

Submission of Evidence Form – National Development Framework	
Name	Persimmon Homes East Wales
Contact Details	<p>Mr Jason Price Persimmon Homes East Wales Llantrisant Business Park Llantrisant CF72 8YP</p> <p>[REDACTED] [REDACTED]</p>
Date	7 th March 2017
Title of Evidence	The East of Newport Proposal – A sustainable, strategic mixed-use community
Summary of Evidence	<p>This evidence comprises of two principal components.</p> <p>The first component explores the need for the proposal in the context of the emerging City Region and the</p> <p>The second component considers the benefits of the proposal in the context of the well-being goals prescribed by The Well Being Of Future Generations Act (Wales) 2015.</p>
Summary of Key issues / conclusions	<p>Key Issues</p> <ul style="list-style-type: none"> • The acute housing land supply shortfall evident throughout Wales – only one of the ten local authorities in south east Wales are able to demonstrate a 5-year land supply in accordance with the requirements of paragraph 9.2.3 of Planning Policy Wales; • The need to formulate a coherent housing strategy that provides clarity and certainty on the scale and location of strategic housing releases; • The need to recognise the importance of housing on a social, environmental and economic level and the significant impacts associated with it. <p>Conclusion</p> <ul style="list-style-type: none"> • The scale of the housing land supply shortfall is such that an altogether new approach is required; • The project is capable of delivering a significant proportion of the housing requirement of south east Wales; • The project is capable of positively contributing to the well-being goals; • The project is strategically located along the M4 corridor and is well placed to capitalise on the opportunities arising from its close proximity to the principal drivers of economic growth in south east Wales; and • Build on the momentum of recent announcements surrounding the Cardiff Capital Region City Deal
Why have you submitted this evidence?	This evidence has been submitted in order to highlight the positive contribution the project can make to the well-being goals of The Well-being of Future Generations (Wales) Act 2015; the strategic aims


	and objectives of Planning Policy Wales; and the Cardiff Capital Region City Deal.
How should this evidence inform the development of the NDF?	The development of the NDF would be strengthened by the recognition of the fundamental contribution housing makes to the achievement of the well-being goals of The Well being of Future Generations (Wales) Act 2015
How does this evidence and any actions it recommends help achieve the 7 well-being goals?	<p>A prosperous Wales</p> <p>The following headings demonstrate the projects ability to contribute to a prosperous Wales.</p> <p>The figures listed below are derived from the Persimmon Economic Toolkit. The Economic Toolkit was developed by Nathaniel Lichfield & Partners to generate an estimate of the headline economic benefits arising from new residential development. The toolkit demonstrates the intrinsic economic value of a proposed development and is intended to inform discussions with Local Planning Authorities and the local community. Within this context, the toolkit – which draws upon industry-recognised datasets and methodologies – provides a robust methodological approach which can assist in estimating the headline economic impacts associated with a development.</p> <p>Construction Impacts</p> <p>The proposed development represents an estimated capital investment of £480,793,227 over a 20 year construction period. The additional value of the development can be assessed through its contribution to local GVA – a measure of the value that a specific sector or industry adds to the local economy. It is estimated that the scheme will deliver an additional £85,001,663 of GVA over the build period.</p> <p>Employment</p> <p>Applying the average turnover per worker in the construction sector in Wales to the estimated construction cost indicates that the development would be expected to create 5,644 person-years of construction employment over the build period. This equates to 564 permanent direct jobs in the construction industry over this build period. The initial direct spending can result in substantially larger economic benefits as this expenditure is transmitted through the economy in the form of:</p> <ul style="list-style-type: none"> • Purchases from a range of suppliers who, in turn, purchase from their own suppliers through the supply-chain (indirect jobs); and, • Temporary increases in expenditure linked to the direct and indirect employment effects of the construction phase (induced jobs). <p>A report by CEBR for the National Housing Federation (2013) found that, on average, 1.51 indirect and induced jobs are created for every FTE construction job. Applying this multiplier to the 852 jobs derived above indicates that an additional 91 FTE indirect and induced jobs</p>

	<p>could be supported by the proposal.</p> <p>Residential Expenditure Impacts</p> <p>The economic benefits of the proposed development will not be limited to the construction period. Rather, it will create an opportunity to increase local expenditure by residents within the locality and the wider area.</p> <p>First Occupation Expenditure</p> <p>A study commissioned by Planitherm Glass (2012) concluded that the average person spends £5,044 making their house 'feel like home' within a year and a half of moving into a property. Drawing upon this research, we estimate that new residents to the site will spend a total of £20,000,000 on their homes within the first 18 months of occupation.</p> <p>Total Gross Expenditure</p> <p>A measure of the total expenditure associated with the proposed development can be obtained through a review of the characteristics of the area in terms of average expenditure patterns and levels. Taking account of the open market and affordable components of the scheme, the Office for National Statistics (ONS) Family Spending Survey (2013) indicated that the total expenditure from all residents within the development is expected to be £86,091,200 per annum.</p> <p>Council Tax Receipts</p> <p>The proposed development will generate an estimated 34,460,000 in Council Tax each year following completion. This additional income would be used to fund the services provided by the Council for residents of the new dwellings.</p> <p>Community Infrastructure Levy</p> <p>The development could generate a Community Infrastructure Levy (CIL) contribution of approximately £21,500,000 towards the provision of the infrastructure identified on the Regulation 123 list.</p> <p>A resilient Wales</p> <p>The project will incorporate sustainable building practices and techniques which allied with sustainable drainage systems and green infrastructure will ensure that the project is both resilient and well placed to respond to changing circumstances.</p> <p>A healthier Wales</p> <p>The mixed-use nature of the proposal will contribute to the achievement of a healthier Wales by encouraging sustainable alternatives to the car and providing a significant amount of green infrastructure and recreation areas with walking distance of its residents.</p> <p>A more equal Wales</p>
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	<p>Affordable housing and a range of attainable open-market housing will help secure a more equal Wales by providing first time buyers with an opportunity to purchase a home and scale the housing ladder.</p> <p>A Wales of cohesive communities</p> <p>The project will deliver a range of attainable, well-designed open market and affordable homes which will contribute to the creation of a cohesive community where people want to live, work and play.</p> <p>A Wales of vibrant culture and thriving Welsh language</p> <p>A range of affordable and open-market homes will help deliver a diverse community that is encouraged to participate in the arts, culture and sport through</p> <p>A globally responsible Wales</p> <p>The project represents an opportunity to deliver a sustainable, strategic mixed-use community that demonstrates to the world that Wales is committed to the delivery of sustainable development that improves the economic, social, environmental and cultural well-being of its people.</p>
<p>Why is the evidence of national significance?</p>	<p>This evidence is of national significance, as many local authorities in Wales have failed to secure a 5 – year supply of housing when assessed against the scale, location, aims and objectives of their respective local development plans.</p> <p>This failure has been identified in numerous Joint Housing Land Availability Studies and Annual Monitoring Reviews, which illustrate successive years of dwindling housing land supply. Whilst the scale of the shortfall is undisputable, there has been much debate on the appropriate scale for intervention, should it be at the local level through the local development plan regime or at the regional / nation level through strategic development plans and national frameworks.</p> <p>Recent announcements on the Cardiff Capital Region City Deal and the Metro suggest that the city region is the appropriate scale for intervention and this project has the ability to build on this momentum by delivering a sustainable new community in a strategic location.</p>
<p>Do you agree for your evidence to be made public?</p> <p>(Only evidence that can be made public will inform the development of the NDF)</p>	<p>Yes.</p>

Submission of Projects Form – National Development Framework

Name	Mr. Jason Price
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Contact details	<p>Persimmon Homes East Wales Llantrisant Business Park Llantrisant CF72 8YP</p> 
Date	7 th March 2017
Interest in site	Landowner
Details of landowner	<p>Persimmon Homes East Wales Llantrisant Business Park Llantrisant CF72 8YP</p>
Title of project	The East of Newport Proposal – A sustainable, strategic mixed-use community
Summary of Project	<p>A mixed-use community extending to 406.5 acres framed by woodland, historic parkland and strategic transport infrastructure. The project is capable of delivering up to 4,000 dwellings, public open space, community infrastructure, a primary school and secondary school and a district centre.</p> <p>The economic, environmental and social benefits of the proposal are significant and described under the relevant headings.</p>
Location of project (please attach location map)	The land is strategically located to the east of Newport. The land is bound to the north by the M4 motorway; to the south by historic parkland; with woodland and the built form of Underwood and Ringland to the east and west respectively.
What consents are required?	Planning permission will be required to develop the land.
Consents already granted relevant to the project	None.
Public engagement to date	None.
Has an environmental assessment been prepared? (Yes / No)	No.
Are there any site designations or constraints affecting the site?	<p>Newport Local Development Plan:</p> <ul style="list-style-type: none"> • Policy SP5 - Urban Boundary / Countryside; • Policy CE8– Site of Importance for Nature Conservation; • Policy CE4 – Historic Parkland or Garden; • Policies M1 & SP21 – Safeguarding of Mineral Resource; and • Policy T5 – Long distance walk / cycleway
What is the delivery timescale for the project?	2021 – 2041 (circa 20 year build programme).
How would the project contribute to the delivery of the 7 well-being goals?	<p>A prosperous Wales</p> <p>The following headings demonstrate the projects ability to contribute to a prosperous Wales.</p> <p>The figures listed below are derived from the Persimmon Economic Toolkit. The Economic Toolkit was developed by Nathaniel Lichfield & Partners to generate an estimate of the headline economic benefits arising from new residential development. The toolkit demonstrates</p>

the intrinsic economic value of a proposed development and is intended to inform discussions with Local Planning Authorities and the local community. Within this context, the toolkit – which draws upon industry-recognised datasets and methodologies – provides a robust methodological approach which can assist in estimating the headline economic impacts associated with a development.

Construction Impacts

The proposed development represents an estimated capital investment of £480,793,227 over a 20 year construction period. The additional value of the development can be assessed through its contribution to local GVA – a measure of the value that a specific sector or industry adds to the local economy. It is estimated that the scheme will deliver an additional £85,001,663 of GVA over the build period.

Employment

Applying the average turnover per worker in the construction sector in Wales to the estimated construction cost indicates that the development would be expected to create 5,644 person-years of construction employment over the build period. This equates to 564 permanent direct jobs in the construction industry over this build period. The initial direct spending can result in substantially larger economic benefits as this expenditure is transmitted through the economy in the form of:

- Purchases from a range of suppliers who, in turn, purchase from their own suppliers through the supply-chain (indirect jobs); and,
- Temporary increases in expenditure linked to the direct and indirect employment effects of the construction phase (induced jobs).

A report by CEBR for the National Housing Federation (2013) found that, on average, 1.51 indirect and induced jobs are created for every FTE construction job. Applying this multiplier to the 852 jobs derived above indicates that an additional 91 FTE indirect and induced jobs could be supported by the proposal.

Residential Expenditure Impacts

The economic benefits of the proposed development will not be limited to the construction period. Rather, it will create an opportunity to increase local expenditure by residents within the locality and the wider area.

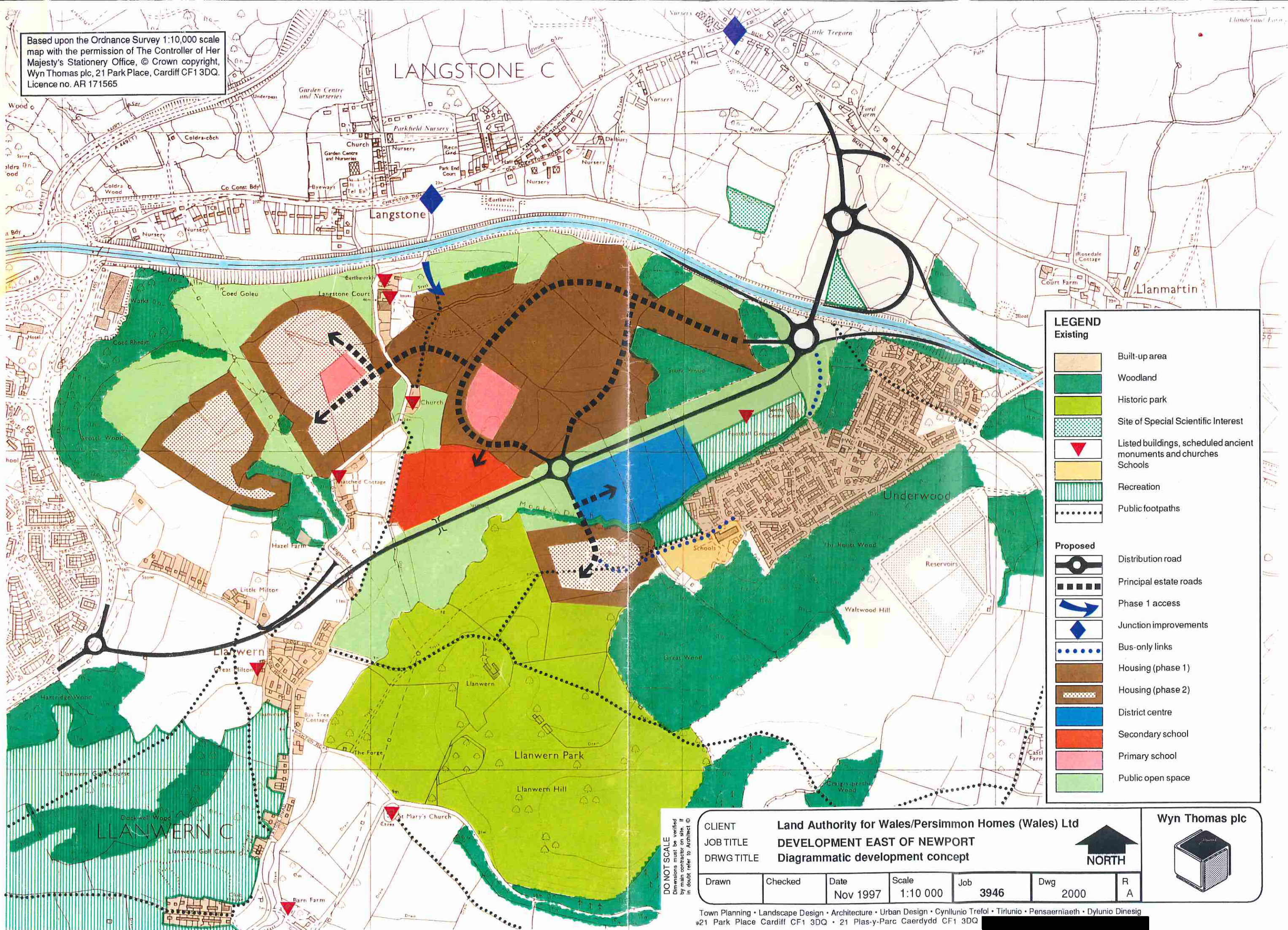
First Occupation Expenditure

A study commissioned by Planitherm Glass (2012) concluded that the average person spends £5,044 making their house 'feel like home' within a year and a half of moving into a property. Drawing upon this research, we estimate that new residents to the site will spend a total of £20,000,000 on their homes within the first 18 months of occupation.

	<p>Total Gross Expenditure</p> <p>A measure of the total expenditure associated with the proposed development can be obtained through a review of the characteristics of the area in terms of average expenditure patterns and levels. Taking account of the open market and affordable components of the scheme, the Office for National Statistics (ONS) Family Spending Survey (2013) indicated that the total expenditure from all residents within the development is expected to be £86,091,200 per annum.</p> <p>Council Tax Receipts</p> <p>The proposed development will generate an estimated 34,460,000 in Council Tax each year following completion. This additional income would be used to fund the services provided by the Council for residents of the new dwellings.</p> <p>Community Infrastructure Levy</p> <p>The development could generate a Community Infrastructure Levy (CIL) contribution of approximately £21,500,000 towards the provision of the infrastructure identified on the Regulation 123 list.</p> <p>A resilient Wales</p> <p>The project will incorporate sustainable building practices and techniques which allied with sustainable drainage systems and green infrastructure will ensure that the project is both resilient and well placed to respond to changing circumstances.</p> <p>A healthier Wales</p> <p>The mixed-use nature of the proposal will contribute to the achievement of a healthier Wales by encouraging sustainable alternatives to the car and providing a significant amount of green infrastructure and recreation areas with walking distance of its residents.</p> <p>A more equal Wales</p> <p>Affordable housing and a range of attainable open-market housing will help secure a more equal Wales by providing first time buyers with an opportunity to purchase a home and scale the housing ladder.</p> <p>A Wales of cohesive communities</p> <p>The project will deliver a range of attainable, well-designed open market and affordable homes which will contribute to the creation of a cohesive community where people want to live, work and play.</p> <p>A Wales of vibrant culture and thriving Welsh language</p> <p>A range of affordable and open-market homes will help deliver a diverse community that is encouraged to participate in the arts, culture and sport through</p> <p>A globally responsible Wales</p>
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	<p>The project represents an opportunity to deliver a sustainable, strategic mixed-use community that demonstrates to the world that Wales is committed to the delivery of sustainable development that improves the economic, social, environmental and cultural well-being of its people.</p>
<p>Why is the project of national significance?</p>	<p>The project is of national significance owing to:</p> <ul style="list-style-type: none"> • The scale of the project; • The projects strategic location along the M4 corridor in close proximity of the principal drivers of economic growth in the City Region (Cardiff & Newport); • The proposals ability to positively contribute to the well-being goals of The Well-being of Future Generations (Wales) Act 2015; • The economic, environmental and social benefits associated with the development of sustainable, mixed-use community; • The scale of the housing land supply shortfall that exists; and • The momentum building behind the city region and the resulting need for sustainable new communities that are strategically located and well placed to capitalise on this momentum.
<p>Do you agree for your project and any supporting information to be made public?</p> <p>(Only projects and information that can be made public will inform the development of the NDF)</p>	<p>Yes.</p>

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LEGEND Existing

- Built-up area
- Woodland
- Historic park
- Site of Special Scientific Interest
- Listed buildings, scheduled ancient monuments and churches
- Schools
- Recreation
- Public footpaths

Proposed

- Distribution road
- Principal estate roads
- Phase 1 access
- Junction improvements
- Bus-only links
- Housing (phase 1)
- Housing (phase 2)
- District centre
- Secondary school
- Primary school
- Public open space

DO NOT SCALE
Dimensions must be verified
by main contractor on site. If
in doubt refer to Architect ©

CLIENT
JOB TITLE
DRWG TITLE

Land Authority for Wales/Persimmon Homes (Wales) Ltd
DEVELOPMENT EAST OF NEWPORT
Diagrammatic development concept



Wyn Thomas plc



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		Nov 1997	1:10 000	3946	2000	A

Town Planning • Landscape Design • Architecture • Urban Design • Cynllunio Trefol • Tirlunio • Pensaernïaeth • Dylunio Dinesig
21 Park Place Cardiff CF1 3DQ • 21 Plas-y-Parc Caerdydd CF1 3DQ