

East Devon New Community - Cranbrook

**Employment and Retail
Strategy**

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1 Introduction

- 1.1 This strategy is prepared pursuant to the resolutions of East Devon District Council Development Control Committee in respect of the new community applications 03/P1900/00791 wherein the District Council resolved to grant consent for the new community proposals as set out in the application documentation subject to the submission and approval of a number of strategies to include a “Employment and Retail Provision Strategy”.
- 1.2 The Employment and Retail Provision Strategy has been prepared in accordance with the brief agreed with the District Council. It is informed by commercial advice provided by Alder King, and is prepared jointly with Alder King. It is also informed by, and informs, the Strategic Design Guide that has been prepared for the new community.
- 1.3 The task of this document is to outline a strategy for the deliverability of the key employment and town centre elements of the new community proposals having regard to the sustainability principles and renewable energy objectives contained within the Sustainability Strategy. It also addresses matters such as phasing drawing upon the Phasing Strategy that has also been prepared for the approval of the Local Planning Authority. As such the Strategy informs the finalisation of section 106 provisions in relation to the application insofar as these provisions address town centre and employment provision. In the event of any differences between the strategy and the section 106 agreement, the provisions of the section 106 agreement shall take precedence.
- 1.4 Whilst general consideration has been given to the capacity of the town and local centre to accommodate the commercial elements of the application proposals, matters of detailed design are to be set out in a design code for the town centre area. The role of the town centre design code is explained in the delivery strategy described below. The town centre design code will be agreed with EDDC prior to the commencement of development of buildings within the town centre. Detailed phasing issues in relation to elements within the town centre will be addressed in the detailed code.
- 1.5 Through the strategy, whilst the principle of early provision is to be encouraged where possible, this should not be at the expense of compromising quality thresholds for instance by encouraging too many lower value uses that may be the only commercially deliverable developments at lower population thresholds. A key objective of the strategy is to ensure the quality of development and this will require a

number of measures including flexibility and careful consideration of the timing of the release of sites for development.

- 1.6 As a footnote to this introduction, it should be borne in mind that at the time of drafting this Strategy the Cranbrook scheme has been under discussion, design and conceptual development for a number of years. Marketing, albeit at an embryonic stage, and of course subject to formalisation of the processes as outlined herein, is underway. As documented, below, serious and credible expressions of interest have already been forthcoming from both the commercial and retail sectors. These, combined with the “certainty” of the “services and facilities” elements of the development, give a high degree of confidence that the employment generation targets and the sustainability benefits that will flow from this can and will be secured.

2 Summary of Employment Provision within the New Community

- 2.1 Employment within Cranbrook may be summarised within four broad categories:
- employment arising from those working from, or based at, home (not live work units);
 - employment generated by the services and facilities within the new community. This includes employment located in built facilities, whether publicly or privately provided. Such facilities include the two primary schools, the secondary school, the multi-purpose community building and the administration building, and will also include any publicly or privately provided health facilities and care facilities for young and old, and nursery provision, by way of example. Cranbrook will in addition generate employment opportunities arising from the delivery of services outwith the provision made for specific built facilities. This includes, for example, employment in social services and in landscape management;
 - employment in the town's retail and related facilities; and
 - employment in purpose built space for employment uses.
- 2.2 Nor should it be forgotten that Cranbrook will result in significant additional employment in and beyond the new community consequent upon the multiplier effects of the future resident population.
- 2.3 Equally, significant employment opportunities exist already, locally at the Lodge Trading Estate and Hungry Fox Estate and, in particular, at the airport and on the eastern fringes of Exeter. Provision for a substantial growth in employment is also made at:
- the intermodal rail freight terminal;
 - the Skypark development;
 - the proposed Science Park; and
 - Exeter airport.
- 2.4 Existing local leisure facilities such as the Hungry Fox and the Jack in the Green pub will provide a range of facilities, both at the outset of development but also throughout each subsequent phase. Nevertheless there is demand for additional pubs/restaurants within Cranbrook for which provision will be made in the town centre design code.

3 The Application Proposals

- 3.1 Focussing employment and retail in the town centre is a deliberate design approach recognising that:
- the town centre is the most accessible location in the town centre including on foot;
 - the town centre is of considerable size and that every effort should be made to focus activity there to ensure its vitality;
 - the employment is to assist in creating a true mixed use form of development.
- 3.2 The dispersal of employment throughout the new community is a secondary priority and should not detract from the opportunity to establish vibrant town and neighbourhood centres in the locations chosen for their immediate accessibility to the rest of the town. Equally there is no reason why more dispersed employment elements should not come forward through reserved matters or full applications.
- 3.3 No specific provision is made within the application proposals for those working at home or based at home. Generally no specific provision needs to be made to accommodate this category of employment. The demand for such specific forms of provision is very limited and unpredictable, and is capable of being delivered within the existing planning policies of the East Devon Local Plan.
- 3.4 The description of development that will form part of the planning consent provides for the grant of outline planning permission for community and leisure uses and, specifically, for 2 primary schools and a secondary school. The section 106 agreement secures the delivery of such facilities.:
- 3.5 With regard to the provision of opportunities for employment in retail and commercial uses, provision is made within the application for a town centre and a local centre.
- 3.6 Within the town and local centre, the application seeks consent for:
- up to 17,500 metres of employment floorspace;
 - up to 6,700 square metres of retail floorspace (Use Classes A1, A2 and A5);
 - A3 and A4 uses; with
 - such uses coupled with residential uses.
- 3.7 The application proposals do not set out specific floorspace provisions for specific employment use class categories. The figures are expressed in terms of gross floor areas and it is anticipated, as part of the vision for mixed use centres at the heart of

the new community, that as well as the town centre, the neighbourhood centre could provide some employment opportunities.

- 3.8 It is estimated within the planning application documentation that the Cranbrook proposals could provide between 1,050 and 1,200 jobs not including employment at, or based from, home. The work in preparing the employment strategy has confirmed the deliverability of those estimates. Based upon the employment densities typically achieved in different forms of employment floorspace the illustrative employment range set out below results in an estimation of jobs, also as set out below.

	Floorspace	Sq.m ¹ . per job	Jobs
General Office (B1)	14,000 sq. metres	16-19	700-830
Small Business/ workshops/general industry	3,500 sq. metres	29-34	100-115
Education			120
Retail	6,700	20 ²	200-250
Other community leisure			
Total			Circa 1200

¹ Gross internal floorspace

² Net Internal Floorspace

4 Capacity of the Town Centre

- 4.1 The form and scale of the town centre as prescribed by the application proposals anticipates a larger range of facilities than is necessary for the application proposals for 2,900 dwellings. It takes into account of the anticipated expansion of Cranbrook beyond the application proposals for 2,900 dwellings. However, through the effective management of the parcelisation strategy set out below, the owners intend that, where appropriate, land within the town centre be safeguarded to provide retail opportunity at a later stage. Further future proofing and provision for employment and retail provision associated with a larger Cranbrook would result from the provision of a second neighbourhood centre and additional employment allocations as specific elements of any expansion plans beyond the current application. The expansion of the town does not therefore depend upon the capacity of the town centre.
- 4.2 Neither the total floorspace actually provided, nor the detailed mix of uses within the centre, can be prescribed at the commencement of the planning process or in the planning permission. These can only be determined in the light of the detailed development responses to the briefs offered to the market. Such responses will reflect commercial viability and values and the responses to the design benchmarks and criteria that will form important elements of the marketing process.
- 4.3 However a vision for the town centre has been established in the Strategic Design Guide. The vision is of a mixed use and vibrant town centre focussed around a high street that will be implemented incrementally.
- 4.4 The development assumptions are that:
- all retail development is on the ground floor;
 - commercial offices are developed primarily over 3 floors;
 - any hotel development would comprise up to four storeys;
 - generally, but not exclusively, flats and office employment be delivered over shops;
 - the town centre will also include purely residential parcels with town houses or apartment blocks built to high densities around 60 dph or as defined in codes and balancing the range of flats and apartments over shops; and
 - shared parking provision.

- 4.5 The provision made will meet the needs of the new community. The aspiration is that Cranbrook should function as an Area Centre meeting wider needs and it will be the case that the town centre will play a role in this regard.

5 Capacity of the Neighbourhood Centre

- 5.1 Specific provision is made for a neighbourhood centre to the west of Rockbeare Stream and in the first phase of the development of Cranbrook. It comprises some 0.6 hectares. The centre is located adjacent to the primary school and is expected to benefit from shared parking within the public realm which will form part of the neighbourhood centre. .
- 5.2 The neighbourhood centre is proposed to accommodate:
- approximately some 1,000 square metres of A1-A5 retail development; and
 - a multi-purpose community building providing for the needs of the local community and local community groups. Subject to detailed design and funding, it is intended that the uses within the multi-purpose community building will change over time and may include, medical or other uses.
- 5.3 Provision will be made for a quality convenience store of some 450 square metres plus 3-6 additional retail units. In terms of the development form it is anticipated that the neighbourhood centre be constructed on three floors. To maximise the potential of such space and to encourage its early delivery it is envisaged that residential uses should be encouraged on two upper floors, although commercial uses should not be ruled out.
- 5.4 Initial suggestions that a public house might be accommodated within this part of the development are not supported by the commercial analysis or the evidence of critical mass in other locations. An initial public house, of an appropriate quality, would find it difficult to compete with the existing establishments such as the Jack in the Green. This is an example where provision at too early a stage in the development process would be unlikely to yield the quality of development that is sought.
- 5.5 Care will need to be taken to ensure that the neighbourhood centre does provide appropriate and prominent (from the street) car parking. This will be addressed through an appropriate application for reserved matters approval.

6 Conclusions of Commercial Assessment and of Commercial Risks

- 6.1 An assessment has been undertaken of, known demand in the region from national end users, but also appropriate regionally based businesses, which are likely to be attracted to open further branches or extend their facilities to this location. This in effect forms an initial market testing exercise, and suggests sufficient potential to deliver both those retail and employment elements proposed within the application, and further elements at a later stage.
- 6.2 The application proposes an amount of employment floorspace that is commensurate with the Council's employment policies in the East Devon Local Plan. This results in significant employment levels being proposed, in addition to that envisaged at Skypark, the intermodal rail freight terminal, Exeter airport and at the Science Park. The work completed in this strategy suggests that the employment forecasts within the environmental statement are achievable and that there may be potential within the floorspace provided within the application for job creation in excess of such estimates.
- 6.3 Commercial advice sought in preparing this strategy suggests that over the life of Cranbrook, commercial expectations are such that the provision of the floorspace proposed in the application may be achieved. Such advice is that the new community will present attractive employment opportunities. In particular this is likely to come from B1 office type developments required to meet the office requirements of growing or relocating public services, and of the private sector.
- 6.4 A profile with significant office based employment offers a number of advantages:
- higher levels of employment provision to help underpin the sustainability strategy for Cranbrook;
 - higher and more concentrated employment levels close to the town centre helping to underpin the range of facilities sought in the centre;
 - a broad range of employment, of various skill levels and offering part time opportunities; and
 - a significant contribution to the needs of the employment market as identified in the Exeter Sub-region.
- 6.5 In particular Cranbrook will present a unique employment opportunity for potential employers and employees because of the benefits offered not only by the high quality landscape but because of the opportunities for synergy and interaction that arise from the location of employment close to the town centre and all the facilities located therein. The availability of public transport and local facilities is likewise attractive to

the market and is proposed to form an important part of the marketing strategy. It is likely to be attractive to employers that would not consider more traditional business park developments (with a narrower range of uses) to meet their needs.

- 6.6 It is worth noting the local commercial competitor developments which could in theory pose a threat to this aspect of the Employment Strategy. These being:
- the intermodal rail freight terminal
 - the Skypark development
 - the proposed Science Park.

Advice received from Alder King has to date indicated that the commercial organisations that have expressed an interest in the Cranbrook scheme (see below) have done so on the basis of the proximity of the retail and indeed residential components of the wider development.

- 6.7 In particular, on the basis of current knowledge, it is considered that there is potential for:
- two sites to be made available for single user public or private sector developments of potentially 3,000 - 4,000 sq.m.;
 - provision for medium or smaller scale offices constructed for the local market, in a manner consistent with some recent campus style developments, except that these would be constructed in the town centre sharing public areas and potentially car parking; and
 - opportunities for small scale businesses in serviced office accommodation either by the public or private sector.

- 6.8 Demand is not of the same scale for workshop or small industrial units. Nevertheless some provision may beneficially be made for small workshop units. These typically range in size from 20 to 100 sq. metres. Given this size range it is not likely therefore, that the provision of significant number of such units is likely to contribute a large proportion of the overall total of employment floorspace in Cranbrook. Frequently such units are provided by the public sector. Such units will need to be carefully located. They are likely to be both for sale and for rent and may be accommodated within the rear courtyards and/or edges of the town centre blocks as would be typical in a more traditional town centre.

- 6.9 With regard to retail development, demand has been identified for:
- in the first instance the neighbourhood centre at the western end of the development; and subsequently
 - a supermarket of some 3,500 sq. metres gross in the town centre..

- 6.10 There is likely to be demand for an initial phase of additional units to be delivered at the same time as the supermarket. Such units will vary upwards from a minimum size of say 60 sq. metres (gross). It is unclear how many units could be supported at this stage and this will depend in part on the timing of the marketing arrangements. The S106 addresses the delivery of a limited number of such units. The presentation of such units to the market as part of a mixed use scheme (with residential uses on upper floors) is likely to enhance the commercial attractiveness of the development and there are increasing examples of such developments being delivered.
- 6.11 In developing this strategy the question has been raised as to the compatibility of the neighbourhood and town centres. Concern has been expressed that the viability of the neighbourhood centre will be compromised by the town centre. The advice from Alder King is that this will not be the case. The view held is that the two forms of retailing are distinct. They will have appropriate differentials in rental levels and the neighbourhood centre facility will prove robust as a result of its location on the Main Local Route and within an immediate catchment of approximately 1,000 dwellings. These factors will of themselves ensure viability. To endorse this view, there are numerous examples of similar "relationships" be found to be working on completed developments including for instance at Clyst St Mary, the Haydon sector in Swindon, and Bradley Stoke, Bristol. Moreover, strong interest has been expressed in the Cranbrook neighbourhood centre by a number of developers specialising in local centre development. There is the strong prospect of its early delivery.
- 6.12 As Cranbrook grows, and as the commitment to expansion is confirmed, then there is likely to be a demand for additional phases of retail development within the town centre, offering more opportunities for comparison retailing.
- 6.13 Opportunities for other types of development: hotel development, public houses and commercial leisure (e.g health clubs) are likely to exist in the new community although in new developments elsewhere, demand for these has proved unpredictable. Delivery of such uses should be facilitated by the employment and town centre strategy, although care is necessary to ensure that the strategy is not dependent upon their delivery.
- 6.14 The above summary, coupled with an expanding service sector moving eastward from Exeter has clearly illustrated ongoing demand for the proposed employment facilities at Cranbrook.

7 Delivery

Introduction

7.1 There are a number of important principles to be followed in the delivery strategy. These may be summarised as follows:

- whilst the principle of early provision is to be encouraged where possible, this should not be at the expense of compromising quality thresholds by encouraging too many of the lower value uses that may be the only commercially deliverable developments at lower population thresholds;
- the strategy itself needs to be flexible and take account of fluctuations in market demand and trends;
- the strategy needs to be flexible in allowing for the planned growth of the town centre in particular beyond the completion of the 2,900 dwellings for which permission is presently sought;
- in relation to retail development the strategy needs in particular to take account of the population thresholds required to stimulate commercial demand;
- the strategy should promote, through the identification of appropriate uses within the town centre and within each parcel, the principles of more intensive and mixed use forms of development;
- given the likely period of implementation, extending beyond the current planning application, the strategy should seek to introduce temporary uses and an appropriate management strategy to address spaces that will for significant period remain undeveloped.

As previously noted, the commercial and retail elements of the development are already attracting expressions of interest. Details of these organisations are included at Appendix 3, below.

Parcelisation

7.2 The strategy is best secured by making available key parcels of land to the market within which the following are prescribed:

- minimum expectations in terms of the amount of commercial, retail and residential use to be delivered; and
- clear design parameters to be satisfied to secure purchase of the site and detailed planning approval from EDDC.

7.3 Purchasers of the sites will generally need to secure separate reserved matters or detailed planning approvals and must, therefore, comply with the detailed design code for the town or neighbourhood centre.

- 7.4 The relationship of the development proposed to that of adjoining blocks is to be established through the town centre design code and will be clear prior to detailed planning approvals. The marketing of town centre sites will form part of the market testing for the detailed town centre code and will inform the preparation of the code. The commencement of development of town centre sites will not generally precede the preparation of the code,
- 7.5 Sites will be made available as serviced parcels fit for purpose. Parcels will be made available on commercial terms.
- 7.6 The mix of uses proposed within the town and neighbourhood centre within the application proposals is intended to establish vital and viable centres thriving in part as a consequence of their mixed uses and characters. This is captured in the Strategic Design Guide and, in general, individual parcels or blocks within the town centre will also comprise a mix of uses. The mix in each block will be spelt out in the detailed town centre code. Wherever appropriate, sites within the town centre will be made available to the market as mixed use developments. Generally opportunities will be promoted to secure residential or commercial uses on the upper floors of premises. Nevertheless there will be instances, such as the provision of sites for large scale and single users (such as larger office occupiers or a supermarket), and for higher density residential development in the town centre, where the mixed use approach within an individual site is not appropriate, although such sites will contribute significantly to a mix of uses in the town centre as a whole.

Phasing

- 7.7 The Employment and Retail Strategy is closely related to the phasing strategy for Cranbrook as a whole. The phasing strategy provides for:
- the development of the western part of the new community to provide a total of some 1,000 plus dwellings west of the Rockbeare Stream;
 - the subsequent but overlapping development of land to the east of the Rockbeare Stream including elements of the town centre.
- 7.8 The phasing strategy has been based upon the potential trigger points for servicing of the commercial development and recognises commercial advice that the population threshold for the delivery of the principal retail elements of the town centre is not likely to be achieved until around the 1500th dwelling. However, in the period prior to this threshold being achieved, it is anticipated the neighbourhood centre to the west of the Rockbeare Stream will provide for the day to day needs of the residents.

- 7.9 The Employment and Retail Strategy does however need to reflect the lead-in time to secure such development and will require the marketing of land and development opportunities in a timely fashion.

Securing Implementation

- 7.10 In order to encourage the implementation of development proposals successfully offered to the market, disposal of sites are likely to include licenses to build which would be time limited. Should development not proceed within the licence period, the land would be returned to the vendor.
- 7.11 Having taken advice from Alder King the applicants have agreed within the S106 Agreement to address the provision of a limited amount of retail floorspace in the town centre. It is the further advice of Alder King that the floor space within the town centre and neighbourhood centre comprises a commercially viable proposition.

Proposed Strategy

Neighbourhood Centre

- 7.12 Prior to the commencement of the development of the new community the neighbourhood centre will be marketed on the basis of the capacity assessment set out above and the emerging design code principles for that phase of the development, to deliver up to approximately 1,000 sq metres of retail floorspace including a convenience store (probably some 450 sq. metres) plus a multi-purpose community building. Detailed arrangements for the procurement of the neighbourhood centre and multi-purpose building will be discussed with the District Council although it is anticipated that the development could be marketed as one parcel.
- 7.13 Preliminary proposals for the layout and general arrangement of the neighbourhood centre have already been prepared and discussed with the District and County Councils in order to develop an understanding of the architectural and commercial requirements. These are being developed and refined in the light of commercial advice and will be included within the Phase 1 design code required as part of the outline consent for Cranbrook.
- 7.14 The marketing of the site may, where applicable, include the requirement to make provision in residential accommodation on two or three additional floors (including

affordable housing to be provided either for sale or for rent or leased to an appropriate registered social landlord).

- 7.15 A multi-purpose community building will be provided to a design agreed with the District Council, procured by the developer, and completed by the 150th dwelling.
- 7.16 Interest to date in the neighbourhood centre has been received from a number of organisations. Alder King remain in regular contact with a range of local centre developers but also the following operators: Stop and Shop, Tesco Express, Spar, Londis, Local & CTN, Dixons, One-Stop Community Stores, Costcutter and Co-op. An appropriate short list will be invited to submit formal proposals in the near future as and when details of the marketing strategy and bidding documents have been finalised. Section 8, below, address the marketing processes in greater detail.

Town Centre

- 7.17 Subject to the confirmation of the phasing arrangements within the Town Centre, sites within the town centre south of the Main Local Route will be offered to the market initially, in whole or in part, to be available for construction upon the provision of appropriate access as a result of the delivery of that part of the Main Local Route by the developers or through the provision of access direct from the C832. The release of such sites will seek to achieve:
- a supermarket of some 3,500 sq. metres (gross);
 - an additional 500 square metres of retail space (gross) fronting the Main Local Route,
 - 1,500 sq metres of B1 office employment including workshops;
 - residential on 2 or 3 floors above those retail elements fronting the Main Local Route.
- 7.18 It is anticipated that the construction of the Main Local Route in the town centre will be in phases. Provision for on street and other shared and public parking will be made within the public realm. Subject to more detailed articulation of the parking strategy and the design guidance it is anticipated that such parking will be transferred to the Town Council and may, in time, provide an income stream for that authority.
- 7.19 Whilst this cannot be a commitment, on this basis it is envisaged that the delivery of approximately three quarters of the planned provision of retail floorspace will be achieved potentially halfway through the development.

- 7.20 With regard to specific employment elements, at least two development parcels will be identified within the detailed design code which would be capable of accommodating larger scale employment uses. An initial site of up to one hectare will be marketed for 1,500-4,000 sq. metres of B1 development for a single larger user in accordance with the section 106 triggers.
- 7.21 Further individual parcels will be brought forward for development as the market dictates. The indications of the evidence base supporting this strategy is that a number of sites could be marketed successfully as design guidance is progressed for the town centre, A site for serviced office/workshop uses will be offered, on commercial terms, to the District Council to develop.
- 7.22 Hotel developments would be marketed separately. A town centre format will be sought – a model which has been successfully delivered in a number of instances.
- 7.23 Arrangements for the release of the provision made for the town council and for the community care buildings will be in accordance with the section 106 provisions.
- 7.24 Up to the completion of the 2000th dwelling the requirement for sites may be predicted with some confidence. The ability to release subsequent sites to the market will depend upon the success of the initial release of commercial sites, the outcome of which will be known by the 2,000th dwelling. As future outline applications come forward for growth beyond 2900 dwellings there will be an opportunity to review the strategy and consider whether adjustments are required.
- 7.25 Preliminary proposals for the layout and general arrangement of the town centre have been prepared in order to develop an understanding of the architectural and commercial requirements. Whilst subject to refinement and development within the context of the code for the town centre, the current draft proposal is included at Appendix 4 for indicative purposes. The plan referred to also indicates the current thinking in terms of the delivery of the Town Centre. In all six composite parcels are shown, each comprising a number of individual sites. The general philosophy is that Parcel 1 will exploit the benefit of connections from the existing former A30 and the Main Local Route. Parcel 2 will be to the North of the Main Local Route and will enable construction of the first stage of the “town” or “market” square. The precise extent of the individual parcels and indeed the overall number will be considered further as the detailed marketing strategies are developed.

Job Availability and Training

- 7.26 The provision of a range of employment opportunities, accessible by a variety of modes of transport, will provide opportunities for local residents within Cranbrook to gain access to the employment market. Part time jobs available within the retail and office sectors, in particular, will be attractive to local residents anxious to avoid travel for a limited period of work only.
- 7.27 Access to employment and training is addressed in a discrete section within the Sustainability Strategy.
- 7.28 For a community of its size there is the opportunity to provide significant opportunities for training through the provision made for adult and tertiary education within the education campus. This will be the responsibility of the education authority in conjunction with training providers. Facilities within the school or within the multi purpose community building would also allow the local establishment of vocational and job search training, but by private training providers. It is anticipated that some companies and employers becoming established in Cranbrook and adjoining employment locations will develop links with education and training providers within Cranbrook and the wider area.
- 7.29 A distinction otherwise should be drawn between the construction and operation stages of the development.
- 7.30 Within the construction phases of development both employment and training opportunities will be created by those engaged in construction. Where appropriate, jobs will be advertised locally linked to a local jobcentre and may include, as and when available, the library within Cranbrook.
- 7.31 Training during the construction phases will be provided in accordance with the company's existing construction apprenticeship schemes, where these are available.

8 Marketing Strategy

- 8.1 In both the neighbourhood centre and town centre, the opportunities will be packaged to create the best environment to encourage demand and investment by end users, operators and developers alike.
- 8.2 An assessment of end user demand has already been undertaken. This will be used for the purposes of direct marketing in appropriate circumstances, and to encourage commercial developer/investor interest to ensure the delivery of the neighbourhood and town centres. Those end users that are known to have additional requirements, and which would be targeted in the marketing of sites are attached in Appendix 1. Specialist developers have also been identified and will be embraced in the marketing process [taking account of the ongoing process of identifying more potential developers capable of delivering the quality of development required].
- 8.3 As is explained in the Sustainability Strategy, there is considerable potential for the employment and retail provision to contribute to the overall sustainability and renewable energy credentials of Cranbrook.

Neighbourhood Centre

- 8.4 The principal elements will be convenience store and 3 - 6 unit shops on the ground floor with residential (or alternatively employment) on any upper floors and as such would form a single project. From the initial market assessment it is clear that there is occupational interest for both a convenience store and the unit shops. Specialist commercial developers with a track record of undertaking mixed use schemes have already expressed interest in this proposal.
- 8.5 Marketing will take the form of an initial promotion locally and nationally, site sign boards, direct dialogue with parties that have expressed an interest and an interview process of selective mixed used developers.
- 8.6 A key feature of the neighbourhood centre will be the relationship of the retail elements with the centre with the multi-purpose community building and with the primary school. Provision for a place of worship may also be made adjacent to the neighbourhood centre.
- 8.7 The multi-purpose building will be designed to accommodate, flexibly, a range of uses over its life.

- 8.8 Subsequently, interest has been expressed by the Primary Care Trust in the occupation of part of the building for a medical facility. Should a medical care centre be included within the multi-purpose community building, this will require conversion and/or fitting out costs of the facility to be the responsibility of the PCT or practice. A pharmacy or dental practice will be potential tenants of the individual retail units within the neighbourhood centre.
- 8.9 The marketing strategy therefore identifies two opportunities within the neighbourhood centre: the retail element and the multi-purpose building. In marketing the retail opportunity, tenderers may be invited to construct and deliver the multi-purpose building i.e. as a single development..

Town Centre

- 8.10 In conjunction with the town centre business plan, opportunities will be created for firstly the supermarket and 500 sq m of High Street shops.
- 8.11 The supermarket will be the subject of a targeted marketing strategy and will require one to one negotiations with the end user rather than formal competitive tender process.
- 8.12 The High Street shops could form part of 3 - 4 storey mixed use block with residential / offices above. Due to the existence of the supermarket, complementary occupiers have already been identified. As with the neighbourhood centre, a specialist commercial / mixed use developer will be identified via a selective marketing programme and interview process to ensure that a co-ordinated proposal is delivered to satisfy the commercial provision and guarantee its delivery.

Employment Land

- 8.13 Within the town centre mixed use area, there exists the opportunity for B1 offices. There is currently strong demand for both owner occupied and leasehold offices, as is witnessed by take-up on nearby projects at Exeter Airport.
- 8.14 Specialist commercial developers have been identified who are eager to progress projects of this type.
- 8.15 An initial site of up to approximately one hectare will be marketed for 1,500-4,000 sq. metres of B1 development for a single larger user. The marketing of the site will be informed by ongoing market soundings and, in particular, one to one negotiations with potential end users.

- 8.16 Marketing will focus in particular on the attractions of being located within and next to a town centre, with good quality transport connections, including public transport, and of the quality of the environment.
- 8.17 A site for serviced office/workshop uses will be offered, on commercial terms, to the District Council to develop. In the alternative, other market options to bring forward workshops and serviced offices will be sought.
- 8.18 As part of the overall employment marketing strategy, full promotional material will be made available and the individual opportunities promoted in parallel with those outlined above. The potential proforma for such marketing material is likely to include:
- Site location
 - Acceptable uses
 - Minimum requirements
 - Additional potential
 - Design standards
 - Detailed approvals
 - Commencement
 - Environmental expectations (see above)
- 8.19 Selected developers would be invited to interview and provided with a detailed specification of requirements to ensure that the individual elements meet design aspirations, are to the required standard and co-ordinate with the remainder of the development.
- 8.20 The marketing strategy of the above has been assessed with full knowledge of the proposals for the Science Park at Redhayes, Rail Freight Terminal at Broadclyst and Skypark.

9 Summary of Commitments

- 9.1 The application proposals make provision for a town centre of a maximum of 12.1 hectares within which provision will be made for parking and public realm and resolution of detailed design issues, reducing the provision made available for marketing accordingly. For the avoidance of doubt the town centre as defined includes higher density residential opportunities, including within discrete residential parcels. The provision made for the neighbourhood centre is up to 0.6 hectares, including the MPB. The general locations of each are shown within the Development Framework Plan that accompanies the application. The precise boundaries of each, and the actual scale of development, less than the overall maxima, will be set out in the relevant detailed code.
- 9.2 The town centre design code, or relevant element of, will be agreed with EDDC prior to the commencement of development of sites within the town centre.
- 9.3 Sites within the town centre and neighbourhood centre will be made available as serviced parcels fit for purpose. Parcels will be made available on commercial terms.
- 9.4 The marketing and release of sites will include provisions in relation to:
- site location and area;
 - acceptable uses;
 - design standards to be achieved;
 - elements of public realm to be constructed (if any);
 - environmental expectations including the requirements for the installation of biomass energy generation or alternative provision.
- 9.5 Where appropriate, marketing to be conducted by a commercial selling agent appointed by the owners/applicants.
- 9.6 The neighbourhood centre will be marketed prior to the occupation of the first dwellings on the basis of the site area identified and an indicative capacity of approximately [1,000] sq metres of retail floorspace.
- 9.7 The delivery of the multi-purpose building will be in accordance with the section 106 agreement.

- 9.8 Unless deferred as agreed in writing, provision will be made for the marketing of the following opportunities within the town centre no later than the indicated trigger points:
- a site to secure a supermarket of some 3,500 sq. metres (gross) (no later than 3 months of approval of a town centre design code pursuant to an outline consent or 500th occupation whichever is the latter);
 - a site to secure the delivery of a further 500 square metres of retail space (gross) as part of a mixed use development with residential/commercial above, likely to be delivered by specialist retailers (no later than 3 months of approval of a town centre design code pursuant to an outline consent or 500th occupation whichever is the latter); and
 - an initial site of up to one hectare for 1,500-4,000 sq. metres of B1 development for a single larger user (no later than 3 months of approval of a town centre design code pursuant to an outline consent or 750th occupation whichever is the latter).
- 9.9 For the avoidance of doubt, there are no restrictions on the earlier marketing of those opportunities set out in paragraph 9.8 above, prior to the triggers set out therein. Hence this does not preclude the separate marketing of the above opportunities prior to the approval of the town centre design code. Reserved matters or full applications are likely to require the approval of the town centre design code.
- 9.10 Each site within the town centre will be available for construction upon the provision of appropriate access as a result of the delivery of that part of the Main Local Route by the developers or through the provision of access direct from the C832.
- 9.11 Further individual parcels will be brought forward for development as the market dictates.
- 9.12 In respect of the above, the obligation to market, will have been satisfied following written confirmation provided by the relevant commercial selling agent of the relevant marketing activity.

Appendix 1
Potential End Users

CRANBROOK

END USERS - REQUIREMENTS

CRANBROOK

TARGET OCCUPIERS - REQUIREMENTS

TARGET OCCUPIERS	REQUIREMENT
CHEMISTS	
Savers Health & Beauty Ltd	2,000 – 2,500 sq ft
Superdrug Stores Plc Chemists	1,500 – 6,000 sq ft
Herbmedic Chinese Medical Centre	500 – 1,000 sq ft
Lloyds Pharmacy Limited	
Numark Chemist Group	
Moss Pharmacy	
Alliance Unichem Plc	
The Boots Company Limited	
NEWSAGENTS	
DTB Newsagent / cards / stationers	1,000 – 2,500 sq ft
Stationery Box Holdings Ltd. Newsagent / cards / stationers	1,500 sq ft
Bastins Ltd Newsagent / cards / stationers	1,200 – 3,000 sq ft
FOODSTORES	
Aldi Stores Ltd	14,600 sq ft
Tesco Stores Limited	20,000 - 40,000 sq ft
Safeway	20,000 - 40,000 sq ft
Waitrose Supermarkets Limited	25,000 - 40,000 sq ft
Asda	30,000 -60,000 sq ft
Somerfield Stores Plc	20,000 – 30,000 sq ft
J Sainsbury Plc	30,000 – 50,000 sq ft
Budgens Stores Limited	
Costcutter Supermarkets Groups Limited	
Farmfoods Limited	
Iceland's Foods Plc	3,000 – 15,000 sq ft
Kwik Save	
Lidl UK GmbH	10,000 – 15,000 sq ft
Lyndale Foods Limited	
Wm Morrison Supermarkets Plc	
Netto Foodstores Limited	
GENERAL RETAIL	
Julian Graves Ltd Health Foods	400 – 1,000 sq ft
Oddbins Ltd Off licences / liquor	800 – 1,200 sq ft
Barratts Shoe Shop	1,500 – 5,000 sq ft
T-Mobile (UK) Ltd	400 – 700 sq ft
Ethel Austin Ltd Clothing	2,500 sq ft
Robert Dyas Ltd Ironmongers / Hardware	2,000 – 3,000 sq ft

Truprint Photo Processing	300 – 1,000 sq ft
(The) Works Publishers Outlet Booksellers	1,500 – 2,500 sq ft
Clarks Shoes	2,000 – 3,500 sq ft
Ponden Mill Ltd Dress & Furnishing fabrics	1,500 – 3,000 sq ft
Quiksilver Sports Shops	2,000 – 4,000 sq ft
K Shoe Shops Limited	
Shoe Zone Limited	
Shoefayre Limited	
Stead & Simpson Plc	
Brighthouse	
Fired Earth	
Whittards of Chelsea Plc	
Bon Marche	3,500 – 4,000
CONVENIENCE STORE	
Stop & Shop	
Tesco Express	4,000 – 4,250
Spar	
Londis	
Local & CTN	
Dillons	
One-Stop Community Stores	2,500 – 3,500 sq ft
Costcutter	800 – 4,500 sq ft
Co-op	
NEWSAGENTS	
Martin the Newsagent Limited	
Tates Limited	
T&S Stores Plc	
Late Shop	
John Menzies (UK) Limited	
News Shops Limited	
TM Retail	
United News Shops Limited	
FLORIST	
Truggs	
Edna Sheryl	
BAKER	
Crusty Cob	
Shaul Bakery	
Three Cooks	
WT Warren & Sons	
The Bakers Oven	
Greggs Plc	
Hampsons (Boulton) Limited	
HAIRDRESSER	
Pappas	
Sarah Hodge	
Toni & Guy	900 – 1,200 sq ft
Saks	
PUBLIC HOUSES	
Regent Inns Plc Public Houses	6,000 – 16,000 sq ft
Whitbread Group Plc Hotels / café / restaurant	
Avebury Taverns Limited	
Barracuda Group Limited	1,500 – 3,500 sq ft
Beefeater Restaurants	

Belhaven Brewery Co Limited	
Bostin	
Brewers Fayre	
Chef & Brewer Group Limited	
Eldridge Pope & Co Plc	
Embers Inns	
Everards Brewery Limited	
Sir John Fitzgerald Limited	
Fuller Smith & Turner Plc	
George Gale & Co Limited	
Glendola Leisure Limited	
Greene King Plc	
Hall and Woodhouse	
Hardys & Hansons Plc	
Harvester	
Honey Combe Leisure Plc	
InnKeepers Fayre	
Jar Bar	
JD Wetherspoon Plc	
The Laurel Pub Company	
Marstons	
Mentor Inns	
Mitchells of Lancaster (Brewers) Limited	
Morrells of Oxford Limited	
Old English Inns	
Pubs 'n' Bars Plc	
Punch Taverns Plc	
Puzzle Pub Company Limited	
S A Brain & Co	
Spirit Group	
Toad Bar	
Toby Carvery	
Tom Cobleigh Plc	
Vintage Inns	
Wessex Taverns Limited	
Wolverhampton & Dudley Breweries Plc	
Yates Brothers Wine Lodges Plc	
Young & Co's Brewery Plc	
HOTELS	
Accor Business & Leisure Hotels	0.65 – 1.25 acres
Premier Travel Inns	1-2 acres
Golden Tulip	0.5 – 2 acres
Travel Lodge	
Marriott	
BOOK MAKERS	
Betfred	
Coral Racing Limited	
Ladbroke Racing Limited	
Paddy Power Plc	
Tote Bookmakers Limited	
William Hill Organisation Plc	
BUTCHERS	
Meat Mart	
Simply Sausage Retail Limited	
COFFEE BAR	
BBs Coffee & Muffins	
Caffe Nero	
Carwardines Coffee Shops	

Costa Cofee Co Limited	
Puccinos Limited	
Starbucks Coffee Company (UK) Limited	
TAKEAWAY	
Allied Domecq Plc	
Burger King (UK) Limited	
Compass Group Plc	
Cornish Bakehouse	
Cornish Pasty Company Limited	
Dominos Pizza Group Limited	
Harry Ramsdens Plc	
KFC Limited	
McDonaldsRestaurants Limited	
O'Briens Irish Sandwich Bars Limited	
Papa Johns Perfect Pizza Limited	
Pret a Manger (Europe) Limited	
Philpotts	
Spudulike Limited	
Subway	
West Cornwall Pasty Company	
Wimpy Restaurants Limited	
Yum Restaurants International	
Pasty Presto Ltd Café / Restaurant / Bar	300 – 2,500 sq ft
DRYCLEANERS	
Johnsons Cleaners UK Limited	
Sketchley Dry Cleaners	
Timpson Limited	
TRAVEL AGENTS	
Going Places Travel Limited Property Management	
My Travel	
Thomas Cook Retail Limited	

NOTE: As this is a new town the above list is of indicative users who would be targeted and are known to have a requirement in this area.

Appendix 2

Proforma for Release of Sites to Market

To Include:

Site area

Site location

Acceptable uses

Minimum requirements

Additional potential

Design standards

Detailed approvals

Commencement

Appendix 3

Interest To Date: Developers and Users

**Details of Organisations that have
expressed interest in the development**

DEVELOPERS & RETAIL ORGANISATIONS

Rok Development

Terrace Hill

Summerfield

Midas

Commercial Estates

Crest Nicholson

Stop and Shop

Tesco Express

Spar

Londis

Local & CTN

Dioons

One-Stop

Community Stores

Costcutter

Co-op

Tesco Stores

Waitrose

Asda

Morrisons

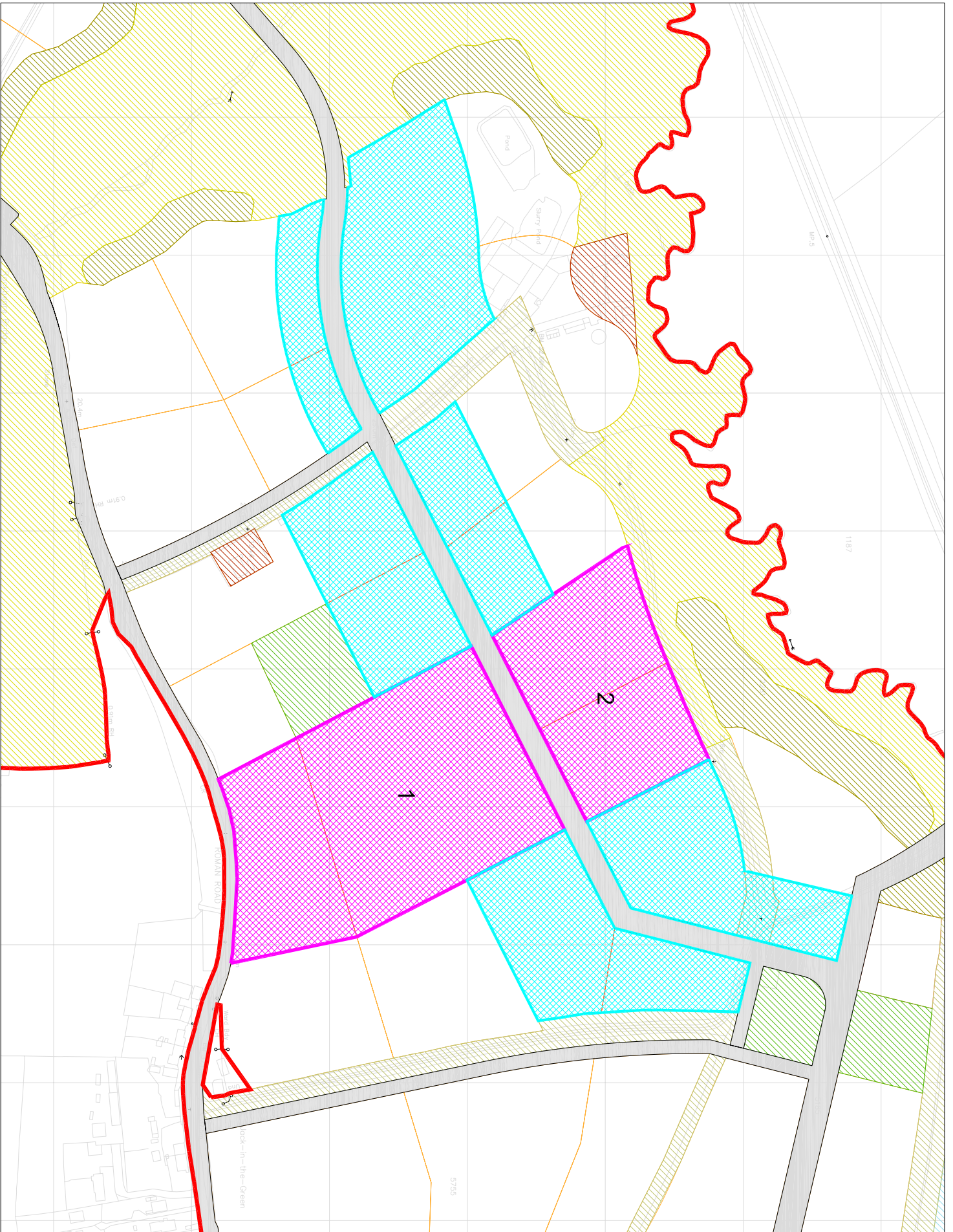
Sainsbury

ORGANISATIONS EXPRESSING DIRECT INTEREST

East Devon District Council	40,000 sq ft	Offices
Government Department	40,000 sq ft	Offices
Private Sector Office Function	35,000 sq ft	Offices
Handle with Care	8,000 sq ft	Office / Production Building
Rose Lodge Group Hotel	100 beds	Hotel
Accor Hotel	150 beds	Hotel
Alison Hayes	1,000 sq ft	Pharmacy
Kids Zone		Crèche / Play Facility
Marstons		
Kestrel Court	40 – 50,000 sq ft	Business Space Provider
Future Inns		Hotel
Hall Woodhouse	150-175 covers	Pub/Restaurant
Mitchells & Butler	0.7 – 1 acre	Pub
The Papershop, Honiton		Newsagent

Appendix 4

Town Centre: Preliminary Phasing arrangements



- Potential initial parcels
- Other indicative parcels (for subdivision)

Rev	Details	Date

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 50 North Titchmarsh Street
 Central Milton Keynes MK3 9BP
 Licence No.: 100022533

Date: 23-10-07
 Scale: 1:1250 @ A1 / 2500 @ A3
 (ENR/CP)

Client - East Devon New Community Partnership
 The
 East Devon New Community
 Partnership
 Moor Lane
 November 2007

Drawn	Checked	Revised	Construction	Finalised
DG	NEF	NEF	WON048 - 093	-



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