

	<p>Local Plan Publication Stage Representation Form</p>	<p>Ref:</p> <p>(For official use only)</p>
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Name of the Local Plan to which this representation relates:

**South Staffordshire Council
Local Plan 2023 - 2041**

Please return to South Staffordshire Council by 12 noon Friday 31 May 2024

This form has two parts –

Part A – Personal Details: need only be completed once.

Part B – Your representation(s). Please fill in a separate sheet for each representation you wish to make.

Part A

1. Personal Details*

**If an agent is appointed, please complete only the Title, Name and Organisation (if applicable) boxes below but complete the full contact details of the agent in 2.*

2. Agent's Details (if applicable)

<p>Title <input style="width: 90%;" type="text"/></p> <p>First Name <input style="width: 90%;" type="text"/></p> <p>Last Name <input style="width: 90%;" type="text"/></p> <p>Job Title (where relevant) <input style="width: 90%;" type="text"/></p> <p>Organisation (where relevant) <input style="width: 90%;" type="text" value="St Modwen Strategic Land Limited and J&M Holt"/></p> <p>Address Line 1 <input style="width: 90%;" type="text" value="C/o Agent"/></p> <p>Line 2 <input style="width: 90%;" type="text"/></p> <p>Line 3 <input style="width: 90%;" type="text"/></p> <p>Line 4 <input style="width: 90%;" type="text"/></p> <p>Post Code <input style="width: 90%;" type="text"/></p> <p>Telephone Number <input style="width: 90%;" type="text"/></p> <p>E-mail Address <input style="width: 90%;" type="text"/></p>	<p><input style="width: 90%;" type="text"/></p> <p><input style="width: 90%;" type="text" value="Andrea"/></p> <p><input style="width: 90%;" type="text" value="Caplan"/></p> <p><input style="width: 90%;" type="text" value="Associate Director"/></p> <p><input style="width: 90%;" type="text" value="Savills (UK) Limited"/></p> <p><input style="width: 90%;" type="text" value="55 Colmore Row"/></p> <p><input style="width: 90%;" type="text" value="Birmingham"/></p> <p><input style="width: 90%;" type="text"/></p> <p><input style="width: 90%;" type="text"/></p> <p><input style="width: 90%;" type="text" value="B3 2AA"/></p> <p><input style="width: 90%;" type="text" value="0121 615 2662"/></p> <p><input style="width: 90%;" type="text" value="andrea.caplan@savills.com"/></p>
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(where relevant)

Part B – Please use a separate sheet for each representation

Name or Organisation:

3. To which part of the Local Plan does this representation relate?

Paragraph	Chapter 3 – What does the Local Plan need to consider?	Policy		Policies Map	
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4. Do you consider the Local Plan is :

(1) Legally compliant	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
(2) Sound	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
(3) Complies with the Duty to co-operate	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>

Please tick as appropriate

5. Please give details of why you consider the Local Plan is not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible.

If you wish to support the legal compliance or soundness of the Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

Cross Boundary Issues and Duty to Cooperate (Paragraphs 3.6 – 3.7)

In paragraphs 3.6 – 3.7 reference is made to South Staffordshire District Council's (SSDC) legal duty to cooperate with neighbouring authorities and other prescribed bodies on strategic matters that cross administrative boundaries. In relation to the provision of employment land, cooperation between the local authorities, which form the South Staffordshire Functional Economic Market Area (FEMA), is essential to ensuring an appropriate supply of land to address future needs.

The South Staffordshire Economic Development Needs Assessment 2024 (EDNA) (paragraph 3.5), identifies the South Staffordshire FEMA as including Cannock, Stafford, Walsall, Wolverhampton and Dudley. As set out in the Savills Industrial and Needs Assessment (February 2024, page 6) (Appendix 1) we continue to recommend that Sandwell is also included when assessing the needs of the FEMA and the Property Market Area (PMA) for South Staffordshire. This is because Sandwell is located on the M5 / M6 corridor, as are the key employment locations in South Staffordshire. Moreover, SSDC's Duty to Cooperate Topic Paper April 2024 (paragraph 5.14) also refers to the requirement for the District to meet a portion of



the Black Country's unmet employment land need. The Black Country is comprised of Walsall, Wolverhampton, Dudley, and Sandwell.

Paragraph 5.16 of the South Staffordshire Duty To Cooperate (DtC) Topic Paper states that, following the suspension of the Black Country Plan in late 2022, SSDC has prepared a Statement of Common Ground (SoCG) across its own FEMA and the four Black Country local authorities.

We support the Council's commitment to plan positively across administrative boundaries, particularly in light of constraints (such as Green Belt) impacting delivery of strategic employment sites within the FEMA. We recommend that the priority is to seek an agreement to the SoCG by all of the relevant local planning authorities, to provide certainty in relation to both employment and housing requirements for the plan period. This will help ensure that the plan is positively and effectively prepared National Planning Policy Framework 'NPPF' paragraph 35(a and c)).

It is understood that the next iteration of the West Midlands Strategic Employment Site Study (WMSESS) will be published shortly, which will be a key evidence base document in relation to the distribution, scale and delivery of key strategic employment locations in the region. It is understood that this will be signed by the participating authorities (which will include all of those within the South Staffordshire FEMA and the Black Country) and as such we suggest that the SOCG is updated to reflect the outcome of the WMSESS once published.

Evidence Base (Paragraphs 3.8-3.9)

Economic Development Needs Assessment (EDNA 2024) Update

The Economic Development Needs Assessment (EDNA 2024) updates the evidence previously published in the EDNA 2022 by presenting a position on the employment requirements of South Staffordshire District through to 2041. We support the Council's decision to review the EDNA, including to account for the plan period to 2041. However, we continue to maintain our objection to the methodology used, and consider that the employment need identified in the Publication Plan is still underestimated.

Our position in relation to the Council's EDNA is set out in detail in the Savills Industrial and Logistics (I&L) Needs Assessment – Addendum Note (May 2024) (Appendix 2) and the Savills Industrial and Logistics Needs Assessment (February 2024) (Appendix 1) accompanying these representations. Read together, these reports replace our I&L needs assessment submitted to the Regulation 19 consultation in December 2022.

It is noted that the same methodology from the 2022 EDNA has been used by SSDC. South Staffordshire's future employment land needs are based on a labour demand Growth Scenario. A margin of flexibility has been applied based on 5 years' worth of completions in each of the sectors.

As explained within the Savills Industrial and Logistics (I&L) Needs Assessment – Addendum Note (May 2024) (Appendix 2) paragraph 5.1.2 the SSDC Updated EDNA has limited regard to current day market drivers which we consider has led to an underestimation of 'true' market demand for I&L uses in South Staffordshire. The EDNA Update's demand estimates have limited regard to market signals directly as required by Paragraph 31 of the National Planning Policy Framework ('NPPF'):

'The preparation and review of all policies should be underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned, and take into account relevant market signals'.

Paragraph 2.3.10 of the Addendum Note (Appendix 2) also highlights that the EDNA update has taken no account of demand that has been lost due to supply constraints and therefore represents a demand profile based on a supply-constrained historic trend (or 'suppressed



demand'). Other current and future growth drivers not accounted for in the labour demand method includes the growth in online retailing, E-Commerce spending and growth in UK Freight.

Savills has developed a methodology which addresses these methodological deficiencies and accounts for suppressed demand, as detailed in Section 8 of the Industrial and Logistics Need Assessment February 2024 (Appendix 1).

In summary, Savills has developed a future demand methodology which addresses the flaws of the historic take up rate and labour demand methodologies used in the EDNAs of the South Staffordshire FEMA. The Savills methodology is compliant with the requirements of the Planning Practice Guidance ('PPG') as it:

- Analyses 'market signals, including trends in take up and the availability of logistics land and floorspace across the relevant market geographies'. If a market is identified as being supply constrained (i.e. demand exceeds supply) such as South Staffordshire, the Savills model supplements the historic demand profile accounting for suppressed demand (i.e. demand lost due to historic supply constraints; and
- Applies 'economic forecasts to identify potential changes in demand and anticipated growth in sectors likely to occupy logistics facilities, or which require support from the sector.' The Savills method quantifies how much I&L floorspace growth is linked to current and future e-commerce growth which is the major growth driver for the sector driving both demand for the supply-chain, and also the manufacturing of goods. On the other hand, the historic trend approach used in the South Staffordshire FEMA EDNA's has little regard to how the sector has changed nor current day and future growth drivers impacting the sector.

The Savills methodology represents industry best practice and has been endorsed by the British Property Federation, as set out in the Levelling Up – The Logic of Logistics' Report (BPF and Savills 2022). The BPF Industrial Board, who commissioned the report, consists of many of the major investors and thought leaders in the I&L sector, The United Kingdom Warehousing Association, industrial developers and the BPF itself. The report is also referenced in the DfT's 'Future of Freight Plan'. The Savills approach is more appropriate, and more accurately reflects true market demand, than the varying methodologies used by South Staffordshire and the other local authorities within the FEMA.

As set out in the NPPF, local plans should be prepared positively, in a way that is aspirational but deliverable (paragraph 16) and provide a strategy which, as a minimum, seeks to meet the area's objectively assessed needs (NPPF paragraph 35 (a)). As such it is important that the employment evidence base provides a true representation of the future requirements of the area and does not under-forecast the employment need resulting in local plan policies which constrain supply.

Table 4: Economic Prosperity – Issues and Challenges

In Table 4 of the Publication Plan 2024 we welcome the identification of the first and second issues / challenges as follows:

- 1. Levels and types of growth needed to meet South Staffordshire's employment land needs and ensuring that local people have good access to a range of employment opportunities.*
- 2. Supporting the economies of adjoining areas and pressure to release land to meet a proportion of their unmet needs.*

It is key that SSDC identifies sufficient employment land necessary to address the future needs of the district and to reduce the out commuting by residents that is currently experienced. As such, we support the site at J13, M6 Stafford (E30) being included as an additional allocated employment site and consider that this is required to address SSDC's employment need. Figure



10.1 of the Savills Industrial and Logistics Needs Assessment (February 2024) (Appendix 1) presents the economic benefits expected to be generated from the J13, M6 Stafford. 90 on-site (gross) construction jobs are expected to be generated per annum over the estimated 50 year construction period and 880 on-site jobs (gross) are expected to be generated by the proposed development. For the operational jobs, it is estimated that 420 on-site and off-site jobs are expected to be generated for South Staffordshire residents.

Additionally, as explained in our response to the Duty to Cooperate section (paragraphs 3.3.6-3.7 of the Publication Plan 2024) it is agreed that SSDC should also be providing for unmet need in the FEMA and Black Country. It is understood that this will be supported by an agreed SoCG signed by all FEMA authorities which identifies and apportions the unmet employment need. It is also noted that the next stage of the West Midlands Strategic Employment Site Study (WMSESS) will be published soon which will be a key evidence base document in relation to the delivery of key employment sites in the region that will be signed by the participating authorities which will include all of those within the South Staffordshire FEMA and the Black Country. The proposed allocation also supports the Green Innovation Corridor, which has been proposed by the West Midlands Combined Authority, and this should be referenced within the Local Plan and evidence base..

To ensure that SSDC can provide for both its employment need and the need of the wider FEMA and Black Country, as set out in our response to Policies DS3 and DS4, it is recommended that a windfall employment policy is included in the plan to allow other employment sites to come forward if the market supports them. Such an approach has been applied effectively within other Local Authority areas (examples include North West Leicestershire and Wiltshire) and would ensure that the Plan is positively prepared and effective over the plan period.

As explained in the accompanying Savills (I&L) Needs Assessment – Addendum Note (May 2024) (Appendix 2) paragraph 1.2.4, even after reviewing the SSDC Updated EDNA 2024 and undertaking sensitivity testing against Savills’ supply figures, we consider there to be a shortfall of between **15** and **63 ha** over the Plan period.

(Continue on a separate sheet /expand box if necessary)

6. Please set out the modification(s) you consider necessary to make the Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at 5 above. (Please note that non-compliance with the duty to co-operate is incapable of modification at examination). You will need to say why each modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

1. The priority should be to seek an agreement to the SoCG by all of the relevant local planning authorities, to provide certainty in relation to both employment and housing requirements for the plan period.
2. The issues and challenges for South Staffordshire are noted. It is maintained that the findings of the EDNA need to be reviewed to ensure that sufficient employment land is made available to address both the needs of SSDC and the wider FEMA and Black Country, and with sufficient flexibility to respond to changing markets and demand.
3. A windfall employment policy should be added to the Plan, to allow other employment sites to come forward if the market supports them. This should be in the form of a separate policy or additional wording to an existing policy. Please refer to our responses to Policy DS3 and EC3.



(Continue on a separate sheet /expand box if necessary)

Please note: In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions.

After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.

7. If your representation is seeking a modification to the plan, do you consider it necessary to participate in examination hearing session(s)?

No, I do not wish to participate in hearing session(s)

Yes, I wish to participate in hearing session(s)

Please note that while this will provide an initial indication of your wish to participate in hearing session(s), you may be asked at a later point to confirm your request to participate.

8. If you wish to participate in the hearing session(s), please outline why you consider this to be necessary:

To provide further clarification and oral contributions to the Local Plan hearing sessions.

***Please note** the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate in hearing session(s). You may be asked to confirm your wish to participate when the Inspector has identified the matters and issues for examination.*

Representations cannot be kept confidential and will be available for public scrutiny, including your name and/or organisation (if applicable). However, your contact details will not be published.

Data Protection

Your details will be added to our Local Plans Consultation database so that we can contact you as the review progresses. South Staffordshire Council will process your personal data in accordance with the Data Protection Act 2018 and the General Data Protection Regulations (GDPR). Our Privacy Notice can be viewed at [Data Protection \(Strategic Planning\) | South Staffordshire District Council \(sstaffs.gov.uk\)](#)

Please return the form via email to localplans@sstaffs.gov.uk or by post to South Staffordshire Council, Community Hub, Wolverhampton Road, Codsall, South Staffordshire WV8 1PX