominantly industrial/warehousing space.
- 4.11 The main exceptions to the predominant property types are the Hampden Retail Park, which provides large retail warehousing, and Highfield Park which contains some relatively modern small offices.
- 4.12 There is significant proportion of the area now occupied by non-B class uses, largely out of town retail in the form of a Morrisons Superstore, retail warehousing (including B&Q, Halfords and Dreams) and leisure uses including a hotel, leisure club and restaurant.
- 4.13 The Highfield Industrial Estate accommodates the Borough's largest single employer, Gardners Books, which has an employee base of approximately 1,000 people.
- 4.14 **Strengths:** Hampden Park is the largest collection of commercial floorspace within the Borough and has a significant presence on a major arterial route in and out of Eastbourne, making it one of the most easily accessible employment sites on the south coast of East Sussex. Its scale and accessibility are its major assets, providing a critical mass of employment space that makes it a considerable focus for the economy of Eastbourne and the A22/A27 corridor more widely.

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- 4.15 The Hampden Park area contains a wide range of stock both in terms of unit sizes and types which enables a wide range of activity to be accommodated. The area is a key location for the Borough's high value manufacturing activity, including important employers such as HMD, Cosmarida and TEVA.
- 4.16 Within Hampden Park there are opportunities for redevelopment and intensification of activity and floorspace provision both within vacant sites and through the redevelopment of older stock. The delivery of office space at Highfield Park provides an example of how intensification of activity could be achieved. More recently the relocation of the Car Auction to enable development of Morrisons also facilitated development of new commercial space on land to the west of Brampton Road. Over the longer term, sites such as those formerly occupied by Cosmetics on Faraday Close and the Kings Centre on Edison Road could be redeveloped to provide more modern floorspace.
- 4.17 The area also benefits from access to Hampden Park rail station offering increased accessibility for employers and their staff.
- 4.18 **Weaknesses:** The key weakness of Hampden Park is the gradual erosion of the B class offer and identity from the quantum and profile of (predominantly) retail floorspace. The Hampden Retail Park contains a significant provision of major out of town retail brands which has recently been joined by Morrisons. These uses occupy key 'gateway' sites on the Lottbridge Drove-Willingdon Drove junction.
- 4.19 Similarly, whilst providing uses that are complementary to the core B class activities, the main access from the A22 is occupied by hotel/leisure facilities and car dealerships along Willingdon Drove. Coupled with the Morrisons store there is little B class frontage to the north of Willingdon Drove.
- 4.20 This does create some challenges in establishing a high quality business area image for Hampden Park and can create some challenges for business operations, particularly in busy shopping periods.
- 4.21 The increased retail creep also limits the growth and expansion potential within the area, restricting some occupiers from accessing or developing larger premises. With retail values in excess of B class uses there is increasing pressure on employment sites in the area to be permitted for alternative uses reducing opportunities for B class provision over the plan period
- 4.22 Whilst there is a large supply of floorspace within Hampden Park there is a considerable proportion of stock that is of lower quality. Buildings largely date from the middle part of the twentieth century and, despite some investment from occupiers, show considerable signs of deterioration. It is likely that as buildings are
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vacated they will require redevelopment or considerable refurbishment to be attractive to new occupiers.

- 4.23 **Conclusions and Recommendations:** Hampden Park is the largest single employment area within the Borough, given its strategic access, collection of large employers and range of stock it should be protected for future B class employment activity.
- 4.24 However, the site is at somewhat of a tipping point in terms of B class activity with significant retail creep eroding the visibility and profile of B class uses. If this is not carefully controlled it is likely to fundamentally undermine the B class employment functions in the area along Lottbridge Drove (to the north of Willingdon Drove) and may also have negative impacts on occupiers along Brampton Road and Faraday Close.
- 4.25 To preserve its B class function any further loss of sites should be resisted and existing occupiers supported in finding new space or redeveloping their own sites as required.

2 – Hammonds Drive



- 4.26 **Site description:** Lying to the south of Hampden Park, Hammonds Drive provides a range of predominantly light industrial units accessed from Lottbridge Drove. Units are in a range of sizes with smaller provision in Redward Business Park and to the north in the Hammonds Drive Industrial Estate. There are larger units along Hammonds Drive itself and to the rear of Redward.
- 4.27 To the north west of the site East Sussex Police have developed a new station which provides office accommodation and a new custody suite. The new station is accessed via the existing Hammonds Drive Industrial Estate.
- 4.28 A large site in the heart of the area is under-utilised with White Knight Laundry scaling back operations and seeking to vacate their site. This presents both an opportunity for the delivery of new floorspace but also currently impacts the appearance and

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- activity within the area. Since the site survey an application has been submitted for the redevelopment of part of the site to provide 9 new units alongside the refurbishment/conversion of the existing premises into 3 independent units.
- 4.29 **Strengths:** The area lies on a main access to the town centre, albeit access is restricted to the north bound carriageway. This provides good connectivity with other local employment areas and the strategic road network.
- 4.30 Generally the quality of provision is adequate, with no obviously poor quality buildings. There are limited vacancies within the smaller units suggesting that the nature of provision is well suited to the local market.
- 4.31 More widely the area lies close to large out of town retail provision in the form of a Tesco Superstore and other large format retailers. This provides good amenities for people employed within the site.
- 4.32 **Weaknesses:** The access to and movement within the area is challenged. The 'one way' access from Lottbridge Drove forces vehicles towards an already congested roundabout that is used to access the Tesco Store. It has been anecdotally reported that this can create significant issues at peak times. Once within Hammonds Drive circulation is also challenged, with significant on-street parking making the main thoroughfare difficult for two way 'large vehicle' traffic. Access to small estates off the main Hammonds Drive is also narrow, exacerbated by informal parking.
- 4.33 The quality of environment is also relatively poor, with an apparent lack of maintenance to the roads, footpaths and public space. This is somewhat improved within the Hammonds Drive Estate itself, but could still be improved.
- 4.34 **Conclusions and Recommendations:** The Hammonds Drive employment area is a key component of Eastbourne's employment land supply, providing a range of predominantly light industrial units. Whilst some of the stock is similar to that provided within Hampden Park and Birch Road the mix of occupiers (Atkins/East Sussex County Council, Sussex Police) mean it plays an important role within the Eastbourne economy.
- 4.35 Whilst still active (albeit at a reduced level of activity) the largest single site – occupied by White Knight – is subject to an active planning application to deliver new B class space. The re-use or redevelopment of the site for B class employment uses will be vital to support the wider area.
- 4.36 Our assessment indicates that, given reasonably low vacancy levels and the mix of occupiers Hammonds Drive should continue to be protected as a B class employment site.
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3 – Birch Road



- 4.37 **Site description:** Lying to the east of Lottbridge Drove, Birch Road Industrial Area provides a similar mix of floorspace to Hammonds Drive and parts of Hampden Park. The majority of units are light industrial or warehouse stock dating from the 1970s with some additions in the 1980s. It accommodates a range of businesses, with large occupiers including Alpha Laval, Brewers and Stagecoach.
- 4.38 The area is occupied by a large number of local 'service' activities such as Lok'n'Store, Howdens, Enterprise Rent-a-Car and a range of vehicle workshops. The largest employer within the site was Jones the Bootmakers; however they have now vacated their premises leaving a number of sites vacant within the area.
- 4.39 **Strengths:** Birch Road has a number of strengths, providing a location for businesses that enable them to serve the local market in Eastbourne and also access wider markets in East Sussex. This has attracted a range of occupiers, some of whom are very locally focussed whilst others are regionally/nationally important facilities.
- 4.40 The range of occupiers, stock and accessibility of the area has served to underpin the occupier base during the recession. Whilst there are vacant units the level of vacancy is not significantly high when the Jones properties are discounted.
- 4.41 **Weaknesses:** The age and quality of stock are the biggest weaknesses within the Birch Road area with a number of units appearing to require upgrading, that being said they are likely to be generally fit for purpose. There are signs of investment in stock refurbishment, the most recent being the unit occupied by Urban Industry, a specialist clothing retailer, which has significantly improved the appearance of the building compared to its neighbours.

- 4.42 The loss of Jones presents a key challenge for the area with a high profile site now lying vacant at a key junction within the area, quick redevelopment and reuse of the buildings will support the ongoing success of the area.
- 4.43 **Conclusions and Recommendations:** The Birch Road area appears to be well used and provides stock of a size and type that is in demand within the local economy, whilst there are some issues regarding stock quality it appears to be generally fit for purpose. On the basis of our assessment we would recommend that the area continues to be allocated as a B class employment location.
- 4.44 Given the location of the area there are no easily delivered areas of expansion, with sites to the north and west constrained by flood risk and potential impacts on habitats. As such, in the short term there are unlikely to be deliverable opportunities.
- 4.45 As recognised in the previous Employment Land Study the nature of Birch Road suggests there are opportunities for intensification of activity over time, however this would require reconfiguration of key sites and potentially have an impact on existing occupiers. In the more immediate future the Jones sites provide an opportunity to intensify activity and introduce new stock.

4 – Courtlands Road / Moy Avenue



- 4.46 **Site description:** The Courtlands Road/Moy Avenue employment area is a medium size, predominantly light industrial location located to the north of the town centre. Stock is from a range of eras with older properties dating from the 1970s and new small units delivered within the Southbourne Business Park more recently. The site is bounded on two sides by established residential areas and the railway line to the third, limiting opportunities for growth to solely intensification.
- 4.47 **Strengths:** The delivery of new floorspace within Southbourne Business Park and the relatively recent refurbishment of the Technology Business Park demonstrate the

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- 'viability' of the site as a B class employment location. Demand appears to have remained relatively strong with limited availability at the time of survey, there were only three advertised light industrial units evident and the large office property on Moy Avenue (picture above).
- 4.48 Within the area there are further opportunities for redevelopment and intensification on sites currently vacant (such as the one to the north of the Technology Business Park) or being used for open storage (to the south of Southbourne Business Park).
- 4.49 **Weaknesses:** The key challenge for the Courtlands area is the access to the site (which is predominantly through residential neighbourhoods) and movement within the area itself for large goods vehicles. However, these constraints need to be considered in context, with the predominant uses not requiring large volumes of vehicle movement or servicing by significant numbers of HGVs.
- 4.50 Whilst not within the Courtlands Road Estate itself the main area of stock weakness lies on Moy Avenue where there is a large vacant office block and also older industrial premises along Waterworks Road used by a removals business and a food wholesaler.
- 4.51 **Conclusions and Recommendations:** The Courtlands Road area is a successful small to medium sized employment location with high levels of occupancy and recent investment in new floorspace. Generally the activities within the site are suitable for its location and compatible with neighbouring uses, as such it should continue to be protected in its current form.
- 4.52 In the future, whilst opportunities are limited, policy should support selective redevelopment of sites to provide new good quality employment floorspace in keeping with the wider area.

5 – Finmere Road



- 4.53 **Site description:** The Finmere Road Estate and the co-located Britland Industrial Estate provide a series of small sites and premises for a range of occupiers and activities. The site is dominated by neighbouring gas holders that create an environment that has attracted a number of 'bad neighbour' activities to the site. Aside from the 'bad neighbour' activities (that includes a scrap metal yard) the area is home to Eastbourne Auction House, trade counter uses and builders yard, and to the rear of Finmere Close West End Studios. A significant proportion of floorspace within the Britland Estate has been converted into a skatepark, removing it from the B class supply.
- 4.54 **Strengths:** The nature of the site and the influence of the gas holders has protected the 'lower value' activities from being displaced by higher value uses. As such, over the long term, it is likely to remain a location for 'bad neighbour' activities which are a vital component of the Borough's economy.
- 4.55 Whilst predominantly occupied by industrial uses the Finmere Road estate accommodates one of the Borough's most successful and high profile businesses, West End Studios. Located on Finmere Close West End's studio facilities provide cutting edge 'green screen' technologies for a range of TV and film productions, alongside wider TV production activities and event production and management.
- 4.56 **Weaknesses:** Whilst the quality of environment within this employment area is generally low it is, in the main, suitable for the activities within it. However, whilst Finmere Close provides a secluded location for the West End Studios, we understand the quality of environment does have a negative impact on their operations. Therefore whilst the site itself provides a suitable environment for most of its occupiers it may be that West End will seek to relocate in the future.

- 4.57 The key challenge to the ongoing functionality of this employment location is access and internal circulation. The estates can only be accessed from Northbourne Road, a residential street, which creates some traffic conflicts, whilst internal roads are relatively small and further narrowed by ad hoc on street parking. Given the nature of activities within the area these are significant issues.
- 4.58 **Conclusions and Recommendations:** The area is influenced by a development exclusion zone around the gas holders which will prevent any significant changes to its offer in the medium term. Should it become available for wholesale redevelopment it is likely to require significant remediation which may provide a significant financial barrier. However, in its current form the Finmere Estate in particular provides a useful resource for accommodating 'bad neighbour' uses and should be protected and supported for such should other, more accessible sites not come forward.
- 4.59 Retention will continue to provide a number of challenges both in terms of access and the impact of some activities on other users. West End Studios in particular occupy a constrained site that is impacted by neighbouring uses which may require more careful management and regulation to address or support for their relocation to enable their activity and that of their neighbours to continue.

6 – Eastbourne Town Centre



- 4.60 **Description:** Traditionally Eastbourne town centre has been the main focus for office floorspace provision within the Borough. Provision of floorspace has tended to be focussed in three main areas; The Avenue and Commercial Road; the Station area (incorporating Grove Road, Hyde Gardens and Gildredge Road); and Upperton Road. Further provision is made throughout the main town centre at first floor level.
- 4.61 Current purpose-built stock dates predominantly from the 1960s/1970s with a small number of buildings developed in the 1980s. Office floorspace fronting The Avenue is

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- also provided within converted late-Victorian residential properties. Similarly, provision of office floorspace within Hyde Gardens and along Gildredge Road is within large converted residential stock.
- 4.62 Larger purpose built buildings such as St Mary's House are predominantly focussed along Commercial Road, however there are 'standalone' units such as Ivy House and St Marks House within the Station and Upperton Road areas respectively.
- 4.63 **Strengths:** Eastbourne town centre provides a number of strengths as an office location, consistent with most town centres. It benefits from the strongest public transport accessibility and the current areas of office stock are all in close proximity to Eastbourne Station.
- 4.64 More widely the regeneration aspirations for the town centre, as articulated in the Submission Draft of the Town Centre Local Plan (TCLP), will improve the quality of Eastbourne both in terms of its physical attributes and also the range of shops and amenities provided. In the long term this is likely to have a positive benefit on the perception of the town as a business location and could support greater office space demand and therefore the provision of new stock.
- 4.65 The TCLP identifies potential opportunities for new office floorspace delivery allied to the comprehensive mixed use redevelopment of sites close to the Station and Terminus Road. This would provide a highly accessible location for future office activity, complementary to the range of uses within this part of the town centre.
- 4.66 **Weaknesses:** The key weakness of the town centre as an office location is the nature of the stock provided. The age and nature of the stock, particularly along Commercial Road, does not tend to meet the needs of modern office occupiers and is expensive to refurbish to meet modern standards. In many cases refurbishment is not possible to create "Grade A" space as floor to ceiling heights are not sufficient to introduce suspended ceilings and raised floors to accommodate cable ducting, air conditioning pipes or other necessary infrastructure.
- 4.67 As with the Borough more widely the town centre has not been viewed from outside as a major office centre, with low levels of demand for space. Historically office demand has been underpinned by the public sector, via the Borough and County Councils and satellite offices of central government and NHS departments. This occupier base has significantly reduced over time and, with limited private sector demand, the levels of vacancy within the town centre have risen significantly.
- 4.68 Weak demand and an oversupply of poor quality stock have served to suppress property values, providing a further disincentive to invest in existing or new stock. Low comparative values and high vacancy rates have seen an increasing pressure on
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office floorspace to be 'released' and redeveloped for other uses including residential and language schools.

- 4.69 **Conclusions and Recommendations:** The town centre office market faces a number of challenges in terms of the wider demand for office floorspace in the East Sussex market, the nature of stock available and the competing (higher value) uses within the town centre. However, over the plan period it remains an important part of the employment location portfolio. As such the provision of space should continue to be supported and promoted within the town centre both in existing locations and as part of new mixed use development.
- 4.70 Future provision is likely to require a mix of new and refurbished floorspace within the town centre. Ivy House demonstrates that good quality conversion of properties already within the town centre can be viable, with lettings achieved at £14.50/sqft; however it is worth noting that the major occupiers are still closely linked to the public sector activity being a housing association and a support, training and employment agency (A4e).
- 4.71 The format of space provided within the town centre will be critical to its success. It is unlikely (as with the wider Borough) that large, single occupier requirements will come to the town centre therefore the provision of smaller, flexible, multi-occupier floorspace is likely to attract greater levels of demand.

7 – Sovereign Harbour



- 4.72 **Site description:** Sovereign Harbour is the only allocated, undeveloped employment land provision within the Borough. It lies approximately 2.5 miles north east of the town centre and, over the past 20 years has seen nearby the development of high quality residential and leisure uses.

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- 4.73 The original planning permission identified two sites (known as Sites 6 and 7) within the Sovereign Harbour development envelope that would provide significant B1a floorspace, with capacity for 30,000sqm of high quality development to be delivered alongside the residential and other commercial uses.
- 4.74 The adopted Sovereign Harbour SPD (2013) provides further guidance on the potential for employment uses within Sites 6 and 7 to provide B1 employment floorspace benefiting from a frontage onto Pevensey Bay Road (A259).
- 4.75 Recent announcements by the South East LEP have confirmed the allocation of Growing Places Fund money to deliver a new "Innovation Mall" at Sovereign Harbour. The Mall will provide 3,000sqm of serviced offices and workspaces. The intention is for the Mall to provide the first phase of commercial development, establishing Sovereign Harbour as a business location and acting as an attractor for other future occupiers.
- 4.76 **Strengths:** The key strengths of Sovereign Harbour as a potential employment location stem from the quality environment already in place, which would help attract high quality B1 provision and occupiers, and that it offers a 'blank canvass' from which a new type of offer can be established in the Borough. Both are important as an opportunity to diversify the portfolio within Eastbourne, delivering a higher quality offer that may not be achievable within existing employment areas.
- 4.77 Sites 6 and 7 provide the only readily deliverable supply of new employment land within the Borough given the significant constraints on other 'vacant' land including flood risk and protected habitats. As it provides the sole source of capacity to deliver a significant amount of additional floorspace, particularly in the short term where redevelopment and intensification opportunities are limited by land ownership and delivery timeframes.
- 4.78 The Growing Places Fund commitment highlights the potential for Sovereign Harbour to lead the economic growth of Eastbourne in the future and accommodate high quality stock that is not offered elsewhere within the Borough. The high quality environment already in place will ensure that the offer at Sovereign Harbour will be sufficiently different to the wider portfolio to encourage a range of new building types. In turn this should help support the attraction of new business activities to the Borough, particularly new start-ups attracted by the Innovation Mall.
- 4.79 **Weaknesses:** Sovereign Harbour is an unproven location for B class employment and offers challenging connections to the other employment areas within the Borough and East Sussex more widely. With no proven demand it may be challenging to attract occupiers to the sites, particularly where there is no existing stock to move into or demonstrate the form and quality of development.
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- 4.80 As sites which have not been previously developed Sites 6 and 7 are largely unserved. There is the opportunity to connect to mains provision that serves the wider development however this lies 'offsite'. Connecting to these services add costs to development, but these should not be significantly higher than other 'greenfield' or vacant brownfield sites within the South East market.
- 4.81 Agents for Sovereign Harbour report that these factors, coupled with wider weaknesses in B1 demand, have contributed to a failure for the site to attract significant serious interest despite marketing being undertaken over the lifetime of the wider development.
- 4.82 Agents report that 'strategic' demand from major occupiers looking for premises has not been realised given the relative remoteness of the site and the poor links back to major markets. Meanwhile more local interest has been low or undeliverable given significant discrepancies between the level of rents occupiers would be prepared to pay and the costs of delivering floorspace.
- 4.83 **Conclusions and Recommendations:** Successfully delivering high quality employment space at Sovereign Harbour is clearly challenging. Despite promotion from a major South East commercial agent no deliverable interest has been identified to enable development to come forward. The connectivity and high infrastructure costs, coupled with wider weaknesses in demand have combined to stall any interest that has been shown to date.
- 4.84 However, the availability of public sector funding via the Growing Places Fund is likely to help overcome some of these challenges. It will help to establish Sovereign Harbour as an employment location and, by providing on site servicing reduces some of the prohibitive barriers to entry. Both will help to attract future demand as the economy recovers and potentially enable that demand to be realised.
- 4.85 If these barriers can be overcome with public sector support then the vacant land at Sovereign Harbour could have an important role to play in accommodating future economic growth by providing a new, high quality location that is considerably different to current employment areas and the town centre and provides additional capacity for growth.
- 4.86 This additional capacity would offer a 'release valve' for businesses within the Borough who are constrained within their current sites, retaining them within the Borough rather than losing them to other locations. Importantly it would provide much needed choice within the local market that would also attract new businesses. Therefore, as the only reserve of additional employment land, Sovereign Harbour should continue to be considered a strategically important location for B class employment growth.
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- 4.87 The nature of future provision on these important sites would need to work in tandem with the town centre and out of centre locations to ensure stock brought forward is complementary and sufficiently different to not undermine opportunities for new development in other areas. As such, it should continue to be promoted for B1 activities, set in a high quality environment to provide occupier choice. By delivering a mix of B1 space and flexible units in this environment Sovereign Harbour can play a complementary role to any B1a space delivered in the town centre and B1b/c space that may come forward through the redevelopment of existing employment locations.

Potential for New Supply within the Town Centre

- 4.88 The other potential source of new office floorspace is within the Town Centre. The Town Centre Local Plan (TCLP) identifies key opportunities for new Town Centre office floorspace provision. Across the range of Development Opportunity Sites, Transition Areas and Potential Areas of Change B1a floorspace is deemed an acceptable use. It is within these areas that the TCLP envisages the delivery of 3,000sqm of new floorspace will come forward.
- 4.89 To understand where office floorspace could be best accommodated (and most likely to be delivered) we have reviewed each identified development opportunity site against a set of criteria that will influence occupier and developer decisions. These criteria are:
- Site area and shape – both the size and shape influence the attractiveness of the site to developers. Size is clearly important to enable a suitable scale of building to be accommodated alongside associated servicing, parking and landscaping space. Shape is also important (particularly on smaller sites) as irregular shaped plots reduce the ability to deliver the 'regular' floorplates that businesses seek or that are easily sub-divided to make smaller suites. The development of regular shaped buildings also helps to reduce development complexity and hence cost;
 - Neighbouring uses – will influence the attractiveness of sites for office use positively and negatively. Provision of 'amenity' uses in close proximity will support development, however if an area has a single, dominant land use it may deter office development. In these areas the office will struggle to establish a presence and may be impacted by neighbouring uses through noise and other 'bad neighbour' activity;
 - Access to public transport – will be a key consideration for occupiers to both access clients and markets (particularly London) and to provide travel choice for staff; and

- Parking provision – will be important as part of the offer to employees. With limited public transport penetration to some of Eastbourne's catchments, car accessibility will continue to be an influential consideration, particularly if provision is made out of town with parking on site.
- 4.90 To assess the future potential of each town centre site to accommodate new office provision we have assumed that stock will be delivered as part of a mixed use proposal (in line with the aspirations of the TCLP) and that the nature of floorspace will be relatively small with the ability to provide flexible modern 'units' predominantly below 500sqm. This would meet the predominant nature of demand within the town centre, maximising the occupier potential and, hence, attractiveness to developers/operators

Table 15 - Town Centre Site Assessment

Site Name	TCLP Ref.	Strengths	Weaknesses	Conclusion
Development Opportunity Site One	TC18	<p>Close to Station and bus services</p> <p>Direct access to town centre parking provision</p> <p>Co-located with core town centre amenities</p> <p>Future area of change and opportunity identified which has the potential capacity to accommodate office provision (circa 0.3ha site).</p>	<p>Site subject to a planning permission granted for an extension to the Arndale Shopping Centre.</p> <p>Disconnected from other office uses</p> <p>Ability to create a strong presence given dominant retail character.</p> <p>'Additional' site opportunity shape not suited to office development as would restrict the ability to develop 'regular' shaped floorplates.</p>	<p>The future of the site appears settled following permission for the extension of the retail offer provided by the Arndale Centre.</p> <p>The potential to develop land to the west of Ashford Road is identified within the TCLP, as an "Area of future opportunity".</p> <p>Shape of this site unlikely to be suitable for office uses.</p>
Development Opportunity Site Two	TC19	<p>Immediate access to Station</p> <p>Edge of existing office cluster</p> <p>Established, good quality public realm</p> <p>Access to amenities (cafes etc at Grove Road)</p> <p>Opportunity to establish high profile frontage at</p>	<p>Shape of plot may restrict development opportunities to the north.</p> <p>Proximity to rail line</p> <p>Neighbouring residential, industrial and rail uses</p> <p>Close to JCP & Arndale Car Parks at southern end. Areas to the north may be less accessible.</p>	<p>At approximately 2.5ha the site offers considerable capacity to accommodate a mix of development as identified within the TCLP.</p> <p>A highly accessible location that would potentially be an attractive office area linking to the town centre and the existing cluster along Commercial Road.</p> <p>However, offices to the north of</p>

Site Name	TCLP Ref.	Strengths	Weaknesses	Conclusion
		key town centre access	Distance to town centre from north of site	<p>the site would not actively relate to the town centre and could have significant impact on existing residential uses.</p> <p>The area along Terminus Road will provide the key opportunity, with the potential to deliver space alongside active ground floor frontages. This location would also provide good access to town centre amenities and parking.</p>
Development Opportunity Site Three	TC20	<p>Opportunity to establish frontage onto main town centre access road.</p> <p>Potential to deliver on-site (under-croft) parking.</p> <p>Development at eastern end would benefit from close access to the Station and amenities at Grove Road</p>	<p>Located in area with high existing vacancy.</p> <p>Distant from core town centre offer.</p> <p>Level changes across site could create conflicts with residential properties on Southfields Road.</p>	<p>Space at the eastern end of this opportunity site is likely to be attractive as an office location. It lies close to the town centre and provides access to the Station and car parks.</p> <p>It will also provide a high profile location at a key town centre gateway which already has an established office character.</p>
Development Opportunity	TC21	Key link between the Station and Seafront.	Distance from the Station.	The location of the site is unlikely to prove an attractive location for

Site Name	TCLP Ref.	Strengths	Weaknesses	Conclusion
Site Four		<p>Access to parking provision.</p> <p>Co-located with retail and amenity offer.</p>	<p>Dominance of retail uses.</p> <p>Site shape and need to reprovide servicing access will limit capacity and ability to accommodate suitable floorplates.</p> <p>Ongoing service arrangements for retail uses may impact on the attractiveness of the environment to office occupiers with regular HGV movements.</p>	<p>office development.</p> <p>Capacity would be limited by the need to retain retail servicing within the site.</p> <p>Servicing will also impact the quality of the environment to office occupiers.</p> <p>TAAny office floorspace would be modest in scale. The site lies in an area dominated by retail activity, meaning modest floorspace provision would struggle to establish a presence.</p>
Development Opportunity Site Five	TC22	<p>Prominent frontage on key link between town centre and seafront</p> <p>Good road access</p> <p>Access to parking at Trinity Place</p>	<p>Relatively distant from town centre and Station.</p> <p>Small site is unlikely to provide sufficient capacity to create a 'critical mass' of office provision.</p> <p>Permission granted to convert former Co-Op store to hotel.</p>	<p>The location and scale of the site mean Development Opportunity Site 5 is unlikely to be attractive for office development.</p> <p>It is unlikely to be able to accommodate an appropriate scale and nature of space.</p>
Area of Transition 1 Seaside Rd-Terminus Rd	TC23	<p>Potential to establish frontage on key link between town centre and</p>	<p>No clearly identifiable sites to bring forward.</p> <p>Dominant character</p>	<p>Similar to Development Opportunity Site 5this location is likely to be unsuitable to establish</p>

Site Name	TCLP Ref.	Strengths	Weaknesses	Conclusion
East		seafront	secondary retail would not be an attractive supporting use. Distance from Rail Station and core town centre offer.	new office floorspace. There are no identifiable sites where a critical mass can be established. Given the nature of the area 'infill' is unlikely to be attractive.
Area of Transition 2 Station Street - Mark Lane	TC23	Access to Station and car parks. Proximity to amenities. Location already has office provision at Hyde Gardens/Gildredge Road	Lack of frontage on key routes. The irregular site shape is unlikely to support office development as regular floorplates cannot be easily accommodated.	The accessibility of Transition Area 2 would support office development. However, potential is limited by the size and shape of the site identified and the lack of presence from major access roads to the town centre.
Potential Area of Change 2 Langney Road – Pevensey Road	TC24	Opportunity to redevelop large existing stock. Close proximity to core town centre. Good access to parking within the town centre	Large number of different landowners Limited potential to create frontage on Terminus Road given quality of existing buildings. Comprehensive redevelopment could create new frontages, but would require considerable site assembly.	As a potential area of change no specific sites have been identified so it is not possible to assess the location's capacity. However, in general it would be unlikely to attract significant office interest given the challenges to establishing a frontage. Redevelopment could create frontage above ground floor level in the long term.

- 4.91 Given the nature of the site and its surroundings we have not considered Potential Area of Change 1 International Lawn Tennis Centre. This is a strategically important cultural and leisure provision within Devonshire Park. There are wider plans and aspirations to enhance the Park's offer, however office uses would not be a suitable land use within this location.
- 4.92 Based on our assessment of the Town Centre Development opportunity sites and their potential attractiveness for office development we have identified two which most closely align with the basic expectations of office locations, these are:
- **Development Opportunity Site 2** – with a focus on providing new stock to the south of the site to maximise frontage potential and links to the Station. This frontage would be established alongside new retail and 'café' type uses at ground floor level. This also offers the opportunity to transition to a mix of other uses to the north of the site.
 - **Development Opportunity Site 3** – with a focus of office development to the eastern end, providing the best possible links to the town centre and Station and establishing a frontage that links the key junctions of Grove Road and The Avenue with Terminus Road. A mix of uses can still be delivered within the site again enabling a transition to match any potential residential offer to the west of the site.

Portfolio-wide Trends

- 4.93 In general the portfolio of employment locations within Eastbourne Borough provides a good range and mix of floorspace that is clearly geared to meeting primarily locally-driven demand within the economy. The stock that is provided within out of town locations lies predominantly within light industrial or manufacturing activities with some storage and warehousing.
- 4.94 Whilst stock is of mixed quality, the majority is fit for purpose and meets occupier requirements. Each of the out of town locations tend to have high occupancy levels, albeit vacancies have risen in the past one to two years, largely in line with wider trends during the recession.
- 4.95 That being said the critical weakness of the portfolio is a lack of high quality space, both in terms of industrial floorspace and office provision. Whilst there are pockets of new or refurbished space (such as Southbourne Business Park or Ivy House) much of the stock tends to be older, particularly when town centre office provision is taken into account.
- 4.96 Beyond the quality of 'traditional' floorspace types another weaknesses is the limited range of stock types. As noted current provision has been focussed on serving

- existing, locally derived need, this has led to stock tending to fall into 'traditional' typologies, largely of a single floorspace type. What is missing from the portfolio is a good supply of more 'mixed' units that allow businesses to have combined office, workshop and storage/production space within one building.
- 4.97 Advances in technology (such as 3D printing) and increasing specialisation of business activity indicate that more businesses will combine product design, development and production at smaller scales; they will therefore require a different type of premises than before. Given the likely sectoral focus of Eastbourne in the future this type of stock is likely to be in demand by businesses in advanced manufacturing, media/creative and technology based sectors.
- 4.98 Future provision should therefore encourage flexibility within buildings to enable businesses to adapt their operations as technology develops or processes/products change. This will be a particular opportunity within the B1 uses classes where traditional divisions between office, R&D and light industrial activities are increasingly blurred.
- 4.99 A further gap in the portfolio lies within the provision of good quality managed workspace, suitable for small and start-up companies. These managed 'business centres' have proved highly successful in other parts of East Sussex and have driven economic and business growth in Newhaven and Hastings. Given the high proportion of small businesses within Eastbourne and the potential of the resident skills and occupation base to become entrepreneurial similar provision here should be a success.
- 4.100 There is the potential to deliver both managed space and 'move on' units in a number of locations, through the redevelopment of existing vacant and under-utilised sites within existing employment locations, within the town centre (ideally within Development Opportunity Site 2 and Development Opportunity Site 3) and on land at Sovereign Harbour.
- 4.101 Opportunities to deliver new floorspace are limited, all the existing sites have been developed to their full geographic capacity, however there is some scope to intensify uses within key sites, particularly where key occupiers have vacated (such as Jones).
- 4.102 The potential of these 'opportunity sites' is limited by their location within existing employment locations and the quality of the wider environment they present. It is unlikely, for example, that new high quality office space would be delivered within opportunity sites at Birch Road, Hammonds Drive or Courtlands Road given the predominantly industrial nature of the surrounding area. This limits the ability of the Borough to deliver a wider range of floorspace types in the future. New stock is likely to come forward in line with the predominant character of the area which, whilst

providing a benefit to the local economy, will not fully deliver all the needs of the Borough.

- 4.103 However this scope is limited and it has been reported that a number of businesses are constrained by their current facilities but have limited or no other alternatives within the Borough. This lack of capacity is exacerbated by increased demand for employment provision to be permitted for non-B class uses. Most prominent within some out of centre sites is increased retail demand, whilst in the town centre pressure for residential conversion has grown significantly.
- 4.104 It is therefore becoming more important to not only protect the existing sites but also ensure there is sufficient choice within the market to enable it to perform efficiently and ensure that occupiers are not 'crowded out' of the Borough. Therefore in light of additional demand being identified by the forecast it would not be sufficient to rely solely on existing sites to meet the need. Given all sites have no expansion space and intensification, whilst certainly possible in some locations, is limited in terms of scale and attractiveness new requirements are likely to require some level of new provision.
- 4.105 The Core Strategy process has shown that the only realistic and deliverable supply of 'new' employment land lies within Sites 6 and 7 at Sovereign Harbour, as such its continued protection and promotion will be integral to the economic growth of the Borough over the Plan Period. The ability to accommodate additional and new types of floorspace that diversify the Borough's offer makes Sovereign Harbour a key component of the future portfolio.
- 4.106 Whilst there are challenges to delivery new developments such as Southbourne Business Park, Highfields Office Park and Ivy House show that, over time, redevelopment and refurbishment can be achieved and there is a market for new or good quality space within the Borough.
- 4.107 However, what is clear is that to realise the economic potential of the Borough and deliver new types of floorspace the Council and its partners are unlikely to be able to rely solely on an allocation approach. Once allocated, intervention and support may need to go further to realise development potential, providing a catalyst for wider private sector led development. The commitment of Growing Places Fund money to Sovereign Harbour and the delivery of the Innovation Mall provide a good example of how this can be achieved. In the future, delivery support may require the use of creative development partnership models or financial packages to encourage development.

5. Bringing the Evidence Together

- 5.1 Having reviewed the core economic, policy and commercial property context within Eastbourne we draw together an analysis of the Strengths, Weaknesses, Opportunities and Threats that are likely to affect future economic growth. It is from this understanding that we can test future growth scenarios.

Strengths

- 5.2 Diverse economy – the Borough benefits from a strong representation across a range of sectors and activities, from engineering and manufacturing, through to creative industries and professional services. The Borough also has a strong public sector presence (although this has declined significantly) alongside representation in ICT and health sectors. This diverse base has helped protect the Borough from some of the major impacts of the recession in the past five years.
- 5.3 Strong occupier base – whilst not a major 'corporate' occupier location, Eastbourne does have some strong businesses located within the Borough from a range of sectors. Major employers include Gardners Books, Veritek, Brewers, TEVA, HMD Seal, Alpha Laval and West End Studios. In a number of cases these businesses are 'headquartered' in Eastbourne and trade nationally and internationally.
- 5.4 Skilled workforce – the resident population accommodates a significant proportion of highly skilled workers, however many are lost to the Borough each day to other economic hubs. Economic growth can harness the potential of these skills more locally.
- 5.5 Quality of life – the Borough combines economic opportunities with a high quality environment providing a desirable place to live as well as work, a key factor in location decisions. This includes a diversity of housing choice, both in the 'old town' and high quality new development at Sovereign Harbour.
- 5.6 Range of stock types – the stock of commercial space within the Borough comprises a range of sizes, ages and types of property. This offers a degree of choice for occupiers both in terms of the stock itself and the potential rent levels.

Weaknesses

- 5.7 Office stock – much of the large scale office stock provided in Eastbourne is no longer fit for purpose and does not provide an attractive offer to new occupiers. This is evidenced by the persistent high vacancy rates in a number of buildings (particularly along Commercial Road) and increasing demand for conversion to other uses. This

supply of poor quality stock is, in part, a legacy of contracting public sector employment locally.

- 5.8 Underlying socio-economic challenges – whilst key elements of the population are highly skilled there are areas where levels of economic activity and the proportion of unskilled residents are high. This is a particular issue for a number of coastal towns.
- 5.9 Loss of skills – many of the higher skilled workers commute out of the Borough for work, losing valuable skills that could be harnessed by businesses locally.
- 5.10 Lack of market presence – within the South East economy Eastbourne is considered to be relatively peripheral, both in terms of its connectivity but also because of the scale of the East Sussex economy more widely. It is over-shadowed by larger, better connected locations within both the South East and Coast to Capital LEP areas in market terms.
- 5.11 Connectivity/Isolation – strategically Eastbourne suffers from its distance from the major economic hubs of the South East and the quality of the road and rail network in terms of its ability to provide fast, reliable journeys. These challenges act as a brake on the potential of the local market to attract occupiers and inward investment. Internal connections and circulation can also be weak, particularly at Lottbridge Drove where congestion is experienced at peak times. Connections in/out of town have also been cited by the agents as a key challenge for delivery of new employment space or the letting of existing stock.

Opportunities

- 5.12 Utilise skills locally – the labour pool can be a key draw for new businesses, with an opportunity to reduce out-commuting and engage local highly skilled people into local employment rather than losing skills to neighbouring areas. This can also provide greater business start-up opportunities, but may require the provision of appropriate small workspace.
- 5.13 Entrepreneurial culture – whilst the bigger businesses such as Gardners Books are important the majority of economic activity is undertaken by SMEs within a broad range of sectors. Start-up rates tend to be relatively healthy; however survival rates are not so positive. Working more intensely with the strong small business base can enhance growth opportunities.
- 5.14 The University of Brighton have a number of buildings within the town accommodating activity from the School of Health Professionals, School of Nursing and Midwifery and the School of Sport and Service Management. This provision attracts approximately 3,000 students to the area who could be retained within the

local area post-completion of their course. Sussex Downs College also has a wide range of vocational courses and attracts students from across the county to Eastbourne. Working with (and enhancing) this provision could help address skill shortages, increase the working age population and improve the 'economic catchment' of the Borough.

- 5.15 Develop clusters – using existing key businesses and their supply chains there is an opportunity to grow existing specialisms through promotion and provision of appropriate space. The role of companies such as Veritek, Alpha Laval and West End Studios could be enhanced in the Borough both as a 'selling point' to attract occupiers and through the development of links to suppliers locally.
- 5.16 Eastbourne-Hailsham market – Eastbourne is not a standalone commercial market or economy and forms part of a 'corridor' that runs north from the town centre along the A22 to Polegate and Hailsham. Together this area represents one of East Sussex's largest and strongest markets. Development and economic growth within this area should be coordinated across administrative boundaries to maximise its potential and enable it to become an economic hub that is greater than the sum of its parts.
- 5.17 Space to grow – whilst the Borough has a tightly constrained boundary there are opportunities for the development of new stock, both within existing employment locations, as part of the rejuvenation of the town centre and at Sovereign Harbour. This can broaden the portfolio of stock types, for example providing managed workspace to support SMEs or delivering hybrid units that cater for a range of innovative business activities.

Threats

- 5.18 Increased competition – Eastbourne has traditionally benefited from a strong competitive position within East Sussex, underpinned by its scale as a town and the relatively strong connections. However, a number of other towns within East Sussex have seen significant investment and have growth and development plans that will continue to challenge the economic position of Eastbourne. More widely the growth capacity in Ashford and the strengths of the Gatwick Diamond also pose challenges to attracting 'footloose' inward investment.
- 5.19 More locally the delivery of the Bexhill-Hastings link road could have a significant impact on the economic potential of this area opening up considerable new employment land and providing the key infrastructure to 'complete' the Enviro21 corridor.
- 5.20 Economic vision and direction – allied to the above, each competitor has established a clear direction and vision for economic growth or priorities for development either

at a local, sub-regional or LEP level. In most case this is based on the existing assets in the area, either in terms of key occupiers, sectors or infrastructure endowments. Eastbourne has a number of economic strengths (as outlined above) however at present these are not presented as a coherent 'offer' to the market or their potential maximised as a driver of growth. Without a clear approach to its own economic growth which articulates the Boroughs strengths and opportunities Eastbourne will further lose market presence to these areas. However the Council is currently seeking to commence work on an Economic Development Strategy in the near future.

- 5.21 Sector trends – whilst there are a number of key sectors within the Borough a number of these are undergoing radical changes, affecting their space requirements. Eastbourne has already experienced decline in public sector employment, affecting the occupancy of a number of office premises. Over the longer term the continued decline of general manufacturing sectors may also challenge economic performance within the Borough.
- 5.22 Development viability – low values across all commercial sectors reduce the current opportunity to deliver high quality new or refurbished floorspace. This is a particular challenge given the wider constraints on delivering new floorspace in the Borough. Delivery of new stock will rely heavily on development of brownfield sites, which is inherently more costly, low prevailing values are likely to reduce the pace at which such sites are delivered. As discussed above this may require some level of assistance from the public sector to overcome barriers to delivery.
- 5.23 Change of use – B class employment floorspace and sites is coming under increasing pressure for redevelopment to alternative, higher value, uses across the UK. This pressure has been demonstrated in Eastbourne with a number of town centre office buildings being converted to residential uses and sites within industrial estates attracting retail development or interest. If losses of key sites continue within existing employment locations they have the potential to undermine the B class nature of these sites.

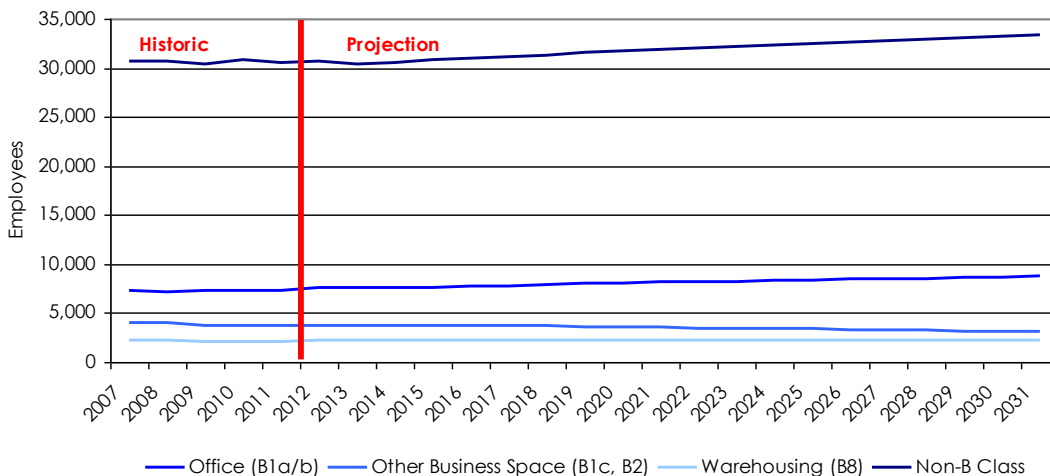
6. Employment Growth and Demand

- 6.1 In understanding the range and portfolio of future employment land and floorspace need it is important to understand the potential nature of employment growth within Eastbourne over the plan period (and beyond) to ensure sufficient provision is made and protected within the Borough's employment sites.
- 6.2 This section sets out the forecast scenarios used within this Study to understand the 'reasonable alternatives' for potential future growth. It provides a short description of the rationale for each scenario, the technical approach and the key outputs. It then goes on to identify a 'synthesis' forecast which should form the basis of future planning.
- 6.3 The forecast is based on the employment growth projections provided by Experian Business Strategies, these were finalised and published in May 2013. As such it provides the most up to date understanding of the economic prospects for the Borough available.
- 6.4 The Experian forecast factors in demographic trends and future expectations and changes. It therefore allows for expected shifts in age profiles, economic activity rates and (importantly for Eastbourne) the impact of changes to the 'statutory' retirement age. The model uses a base population projection that is consistent with those used by DCLG and interprets their outputs to forecast the influence the complete 'basket' of demographic factors have on employment rates in any location.

Base Forecast

- 6.5 The base Experian forecast for Eastbourne sets out the 'business as usual' employment growth scenario for the Borough to 2031 across 30 economic sectors. Translating these sectors in to major use categories for planning purposes shows that the most significant level of growth (16%) is within 'non-B class' activities. Overall employment within the Borough is forecast to grow by 7% to 2031 and 6% by 2027, and an increase of 3,100 and 2,500 jobs respectively.

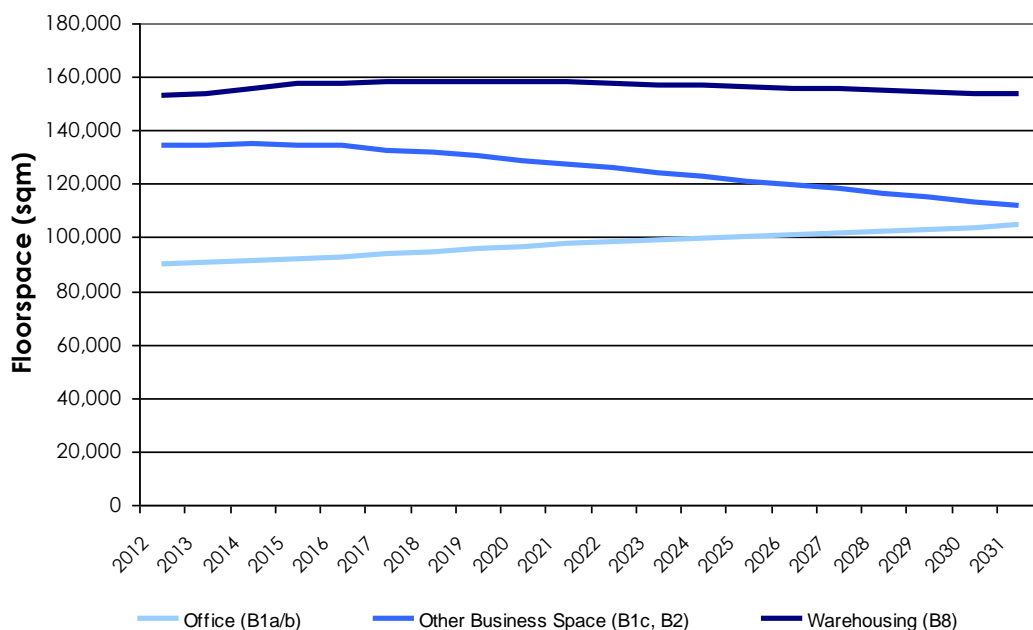
Figure 9 - Base Forecast Employment Growth



Source: Experian Business Strategies, GVA, 2013

- 6.6 Within ‘B class’ activities the base forecast shows an increase in office based employment activities (13% to 2027), an almost equal fall in employment in ‘other’ business floorspace (light industrial and manufacturing space) and a small (1%) increase in warehouse and storage employment.
- 6.7 Using employment density assumptions we can translate these job creation forecasts into additional floorspace requirements. As a base model we use the following employment densities (in line with the HCA Density Guide Second Edition, 2010):
- B1a/b – 12 square metres per employee (NIA);
 - B1c/B2 – 36 square metres per employee (GIA);
 - B8 – 70 square metres per employee (GEA).

Figure 10 - Base Forecast Floorspace Requirements



Source: Experian Business Strategies, GVA, 2013

6.8 The base forecast shown in Figure 10 therefore estimates additional demand to 2027 of:

- 11,509sqm of B1a/b floorspace;
- -15,956qm of B1c/B2 floorspace;
- 2,007sqm of B8 floorspace.

6.9 This provides the starting point for understanding how different policy, strategy or market influences could alter the balance and quantum of floorspace requirements for and between different B and non-B Use Classes. We consider the potential relevant scenarios to test these influences in the next section.

Contingency Allowance and Market 'Churn'

6.10 In order for future employment forecasts to be based on more than economic growth 'predictions' and to better reflect the fluid nature of land allocations, the forecasting model makes two 'additional allowances'.

6.11 Firstly, a contingency allowance is made which takes into account the fact that a proportion of designated employment land will not be entirely used by B-Use-Class employment. Land uses such as: recycling, waste management, combined heat and power plants and bus depots can, under certain circumstances and where appropriate, be located on employment land.

- 6.12 A significant part of the projected employment growth also arises from sectors which have traditionally not been located on B Class employment land such as healthcare, education, hotels and leisure.
- 6.13 Under specific circumstances and where appropriate, employment land might also be used as part of a more mixed-use scheme which would enable employment development to come forward on a proportion of it.
- 6.14 Furthermore, with the extension of Permitted Development Rights (albeit only for three years) making the conversion of office premises to residential use more straightforward, there is the potential for an increase in the unexpected loss of employment floorspace.
- 6.15 To estimate the amount of land that may be used for non-B class activities, historic losses of employment land to other uses such as housing and leisure as reported in the Council's Annual Monitoring Report have been used.

Table 16 - Allowance for Windfall Losses

	Office (sqm)	Industrial (sqm)	Warehouse (sqm)
2007/08	-328	1,370	-390
2008/09	-108	4,250	-60
2009/10	728	104	1,239
2010/11	-273	-2	-40
2011/12	-794	939	-628
Average Annual Loss	273	939	60

Source: Eastbourne Borough Council Annual Monitoring Reports

- 6.16 Over the Plan Period the allowance for windfall losses is calculated to be circa 24,000sqm of floorspace.
- 6.17 This approach has its limitations, principally because the information has only been consistently collated for five previous years. This data is still used, however, with the proviso that it should be monitored each year and new figures considered to give a longer term projection of losses of employment land. This could have a considerable effect on future employment land needs, depending on employment land losses in each year.
- 6.18 Although assessed in a different way this provides a relatively similar 'allowance' to the replacement requirement identified within the previous Employment Land Review to adequately plan for the identified loss of employment provision to housing within the SHLAA (22,000sqm).
- 6.19 As well as making an allowance for unexpected losses of employment land, allowance is made for the fact that locational and premises needs of businesses change over time. This requires businesses to move. In other instances an existing

business might cease its operations and a new business take over a site for redevelopment. For this to happen smoothly there is a need for certain level of available vacant land. This type of demand has been called 'churn' demand or 'frictional vacancy'.

- 6.20 An allowance for 'churn' is calculated from the average annual construction rate of space within the Borough as recorded within the Annual Monitoring Report.

Table 17 - Allowance for Churn

	Office (sqm)	Industrial (sqm)	Warehouse (sqm)
2008/09	0	4,484	19
2009/10	809	190	1,921
2010/11	147	251	37
2011/12	547	2,609	512
Average Annual Loss	347	1,430	275

Source: Eastbourne Borough Council Annual Monitoring Reports

- 6.21 It typically takes two years to achieve a planning consent, site preparation and construction after a site has changed hands. For these reasons the annual net take-up of employment floorspace is multiplied by two to estimate the churn demand. This is, in effect, an allowance for the necessary frictional vacancy to allow the market and relocation chains to operate.
- 6.22 This allowance for churn, allows the commercial property market realities to be added to the baseline economic forecast.
- 6.23 Accounting for these allowances within the Base Forecast provides the following floorspace requirement:

Table 18 - Base Forecast Land Requirement

	Floorspace Demand 2012 - 2031 m ²	Allowance for windfall losses m ²	Allowance for Churn m ²	Change in floorspace m ²	Change in Land Ha
Office	14,253	5,187	694	20,134	2.0
Other Business Space	-22,431	17,841	2,860	-1,730	-0.4
Warehouse	154	1,140	549	1,843	0.4
Total	-8,024	24,168	4,103	20,247	1.9

Source: Experian Business Strategies, GVA, 2013

- 6.24 The base forecast identifies a total floorspace requirement of 20,247sqm to 2031; this is driven by the long term requirement for office floorspace (20,134sqm) and a small additional requirement for B8 space. The additional B8 space is largely offset by a forecast reduction in need for industrial floorspace of 1,730sqm.

6.25 Employment creation under the Base Forecast is calculated to equal the following additional jobs:

- Office: 1,118 jobs
- Industrial: -623 jobs
- Warehouse: 2 jobs

Testing Alternate Demand Scenarios

6.26 Having reviewed the policy, market and strategy base for Eastbourne alongside analysis of the existing employment floorspace and business stock we have identified the following scenarios as reflecting a suitable range of alternatives for considering the future shape of employment growth and the consequent employment floorspace and land requirements.

6.27 The scenarios focus on understanding the implications for local workforce jobs growth and then translate this into employment floorspace/land requirements (as per the base forecast above). Each forecast holds the same assumptions of employment density by particular Use Class.

Scenario 1: Increasing the Working Age Population

6.28 It is well recognised that Eastbourne is experiencing a significantly aging population. Whilst this is a common trend across the UK, given the nature of the Borough, the quality of life it offers and the nature of housing stock the proportion of 'older' residents is greater than the wider UK with 61% of the population of 'working age' compared to 64% in the South East and 65% nationally. In turn this impacts on economic activity rates, which are lower than the South East average, albeit higher than the UK average.

6.29 The 'supply' of a high quality labour force is a key priority for the Council and its partners (as identified within para 1.1.6 of the Core Strategy Local Plan) with the adopted Local Plan for the Borough seeking to ensure appropriate housing provision is made to attract and retain workers. The labour supply is also a key concern for businesses as part of their location decisions; as such an increased labour supply will act as an attractor for future inward investment.

6.30 Looking forward, Experian estimate that the proportion of the working age population in Eastbourne will decrease over the period to 2031, in line with national and regional estimates. Importantly, whilst the trajectory is the same it is forecast that the working age population will consistently be 4% lower than the regional level, maintaining the competitive disadvantages for the Borough created by the limited labour pool.

- 6.31 The first growth scenario therefore considers the impact of increasing the working age population to be in line with the South East level. The scenario calculated the 'additional' workforce created by increasing the working age population by 4% and distributes this across the sectors based on the sector shares within the Experian forecasting model. The results are shown below:

Table 19 – Scenario 1 Land Requirement

	Floorspace Demand 2012 - 2031	Allowance for windfall losses	Allowance for Churn	Change in floorspace	Change in Land
	m ²	m ²	m ²	m ²	Ha
Office	19,481	5,187	694	25,362	2.5
Other Business Space	-16,840	17,841	2,860	3,861	1.0
Warehouse	7,826	1,140	549	9,515	1.9
Total	10,467	24,168	4,103	38,738	5.4

Source: Experian Business Strategies, GVA, 2013

- 6.32 Increasing the scale of the working age population within the Borough increases the total employment space requirement. This produces an increase in the requirement for all floorspace types, requiring an additional supply of Other Space (B1c/B2) rather than the contraction under the Base Forecast.
- 6.33 Employment creation under Scenario 1 is calculated to equal the following additional jobs:
- Office: 1,623 jobs
 - Industrial: -468 jobs
 - Warehouse: 112 jobs

Scenario 2: East Sussex Growth

- 6.34 The Eastbourne employment growth forecast demonstrates considerable differences in the scale and mix of growth over the period to 2031. Economies are not constrained by administrative boundaries, as such the economic performance of East Sussex as a whole will have a direct influence on the growth prospects of Eastbourne. The rates and distribution of employment growth in the County compared to Eastbourne are set out below:

Table 20 – Employment Growth Forecast Comparison to East Sussex

	Eastbourne	East Sussex
Agriculture, Forestry & Fishing	-7.1%	-4.0%
Extraction & Mining	0.0%	-16.7%
Food, Drink & Tobacco (manufacture of)	0.0%	-5.6%
Textiles & Clothing (manufacture of)	-96.6%	-94.9%
Wood & Paper (manufacture of)	-58.0%	-51.7%
Printing and Recorded Media (manufacture of)	-17.4%	-24.2%
Fuel Refining	-36.4%	-20.6%
Chemicals (manufacture of)	-63.2%	-54.5%
Pharmaceuticals (manufacture of)	-40.0%	-62.5%
Non-Metallic Products (manufacture of)	-13.3%	-19.3%
Metal Products (manufacture of)	-27.3%	-34.9%
Computer & Electronic Products (manufacture of)	-33.3%	-33.1%
Machinery & Equipment (manufacture of)	-44.8%	-41.4%
Transport Equipment (manufacture of)	0.0%	6.7%
Other Manufacturing	-2.5%	-28.1%
Utilities	39.1%	16.6%
Construction of Buildings	14.3%	20.2%
Civil Engineering	15.4%	10.0%
Specialised Construction Activities	-3.0%	10.5%
Wholesale	0.0%	6.2%
Retail	-0.8%	1.5%
Land Transport, Storage & Post	1.0%	3.8%
Air & Water Transport	-4.3%	0.0%
Accommodation & Food Services	-23.5%	4.2%
Recreation	-2.5%	3.4%
Media Activities	30.0%	30.1%
Telecoms	0.0%	5.0%
Computing & Information Services	12.0%	15.4%
Finance	13.6%	23.6%
Insurance & Pensions	5.9%	6.8%
Real Estate	19.3%	28.7%
Professional Services	28.1%	25.9%
Administrative & Supportive Services	20.1%	19.7%
Other Private Services	1.8%	8.2%
Public Administration & Defence	-23.9%	-25.6%
Education	28.0%	21.7%
Health	19.5%	19.1%
Residential Care & Social Work	22.4%	20.8%
Total	7.0%	9.9%

Source: Experian Business Strategies, GVA, 2013

- 6.35 Unsurprisingly there are no major differences in the forecast growth rates between sectors, however within the sectors themselves there are differences in the scale of growth/contraction. These broadly reflect the concentrations of existing employment within the Borough compared to the County.

- 6.36 To understand how these differences could affect the economic performance of Eastbourne Scenario 2 applies the East Sussex growth rates to the 2012 'base' employment levels for Eastbourne. This effectively enables us to understand the employment land requirement should Eastbourne follow a pattern and scale of growth in line with that of the wider County. The implications of this scenario are outlined below:

Table 21 – Scenario 2 Land Requirement

	Floorspace Demand 2012 - 2031 m ²	Allowance for windfall losses m ²	Allowance for Churn m ²	Change in floorspace m ²	Change in Land Ha
Office	14,515	5,187	694	20,396	2.0
Other Business Space	-25,385	17,841	2,860	-4,684	-1.2
Warehouse	9,011	1,140	549	10,700	2.1
Total	-1,858	24,168	4,103	26,413	3.0

Source: Experian Business Strategies, GVA, 2013

- 6.37 Growth that reflects county wide performance would produce a different balance of employment land requirement than the base position as shown by comparing Table 18 and Table 21.
- 6.38 Whilst there is little difference in the requirement for office floorspace there is a considerable decrease in the requirement for Other Business Space and a large additional requirement for Warehouse provision.
- 6.39 Employment creation under Scenario 2 is calculated to equal the following additional jobs:
- Office: 1,210 jobs
 - Industrial: -705 jobs
 - Warehouse: 129 jobs

Scenario 3: South East Growth

- 6.40 Previous analysis of the East Sussex economy and commercial property market (East Sussex County Council Commercial Market and Property Needs Study, 2012) has recognised the relative strength of Eastbourne within the County, being a key economic hub and (as part of the A27 sub-area) having one of the strongest property market performances.
- 6.41 As such, rather than follow a County-wide economic pattern Eastbourne has the potential to lead the economic growth of the County, directly influencing the shape and nature of growth. With new investment in the town centre, ongoing high quality development at Sovereign Harbour and a broadening of the housing offer, a range of physical improvements in the Borough could help attract a wider set of sectors and larger scale growth to the Borough.

6.42 Experian forecast a more significant level of growth in the South East region than for Eastbourne with a different distribution of this higher level of growth between sectors, with an increased focus on 'knowledge based' activities. The comparative employment growth forecasts between the South East and Eastbourne are set out in the table below.

Table 22 – Employment Growth Forecast Comparison to South East

	Eastbourne	South East
Agriculture, Forestry & Fishing	-7.1%	-5.4%
Extraction & Mining	0.0%	-16.3%
Food, Drink & Tobacco (manufacture of)	0.0%	-4.3%
Textiles & Clothing (manufacture of)	-96.6%	-70.0%
Wood & Paper (manufacture of)	-58.0%	-36.6%
Printing and Recorded Media (manufacture of)	-17.4%	-23.3%
Fuel Refining	-36.4%	-17.2%
Chemicals (manufacture of)	-63.2%	-34.4%
Pharmaceuticals (manufacture of)	-40.0%	-43.6%
Non-Metallic Products (manufacture of)	-13.3%	-18.9%
Metal Products (manufacture of)	-27.3%	-35.0%
Computer & Electronic Products (manufacture of)	-33.3%	-30.0%
Machinery & Equipment (manufacture of)	-44.8%	-36.6%
Transport Equipment (manufacture of)	0.0%	-3.1%
Other Manufacturing	-2.5%	-20.7%
Utilities	39.1%	27.6%
Construction of Buildings	14.3%	22.9%
Civil Engineering	15.4%	14.7%
Specialised Construction Activities	-3.0%	13.1%
Wholesale	0.0%	9.4%
Retail	-0.8%	8.6%
Land Transport, Storage & Post	1.0%	24.0%
Air & Water Transport	-4.3%	8.6%
Accommodation & Food Services	-23.5%	16.8%
Recreation	-2.5%	13.3%
Media Activities	30.0%	35.4%
Telecoms	0.0%	8.3%
Computing & Information Services	12.0%	27.2%
Finance	13.6%	22.9%
Insurance & Pensions	5.9%	11.1%
Real Estate	19.3%	32.9%
Professional Services	28.1%	36.2%
Administrative & Supportive Services	20.1%	29.5%
Other Private Services	1.8%	18.5%
Public Administration & Defence	-23.9%	-23.4%
Education	28.0%	23.5%
Health	19.5%	19.2%
Residential Care & Social Work	22.4%	23.1%
Total	7.0%	16.0%

Source: Experian Business Strategies, GVA, 2013

- 6.43 Employment within the South East is forecast to grow by over twice the rate predicted for Eastbourne. Applying the annual rate of change from the South East forecast to the 2012 Eastbourne 'base' employment level provides the following employment space requirements:

Table 23 – Scenario 3 Land Requirement

	Floorspace Demand 2012 - 2031	Allowance for windfall losses	Allowance for Churn	Change in floorspace	Change in Land
	m ²	m ²	m ²	m ²	Ha
Office	20,666	5,187	694	26,547	2.7
Other Business Space	-16,594	17,841	2,860	4,107	1.0
Warehouse	16,644	1,140	549	18,333	3.7
Total	20,716	24,168	4,103	48,987	7.3

Source: Experian Business Strategies, GVA, 2013

- 6.44 As shown in Table 23 if Eastbourne were to grow in line with the South East forecast there would be a significant uplift across all types of floorspace requirement. This is most pronounced within the Warehouse sector where requirements increase from 1.9ha to 3.7ha.
- 6.45 Employment creation under Scenario 3 is calculated to equal the following additional jobs:
- Office: 1,722 jobs
 - Industrial: -461 jobs
 - Warehouse: 238 jobs

Scenario 4: Sector Specific Growth

- 6.46 Examining the potential of the Eastbourne economy to grow in line with either the East Sussex or South East economy is only useful up to a certain point. Whilst it does highlight potential implications on floorspace and land requirements the achievability of this growth could be questioned.
- 6.47 Whilst the Borough's economy will be influenced by the performance of the County and Region it is unlikely to be able to benefit from the growth in each sector given different sectoral bases and infrastructure endowments across the area.
- 6.48 For example "Land Transport, Storage and Post" is forecast to be a significant growth sector in the South East, with a 25% increase to 2031. However this level of growth is unlikely to be replicated in Eastbourne given its distance from the major road network and port infrastructure. In this instance it is much more likely that any growth will be solely to service local demand, as such it will be more modest and the 6% forecast within the Base Forecast is likely to be more realistic.

- 6.49 Conversely, given some key businesses within the Borough already and the potential they offer to grow themselves or support a larger local supply chain there is the potential for some sectors to either perform at the comparator rate or above.
- 6.50 Our analysis in paragraphs 2.27-2.31 showed that the Borough has some level of specialism in a number of media and advanced manufacturing sectors alongside some 'professional service' activities such as legal and accounting. The sectors with a concentration within the Borough have also been those that have best performed through the recessionary period (2009-2011) with some demonstrating growth in employment.
- 6.51 Given this base it is reasonable to test a scenario that seeks to model the continued success of key sectors in the Borough to enable sufficient provision to be made to support their ongoing growth and enable them to remain within the area.
- 6.52 Local strengths will not necessarily over-ride wider economic conditions, therefore it is important that aspirations are tempered yet remain positive. As such the scenario seeks to explore the potential of key sectors by adjusting individual sector forecasts in the following way:

- **Manufacture of Computer & Electrical Products** – retain the 'peak' 2012 employment level across the forecasting period;
- **Manufacture of Machinery & Equipment** – retain the 'peak' 2012 employment level across the forecasting period;
- **Other Manufacturing** (including manufacture of furniture, medical equipment and goods not covered by other SIC codes) – growth to a peak level in 2016 then maintained for the forecasting period;
- **Media Activities** – growth at the South East region rate; and
- **Professional Services** - growth at the South East region rate.

- 6.53 Based on these modelling assumptions the forecast requirements for the Borough are set out below:

Table 24 – Scenario 4 Land Requirement

	Floorspace Demand 2012 - 2031	Allowance for windfall losses	Allowance for Churn	Change in floorspace	Change in Land
	m ²	m ²	m ²	m ²	Ha
Office	16,539	5,187	694	22,420	2.2
Other Business Space	-12,544	17,841	2,860	8,157	2.0
Warehouse	154	1,140	549	1,843	0.4
Total	4,149	24,168	4,103	32,420	4.6

Source: Experian Business Strategies, GVA, 2013

-
- 6.54 Based on the sector manipulations of the Base forecast outlined above there is a small increase in the requirement for office floorspace. More significantly there is a considerable additional requirement for B1c/B2 floorspace and no change in warehouse requirements.
- 6.55 Employment creation under Scenario 4 is calculated to equal the following additional jobs:
- Office: 1,378 jobs
 - Industrial: -348 jobs
 - Warehouse: 2 jobs

Synthesis Forecast

- 6.56 It is clear that there are two over-riding aspirations for the economy of Eastbourne moving forward. Firstly that the key sectors form the basis of future growth and lead the Borough out of recession and, secondly, that participation rates are increased as economic activity rates and the working age population grows (or at least doesn't contract by as much as forecast).
- 6.57 The introduction of new further and higher education courses, the provision of new housing and the improvements to the town centre will all serve to attract younger residents to Eastbourne. This in turn will help to increase participation rates and working age population.
- 6.58 The above scenarios have investigated how these aims could be met and the impact they have on employment floorspace needs. However, none capture the combined impacts or model more than one isolated factor. The 'synthesis forecast' needs to understand the impact these have on future requirements together in order to provide a basis for policy decisions.
- 6.59 In developing the synthesis forecast we have retained the sector specific growth pattern outlined under Scenario 4 alongside an increase in the available workforce in line with Scenario 1.
- 6.60 However, the nature of Eastbourne and its attractive quality of life are likely to continue to attract a range of inhabitants across all age ranges, as such the proportion of the population that is likely to be 'working age' is unlikely to increase to the same level as the South East.
- 6.61 Therefore, to reflect these conditions and influences we have assumed the difference between the Eastbourne rate and South East would half, increasing the working age population by approximately 2.5%. This adjustment has been made to reflect the

ongoing likelihood that Eastbourne will continue to be attractive to the older population but also that the presence of growing further and higher education facilities and increased housing choice will retain younger workers in the area.

6.62 The results of the synthesis forecast are set out below:

Table 25 – Synthesis Land Requirement 2012-2031

	Floorspace Demand 2012 - 2031	Allowance for windfall losses	Allowance for Churn	Change in floorspace	Change in Land
	m ²	m ²	m ²	m ²	Ha
Office	19,210	5,187	694	25,091	2.5
Other Business Space	-9,501	17,841	2,860	11,200	2.8
Warehouse	3,990	1,140	549	5,679	1.1
Total	13,699	24,168	4,103	41,970	6.4

Source: Experian Business Strategies, GVA, 2013

6.63 Employment creation under the synthesis forecast is calculated to equal the following additional jobs:

- Office: 1,331 jobs
- Industrial: -152 jobs
- Warehouse: 84 jobs

6.64 The synthesis forecast has been developed in line with 'standard' employment densities as outlined above, however changing working practices and industry and location specific considerations could increase or decrease the achieved occupier densities for office floorspace, as such it is important to provide a sensitivity test on the synthesis forecast to test impacts on floorspace requirements.

6.65 To do this we have tested two further options, a higher density of 10sqm (in line with business park or serviced office densities) and a lower density of 18sqm to test consistency with the previous ELR.

Table 26 – Synthesis Forecast Requirement – Density Sensitivity Test

	Floorspace Demand 2012 - 2031	Allowance for windfall losses	Allowance for Churn	Change in floorspace	Change in Land
	m ²	m ²	m ²	m ²	Ha
10sqm	16,008	5,187	694	21,889	2.2
12sqm	19,210	5,187	694	25,091	2.5
18sqm	28,815	5,187	694	34,696	3.5

Source: Experian Business Strategies, GVA, 2013

6.66 As shown above, delivery at a higher density of 10sqm per employee would reduce the floorspace requirement by approximately 3,200sqm and potentially require 0.3ha less employment land. However, increasing the density to 18sqm would increase the requirement by almost 9,500sqm and require an additional hectare of land.

- 6.67 Based on this sensitivity test and our understanding of changing working practices we would recommend discounting the lower employment density as it is unlikely space utilisation at this density would be efficient or viable for any occupier.
- 6.68 Conversely, whilst 10sqm may be achievable in some instances it is unlikely all schemes would be delivered at this density given the sectoral nature of growth. The nature of some activities, such as call centres, will prevent the introduction of increased flexible working. Professional service activities are likely to occupy at a slightly lower density, for example, to accommodate greater provision of cellular offices and meeting spaces. Similarly firms engaged in media activities may have less flexibility with employees requiring access to specialist equipment or facilities that would not be available remotely.
- 6.69 Therefore, in line with our original assumptions, we would recommend planning in line with the 12sqm per employee density providing a reasonable estimation of actual occupier utilisation rates and providing flexibility for both higher and lower density occupiers.

7. The Market Balance

- 7.1 The previous sections have considered the demand and supply dynamics within the Borough separately. However to understand the future requirement for employment land provision it is important to consider both together, enabling an understanding of whether allocated land is sufficient to accommodate forecast growth.
- 7.2 The adopted Core Strategy identifies a requirement for 55,430sqm of employment floorspace, with the following capacity for new employment development identified:
- 30,000sqm of B1a floorspace at Sovereign Harbour;
 - 30,600sqm within the redevelopment of existing employment areas; and
 - 3,000sqm within the town centre.
- 7.3 In total this gives a gross potential supply of some 63,600sqm of new B class floorspace within the Borough over the Plan Period to 2027. Over the same period employment floorspace demand within the Borough is forecast to be:

Table 27 - Synthesis Forecast 2012-2027

	Floorspace Demand 2012 - 2027	Allowance for windfall losses	Allowance for Churn	Change in floorspace	Change in Land
	m ²	m ²	m ²	m ²	Ha
Office	15,977	4,095	694	20,766	2.1
Other Business Space	-5,478	14,085	2,860	11,467	2.9
Warehouse	5,890	900	549	7,339	1.5
Total	16,389	19,080	4,103	39,572	6.4

Source: Experian Business Strategies, GVA, 2013

- 7.4 Over the Plan Period to 2027 the Synthesis Forecast indicates a requirement for an additional 20,766sqm of office floorspace to be accommodated within the Borough, this allows for employment growth in office based activities, an allowance for windfall losses and provision of sufficient floorspace to allow movement within the market ("Churn"). Over the same period there is a forecast need for 11,467sqm of industrial floorspace and 7,330sqm of warehousing space.
- 7.5 Comparing Table 27 with Table 25 shows the employment land requirement over the period to 2027 actually demonstrates little difference (in total) to the longer forecasting period to 2031. This is a result of the different patterns of employment growth between the land use classes. Both 'other business space' (B1c and B2) and 'warehouse' (B8) uses are expected to contract over the period to 2031, with a greater annual level of contraction between 2027 and 2031 than the annual levels between 2012 and 2027.

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- 7.6 Conversely employment within office based sectors (and hence B1a/b requirements) will continue to grow over this extension period to 2031, offsetting the falling requirement from non-industrial uses. Given the assumed plot ratios and utilisation densities the longer period will see a greater requirement for floorspace. This is purely driven by an increased requirement for office floorspace.
- 7.7 Given these long run nuances in sub market/sector demand it is prudent to plan beyond the current plan period to understand how identified sites can be delivered without prejudicing long term opportunities and needs, such as the requirement for further office floorspace delivery to 2031.
- 7.8 Based on the identified supply within the adopted Core Strategy there would be sufficient gross supply of floorspace over the Plan Period. There is a potential 'over-supply' of circa 24,000sqm under this scenario. However, the demand-supply balance requires other factors to be taken into account.

Intensification & Densification

- 7.9 Firstly, it should be acknowledged that some of the sites identified for 'intensification' through redevelopment remain in active use. We have not identified specific proposals from occupiers/landowners that they plan to exit sites. That being said, across the existing employment areas there are a number of existing vacant sites (such as Cosmetica and Jones), sites that are currently under-utilised or sites where it is known the occupier is seeking to vacate or contract activities.
- 7.10 These provide the opportunity to deliver new floorspace, potentially at higher density, intensifying and diversifying the offer of employment space provision within the existing portfolio of sites.
- 7.11 The opportunity sites could provide in the region of 32,000sqm of developable land which, at an average plot ratio of 0.65 (to allow for a mix of B class uses), could provide 20,000sqm of new floorspace.
- 7.12 Taken alongside the allocation for new provision at Sovereign Harbour and the assumed additional town centre capacity this would provide approximately 53,000sqm of future supply in total.

Specialisation

- 7.13 Secondly, each site is not capable or suitable to accommodate each of the identified B class uses. For example the delivery of B2 or B8 space would not be appropriate at Sovereign Harbour given the high quality environment in the area, the transport connectivity and its compatibility with neighbouring residential uses.

Likewise, it will be difficult for high quality B1a space to be successfully delivered/occupied on individual sites within the existing older employment locations (such as Birch Road) as the wider quality of environment would not meet occupier expectations.

Town Centre / Out of Centre Provision

- 7.14 Thirdly, in terms of B1a office, a balance needs to be struck between in town and out of town provision to maintain the role of offices as a key town centre use but also to broaden the stock types available within the Borough to accommodate and attract greater levels of demand over the plan period. Occupier demand has become increasingly polarised, with limited 'inter-changeable' demand between in town and out of town locations. Therefore, if Eastbourne is to maximise its attractiveness to occupiers a choice of office locations will be required.
- 7.15 Analysis of Valuation Office (VOA) floorspace data indicates that over 80% of the Borough's office floorspace stock has been accommodated within the town centre between 2003 and 2008 (the only period data is available for). However the proportion reduced from 84% to 81% over the period. It is likely that this proportion has further decreased since 2008 given losses recorded in the AMR. A consistent dataset is not available for comparison.

Headroom

- 7.16 It is clear that a portfolio of future provision that includes the redevelopment of key sites within existing areas, new provision at Sovereign Harbour and new stock within the town centre would provide sufficient capacity to accommodate future needs. Given that some of the capacity lies within existing sites that are still occupied there needs to be some 'headroom' allowance to ensure, should sites not come forward, there is an appropriate supply and mix. This capacity will also help to ensure that a range of floorspace types and qualities can be delivered to meet needs.
- 7.17 This headroom capacity will also be critical to enable indigenous businesses to grow and take up additional floorspace, enabling greater levels of business retention within the Borough. It has been reported anecdotally that a number of key businesses are constrained by their current sites and cannot find suitable alternative accommodation within the Borough. If this is the case then they could be lost to the Borough unless suitable provision is made.
- 7.18 Some headroom will allow these businesses to move sites, freeing up existing employment sites for redevelopment and reprovision in existing employment areas and hence providing an opportunity to deliver further new employment space and potentially intensifying activity. Without some latent capacity this circulation within

the market may not be possible at a significant scale, limiting business retention potential and opportunities to deliver replacement stock in existing areas.

Demand – Supply Balance and Contingency

7.19 At present there are two potential supply scenarios. The first aligns with the Core Strategy which makes assumptions about the availability of intensification sites and their capacity to accommodate growth. Within the Core Strategy the supply of employment land is set out as:

- 30,000sqm of B1a floorspace at Sovereign Harbour;
- 30,600sqm within the redevelopment of existing employment areas; and
- 3,000sqm within the town centre.

7.20 This provides a total of 63,600sqm of supply.

7.21 Based on our site surveys we believe that there is an alternative scenario given the likelihood of some sites coming forward for development. This scenario re-considers the intensification opportunities within existing employment locations, adjusting supply to reflect the 'confidence' with which development could be assumed to be likely.

7.22 This provides a total of circa 43,000sqm of supply.

7.23 Both supply options provided additional capacity over and above the forecast requirement, this 'over-supply' ranged from 25% additional capacity within sites identified in this Study to 35% within sites identified in the Core Strategy.

7.24 The previous section also discussed the need to provide some level of headroom capacity as a contingency reserve against sites not coming forward for redevelopment, to enable circulation within the market and to provide choice and range within location and stock types.

7.25 However, whilst it is important to provide some 'headroom' as a contingency against sites not coming forward as anticipated even the lower 25% over-supply is likely to be too large within the Eastbourne market to be considered an appropriate contingency. This level of over-supply is not likely to be required to deliver the economic aims of the Borough. Therefore whilst we would still advocate maintaining some contingency supply, this should be at a lower rate.

Industrial and Warehouse Capacity

7.26 As identified previously it is unlikely that piecemeal redevelopment and intensification within the existing locations can achieve significant diversification of the stock portfolio given wider issues of the quality and type of surrounding uses and

- environments. As such sites are likely to be redeveloped to accommodate better quality, more modern space within their current use classes.
- 7.27 Based on our assessment of the employment locations we would envisage the sites identified as opportunities for intensification will accommodate predominantly industrial and warehousing uses.
- 7.28 There is the potential to deliver **c.20,000sqm** of B1c/B2 and B8 floorspace to 2027 through intensification of the existing industrial estates and identified opportunity sites.
- 7.29 The synthesis forecast identifies a floorspace requirement of **18,806sqm** of B1c/B2 and B8 floorspace to 2027.
- 7.30 Comparing forecast demand with identified supply results in an 'over-supply' of **1,194sqm**.
- 7.31 We would recommend retaining this 'over-supply' for B1c/B2 and B8 floorspace as it provides a reasonable scale of headroom capacity (approximately 6% of forecast need) given wider supply and market demand.
- 7.32 The supply assessment takes a conservative view of intensification potential within the existing employment locations. If all sites were to come forward it would provide sufficient capacity, however the loss of these sites to non-B class activities could act as a constraint on future economic growth.

Office Capacity

- 7.33 The opportunity to provide new, high quality B1 floorspace that truly diversifies the Borough portfolio only exists within Sovereign Harbour (30,000sqm) and the additional capacity within the town centre (3,000sqm). These environments are most likely to provide the quality of environment and supporting amenities to attract investment in and occupation of office accommodation.
- 7.34 Within these locations there is the potential to deliver **33,000sqm** of floorspace to 2027.
- 7.35 The synthesis forecast identifies a floorspace requirement of **20,766sqm** to 2027.
- 7.36 Comparing forecast demand with identified supply results in an 'over-supply' of **12,234sqm**.
- 7.37 The potential over-supply of B1 floorspace is relatively high at approximately 60% of the forecast requirement.
- 7.38 To enable the market to function we would recommend reducing this headroom to approximately 10% over the forecast level.

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- 7.39 To avoid any adverse impact on the town centre we would continue to support the 3,000sqm allocation within the Core Strategy. Given the scale of the town centre market, the challenges facing existing stock, and the capacity identified within the Town Centre Local Plan this would be an appropriate scale to maintain a healthy office provision as part of the wider mix. This 3,000sqm should be additional modern capacity and complement existing and refurbished stock, the primary focus for delivery should be sites Development Opportunity Site 2 and Development Opportunity Site 3.
- 7.40 For the reasons identified above a contingency out of town should also be maintained, to provide location and occupier choice and deliver different floorspace and stock types.
- 7.41 The current allocation at Sovereign Harbour accounts for the largest single component of oversupply. Sovereign Harbour will be an important part of the supply portfolio over the plan period, particularly given the recent commitment to deliver space supported by the Growing Places Fund. However, given the potential oversupply there is an opportunity to alter the allocation at Sovereign Harbour without undermining the contribution it can make to the local economy.
- 7.42 As such we would recommend a change to the Sovereign Harbour allocation. Firstly to reduce the total B class employment floorspace allocation to 20,000sqm. This would serve to reduce the contingency to approximately 2,200sqm, representing 10% over the requirement.
- 7.43 Secondly we recommend that the allowed uses are widened to allow a mixture of B1 uses to be developed at Sovereign Harbour. This would enable the Borough to accommodate modern 'hybrid' units that incorporate elements of office, research and light manufacturing workshops, introducing new types of space into the portfolio.
- 7.44 It is these spaces that are required by a number of Eastbourne's growth sectors and businesses in growth sectors more generally as the lines between design, manufacture and research are blurred. Many businesses now undertake product design and production within one unit, requiring both office and industrial space. Even traditional industrial unit occupiers (such as construction companies) require larger office components as their industry and products change. With the advent of new technologies (such as 3D printing) these hybrid units are likely to become increasingly needed.
- 7.45 This approach will allow all sites within the Borough to 'work together' to meet future requirements, providing a functioning portfolio of sites that are deliverable and provide sufficient choice to support indigenous businesses and inward investment.
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Conclusion

7.46 The Employment Land Review has identified a requirement for additional employment floorspace to 2027 of 39,572sqm, this is divided between the use classes as follows:

- Office – 20,766sqm
- Industrial – 11,467sqm
- Warehouse – 7,339sqm

7.47 Based on our assessment of the Borough's employment locations we have identified the potential to meet this new requirement in the following way:

- 20,000sqm of B1 space at Sovereign Harbour
- 3,000sqm of B1a floorspace within the town centre
- 20,000sqm of B1c, B2 and B8 floorspace through the intensification of employment sites.

8. Wider Considerations

- 8.1 Having established the future floorspace needs within the Borough this section provides a short overview of the key considerations for the realisation of the economic aspirations of the Borough and the successful delivery of employment floorspace.
- 8.2 They are not intended as an implementation plan, but should guide future thinking, research and activity by Eastbourne Borough Council and its partners.

Office Locations

- 8.3 As explored in previous sections the office market within Eastbourne is relatively static and is dominated by older, outmoded stock within the town centre and a lack of choice in other locations. This suggests there are two independent but related issues, firstly the suitability of town centre stock, and secondly the most appropriate locations for future delivery.

Second Hand Stock Issues

- 8.4 In terms of the suitability of existing space research by CBRE for their UK Regional Offices Viewpoint (Q1 2012), Roger Tym and Partners and our own corporate occupier knowledge suggests that occupiers are increasingly sensitive to a range of influences and building trends which affect the efficiency and usability of the stock they occupy.
- 8.5 This is driving shifts in the stock demanded by occupiers who place much more significance on:
- Environmental performance;
 - Floorplate dimensions (businesses increasingly seek bigger sizes);
 - Space flexibility – to provide space for independent and group work;
 - ICT infrastructure – to enable flexibility and flexible working;
 - Amenity and servicing – within the building and the surrounding area; and
 - Enhanced working environment – with greater natural light penetrations and efficient ventilation.
- 8.6 Meeting these occupier demand requires significant ICT and servicing infrastructure from improved wiring to new air conditioning ducts, often it is difficult (if not impossible) to accommodate this infrastructure within older structures. The adaptability of older office stock is restricted by:

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- The cost and viability of retro-installation, particularly compared to achievable rents;
 - The ability to install infrastructure and maintain an acceptable working environment given low floor-ceiling heights which prevent the installation of suspended ceilings or raised floors;
 - The floorplate dimensions which prevent the penetration of natural light into the core;
 - Location of servicing cores which reduce usable space.
- 8.7 As such, even areas where values are strong and refurbishment may be viable struggle to deliver schemes that attract occupiers as buildings do not lend themselves to meeting modern requirements.
- 8.8 Nationally research by CBRE for their UK Regional Offices Viewpoint (Q1 2012) suggests that the office market across the UK is being squeezed by a limited supply of high quality Grade A space provision. This supply challenge is principally driven by a lack of speculative development activity.
- 8.9 Conversely, as a result of the recession there is an increasing supply of lower grade office stock in circulation as a result of business restructuring and the contraction of occupier activity within their existing properties.
- 8.10 Therefore whilst supply of second hand stock has increased, demand has fallen, creating a considerable imbalance in the market, reducing values and therefore the ability and viability of redevelopment/refurbishment. In their 2012 paper CBRE estimate that for every 1sqft of secondhand space taken 1.9sqft is available. This has meant that capital growth and rental growth of well located secondhand office stock is now below that of lower yielding 'prime' stock, making investment in refurbishment uneconomic even where it is achievable.
- 8.11 With current suppressed demand the inability of second hand stock to meet changing occupier requirements is exacerbated by increased incentivisation to take up new space. Headline rents for new space may be maintained however other incentives reduce the 'total cost' of occupying the highest quality space have been introduced such as increased rent free periods. Therefore firms which would traditionally be 'priced out' of Grade A now view it as more affordable and viable option.
- 8.12 Allied to changes in demand and as a result in falling capital and rental growth it is worth noting that in 'real' terms (i.e. adjusting for inflation) the cost of Grade A has actually fallen. This again reinforces the attractiveness of new space over second hand space to businesses seeking economically efficient properties.
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- 8.13 These changes to occupier preference and demand are now well established trends within the market and therefore it suggests that, as demand recovers, occupiers will predominantly be seeking higher quality stock. Therefore, even in a bullish market it is unlikely that all of the existing town centre stock would be 're-used' as such further 'replacement' provision will be required.
- 8.14 These issues in Eastbourne town centre are manifesting themselves in increasing pressure for conversion to other, predominantly residential, uses. There is a need to protect the best stock and those buildings that can be upgraded; however this has to be done against the wider market context set out above. If the loss becomes significant and begins to amount to a significant quantum or impact on 'active' office floorspace then a more robust defensive approach may be required or the Council may need to consider ensuring further capacity is realised within the town centre through more intensive development of Development Opportunity Site 2 and Development Opportunity Site 3 in particular.

Location Choice

- 8.15 These market dynamics lead to the consideration of where new stock should be located. Clearly as a key town centre use there needs to be sufficient provision made within the town centre to maintain this function. However, in order to provide occupier choice and broaden the range and type of stock available provision will also be required in out of town locations.
- 8.16 It would be undesirable to direct all future Grade A office development to the town centre as this is unlikely to provide the necessary choice or flexibility to respond to the market and accommodate any future development or occupier interest.
- 8.17 It is important to note that location decisions by investors and developers are unlikely to be 'sequential'. Those developers which are interested in developing outside of the town centre are unlikely to shift their focus towards the town centre purely on the grounds that sites are not allocated out of town.
- 8.18 The two locations are likely to attract different types of development and therefore different occupier interests. Rather than simply transfer investment towards the town centre, an out of centre occupier is more likely to consider opportunities in other local authority areas which meet their needs if land/space is not available within Eastbourne. Anecdotally stakeholders were of the view that historically this has been an issue for a number of businesses which have been lost from the Borough or have considered Eastbourne as a location choice, although this has not been substantiated.
- 8.19 Large occupiers are also increasingly seeking to occupy space that reflects and enhances their image and brand and acts as a key component in attracting new

employees. Hence there has been an increased focus on the look, feel, design and functioning of property and a subsequent increased requirement for new 'bespoke' space.

- 8.20 Furthermore, some occupiers will not wish to be 'in town' on the grounds that it is perceived to be a more expensive option and they may suffer from wider challenges created by higher traffic levels, restricted parking regimes or lower security of premises outside of office hours.
- 8.21 It is important to note that the opposite may also be true. Some businesses will seek the vibrancy and wider amenity offered by a town centre location and would not seek space in a business park. Therefore it is important to ensure a balance can be struck, which maintains the vibrancy and vitality of the town centre but also provides stock choices.

Conclusion

- 8.22 On the basis of our research we recommend that the Borough continues to promote a balance of provision both within the town centre and out of town to provide the necessary occupier choice. This should seek to deliver small, flexible units that are closely aligned to nature of demand in the Borough. It is unlikely that large floorplate, single occupier buildings will be required given the position of Eastbourne within any occupier office location hierarchy.
- 8.23 Provision in the town centre should seek to provide replacement and upgraded space to what is already available, expanding the overall offer in the town centre over the plan period. Our assessment of demand to 2027 and our review of the current portfolio lead us to recommend that 3,000sqm in the town centre would be appropriate, with the balance coming forward outside of the town centre. This would provide a sufficient range of developer and occupier options.
- 8.24 With regard to out of town provision, the allocation at Sovereign Harbour should be retained. However, we recommend that the total development quantum is reduced to 20,000sqm and is broadened to enable delivery of the full range of B1 uses. This should still focus on delivery of high quality space that is in keeping with the overall design standards of the area. Broadening the allocation will allow 'hybrid' units to come forward and managed workspace to be delivered that attracts businesses that combine the range of design and make process.
- 8.25 The recommended extent of employment floor space at Sovereign Harbour reflects the nature of demand within the Eastbourne market and is intended to guide development over the plan period. Our evidence suggests demand will be driven by: emerging economic sectors; business growth among local employers; the emergence of new types of workspace that combine office and workshop

characteristics; the access and amenity of the site and an image and identity that differentiate it from other town centre, industrial estate or business park locations. Floor spaces will need to be designed to reflect this market.

- 8.26 While other uses may offer greater potential investment returns, there is sufficient evidence of demand within the Eastbourne market over the plan period to support a position that the employment uses proposed are deliverable and would meet an important economic and employment need.
- 8.27 This Employment Land Review is not the appropriate mechanism for planning the remainder of the Sovereign Harbour area and we recommend further viability and impact testing is undertaken to identify how the 'balance' of land can be best utilised. However, we do recommend that the B class space is given primacy and that any uses should be complementary and not impinge on the B class activity either now or in the long term.
- 8.28 To maintain the ethos of the original planning permission (which was to create a truly sustainable new part of Eastbourne) development on the 'balance' of land should be employment generating. This could take many forms but should align with the Sovereign Harbour SPD, the wider policy aspirations for the Borough and not detract from the core B class offer.

Change of Use

- 8.29 Change of use to non-B class employment uses is a key issue within Eastbourne, a trend which is common across many areas where traditional employment sectors have declined and there is strong demand for further retail and residential provision.
- 8.30 The extension of permitted development rights to allow vacant office stock to be converted to residential will provide an additional challenge over the next three years. As discussed above it is unlikely that some town centre stock will attract new occupiers given its inability to meet modern occupier needs in its current form or be upgraded in an economical manner therefore the loss of this floorspace may not cause significant economic harm.
- 8.31 A bigger challenge for the Borough is the retention of existing 'industrial' sites within the existing employment locations which have attracted development interest for other employment generating non-B class uses. In many cases these uses are compatible with B class activity in isolation, however a large collection of activity can begin to erode the 'business' nature of the location. This will begin to impact on occupier and investor perceptions of the location, reducing confidence that the area will continue to function with a focus on meeting the needs of B class activities.

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- 8.32 As identified through the site analysis such are the physical constraints within the Borough it is near to impossible to identify new employment land to accommodate the provision of additional stock. As such it is of critical importance to the future of the Borough's economy that the existing land allocated for B class employment uses is retained.
- 8.33 The removal of existing sites from B class supply, the redrawing of site boundaries to reduce the size of employment sites or diminishing the core offer in a manner that undermines B class capacity and functionality within the existing locations will all limit the long term potential for employment and economic growth. Based on the identified floorspace requirement in Section 7 for the Plan Period and the limited supply it is clear that all existing capacity should be retained up to 2027 alongside additional provision at Sovereign Harbour and within the town centre.
- 8.34 Based on the demand-supply balance and the assessment of existing locations and their suitability to meet future need the existing locations should be protected for future B class activity. When considered in the context of the NPPF and actual supply opportunities within the Borough it is our opinion that there is sufficient evidence to meet the policy requirements set out in paragraphs 21 and 22 of the NPPF such that the right employment sites, in the right locations, are protected to meet the future economic needs of the Borough.
- 8.35 On the basis of this evidence, we therefore recommend that proposals for change of use or conversion of employment floorspace to other non B-Class uses within the Employment Locations are resisted.

Quality of Environment

- 8.36 Whilst in general the stock of employment space within the existing employment locations is fit for purpose and meets current occupier requirements there are some areas of weaker provision that could be redeveloped to strengthen the offer they provide.
- 8.37 Given the length of the plan period the selective redevelopment of some existing provision is likely to be required as stock reaches the end of its usable life. Some stock is already considered dated so will, more than likely, require redevelopment. This may also enable the intensification of uses within sites, enabling them to use space more efficiently and accommodate greater levels of activity, reducing the need for additional land.
- 8.38 Any redevelopment should seek to maximise the role of sites for B class activity and enable them to accommodate greater levels of existing and new economic activities, and provide a choice of stock.

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- 8.39 In order to ensure that the quality of employment floorspace within the Employment Locations is enhanced and that such floorspace continues to meet occupier market demands to support economic growth, we recommend that proposals for the replacement or refurbishment of existing employment floorspace within the Employment Locations should be supported. Any such re-development or refurbishment should ensure that the new floorspace is replaced on a no net floorspace loss basis, although it is recognised that the arrangement of floorspaces may be altered to enhance the quality of the site overall and to enable the provision of new ancillary services or facilities to support the employment functions of the Site.
- 8.40 This refurbishment and redevelopment will have wider positive impacts, raising the general quality of the existing employment locations so in the future they are able to successfully accommodate a wider range of stock types that attract occupiers.
- 8.41 This is currently a challenge for new development, as evidenced by the slow letting rate of good quality office stock within Highfield Office Park. Whilst the stock itself is good quality it occupies a location that is less than ideal with a lower quality environment on surrounding sites. This was exacerbated by the presence of the auction site to the rear; however the Morrisons development has improved the environment somewhat.
- 8.42 The experience at Highfield provides a guide for the future that taking a more comprehensive approach to the redevelopment to ensure the wider environment matches the quality of floorspace and does not act as a barrier to attracting occupiers.

Accessibility of Employment Locations

- 8.43 Whilst the majority of sites lie out of the town centre and have access to the trunk road network via Lottbridge Drove there have been anecdotal reports that access can still be challenged at key periods. In particular road access has been identified as a key challenge historically to the deliverability of new employment space across the Borough.
- 8.44 A number of new infrastructure proposals have been considered through the Local Plan process and been considered undeliverable on environmental and technical grounds. Whilst it is not the purpose of this ELR to consider the direct technical merits of any new infrastructure scheme it is evident that some employment locations would benefit from upgraded access.

Conclusion

- 8.45 It is evident from the range of indicators and forecasts that form part of the Employment Land Review that the economy of Eastbourne will grow requiring the provision of additional employment floorspace within the Borough.
- 8.46 The capacity to accommodate this growth is extremely limited by the geographic and environmental constraints that affect the Borough, placing considerable importance on the retention of existing employment sites, the realisation of development opportunities within the Town Centre and delivery of Sovereign Harbour. Failure to deliver these three elements is likely to significantly harm the economic potential of the Borough over the plan period.
- 8.47 To meet future needs the following additional capacity will be required:
- 3,000sqm of B1a floorspace within Eastbourne Town Centre;
 - 20,000sqm of B1 floorspace at Sovereign Harbour; and
 - A minimum of 20,000sqm of B1c, B2 and B8 space within existing employment areas.
- 8.48 The revised allocations will provide the quantum and range of employment floorspace required to accommodate the forecast future growth, expanding the portfolio of building typologies and unit sizes to cater for Eastbourne's small business community. A key element of this future supply will be managed space targeted at start up businesses.
- 8.49 Support should extend beyond the simple 'allocation' of sites to deliver a range of improvements to employment locations that enhance their quality and functionality. This should include encourage site redevelopment to provide better quality stock.

Commercial Property Deals - Sourced from CoStar Focus, 2013

Building	Street No.	Street	Estate Park	Event Date	Use Code	Grade	Size SqM	Achieved Rent (£ per Sq M)
Braemar House	28	St Leonards Road		26/04/2013	B1 OFFICE/BUSINESS	Second Hand	846	n/a
	182 - 186	Terminus Road		03/04/2013	B1 OFFICE/BUSINESS	Second Hand	105	Not disclosed
White Knight Laundry Ltd		Hammonds Drive		20/03/2013	WAREHOUSING	Second Hand	3,781	n/a
	9	Lismore Road		01/03/2013	B1 OFFICE/BUSINESS	Second Hand	55	n/a
	37	Brassey Avenue		11/02/2013	B1 OFFICE/BUSINESS	Second Hand	16	230.46
		Hammonds Drive		06/01/2013	GENERAL INDUSTRIAL	Second Hand	763	64.8
White Knight Laundry Ltd		Hammonds Drive		20/12/2012	WAREHOUSING	Not disclosed	3,781	Not disclosed
	50 - 56	Hammonds Drive		02/09/2012	WAREHOUSING	Second Hand	509	Not disclosed
	2a - 4	Commercial Road		01/09/2012	B1 OFFICE/BUSINESS	Second Hand	72	Not disclosed
	19	Gildredge Road		03/07/2012	B1 OFFICE/BUSINESS	New or Refurbished	107	Not disclosed
	14	Maple Road		01/07/2012	WAREHOUSING	New or Refurbished	2,430	n/a
	40-48	Hammonds Drive		31/03/2012	INDUSTRIAL/WAREHOUSE	Second Hand	360	Not disclosed
	27	Gildredge Road		01/02/2012	B1 OFFICE/BUSINESS	Second Hand	136	Not disclosed
	1	St Annes Road		01/12/2011	B1 OFFICE/BUSINESS	Second Hand	767	Not disclosed
	1	Commercial Road		26/10/2011	B1 OFFICE/BUSINESS	Second Hand	2,651	n/a
		Lister Road	Units 6 - 15c Highfield Industrial Estate	05/07/2011	LIGHT INDUSTRIAL	Not disclosed	716	n/a
	40-48	Hammonds Drive		05/07/2011	INDUSTRIAL/WAREHOUSE	Second Hand	359	Not disclosed
Ivy House		Ivy Terrace		01/07/2011	B1 OFFICE/BUSINESS	Second Hand	211	Not disclosed
	16a	Maple Road	Unit 1-5	01/07/2011	INDUSTRIAL/WAREHOUSE	Second Hand	482	Not disclosed
Map House	34-36	St Leonards Road		01/06/2011	B1 OFFICE/BUSINESS	Second Hand	77	Not disclosed
	17	Cornfield Road		20/05/2011	B1 OFFICE/BUSINESS	Second Hand	107	74.59
	4-10	Cornfield Lane	Unit 1-13	01/05/2011	B1 OFFICE/BUSINESS	Second Hand	42	Not disclosed
		Brampton Road	Units 8-9 Harvington Business Park	01/05/2011	FACTORY	Second Hand	582	Not disclosed
		Alder Close	Unit 1-2 Park View	01/05/2011	LIGHT INDUSTRIAL	New or refurbished	873	n/a
		Lister Road	Units 6 - 15c Highfield Industrial Estate	01/04/2011	INDUSTRIAL/WAREHOUSE	Second Hand	324	Not disclosed
		Courtlands Road	7a-7g Southbourne Business Park	01/04/2011	INDUSTRIAL/WAREHOUSE	Second Hand	214	Not disclosed
		Hawthorn Road	Unit 23-30 Hawthorn Road Ind. Estate	01/03/2011	INDUSTRIAL/WAREHOUSE	Second Hand	598	Not disclosed
		Brampton Road	1 Brampton Business Park	01/02/2011	INDUSTRIAL/WAREHOUSE	New or Refurbished	2,165	Not disclosed
	58-66	Hammonds Drive		18/01/2011	INDUSTRIAL/WAREHOUSE	Second Hand	258	Not disclosed
	58-66	Hammonds Drive		15/11/2010	LIGHT INDUSTRIAL	Second Hand	290	Not disclosed
Waterfront		Sovereign Harbour	Sovereign Harbour	01/11/2010	B1 OFFICE/BUSINESS	Second Hand	86	Not disclosed
Former Build Center		Hammonds Drive		04/10/2010	INDUSTRIAL/WAREHOUSE	Second Hand	720	n/a
	104	Terminus Road		15/09/2010	B1 OFFICE/BUSINESS	Second Hand	859	n/a
		Alder Close	4 & 5 Park View	30/08/2010	INDUSTRIAL/WAREHOUSE	Second Hand	1,074	Not disclosed
	37	Brassey Avenue		19/07/2010	B1 OFFICE/BUSINESS	Second Hand	37	116.14
	110	Terminus Road		14/05/2010	B1 OFFICE/BUSINESS: RETAIL HIGH STREET UNIT	Not disclosed	930	n/a
	2 - 4	Terminus Road		01/05/2010	B1 OFFICE/BUSINESS	Second Hand	22	Not disclosed
		Courtlands Road	7a-7g Southbourne Business Park	01/05/2010	LIGHT INDUSTRIAL	Second Hand	101	Not disclosed
	29-35	Terminus Road		01/03/2010	B1 OFFICE/BUSINESS	Second Hand	221	Not disclosed
Eastbourne Calor Gas Centre		Hargreaves Road		01/03/2010	GENERAL INDUSTRIAL	Second Hand	117	Not disclosed
		Birch Close	Unit 4a	01/03/2010	INDUSTRIAL/WAREHOUSE	Second Hand	1,395	Not disclosed
		Courtlands Road	7a-7g Southbourne Business Park	01/03/2010	LIGHT INDUSTRIAL	Second Hand	222	Not disclosed
		Hammonds Drive	Units 68, 70, 72 & 74	01/12/2009	INDUSTRIAL/WAREHOUSE	Second Hand	446	Not disclosed
		Courtlands Road	6b-6d Southbourne Business Park	01/10/2009	LIGHT INDUSTRIAL	Second Hand	221	n/a
Southbourne Business Park		Courtlands Road	Unit 7g	01/10/2009	LIGHT INDUSTRIAL	Second Hand	214	Not disclosed
		Courtlands Road	6b-6d Southbourne Business Park	01/09/2009	INDUSTRIAL/WAREHOUSE	New or Refurbished	145	Not disclosed
	29-35	Terminus Road		22/06/2009	B1 OFFICE/BUSINESS	Not disclosed	Not disclosed	Not disclosed
		Courtlands Road	7a-7g Southbourne Business Park	01/06/2009	LIGHT INDUSTRIAL	Second Hand	222	Not disclosed
	14	Marine Road		07/05/2009	B1 OFFICE/BUSINESS	Not disclosed	Not disclosed	n/a
Office Building		Leaf Hall Road		07/05/2009	B1 OFFICE/BUSINESS	Not disclosed	Not disclosed	n/a
	53 - 59	Seaside		07/05/2009	B1 OFFICE/BUSINESS	Not disclosed	Not disclosed	n/a
	15	Hyde Gardens		01/05/2009	B1 OFFICE/BUSINESS	Second Hand	100	Not disclosed
Car Wash (adjacent To Nationwide Autoce		Lottbridge Drove		02/02/2009	LIGHT INDUSTRIAL	Second Hand	Not disclosed	Not disclosed
	7a	Hyde Gardens		01/01/2009	B1 OFFICE/BUSINESS	Second Hand	65	Not disclosed
	164	Longstone Road		01/01/2009	B1 OFFICE/BUSINESS	Second Hand	296	Not disclosed
Berkeley House	26-28	Gildredge Road		01/01/2009	B1 OFFICE/BUSINESS	Second Hand	273	Not disclosed
Charter House		Courtlands Road		01/11/2008	B1 OFFICE/BUSINESS	Second Hand	106	Not disclosed

Building	Street No.	Street	Estate Park	Event Date	Use Code	Grade	Size SqM	Achieved Rent (£ per Sq M)
Hawthorn Industrial Estate		Hawthorn Road	Unit 10 A/B	01/10/2008	LIGHT INDUSTRIAL	Second Hand	525	Not disclosed
		Birch Road	2-5 Birch Industrial Estate	01/07/2008	INDUSTRIAL/WAREHOUSE	Second Hand	538	64.58
	2-4	Saffrons Road		01/06/2008	B1 OFFICE/BUSINESS	Second Hand	446	78.47
	17-18	Maple Road		01/06/2008	INDUSTRIAL/WAREHOUSE	Not disclosed	Not disclosed	n/a
	19	The Avenue		01/05/2008	B1 OFFICE/BUSINESS	Second Hand	235	Not disclosed
		Lister Road	Units 6 - 15c Highfield Industrial Estate	30/04/2008	INDUSTRIAL/WAREHOUSE	Second Hand	348	n/a
	43	South Street		01/04/2008	B1 OFFICE/BUSINESS	Second Hand	174	Not disclosed
		Brampton Road	Unit 5 Harvington Business Park	31/03/2008	INDUSTRIAL/WAREHOUSE	New or Refurbished	229	75.35
	14	Hyde Gardens		01/03/2008	B1 OFFICE/BUSINESS	Second Hand	57	Not disclosed
	12	Trinity Trees		28/01/2008	B1 OFFICE/BUSINESS	Second Hand	97	103.01
Unit 4	16a	Maple Road		21/01/2008	INDUSTRIAL/WAREHOUSE	Second Hand	754	Not disclosed
Charter House		Courtlands Road		01/01/2008	B1 OFFICE/BUSINESS	Second Hand	505	Not disclosed
	45	Gildredge Road		01/01/2008	B1 OFFICE/BUSINESS	New or Refurbished	66	Not disclosed
Berkeley House	26-28	Gildredge Road		01/01/2008	B1 OFFICE/BUSINESS	Second Hand	273	Not disclosed
		Hargreaves Road	Units 1-5 & 11a-11b Hargreaves Business Park	01/01/2008	INDUSTRIAL/WAREHOUSE	New or Refurbished	240	Not disclosed
		Brampton Road	2-3 Brampton Business Park	01/01/2008	INDUSTRIAL/WAREHOUSE	New or Refurbished	1,503	n/a
		Brampton Road	2-3 Brampton Business Park	01/01/2008	INDUSTRIAL/WAREHOUSE	New or Refurbished	193	n/a
		Hargreaves Road	Units 1-5 & 11a-11b Hargreaves Business Park	01/01/2008	INDUSTRIAL/WAREHOUSE	New or Refurbished	234	Not disclosed
Charter House		Courtlands Road		01/01/2008	B1 OFFICE/BUSINESS	Second Hand	505	Not disclosed
		Courtlands Road	7a-7g Southbourne Business Park	01/01/2008	INDUSTRIAL/WAREHOUSE	New or Refurbished	163	Not disclosed
Greencoat House	32	St Leonards Road		31/12/2007	B1 OFFICE/BUSINESS	Under Refurbishment	372	94.19
Greencoat House	32	St Leonards Road		31/12/2007	B1 OFFICE/BUSINESS	Under Refurbishment	186	107.64
	4	The Avenue		01/10/2007	B1 OFFICE/BUSINESS	Not disclosed	355	n/a
	1	Hyde Gardens		01/09/2007	B1 OFFICE/BUSINESS	Second Hand	46	Not disclosed
Gloucester House	9	Gloucester Mews		01/09/2007	B1 OFFICE/BUSINESS	New or Refurbished	92	108.39
	55	Gildredge Road		01/09/2007	B1 OFFICE/BUSINESS	New or Refurbished	218	Not disclosed
		Edward Road	C1 Highfields Office Park	01/09/2007	B1 OFFICE/BUSINESS	New or Refurbished	633	188.37
		Edward Road	A4 Highfields Office Park	01/09/2007	B1 OFFICE/BUSINESS	New or Refurbished	193	Not disclosed
Martello House	1a	Edward Road		01/09/2007	B1 OFFICE/BUSINESS	New or Refurbished	193	Not disclosed
		Lister Road	Units 6 - 15c Highfield Industrial Estate	01/09/2007	INDUSTRIAL/WAREHOUSE	Second Hand	427	n/a
		Edison Road	17 Highfield Industrial Estate	01/09/2007	INDUSTRIAL/WAREHOUSE	Second Hand	929	Not disclosed
		Brampton Road	2-3 Brampton Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	2,071	n/a
Unit 4	16a	Maple Road		01/09/2007	LIGHT INDUSTRIAL	Second Hand	897	Not disclosed
		Courtlands Road	8 Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	Second Hand	646	n/a
		Courtlands Road	1 Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	157	n/a
		Courtlands Road	7a-7g Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	207	n/a
		Courtlands Road	7a-7g Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	177	n/a
		Courtlands Road	7a-7g Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	214	n/a
		Courtlands Road	7a-7g Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	178	n/a
		Courtlands Road	7a-7g Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	139	n/a
		Courtlands Road	7a-7g Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	167	n/a
		Courtlands Road	7a-7g Southbourne Business Park	01/09/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	176	n/a
Unit 10		Alder Close		01/08/2007	INDUSTRIAL/WAREHOUSE	Second Hand	349	60.17
		Hargreaves Road	Unit 3 Hargreaves Business Park	03/07/2007	INDUSTRIAL/WAREHOUSE	New or Refurbished	240	Not disclosed
Braemar House	28	St Leonards Road		01/06/2007	B1 OFFICE/BUSINESS	Second Hand	167	Not disclosed
		Hawthorn Road	Unit 23-30 Hawthorn Road Ind. Estate	01/06/2007	FACTORY	Second Hand	541	36.92
	6	St Leonards Road		02/04/2007	B1 OFFICE/BUSINESS	Second Hand	1,441	Not disclosed
	4	The Avenue		02/04/2007	B1 OFFICE/BUSINESS	Second Hand	355	126.69
	12-14	Upper Avenue		15/02/2007	B1 OFFICE/BUSINESS	Not disclosed	Not disclosed	n/a
Minster House		York Road		01/02/2007	B1 OFFICE/BUSINESS	Second Hand	196	Not disclosed
	14	Gildredge Road		01/02/2007	B1 OFFICE/BUSINESS	Second Hand	97	Not disclosed
Dyke House	106 - 114	South Street		01/02/2007	B1 OFFICE/BUSINESS	Second Hand	63	Not disclosed

Commercial Property Availability - Sourced from CoStar Focus, 2013

Building Name	Building Park	Street No	Street Name	Town	Use	Unit Description	Sq M Available	Grade	Days on Market
		37	Brassey Avenue	Eastbourne	B1 Office/Business	1st Floor	21	Second Har	111
		99a	Cavendish Place	Eastbourne	B1 Office/Business	1st Floor	72	Second Har	966
		31a	Cornfield Road	Eastbourne	B1 Office/Business	2nd Floor, 1st Floor	152	Second Har	38
Charter House			Courtlands Road	Eastbourne	B1 Office/Business	Ground	75	Second Har	958
Charter House			Courtlands Road	Eastbourne	B1 Office/Business	1st Floor	253	Second Har	359
Charter House			Courtlands Road	Eastbourne	B1 Office/Business	2nd Floor	55	Second Har	359
Martello House		1a	Edward Road	Eastbourne	B1 Office/Business	1st Floor	211	Second Har	955
		45	Gildredge Road	Eastbourne	B1 Office/Business	Unit/Suite- 6, 1st Floor	18	Second Har	273
		45	Gildredge Road	Eastbourne	B1 Office/Business	Unit/Suite- 9, 2nd Floor	4	Second Har	273
		45	Gildredge Road	Eastbourne	B1 Office/Business	Unit/Suite- 4, 1st Floor	6	Second Har	273
		45	Gildredge Road	Eastbourne	B1 Office/Business	Unit/Suite- 5, 1st Floor	15	Second Har	958
		45	Gildredge Road	Eastbourne	B1 Office/Business	Unit/Suite- 3, Ground	15	Second Har	273
Berkeley House		26-28	Gildredge Road	Eastbourne	B1 Office/Business	3rd Floor	275	Second Har	829
Gloucester House		9	Gloucester Mews	Eastbourne	B1 Office/Business	Total Size	337	Second Har	150
Gloucester House		9	Gloucester Mews	Eastbourne	B1 Office/Business	1st Floor	117	Second Har	966
		68	Grove Road	Eastbourne	B1 Office/Business	3rd Floor, 2nd Floor, 1st Floor, Ground	1,981	Second Har	1576
		32	Hyde Gardens	Eastbourne	B1 Office/Business	Ground	45	Second Har	55
		23	Lushington Road	Eastbourne	B1 Office/Business	Ground	21	Second Har	330
		15	Marine Road	Eastbourne	B1 Office/Business	Ground	74	Second Har	140
		15	Marine Road	Eastbourne	B1 Office/Business	Total Size	136	Second Har	140
Dyke House		106 - 114	South Street	Eastbourne	B1 Office/Business	Unit/Suite- 15, 1st Floor, Unit/Suite- 17/18, 3rd Floor, Unit/Suite- 19-19a, 1st Floor, Uni	308	Second Har	828
Map House		34-36	St Leonards Road	Eastbourne	B1 Office/Business	2nd Floor, 1st Floor	377	Second Har	955
		27	St Leonards Road	Eastbourne	B1 Office/Business	1st Floor	260	Second Har	101
	Unit 3 Hargreaves Business Park		Hargreaves Road	Eastbourne	Warehousing	Unit/Suite- 3, Ground	234	Second Har	863
		23	Marshall Road	Eastbourne	Warehousing	Mezzanine, 1st Floor, Ground	72	Second Har	258
	Unit 9	3	Alder Close	Eastbourne	Warehousing	Unit/Suite- 9, Ground	370	Second Har	833
		60	Hammonds Drive	Eastbourne	Warehousing	Unit/Suite- 60, Ground	277	Second Har	1123
		2-4	Moy Avenue	Eastbourne	Warehousing	2nd Floor, 1st Floor, Ground, Ground	2,535	Second Har	1606

Base Forecast Outputs

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	Change 11 - 31	Change 11 - 31 %		
Agriculture, Forestry & Fishing	10	9	7	8	7	5	4	5	6	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	5	5	0	-7.1%			
Extraction & Mining	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%	
Food, Drink & Tobacco	50	60	70	80	90	110	110	110	110	100	100	80	70	60	50	50	50	50	50	50	50	60	60	60	60	60	60	60	60	60	60	50	50	50	50	0	0.0%		
Textiles & Clothing	100	100	100	100	110	120	130	150	170	200	200	210	220	230	260	290	270	260	240	220	200	180	160	140	130	110	90	80	70	60	50	40	30	20	10	-250	-96.6%		
Wood & Paper	10	10	10	10	10	20	20	20	20	20	20	10	10	10	10	10	10	9	9	8	8	8	7	7	7	6	6	6	6	5	5	5	4	4	4	-6	-58.0%		
Printing and Recorded Media	470	480	470	450	440	440	420	400	380	370	360	350	320	360	410	460	470	480	480	480	470	470	460	460	450	440	430	430	420	410	410	400	400	390	380	-30	-17.4%		
Fuel Refining	1	1	1	2	2	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-36.4%
Chemicals	100	110	100	100	90	90	80	70	60	50	40	30	20	10	9	6	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	2	2	2	-7	-63.2%		
Pharmaceuticals	440	450	420	390	370	350	320	280	250	220	170	120	70	40	20	10	10	9	8	9	10	10	10	10	10	10	10	9	9	8	8	7	7	6	6	-14	-40.0%		
Non-Metallic Products	420	440	450	440	440	420	380	340	300	290	260	230	180	160	150	150	150	150	150	150	160	160	160	160	160	150	150	150	140	140	140	140	140	130	-20	-13.3%			
Metal Products	230	240	250	240	240	230	220	210	210	210	210	220	210	210	210	220	220	220	220	220	210	210	210	200	200	200	190	190	180	180	170	170	170	160	160	-50	-27.3%		
Computer & Electronic Products	30	30	30	30	30	30	30	30	30	30	40	40	50	60	60	60	60	60	60	60	60	50	50	50	50	50	50	40	40	40	40	40	40	40	40	-20	-33.3%		
Machinery & Equipment	960	1,010	1,010	960	890	790	690	640	600	560	550	470	360	320	300	290	280	270	260	260	260	250	240	230	220	220	210	200	190	190	180	170	170	160	-140	-44.8%			
Transport Equipment	30	30	30	30	30	30	20	20	20	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	0	0.0%	
Other Manufacturing	470	510	500	490	490	460	450	450	490	500	590	700	720	740	800	860	890	890	900	890	890	880	870	870	860	860	850	840	830	820	810	800	790	780	40	-2.5%			
Utilities	30	40	40	40	50	60	90	100	120	150	160	180	190	230	230	230	230	230	240	240	250	250	260	260	270	270	280	280	290	290	300	300	310	310	320	90	39.1%		
Construction of Buildings	520	520	530	540	560	550	530	530	540	560	580	570	590	570	540	490	500	500	510	520	520	530	540	540	550	550	550	550	560	560	560	560	560	560	560	20	14.3%		
Civil Engineering	120	130	140	140	150	140	130	140	140	150	150	160	160	150	140	130	130	130	140	140	140	140	140	150	150	150	150	150	150	150	150	150	150	150	150	10	15.4%		
Specialised Construction Activities	1,240	1,210	1,240	1,250	1,330	1,320	1,360	1,400	1,410	1,470	1,570	1,660	1,560	1,510	1,400	1,330	1,290	1,290	1,300	1,310	1,310	1,320	1,320	1,320	1,320	1,320	1,320	1,310	1,310	1,310	1,300	1,300	1,290	1,290	-110	-3.0%			
Wholesale	2,870	2,870	2,980	2,940	2,960	3,030	2,980	3,000	3,010	2,960	3,020	3,010	2,810	2,900	2,900	2,970	2,990	3,030	3,060	3,070	3,080	3,080	3,080	3,080	3,070	3,060	3,050	3,040	3,030	3,020	3,010	3,000	2,990	2,980	2,970	70	0.0%		
Retail	6,070	6,230	6,330	6,350	6,640	6,820	6,730	6,760	6,700	6,490	6,590	6,670	6,390	6,240	6,090	6,240	6,250	6,280	6,320	6,330	6,340	6,350	6,350	6,350	6,340	6,330	6,310	6,300	6,290	6,280	6,260	6,240	6,230	6,210	6,190	100	-0.8%		
Land Transport, Storage & Post	980	940	1,010	1,000	1,020	1,090	1,080	1,010	1,020	1,030	1,010	1,030	970	970	990	1,020	1,000	1,000	1,010	1,010	1,010	1,010	1,020	1,020	1,020	1,020	1,020	1,030	1,030	1,030	1,030	1,030	1,030	1,030	1,030	40	1.0%		
Air & Water Transport	9	9	9	10	9	10	10	10	10	10	10	10	8	7	7	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	0	-4.3%	
Accommodation & Food Services	3,250	2,960	3,180	3,210	3,210	3,340	3,400	3,470	3,510	3,460	3,480	3,510	3,290	3,390	3,570	3,750	3,640	3,620	3,590	3,550	3,500	3,450	3,410	3,360	3,310	3,260	3,220	3,170	3,130	3,090	3,040	3,000	2,960	2,910	2,870	-700	-23.5%		
Recreation	810	820	920	960	1,030	1,050	1,130	1,120	1,150	1,210	1,230	1,210	1,060	1,040	1,230	1,220	1,200	1,210	1,220	1,220	1,230	1,230	1,230	1,230	1,230	1,230	1,220	1,220	1,210	1,210	1,200	1,200	1,190	1,190	-40	-2.5%			
Media Activities	590	660	590	560	550	620	650	560	520	510	530	470	420	400	420	400	420	430	440	450	460	470	480	480	490	490	490	500	500	500	510	510	520	520	100	30.0%			
Telecoms	60	60	70	80	80	80	90	80	80	80	90	90	90	90	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	0	0.0%		
Computing & Information Services	70	90	120	130	160	170	190	200	220	220	240	250	230	220	240	250	250	250	260	270	270	270	280	280	280	280	280	280	280	280	280	280	280	280	280	280	40	12.0%	
Finance	700	690	730	720	750	770	750	720	700	710	720	820	870	870	860	880	890	910	930	950	960	970	980	990	990	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	140	13.6%		
Insurance & Pensions	380	370	350	300	260	210	170	140	130	130	140	130	120	130	150	170	180	190	190	190	190	190	190	190	190	190	190	190	190	190	180	180	180	180	180	30	5.9%		
Real Estate	250	250	280	300	320	330	310	340	390	410	470	490	540	570	520	570	590	600	610	620	630	640	640	650	650	650	660	660	660	670	670	670	670	680	160	19.3%			
Professional Services	1,670	1,710	1,840	1,890	1,890	1,900	1,850	1,950	2,080	2,030	2,040	1,990	2,090	2,060	2,140	2,350	2,420	2,450	2,500	2,540	2,570	2,610	2,650	2,690	2,720	2,750	2,780	2,810	2,840	2,870	2,900	2,930	2,950	2,980	3,010	870	28.1%		
Administrative & Supportive Services	2,540	2,630	2,760	2,780	2,840	2,800	2,650	2,720	2,840	2,760	2,680	2,500	2,130	1,980	1,980	1,990	1,970	1,980	2,010	2,050	2,090	2,130	2,160	2,190	2,220	2,240	2,250	2,270	2,290	2,310	2,330	2,340	2,360	2,380	2,390	410	20.1%		
Other Private Services	1,110	1,100	1,210	1,290	1,270	1,320	1,390	1,390	1,410	1,430	1,470	1,440	1,340	1,360	1,480	1,630	1,670	1,690	1,710	1,720	1,730	1,730	1,730	1,730	1,730	1,720	1,710	1,700	1,700	1,700	1,690	1,680	1,670	1,660	180	1.8%			
Public Administration & Defence	2,050	2,030	2,090	2,120	2,090	2,040	2,020	1,980	1,970	1,900	1,850	1,750	1,700	1,640	1,480	1,380	1,270	1,180	1,080	1,030	980	960	970	980	980	990	990	1,000	1,000	1,010	1,020	1,020	1,030	1,040	1,050	-430	-23.9%		
Education	3,620	3,510	3,390	3,560	3,520	3,660	3,870	4,020	3,980	4,150	4,170	4,180	4,510	4,490	4,250	4,220	4,140	4,160	4,200	4,260	4,320	4,380	4,440	4,500	4,570	4,640	4,720	4,800	4,880	4,970	5,050	5,140	5,220	5,310	5,400	1,150	28.0%		
Health	2,950	3,230	3,380	3,640	3,860	4,320	4,550	4,900	5,250	5,500	5,630	5,770	6,080	6,450	6,220	6,150	6,110	6,160	6,210	6,290	6,370	6,450	6,530	6,610	6,680	6,750	6,820	6,890	6,960	7,020	7,090	7,160	7,220	7,290	7,350	1,130	19.5%		
Residential Care & Social Work	2,220	2,410	2,520	2,640	2,750	3,000	3,120	3,380	3,640																														

East Sussex Scenario Outputs

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	Change 11 - 31	Change 11 - 31 %	
Agriculture, Forestry & Fishing	10	9	7	8	7	5	4	5	6	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	5	0	-4.1%		
Extraction & Mining																0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
Food, Drink & Tobacco	50	60	70	80	90	110	110	110	110	100	100	80	70	60	50	50	49	49	50	50	51	51	51	50	50	50	50	49	49	49	48	48	47	47	-3	-5.7%		
Textiles & Clothing	100	100	100	100	110	120	130	150	170	200	200	210	220	230	260	290	250	221	189	160	135	113	92	78	66	55	47	40	35	27	22	20	15	10	8	-282	-97.3%	
Wood & Paper	10	10	10	10	10	20	20	20	20	20	20	10	10	10	10	10	10	9	9	8	8	8	7	7	7	7	6	6	6	6	5	5	5	5	-5	-53.1%		
Printing and Recorded Media	470	480	470	450	440	440	420	400	380	370	360	350	320	360	410	460	472	472	472	472	467	460	452	442	434	424	414	404	397	386	379	369	361	354	346	-114	-24.7%	
Fuel Refining	1	1	1	2	2	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-23.3%
Chemicals	100	110	100	100	90	90	80	70	60	50	40	30	20	10	9	6	5	5	5	5	5	5	4	4	4	4	4	4	3	3	3	3	3	3	2	-3	-57.1%	
Pharmaceuticals	440	450	420	390	370	350	320	280	250	220	170	120	70	40	20	10	10	9	9	9	8	7	7	7	6	5	5	5	5	5	4	4	3	3	3	-7	-66.7%	
Non-Metallic Products	420	440	450	440	440	420	380	340	300	290	260	230	180	160	150	150	151	150	148	146	143	140	138	138	136	134	132	130	129	127	125	124	122	122	121	-29	-19.5%	
Metal Products	230	240	250	240	240	230	220	210	210	210	210	220	210	210	210	220	219	218	216	213	209	206	200	195	189	184	178	174	169	164	159	155	150	146	142	-78	-35.7%	
Computer & Electronic Products	30	30	30	30	30	30	30	30	30	30	40	40	50	60	60	60	58	58	58	57	56	54	53	51	50	48	47	46	45	44	43	42	42	41	40	-20	-33.8%	
Machinery & Equipment	960	1,010	1,010	960	890	790	690	640	600	560	550	470	360	320	300	290	295	294	290	282	277	267	260	250	240	233	225	218	210	201	193	187	180	174	167	-123	-12.5%	
Transport Equipment	30	30	30	30	30	30	20	20	20	20	10	10	10	10	10	10	10	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	1	6.3%
Other Manufacturing	470	510	500	490	490	460	450	450	490	500	590	700	720	740	800	807	797	792	787	782	775	762	749	737	721	703	685	668	650	634	616	601	586	571	-229	-28.7%		
Utilities	30	40	40	40	50	60	90	100	120	150	160	180	190	230	230	234	238	241	243	246	249	251	253	254	256	258	259	260	262	263	264	266	267	268	38	16.4%		
Construction of Buildings	520	520	530	540	560	550	530	530	540	560	580	570	590	570	540	490	497	501	510	521	530	540	551	558	562	566	570	572	575	578	580	582	584	586	588	98	19.9%	
Civil Engineering	120	130	140	140	150	140	130	140	140	150	150	160	160	150	140	130	128	129	130	132	133	135	136	138	139	140	141	141	141	142	142	142	143	143	143	13	9.8%	
Specialised Construction Activities	1,240	1,210	1,240	1,250	1,330	1,320	1,360	1,400	1,410	1,470	1,570	1,660	1,560	1,510	1,400	1,330	1,317	1,326	1,343	1,359	1,375	1,389	1,405	1,416	1,423	1,430	1,437	1,441	1,447	1,450	1,453	1,458	1,461	1,464	1,468	138	10.3%	
Wholesale	2,870	2,870	2,980	2,940	2,960	3,030	2,980	3,000	3,010	2,960	3,020	3,010	2,810	2,900	2,900	2,970	2,968	2,984	3,012	3,036	3,054	3,074	3,088	3,102	3,112	3,118	3,124	3,130	3,134	3,138	3,142	3,146	3,148	3,150	3,152	182	6.1%	
Retail	6,070	6,230	6,330	6,350	6,640	6,820	6,730	6,760	6,700	6,490	6,590	6,670	6,390	6,240	6,090	6,240	6,291	6,327	6,377	6,409	6,426	6,442	6,452	6,455	6,450	6,440	6,431	6,421	6,411	6,400	6,386	6,373	6,359	6,345	6,330	90	1.4%	
Land Transport, Storage & Post	980	940	1,010	1,000	1,020	1,090	1,080	1,010	1,020	1,030	1,010	1,030	970	970	990	1,020	1,002	1,007	1,016	1,023	1,028	1,034	1,039	1,044	1,046	1,049	1,052	1,054	1,055	1,056	1,057	1,057	1,057	1,058	1,058	38	3.7%	
Air & Water Transport	9	9	9	10	9	10	10	10	10	10	10	10	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	0	0.0%
Accommodation & Food Services	3,250	2,960	3,180	3,210	3,210	3,340	3,400	3,470	3,510	3,460	3,480	3,510	3,290	3,390	3,570	3,750	3,709	3,753	3,799	3,831	3,851	3,868	3,880	3,889	3,891	3,893	3,894	3,898	3,900	3,901	3,901	3,903	3,904	3,904	3,904	154	4.1%	
Recreation	810	820	920	960	1,030	1,050	1,130	1,120	1,150	1,210	1,230	1,210	1,060	1,040	1,230	1,220	1,194	1,204	1,216	1,225	1,231	1,239	1,244	1,249	1,252	1,253	1,254	1,255	1,257	1,258	1,259	1,260	1,260	1,261	1,261	41	3.4%	
Media Activities	590	660	590	560	550	620	650	560	520	510	530	470	420	400	400	417	426	434	443	451	459	464	470	475	479	483	488	492	496	501	505	509	514	518	118	29.5%		
Telecoms	60	60	70	80	80	80	90	80	80	80	90	90	90	90	100	100	101	102	102	103	104	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	5	5.0%
Computing & Information Services	70	90	120	130	160	170	190	200	220	220	240	250	230	220	240	250	253	258	264	270	274	277	280	281	282	283	284	284	285	286	286	286	286	287	287	288	38	15.1%
Finance	700	690	730	720	750	770	750	720	700	710	720	820	870	870	860	880	885	902	922	942	959	975	988	1,000	1,009	1,017	1,025	1,033	1,041	1,049	1,056	1,064	1,071	1,078	1,084	204	23.2%	
Insurance & Pensions	380	370	350	300	260	210	170	140	130	130	140	130	120	130	150	170	160	157	159	161	165	168	171	174	176	177	178	179	179	180	180	180	180	180	180	10	6.1%	
Real Estate	250	250	280	300	320	330	310	340	390	410	470	490	540	570	520	570	589	600	611	621	630	638	646	655	663	670	678	685	692	698	705	711	718	724	731	161	28.2%	
Professional Services	1,670	1,710	1,840	1,890	1,890	1,900	1,850	1,950	2,080	2,030	2,040	1,990	2,090	2,060	2,140	2,350	2,426	2,460	2,500	2,537	2,573	2,609	2,644	2,678	2,706	2,733	2,758	2,784	2,809	2,833	2,857	2,880	2,902	2,925	2,948	598	25.4%	
Administrative & Supportive Services	2,540	2,630	2,760	2,780	2,840	2,800	2,650	2,720	2,840	2,760	2,680	2,500	2,130	1,980	1,980	1,990	2,003	2,022	2,057	2,093	2,125	2,158	2,186	2,211	2,230	2,248	2,264	2,280	2,295	2,309	2,323	2,337	2,351	2,365	2,377	387	19.5%	
Other Private Services	1,110	1,100	1,210	1,290	1,270	1,320	1,390	1,390	1,410	1,430	1,470	1,440	1,340	1,360	1,480	1,630	1,684	1,710	1,733	1,746	1,756	1,765	1,773	1,777	1,779	1,779	1,777	1,777	1,777	1,775	1,773	1,770	1,768	1,764	1,760	130	8.0%	
Public Administration & Defence	2,050	2,030	2,090	2,120	2,090	2,040	2,020	1,980	1,970	1,900	1,850	1,750	1,700	1,640	1,480	1,380	1,273	1,165	1,058	993	943	919	922	930	936	943	949	956	962	967	973	979	986	991	997	-383	-27.7%	
Education	3,620	3,510	3,390	3,560	3,520	3,660	3,870	4,020	3,980	4,150	4,170	4,180	4,510	4,490	4,250	4,220	4,186	4,186	4,209	4,245	4,281	4,320	4,361	4,408	4,457	4,511	4,569	4,631	4,696	4,762	4,833	4,903	4,976	5,048	5,121	901	21.3%	
Health	2,950	3,230	3,380	3,640	3,860	4,320	4,550	4,900	5,250	5,500	5,630	5,770	6,080	6,450	6,220	6,150	6,144	6,176	6,226	6,298	6,373	6,453	6,533	6,608	6,676	6,742	6,808	6,876	6,941	7,007	7,069	7,133	7,195	7,255	7,315			

Sector Promotion Scenario Outputs

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	Change 11 - 31	Change 11 - 31 %			
Agriculture, Forestry & Fishing	10	9	7	8	7	5	4	5	6	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	5	5	0	-7.1%				
Extraction & Mining	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%		
Food, Drink & Tobacco	50	60	70	80	90	110	110	110	110	100	100	80	70	60	50	50	50	50	50	50	50	60	60	60	60	60	60	60	60	60	60	50	50	50	50	0	0.0%			
Textiles & Clothing	100	100	100	100	110	120	130	150	170	200	200	210	220	230	260	290	270	260	240	220	200	180	160	140	130	110	90	80	70	60	50	40	30	20	10	-250	-96.6%			
Wood & Paper	10	10	10	10	10	20	20	20	20	20	20	10	10	10	10	10	10	10	9	9	8	8	8	7	7	7	6	6	6	5	5	5	4	4	4	4	-6	-58.0%		
Printing and Recorded Media	470	480	470	450	440	440	420	400	380	370	360	350	320	360	410	460	470	480	480	480	470	470	460	460	450	440	430	430	420	410	410	400	400	390	380	-30	-17.4%			
Fuel Refining	1	1	1	2	2	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-36.4%
Chemicals	100	110	100	100	90	90	80	70	60	50	40	30	20	10	9	6	4	3	3	3	3	4	4	4	4	4	3	3	3	3	3	2	2	2	2	-7	-63.2%			
Pharmaceuticals	440	450	420	390	370	350	320	280	250	220	170	120	70	40	20	10	10	9	8	9	10	10	10	10	10	10	10	9	9	8	8	7	7	6	6	-14	-40.0%			
Non-Metallic Products	420	440	450	440	440	420	380	340	300	290	260	230	180	160	150	150	150	150	150	150	160	160	160	160	160	150	150	150	140	140	140	140	140	130	130	-20	-13.3%			
Metal Products	230	240	250	240	240	230	220	210	210	210	210	220	210	210	210	220	220	220	220	220	210	210	210	200	200	200	190	190	180	180	170	170	170	160	160	-50	-27.3%			
Computer & Electronic Products	30	30	30	30	30	30	30	30	30	30	40	40	50	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	0	0.0%		
Machinery & Equipment	960	1,010	1,010	960	890	790	690	640	600	560	550	470	360	320	300	290	290	290	290	290	290	290	290	290	290	290	290	290	290	290	290	290	290	290	290	-10	0.0%			
Transport Equipment	30	30	30	30	30	30	20	20	20	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	0	0.0%		
Other Manufacturing	470	510	500	490	490	460	450	450	490	500	590	700	720	740	800	860	890	890	900	900	900	900	900	900	900	900	900	900	900	900	900	900	900	900	900	160	12.5%			
Utilities	30	40	40	40	50	60	90	100	120	150	160	180	190	230	230	230	230	230	240	240	250	250	260	260	270	270	280	280	290	290	300	300	310	310	320	90	39.1%			
Construction of Buildings	520	520	530	540	560	550	530	530	540	560	580	570	590	570	540	490	500	500	510	520	520	530	540	540	540	550	550	550	550	560	560	560	560	560	560	20	14.3%			
Civil Engineering	120	130	140	140	150	140	130	140	140	150	150	160	160	150	140	130	130	130	140	140	140	140	140	140	150	150	150	150	150	150	150	150	150	150	150	10	15.4%			
Specialised Construction Activities	1,240	1,210	1,240	1,250	1,330	1,320	1,360	1,400	1,410	1,470	1,570	1,660	1,560	1,510	1,400	1,330	1,290	1,290	1,300	1,310	1,310	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,310	1,310	1,310	1,300	1,290	1,290	-110	-3.0%				
Wholesale	2,870	2,870	2,980	2,940	2,960	3,030	2,980	3,000	3,010	2,960	3,020	3,010	2,810	2,900	2,900	2,970	2,990	3,030	3,060	3,070	3,080	3,080	3,080	3,080	3,070	3,060	3,050	3,040	3,030	3,020	3,010	3,000	2,990	2,980	2,970	70	0.0%			
Retail	6,070	6,230	6,330	6,350	6,640	6,820	6,730	6,760	6,700	6,490	6,590	6,670	6,390	6,240	6,090	6,240	6,250	6,280	6,320	6,330	6,340	6,350	6,350	6,350	6,340	6,330	6,310	6,300	6,290	6,280	6,260	6,240	6,230	6,210	6,190	100	-0.8%			
Land Transport, Storage & Post	980	940	1,010	1,000	1,020	1,090	1,080	1,010	1,020	1,030	1,010	1,030	970	970	990	1,020	1,000	1,000	1,010	1,010	1,010	1,010	1,010	1,020	1,020	1,020	1,020	1,020	1,030	1,030	1,030	1,030	1,030	1,030	1,030	40	1.0%			
Air & Water Transport	9	9	9	10	9	10	10	10	10	10	10	10	8	7	7	7	7	7	6	6	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	0	-4.3%		
Accommodation & Food Services	3,250	2,960	3,180	3,210	3,210	3,340	3,400	3,470	3,510	3,460	3,480	3,510	3,290	3,390	3,570	3,750	3,640	3,620	3,590	3,550	3,500	3,450	3,410	3,360	3,310	3,260	3,220	3,170	3,130	3,090	3,040	3,000	2,960	2,910	2,870	-700	-23.5%			
Recreation	810	820	920	960	1,030	1,050	1,130	1,120	1,150	1,210	1,230	1,210	1,060	1,040	1,230	1,220	1,210	1,220	1,220	1,230	1,230	1,230	1,230	1,230	1,230	1,230	1,220	1,220	1,210	1,210	1,200	1,200	1,190	1,190	-40	-2.5%				
Media Activities	590	660	590	560	550	620	650	560	520	510	530	470	420	400	420	400	421	432	444	453	461	469	475	481	487	492	497	502	508	514	519	525	530	536	542	122	35.4%			
Telecoms	60	60	70	80	80	80	90	80	80	80	90	90	90	90	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	0	0.0%			
Computing & Information Services	70	90	120	130	160	170	190	200	220	220	240	250	230	220	240	250	250	250	260	270	270	270	280	280	280	280	280	280	280	280	280	280	280	280	280	280	40	12.0%		
Finance	700	690	730	720	750	770	750	720	700	710	720	820	870	870	860	880	890	910	930	950	960	970	980	990	990	990	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	140	13.6%			
Insurance & Pensions	380	370	350	300	260	210	170	140	130	130	140	130	120	130	150	170	180	190	190	190	190	190	190	190	190	190	190	190	190	190	180	180	180	180	180	30	5.9%			
Real Estate	250	250	280	300	320	330	310	340	390	410	470	490	540	570	520	570	590	600	610	620	630	630	640	640	650	650	660	660	660	670	670	670	670	680	160	19.3%				
Professional Services	1,670	1,710	1,840	1,890	1,890	1,900	1,850	1,950	2,080	2,030	2,040	1,990	2,090	2,060	2,140	2,350	2,448	2,499	2,556	2,606	2,654	2,702	2,749	2,793	2,833	2,870	2,908	2,945	2,982	3,019	3,056	3,092	3,129	3,165	3,201	1,061	36.2%			
Administrative & Supportive Services	2,540	2,630	2,760	2,780	2,840	2,800	2,650	2,720	2,840	2,760	2,680	2,500	2,130	1,980	1,980	1,990	1,970	1,980	2,010	2,050	2,090	2,130	2,160	2,190	2,220	2,240	2,250	2,270	2,290	2,310	2,330	2,340	2,360	2,380	2,390	410	20.1%			
Other Private Services	1,110	1,100	1,210	1,290	1,270	1,320	1,390	1,390	1,410	1,430	1,470	1,440	1,340	1,360	1,480	1,630	1,670	1,690	1,710	1,720	1,730	1,730	1,730	1,730	1,730	1,720	1,710	1,700	1,700	1,700	1,690	1,680	1,670	1,660	180	1.8%				
Public Administration & Defence	2,050	2,030	2,090	2,120	2,090	2,040	2,020	1,980	1,970	1,900	1,850	1,750	1,700	1,640	1,480	1,380	1,270	1,180	1,080	1,030	980	960	970	980	980	990	990	1,000	1,000	1,010	1,020	1,020	1,030	1,040	1,050	-430	-23.9%			
Education	3,620	3,510	3,390	3,560	3,520	3,660	3,870	4,020	3,980	4,150	4,170	4,180	4,510	4,490	4,250	4,220	4,140	4,160	4,200	4,260	4,320	4,380	4,440	4,500	4,570	4,640	4,720	4,800	4,880	4,970	5,050	5,140	5,220	5,310	5,400	1,150	28.0%			
Health	2,950	3,230	3,380	3,640	3,860	4,320	4,550	4,900	5,250	5,500	5,630	5,770	6,080	6,450	6,220	6,150	6,110	6,160	6,210	6,290	6,370	6,450	6,530	6,610	6,680	6,750	6,820	6,890	6,960	7,020	7,090	7,160	7,220	7,290	7,350	1,130	19.5%			
Residential Care & Social Work	2,220	2,410	2,520	2,640	2,750	3,000	3,120	3																																

Increase Working Age Population Scenario Outputs

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	Change 11 - 31	Change 11 - 31 %		
Agriculture, Forestry & Fishing	10	9	7	8	7	5	4	5	6	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	1	-2.5%		
Extraction & Mining	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Food, Drink & Tobacco	50	60	70	80	90	110	110	110	110	100	100	80	70	60	50	50	53	53	53	53	53	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	53	3	5.0%
Textiles & Clothing	100	100	100	100	110	120	130	150	170	200	200	210	220	230	260	290	284	273	252	231	210	189	168	147	137	116	95	84	74	63	53	42	32	21	11	-250	-96.4%		
Wood & Paper	10	10	10	10	10	20	20	20	20	20	20	10	10	10	10	10	10	10	10	9	9	8	8	7	7	7	6	6	6	6	5	5	5	5	5	4	-6	-55.9%	
Printing and Recorded Media	470	480	470	450	440	440	420	400	380	370	360	350	320	360	410	460	494	504	504	504	494	494	483	483	473	462	452	441	431	431	420	420	410	399	-11	-13.3%			
Fuel Refining	1	1	1	2	2	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Chemicals	100	110	100	100	90	90	80	70	60	50	40	30	20	10	9	6	4	3	3	3	3	3	4	4	4	3	3	3	3	3	3	2	2	2	2	-7	-61.3%		
Pharmaceuticals	440	450	420	390	370	350	320	280	250	220	170	120	70	40	20	10	11	9	9	10	11	11	11	11	11	11	10	10	9	9	8	8	7	7	6	-14	-37.0%		
Non-Metallic Products	420	440	450	440	440	420	380	340	300	290	260	230	180	160	150	150	158	158	158	168	168	168	168	168	168	158	158	158	158	147	147	147	147	147	137	-14	-9.0%		
Metal Products	230	240	250	240	240	230	220	210	210	210	210	220	210	210	210	220	231	231	231	231	221	221	221	210	210	210	200	200	189	189	179	179	179	168	168	-42	-23.6%		
Computer & Electronic Products	30	30	30	30	30	30	30	30	30	30	40	40	50	60	60	60	63	63	63	63	63	63	53	53	53	53	53	42	42	42	42	42	42	42	42	-18	-30.0%		
Machinery & Equipment	960	1,010	1,010	960	890	790	690	640	600	560	550	470	360	320	300	290	294	284	273	273	273	263	263	252	242	231	231	221	210	200	200	189	179	179	168	-132	-42.1%		
Transport Equipment	30	30	30	30	30	30	20	20	20	20	10	10	10	10	10	10	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	1	5.0%	
Other Manufacturing	470	510	500	490	490	460	450	450	450	490	500	590	700	720	740	800	903	935	935	945	935	935	924	914	914	903	903	893	882	872	861	851	840	830	819	79	2.4%		
Utilities	30	40	40	40	50	60	90	100	120	150	160	180	190	230	230	200	242	242	252	252	263	263	273	273	284	284	294	294	305	305	315	315	326	326	336	106	46.1%		
Construction of Buildings	520	520	530	540	560	550	530	530	540	560	580	570	590	570	540	490	525	525	536	546	546	557	567	567	567	578	578	578	578	578	588	588	588	588	588	588	48	20.0%	
Civil Engineering	120	130	140	140	150	140	130	140	140	150	150	160	160	150	140	130	137	137	147	147	147	147	147	158	158	158	158	158	158	158	158	158	158	158	158	158	18	21.2%	
Specialised Construction Activities	1,240	1,210	1,240	1,250	1,330	1,320	1,360	1,400	1,410	1,470	1,570	1,660	1,560	1,510	1,400	1,330	1,355	1,355	1,365	1,376	1,376	1,386	1,386	1,386	1,386	1,386	1,386	1,386	1,376	1,376	1,376	1,365	1,365	1,355	1,355	-46	1.8%		
Wholesale	2,870	2,870	2,980	2,940	2,960	3,030	2,980	3,000	3,010	2,960	3,020	3,010	2,810	2,900	2,900	2,970	3,140	3,182	3,213	3,224	3,234	3,234	3,234	3,234	3,234	3,224	3,213	3,203	3,192	3,182	3,171	3,161	3,150	3,140	3,129	3,119	219	5.0%	
Retail	6,070	6,230	6,330	6,350	6,640	6,820	6,730	6,760	6,700	6,490	6,590	6,670	6,390	6,240	6,090	6,240	6,563	6,594	6,636	6,647	6,657	6,668	6,668	6,668	6,668	6,657	6,647	6,626	6,615	6,605	6,594	6,573	6,552	6,542	6,521	6,500	410	4.2%	
Land Transport, Storage & Post	980	940	1,010	1,000	1,020	1,090	1,080	1,010	1,020	1,030	1,010	1,030	970	970	990	1,020	1,050	1,050	1,061	1,061	1,061	1,061	1,061	1,071	1,071	1,071	1,071	1,071	1,082	1,082	1,082	1,082	1,082	1,082	1,082	92	6.0%		
Air & Water Transport	9	9	9	10	9	10	10	10	10	10	10	10	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	0	0.4%	
Accommodation & Food Services	3,250	2,960	3,180	3,210	3,210	3,340	3,400	3,470	3,510	3,460	3,480	3,510	3,290	3,390	3,570	3,750	3,822	3,801	3,770	3,728	3,675	3,623	3,581	3,528	3,476	3,423	3,381	3,329	3,287	3,245	3,192	3,150	3,108	3,056	3,014	-557	-19.6%		
Recreation	810	820	920	960	1,030	1,050	1,130	1,120	1,150	1,210	1,230	1,210	1,060	1,040	1,230	1,220	1,260	1,271	1,281	1,281	1,292	1,292	1,292	1,292	1,292	1,292	1,281	1,281	1,271	1,271	1,260	1,260	1,250	1,250	20	2.4%			
Media Activities	590	660	590	560	550	620	650	560	520	510	530	470	420	400	420	400	441	452	462	473	483	494	504	504	515	515	515	525	525	525	536	536	546	546	126	36.5%			
Telecoms	60	60	70	80	80	80	90	80	80	80	90	90	90	90	100	100	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	5	5.0%	
Computing & Information Services	70	90	120	130	160	170	190	200	220	220	240	250	230	220	240	250	263	263	273	284	284	294	294	294	294	294	294	294	294	294	294	294	294	294	294	294	54	17.6%	
Finance	700	690	730	720	750	770	750	720	700	710	720	820	870	870	860	880	935	956	977	998	1,008	1,019	1,029	1,040	1,040	1,040	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	190	19.3%	
Insurance & Pensions	380	370	350	300	260	210	170	140	130	130	140	130	120	130	150	170	189	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	189	189	189	39	11.2%		
Real Estate	250	250	280	300	320	330	310	340	390	410	470	490	540	570	520	570	620	630	641	651	662	662	672	672	683	683	683	693	693	704	704	704	704	714	194	25.3%			
Professional Services	1,670	1,710	1,840	1,890	1,890	1,900	1,850	1,950	2,080	2,030	2,040	1,990	2,090	2,060	2,140	2,350	2,541	2,573	2,625	2,667	2,699	2,741	2,783	2,825	2,856	2,888	2,919	2,951	2,982	3,014	3,045	3,077	3,098	3,129	3,161	1,021	34.5%		
Administrative & Supportive Services	2,540	2,630	2,760	2,780	2,840	2,800	2,650	2,720	2,840	2,760	2,680	2,500	2,130	1,980	1,980	1,990	2,069	2,079	2,111	2,153	2,195	2,237	2,268	2,300	2,331	2,352	2,363	2,384	2,405	2,426	2,447	2,457	2,478	2,499	2,510	530	26.1%		
Other Private Services	1,110	1,100	1,210	1,290	1,270	1,320	1,390	1,390	1,410	1,430	1,470	1,440	1,340	1,360	1,480	1,630	1,754	1,775	1,796	1,806	1,817	1,817	1,817	1,817	1,817	1,806	1,806	1,796	1,785	1,785	1,775	1,764	1,764	1,754	1,743	263	6.9%		
Public Administration & Defence	2,050	2,030	2,090	2,120	2,090	2,040	2,020	1,980	1,970	1,900	1,850	1,750	1,700	1,640	1,480	1,380	1,334	1,239	1,134	1,082	1,029	1,008	1,019	1,029	1,029	1,029	1,040	1,040	1,050	1,061	1,071	1,071	1,082	1,092	1,103	-378	-20.1%		
Education	3,620	3,510	3,390	3,560	3,520	3,660	3,870	4,020	3,980	4,150	4,170	4,180	4,510	4,490	4,250	4,220	4,347	4,368	4,410	4,473	4,536	4,599	4,662	4,725	4,799	4,872	4,956	5,040	5,124	5,219	5,303	5,397	5,481	5,576	5,670	1,420	34.4%		
Health	2,950	3,230	3,380	3,640	3,860	4,320	4,550	4,900	5,250	5,500	5,630	5,770	6,080	6,450	6,220	6,150	6,416	6,468	6,521	6,605	6,689	6,773	6,857	6,941	7,014	7,088	7,161	7,235	7,308	7,371	7,445	7,518	7,581	7,655	7,718	1,498	25.5%		
Residential																																							

Synthesis Forecast Outputs

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	Change 11 - 31	Change 11 - 31 %	
Agriculture, Forestry & Fishing	10	9	7	8	7	5	4	5	6	6	6	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	1	-4.8%		
Extraction & Mining	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Food, Drink & Tobacco	50	60	70	80	90	110	110	110	110	100	100	80	70	60	50	50	51	51	51	51	51	62	62	62	62	62	62	62	62	62	62	62	51	51	51	51	1	2.5%
Textiles & Clothing	100	100	100	100	110	120	130	150	170	200	200	210	220	230	260	290	277	267	246	226	205	185	164	144	133	113	92	82	72	62	51	41	31	21	10	-250	-96.5%	
Wood & Paper	10	10	10	10	10	20	20	20	20	20	20	10	10	10	10	10	10	9	9	8	8	8	7	7	7	7	6	6	6	5	5	5	5	5	5	4	-6	-57.0%
Printing and Recorded Media	470	480	470	450	440	440	420	400	380	370	360	350	320	360	410	460	482	492	492	482	482	472	472	461	451	441	431	420	420	410	410	400	390	-21	-15.3%			
Fuel Refining	1	1	1	2	2	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chemicals	100	110	100	100	90	90	80	70	60	50	40	30	20	10	9	6	4	3	3	3	3	4	4	4	4	3	3	3	3	3	3	2	2	2	2	-7	-62.2%	
Pharmaceuticals	440	450	420	390	370	350	320	280	250	220	170	120	70	40	20	10	10	9	9	9	10	10	10	10	10	10	10	9	9	8	8	7	7	7	7	6	-14	-38.5%
Non-Metallic Products	420	440	450	440	440	420	380	340	300	290	260	230	180	160	150	150	154	154	154	164	164	164	164	164	164	154	154	154	144	144	144	144	144	133	-17	-11.2%		
Metal Products	230	240	250	240	240	230	220	210	210	210	210	220	210	210	210	220	226	226	226	226	215	215	215	205	205	205	195	195	185	185	174	174	174	164	164	-46	-25.5%	
Computer & Electronic Products	30	30	30	30	30	30	30	30	30	30	40	40	50	60	60	60	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	2	2.5%
Machinery & Equipment	960	1,010	1,010	960	890	790	690	640	600	560	550	470	360	320	300	290	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	297	-3	2.5%	
Transport Equipment	30	30	30	30	30	30	20	20	20	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	0	2.5%
Other Manufacturing	470	510	500	490	490	460	450	450	490	500	590	700	720	740	800	882	912	912	923	923	923	923	923	923	923	923	923	923	923	923	923	923	923	923	923	183	15.3%	
Utilities	30	40	40	40	50	60	90	100	120	150	160	180	190	230	230	230	236	246	246	256	256	267	267	277	277	277	287	287	297	297	308	308	318	318	328	98	42.6%	
Construction of Buildings	520	520	530	540	560	550	530	530	540	560	580	570	590	570	540	490	513	513	523	533	533	543	554	554	554	564	564	564	564	574	574	574	574	574	574	34	17.1%	
Civil Engineering	120	130	140	140	150	140	130	140	140	150	150	160	160	150	140	130	133	133	144	144	144	144	144	154	154	154	154	154	154	154	154	154	154	154	154	14	18.3%	
Specialised Construction Activities	1,240	1,210	1,240	1,250	1,330	1,320	1,360	1,400	1,410	1,470	1,570	1,660	1,560	1,510	1,400	1,330	1,322	1,322	1,333	1,343	1,343	1,353	1,353	1,353	1,353	1,353	1,353	1,343	1,343	1,343	1,333	1,333	1,322	1,322	-78	-6.6%		
Wholesale	2,870	2,870	2,980	2,940	2,960	3,030	2,980	3,000	3,010	2,960	3,020	3,010	2,810	2,900	2,900	2,970	3,065	3,106	3,137	3,147	3,157	3,157	3,157	3,157	3,147	3,137	3,126	3,116	3,106	3,096	3,085	3,075	3,065	3,055	3,044	144	2.5%	
Retail	6,070	6,230	6,330	6,350	6,640	6,820	6,730	6,760	6,700	6,490	6,590	6,670	6,390	6,240	6,090	6,240	6,406	6,437	6,478	6,488	6,499	6,509	6,509	6,509	6,499	6,488	6,468	6,458	6,447	6,437	6,417	6,396	6,386	6,365	6,345	255	1.7%	
Land Transport, Storage & Post	980	940	1,010	1,000	1,020	1,090	1,080	1,010	1,020	1,030	1,010	1,030	970	970	990	1,020	1,025	1,025	1,035	1,035	1,035	1,035	1,035	1,046	1,046	1,046	1,046	1,046	1,056	1,056	1,056	1,056	1,056	1,056	66	3.5%		
Air & Water Transport	9	9	9	10	9	10	10	10	10	10	10	10	8	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	0	-2.0%
Accommodation & Food Services	3,250	2,960	3,180	3,210	3,210	3,340	3,400	3,470	3,510	3,460	3,480	3,510	3,290	3,390	3,570	3,750	3,731	3,711	3,680	3,639	3,588	3,536	3,495	3,444	3,393	3,342	3,301	3,249	3,208	3,167	3,116	3,075	3,034	2,983	2,942	-628	-21.6%	
Recreation	810	820	920	960	1,030	1,050	1,130	1,120	1,150	1,210	1,230	1,210	1,060	1,040	1,230	1,220	1,230	1,240	1,251	1,251	1,261	1,261	1,261	1,261	1,261	1,261	1,251	1,251	1,240	1,240	1,230	1,230	1,220	1,220	-10	0.0%		
Media Activities	590	660	590	560	550	620	650	560	520	510	530	470	420	400	400	432	443	455	465	473	480	487	493	499	504	510	515	521	526	532	538	543	549	555	135	38.8%		
Telecoms	60	60	70	80	80	80	90	80	80	80	90	90	90	90	100	100	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	103	3	2.5%
Computing & Information Services	70	90	120	130	160	170	190	200	220	220	240	250	230	220	240	250	256	256	267	277	277	277	287	287	287	287	287	287	287	287	287	287	287	287	287	287	47	14.8%
Finance	700	690	730	720	750	770	750	720	700	710	720	820	870	870	860	880	912	933	953	974	984	994	1,005	1,015	1,015	1,015	1,025	1,025	1,025	1,025	1,025	1,025	1,025	1,025	1,025	1,025	165	16.5%
Insurance & Pensions	380	370	350	300	260	210	170	140	130	130	140	130	120	130	150	170	185	195	195	195	195	195	195	195	195	195	195	195	195	195	185	185	185	185	185	35	8.5%	
Real Estate	250	250	280	300	320	330	310	340	390	410	470	490	540	570	520	570	605	615	625	636	646	646	656	656	666	666	666	677	677	677	687	687	687	687	697	177	22.3%	
Professional Services	1,670	1,710	1,840	1,890	1,890	1,900	1,850	1,950	2,080	2,030	2,040	1,990	2,090	2,060	2,140	2,350	2,509	2,562	2,620	2,672	2,720	2,770	2,818	2,863	2,904	2,942	2,980	3,019	3,057	3,095	3,132	3,170	3,207	3,244	3,281	1,141	39.6%	
Administrative & Supportive Services	2,540	2,630	2,760	2,780	2,840	2,800	2,650	2,720	2,840	2,760	2,680	2,500	2,130	1,980	1,980	1,990	2,019	2,030	2,060	2,101	2,142	2,183	2,214	2,245	2,276	2,296	2,306	2,327	2,347	2,368	2,388	2,399	2,419	2,440	2,450	470	23.1%	
Other Private Services	1,110	1,100	1,210	1,290	1,270	1,320	1,390	1,390	1,410	1,430	1,470	1,440	1,340	1,360	1,480	1,630	1,712	1,732	1,753	1,773	1,773	1,773	1,773	1,773	1,773	1,763	1,753	1,743	1,733	1,722	1,722	1,712	1,712	1,702	222	4.4%		
Public Administration & Defence	2,050	2,030	2,090	2,120	2,090	2,040	2,020	1,980	1,970	1,900	1,850	1,750	1,700	1,640	1,480	1,380	1,302	1,210	1,107	1,056	1,005	984	994	1,005	1,005	1,015	1,015	1,025	1,025	1,035	1,046	1,046	1,056	1,066	1,076	-404	-22.0%	
Education	3,620	3,510	3,390	3,560	3,520	3,660	3,870	4,020	3,980	4,150	4,170	4,180	4,510	4,490	4,250	4,220	4,244	4,264	4,305	4,367	4,428	4,490	4,551	4,613	4,684	4,756	4,838	4,920	5,002	5,094	5,176	5,269	5,351	5,443	5,535	1,285	31.2%	
Health	2,950	3,230	3,380	3,640	3,860	4,320	4,550	4,900	5,250	5,500	5,630	5,770	6,080	6,450	6,220	6,150	6,263	6,314	6,365	6,447	6,529	6,611	6,693	6,775	6,847	6,919	6,991	7,062	7,13									