

# North Somerset Site Allocations Plan Examination

## North Somerset Council

26 June 2017

### Details related to Matter 3 - Employment

Further to the discussion during the hearing sessions, further information on business enquiries, change of use, and take-up rates was requested by the Inspector.

Attached to this covering note are five spreadsheets:

#### 1. Details of Change of use Prior Approvals: B1a to C3

The information provides details of schemes involving the loss of business use to C3: residential through permitted development since these changes were brought into effect.

#### 2. General enquiries North Somerset

The '*generic enquiries North Somerset*' indicates a range of non-site specific enquiries covering local expansion, new start-ups, and new investment.

#### 3. Portishead and Clevedon enquiries

The '*Portishead and Clevedon Enquiries*' provide a range of enquiries identifying Portishead and Clevedon in their search as discussed during the hearing sessions.

#### 4. Site specific enquiries

The '*Site Specific*' sheet provides a list of enquiries where interest was shown in a specific location/site as discussed.

**Columns** - 'Source' where 'Website' and 'IBB website' are the same, this being an enquiry to Invest Bristol and Bath, the inward investment body jointly funded by the West of England UA's and combined Authority. 'Direct' relates to a face to face meeting or referral from third party. All others relate to a specific campaign activity.

The tabs along the bottom relate to client handling terms adopted across the West of England. An enquiry would start as a prospect escalating through to aftercare.

- **Prospect** – no connection with the company but identified as a good investment prospect.
- **Lead** – connection with the company established but not clear on potential requirement and or how we might be able to support it
- **Qualified Lead** - Requirement clear and the potential level of the investment but the investor is not yet committed to the Region with either other locations or not proceeding as real alternatives.
- **Project** - Committed to region with continued support required to secure the investment (reversing the decision is still a risk).

- **Landing** – when the investor has demonstrably established a presence in the region with the support of IBB/UAs.
- **Aftercare** – requirement to monitor and continue supporting all investors for a three year period after landing to ensure they achieve their projected outcome.

## **5. Take up data**

Information provided by Invest Bristol and Bath on the lettings and purchase of office and land in the north of the area only. This doesn't include Weston-super-Mare or industrial take up.