LIVE – WORK APPRAISAL



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Proposed Live-Work development on land adjacent to Homeland,
Eaugate Road,
Whaplode Drove, PE12 0SP

Client : Mr S. Jeffs **Date September 2017** **Project No JDA/2013/195B**

Live/work Development and Sustainability

Backdrop

1.0 Living Working Countryside - Extracts from the Matthew Taylor Report 2008

Matthew Taylor, Liberal Democrat MP for Truro was commissioned to carry out the review by Prime Minister Gordon Brown. Taylor was tasked with examining the role that live/work could play in developing the rural economy.

Together, smaller villages and hamlets outside the market towns and particularly in comparison to urban areas, face a consistent set of pressures affecting their sustainability:

- restrictive planning practice

- lower local wages and unfulfilled economic potential, and
- a strong trend for in-migration – which have led to very high house prices, unaffordable in relation to local wages.

These pressures undermine the opportunities for rural communities to be economically vibrant, environmentally sustainable, socially mixed and inclusive. Local employment opportunities are limited, particularly in more highly skilled and higher paid work.

As a result, increasingly those working locally can no longer afford to live in these communities, and those living there have limited opportunities to work locally. This situation is undesirable from a perspective of fairness and social equity, but also runs contrary to the aims of creating and maintaining sustainable communities. In time, such communities will become increasingly unsustainable in every sense.

In summary, dormitory and retired communities with few local services or employment opportunities cannot provide a sustainable future for the countryside. Beyond the borders of these communities, their unfulfilled economic potential will also hold back the national economy as a whole.

Average incomes in rural areas, when measured according to where people live rather than where they work, are distorted by the effects of the people who commute to urban centres for work and a relatively wealthy retired population. This masks well the below average wage of those actually working in rural areas. Recent research has shown that 28 per cent of jobs in the most rural areas are low paid, compared to 22 per cent nationally and 18 per cent in the most urban areas.

Travel to work patterns

People working in rural areas are sometimes presumed to have a disproportionately negative impact on the environment. The argument goes that more people use their cars to get around and travel longer distances, thereby making a relatively large contribution to climate change. This assumption can contribute to planning practice that limits development in rural areas on environmental grounds. However, there is no robust evidence to suggest that there is any systematic difference between the contributions to global warming of rural and urban areas. For example, a look at the travel to work patterns across rural and urban communities shows that they are very similar, contrary to arguments sometimes used against economic development in rural areas.

The key difference in travel to work patterns is actually that rural residents are more likely to commute under 1 kilometre (35.8 per cent rural compared to 21.5 per cent urban working residents), while the most common commute for urban residents was between 1 and 5 kilometres. The proportions commuting longer distances were similar for both rural and urban residents (see Table 1.1)

Table 1.1: Distance Travelled to Work

	% of rural residents who work	% of urban residents who work
Less than 1km	35.8	21.5
1 to 5km	17.3	31.7
5 to 10km	17.1	18.8
10 to 20km	17	15.3
20 to 40km	8.4	7.8
Over 40km	4.5	4.9
Total	**100**	**100**

Further, rural and urban residents are almost equally as likely to drive to work (60.5 and 54.8 per cent respectively), and whilst rural residents are less likely to use public transport, they are twice as likely to work from home (see Table 1.2).

Table 1.2: Method of Travel to Work

	% of rural residents who work	% of urban residents who work
Car driver	60.5	54.8
Car passenger	6.2	6
Work from home	16.7	7.5
Walk	8.7	9.5
Bicycle	2.7	2.8
Train/Underground	0.7	8.7
Bus	2.6	8.8
Other	1.8	1.9
Total	**100**	**100**

Source: Table 1.1 and 1.2, Office for National Statistics, 2001 Census

These figures highlight that rural areas are no more unsustainable on the grounds of the environmental impacts of commuting to work than urban areas. The modes of travel and distance travelled are similar. Indeed although the distances are similar, rural journey times may be quicker (and therefore less polluting) due to less incidence of congestion compared to urban journeys.

Simply ruling out whole categories of villages as unsustainable, as too many local plans currently do, ignores the potential for enhancing the sustainability of many smaller rural communities, and the real needs of those who live and work there.

Barriers faced by rural businesses include a lack of appropriate premises, extremely limited scope for expanding or modernising existing premises, and sometimes inflexibility within the planning system towards growth. There is also a misperception of what is and what is not 'sustainable'.

Particular attention is given to home-based work, since this is a highly significant (and growing) factor in rural economies, with approximately one in five people in rural communities working from home, and offers the potential for highly sustainable business models. Yet home-based work, which can range from childcare to consultancy, hairdressing to architecture to web design, is often unidentified, undervalued, and under-supported by the planning system and by business support providers. This lack of recognition and support can sustain long term damage in local economies. A growing variety of business studies indicate that many firms started at home prefer to stay in the same area when they expand, and so lack of such opportunities can obstruct growth.

Contrary to an often out-dated and perhaps romanticised view of the countryside, the economies of rural and urban England are much more alike than many people might imagine.

Very few economies in rural England are still driven by agriculture – and it now accounts for less than five per cent of the rural workforce. When the modern planning system was set up following the Second World War, agriculture employed far greater numbers of people in rural areas and there was a much stronger imperative to subsidise and support the industry to aid its modernisation and development.

Agriculture still has a vital role to play in rural areas and communities in food production and in maintaining landscapes and environmental quality. Indeed, its importance is again on the rise in the face of climate change and rising food prices. Farmers and land managers face new challenges and opportunities for diversification and developing new products, which mean that agriculture will continue to play an important role in the rural economy in the future. However, its traditional dominance as a provider of jobs and revenue has greatly diminished as both agricultural practices and the wider economy have changed.

The business mix in rural areas is now very similar to urban areas. As shown in Table 4.1, in both rural and urban areas, people are most likely to be employed in retail, manufacturing, or the service sector (public administration, education, health and other social services).

Table 4.1: Employment by Industry Type and Occupation, England[1]

	% Rural Workforce	% Urban Workforce
Agriculture, Hunting and Forestry	4.5	0.7
Fishing	0.1	0.0
Mining and Quarrying	0.4	0.2
Manufacturing	14.6	14.9
Electricity, Gas and Water Supply	0.7	0.7
Construction	7.5	6.6
Wholesale and Retail trade, Repair of Motor Vehicles	15.8	17.1
Hotels and Restaurants	4.9	4.7
Transport, Storage and Communications	5.9	7.4
Financial Intermediation	3.6	5.1
Real Estate, Renting and Business Activities	12.4	13.4
Public Administration and Defence, Social Security	6.2	5.5
Education	8.2	7.6
Health and Social Work	10.3	10.8
Other Community, Social & Personal Services	4.6	5.1
Other	0.3	0.1

Thanks to the opportunities brought about by new technology, particularly the spread of broadband, rural economies are increasingly able to overcome barriers associated with geographical distance and access to people, information and services (e.g. online banking) – and diversify into higher paid IT and knowledge based jobs.

The ability to work and start a business from home attracts many people into enterprise. Home-based working is a growing phenomenon, particularly in rural areas. Nationally, the proportion of the workforce working mainly from home doubled between the last two censuses (1991 and 2001) to around one in ten. In all types of rural area, home-based work is significantly more common than in urban areas. Seventeen per cent of working rural residents work from home, and as shown in Table 4.2, in the most rural areas (Sparse Hamlets and Isolated Dwellings) this figure is 31 per cent, compared to as few as eight per cent of urban based residents.

Table 4.2: Home-Based Working, by Rural Definition 2001	
Rural Definition	**% works mainly at or from home**
Hamlet & Isolated Dwelling – Sparse	31
Hamlet & Isolated Dwelling – Less Sparse	20
Village – Sparse	20
Village – Less Sparse	15
Town & Fringe – Sparse	12
Town & Fringe – Less Sparse	10
Urban – Sparse	10
Urban – Less Sparse	8

Source: 2001 Census, Office for National Statistics

A study by the Chartered Management Institute predicts that by 2018 the majority of businesses will be based from home. Sixty five per cent of businesses expect working from home to be commonplace as a way to reduce the carbon footprint and 73 per cent suggest work-life balance will be the key to job choice.13 This trend is certainly most advanced in rural areas.

There is a popular misconception about economic activity in rural areas: a belief that it is based on traditional crafts and agriculture. The fact is very few economies in rural England are still driven by agriculture, which now accounts for less than five per cent of the rural workforce. The highest proportions work in the wholesale and retail trade or in manufacturing – 15.8 per cent and 14.6 per cent. This is very similar to the picture in urban areas where the respective figures are 17.1 per cent and 14.9 per cent.
Rural economies are much more modern, diverse and dynamic than is often thought. Growth in the proportion of knowledge intensive business services between 1998 and 2005 increased by 46 per cent in rural areas compared to 21 per cent in urban areas. Rural economies are also characterised by a higher proportion of small and micro-businesses, self employment and home-based work. Just over one in six (17 per cent) rural working residents work from home – a figure that rises to 31 per cent in the most rural areas – compared to 8 per cent of urban based residents.

If we are to nurture these economies we need to move away from excessively restrictive and inflexible planning practices, to safeguard employment space and support small and home- based business growth.

This country's rural communities cannot stand still. Change is inevitable whether development takes place or not, and the choices we make today will shape tomorrow's character of the market towns, villages and hamlets that make up our countryside.

Outside the market towns the picture will be much more mixed. Some villages will grow substantially. Others risk seeing little or no development. These villages, "protected" from development, face becoming increasingly exclusive communities of the retired and of wealthy commuters travelling ever longer distances to work, losing their services like schools and shops, and with local jobs either lost, or serviced by people commuting in from larger towns.

Equally, it is clear that over-zealous or ill-thought through restriction of development in rural areas has already had unintended consequences in holding back rural economies and making rural homes increasingly unaffordable – consequences which make the countryside less, not more sustainable.

Scattered across the English countryside are 16,000 small towns, villages and hamlets. These smaller rural communities – settlements with populations of fewer than 3,000 – are home to 55 per cent of all

rural residents, some 6.4 million people. It is in these small communities that the challenges of unaffordable homes, low wages and declining services are at their greatest.

Restrictive planning practices are contributing to many of these villages and hamlets becoming increasingly unsustainable communities, unaffordable for those who work there, losing jobs and services. While the country plans for major housing growth over the next decade, in practice these smaller villages are often excluded from local strategies designed to meet even local housing need. This needs to change.

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Summary

Planning must not determine the future development of rural communities against a narrow tick-box approach to sustainable development, assessing communities as they are now and not what they could be. In too many places this approach writes off rural communities in a 'sustainability trap' where development can only occur in places already considered to be in narrow terms 'sustainable'. The question planners must address is "how will development add to or diminish the sustainability of this community?" taking a better balance of social, economic, and environmental factors together to form a long term vision for all scales of communities. A mix of housing and employment opportunities are essential for the sustainability of rural communities.

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2.0 Live-Work Developments

Live-work development consists of the provision of segregated living and working accommodation in a single self contained unit. Such developments are purpose-built to accommodate live and work space making them significantly different from the traditional concept of living and working.
The live/work unit concept is backed by the advances in technology and telecommunications as well as the Government initiatives to encourage mixed-use development, tackle traffic congestion and reduce the need to travel.

Live-Work advantages in a rural setting

- Reduced reliance on commuting
- Sustainable use of property – one building not two, less land and materials used, lower fuel emissions and energy use
- Retention of wealth creators, boosting spending power in the district
- Maintained and enhanced sustainability of other rural businesses servicing the live/work businesses (e.g. local shops and other facilities)
- Contribution to the diversification of the rural economy
- Suitable premises for workshop/studio type businesses that require more space than normal residential property provides
- Improved neighbourhood security through continual occupation.
- Creating a 'daytime economy' (daytime work use of property)

The NPPF and Rural Live-Work

The NPPF states that when drawing up their local plans, councils should 'facilitate flexible working practices, such as the integration of residential and commercial uses within the same unit'.

The NPPF offers support for growth in a number of ways;

- 'Local Authorities should approach decision making in a positive way to foster the delivery of sustainable development'
- 'Support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings'
- 'Development which is sustainable should be delivered without delay'
- 'LPAs should look for solutions rather than problems'
- 'Significantly boost the supply of housing by forcing the LPAs to demonstrate an up to date supply of housing'

Core Planning Principles

The NPPF identifies 12 core planning principles. These are as follows;

- Planning should be genuinely plan led empowering people to shape their surroundings.
- Creation of the opportunity to be creative in finding ways to enhance and improve places in which people live their lives.
- Proactively drive and support sustainable economic development to deliver homes, business and industrial units, and thriving local places that the country needs. Plans should set out a clear strategy for allocating sufficient land which is suitable for development in their area taking account of the needs of the residential and business communities.
- Secure a high standard of design and levels of amenity.
- Promote the vitality of the main urban areas whilst protecting the Green Belts around them, recognising the intrinsic character and beauty of the countryside.
- Aim for a low carbon future in a changing climate and encourage the use of renewable resources.
- Conserve and enhance the natural environment and reduce pollution. Allocations of land for development should prefer land of lesser environmental value.
- Encourage the use of brownfield land provided it is not of high environmental value.
- Promote mixed use developments.
- Conserve heritage assets in a manner appropriate to their significance.
- Manage patterns of growth to make the fullest use of public transport, walking and cycling focussing significant development on locations which are or can be made sustainable.
- Support strategies which encourage health, social and cultural well being for all and deliver community and cultural facilities and services to meet local needs.

Presumption in favour of sustainable development

One of the underlying objectives of the NPPF is the presumption in favour of sustainable development. As previously mentioned above, paragraph 14 of the Framework states that at the heart of the NPPF is a *'presumption in favour of sustainable development'*. Within the NPPF, sustainable is defined as *'ensuring that better lives for ourselves don't mean worse lives for future generations'*, whilst development is defined as *'growth'*. Sustainable development is therefore about *'change for the better, and not only in our built environment'*.

The NPPF defines the three-dimensional expression of the economic, social and environmental roles of planning and the need to balance these in policy-making and decision-taking. Whilst a precise definition of sustainable development has been given within the document, the practical definition is discussed within the remainder of the document.

Transportation issues

In relation to Local Planners, live/work pushes all the right buttons – eliminating the need to commute, providing a daytime presence in villages, attracting inward investment for shops, increasing local employment potential, and boosting the viability of transport, telecommunications and postal services.

There are significantly higher levels of homeworking in rural areas – 12% as opposed to 8% in urban England. And the numbers are rising. This trend has major implications for the way property is used in the countryside and in market towns. Many of the businesses that operate from home today would have had a separate office or workspace in previous years. Now a combination of high housing costs, lack of suitable workspace and the increased potential of information technology have, for many, diminished the appeal of taking on work premises – perhaps for good.

Increasingly, self-employed people in rural areas are making a positive choice to base their business in their home. Combining workspace and home is a sure way to save money and time (no need to commute).

For planners, this should represent an opportunity to reduce the strain on their districts' property and land resources – one property delivering what would otherwise require two. And it also represents a significant reduction in commuter traffic.

This location is well served by a regular bus service that enable rapid access to nearby Spalding (the largest nearest Town - nine miles). This is a sustainable location and is not within a Flood Zone.

RURAL IS IDEAL

In rural areas, both home-working and self-employment are significantly more prominent than in urban areas:

	% working from home	% self employed
England	9.16	13.17
Rural districts	11.59	16.17
Urban districts	8.02	11.27

Calculated from Census 2001. Percentages are of those in employment

The prevalence of home-based businesses in rural areas suggests a strong market for live/work – properties designed from the outset for dual use as workspace and home

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The Applicant

Stewart Jeffs is very well known in the 'rural pursuits' world. He represented the Midland Counties Field Trial Society as a committee member, breeds and trains gun dogs, runs 'working tests' for working dogs, and is a qualified Deer Stalker. Additionally, Mr Jeffs organises and field trials, trains dog handlers,

runs 'refresher courses for dog owners and trains individuals and groups on fishing, deer stalking and general outdoor pursuits.

Picking up and beating with his dogs is also an important part of Mr Jeff's activities - in this regard, he works regularly with several of the large sporting estates, i.e. Burghley House, Deene Park, Grimsthorpe, Shadwell, plus several of the smaller shoots in the area.
Mr Jeffs wishes to build a purpose built property first of all to help the carbon footprint; this property would be low maintenance, as would be the gardens to give him more time for his business.
A hugely important factor in maintaining and indeed growing the business interests is for the enterprise to be as 'green' as possible and having a very 'low carbon' property from which to run the operation - this has become crucial in attracting new customers - many of whom regularly ask about the 'carbon footprint' of the operation. In order for the business to be as 'low carbon' as possible, it needs to be purpose built and bespoke in relation to Mr Jeff's specific requirements - an existing property will clearly not be suitable.
Mr Jeffs needs to have a specialist built kennel block with a whelping room and sound proof kennel for difficult dogs. Also required is an isolation kennel which can also be used for bitches in season. There is also a need for a workshop for cleaning guns and firearms which would be used in dog training and deer stalking training etc. A specialist secure gunroom would be incorporated. The workshop area is also required for fishing equipment and storage of rods etc. A further area would be dedicated to technical presentations for training purposes - max number of attendees would be limited to 6no. The anticipated frequency of training courses held at the facility is difficult to predict at this time but the expectation is that they would not exceed 2no per month.
At any one time, there could be up to five dogs at the facility - three of which would be owned by Mr Jeffs.

The proposed enterprise would have a positive impact on a number of local businesses such as the local fishing lakes, shooting ground and gun shop and wild fowling club - all of which are within a mile of the site. A typical day would involve starting at the facility (mostly 'one to one' training) and then moving off to one or more of the aforementioned enterprises. Whilst some clients would be local, many would travel from various parts of the country.

Sustainability

We will propose to incorporate the following :

- Photovoltaic Panels on the entire South Facing roof areas
- Thermal efficiency specifications significantly beyond UK Building Regulation requirements
- Air source heat pumps for heating, hot water provision and cooling of the property.
- Grey water harvesting for multiple purposes.
- A 'two way' electrical metering system to facilitate a net export of power to the Grid.
- A fully operational SUDs system to serve the properties and associated areas of drive.

The proposal would represent an 'exemplar' development that will demonstrate how contemporary properties can be built in an entirely sustainable and responsible manner.

The Live-Work aspect would result in a type of property that will, by it's very nature, help reduce CO2 emissions not increase them.

The house type incorporates dedicated areas as a work space and storage area for the breeding of gun dogs and for training along with a range of rural pursuits that the applicant specialises in. This represents a typical spatial requirement for 'home working' to suit the likely needs of both current and future occupiers. The enterprises could employ further part/full time worker from the village itself or the very immediate locale.

The activity from the working environments would be very low key in terms of traffic movements and the work space would not generate any noise levels beyond that of a normal dwelling.

In a small yet measurable way, the proposal would make a positive contribution to both the economic vitality of the area and improve neighbourhood security through daytime working - the site is situated within a small cluster of properties just outside Whaplode Drove in an otherwise built up frontage. At the same time, reliance on commuting would be reduced and new rural based enterprises will be created.

The ambition is to create a 21st century purpose built energy efficient property/facility that will enable the business to present itself as a genuine low carbon enterprise.

- **There are no other properties in the area that are suitable for this use.**

This type of facility does not lend itself to deployment in a conventionally built up area as it is a rural activity best suited to a countryside location. Part of the applicants business model is to train people who wish to develop skills in handling gun dogs and this will involve taking the dogs into the adjacent countryside so that they can be afforded the requisite instruction. Our clients have been breeding gun dogs and offering training to owners for over thirty years.

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Summary

Forty per cent of UK businesses are being run from home as a generation of innovative and creative people, empowered by the technological revolution, reposition themselves in a world rocked by the recession and redundancies.

Big companies are following suit and increasingly encouraging their staff to work from home - British Telecom has 11,000 who do so, saving on commuting costs, using time more efficiently and cutting down on emissions.

As homeworkers evaluate their needs, developers are responding to the demand by creating new-build schemes appropriate to the task. Architects are assessing space and finding solutions with dedicated work zones, offering 30 per cent of the space to work and 70 to domestic use.

Planners are becoming sympathetic to the new thinking and beginning to promote live-work homes as a community-based "green" answer to global warming. The theory is that live-work clusters can help to reverse neighbourhood decline and reduce reliance on polluting transport. Local planning rules, still often based on separate zoning for employment and residential land - a hangover from the industrial revolution when work was noisy, smelly and dangerous - need to be reassessed.

Many Local Authorities are promoting live/work units to provide flexibility for local residents, letting people set their own balance between work and the rest of their lives and reduces the need to travel.

The applicant fully understands the need for planning authorities to protect the countryside from developments that are harmful but I must make the point that people like Mr Jeffs are (and have always been) part and parcel of the rural economy and it is vital that Council's recognise the contribution that small businesses make to the area - this socio-economic contribution may be small but is real and measurable.

The uses will be limited to A2 and B1 activities in the workspaces provided.

Given that this proposal is a well designed and sustainable form of development well served by public transport and in and otherwise built up frontage with no adverse visual impact, it is felt Planning Permission can and should be granted.

We would make the point that given recent consents granted by SHDC for multiple residential developments in what would be classed as 'open countryside', this proposal should be supported as a conventional 'open market/general needs' development - the applicant's 'live work' characteristics make the case for development all the more compelling.

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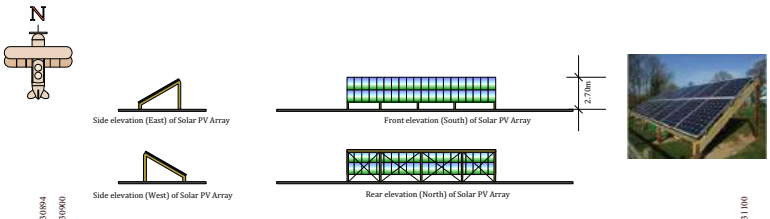
John Dickie M.I.A.S., M.B.Eng

September 2017

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Appendix A Scheme Designs

PLANNING APPLICATION DRAWING



Location of a Hitachi 12kw Yutaki Twin Fan Air Source Heat Pump

Ground mounted solar PV array 20kWp system - Amerisolar AS-5M 250W Monocrystalline Solar Panels 2no 3800 Inverters, bespoke timber frame, Elster A110C Meter system.

Proposed dog kennel

Fence line



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Proposed Live-Work Development
on Land Adjacent to
Homelands, Eugate Road,
Whaplode Drove,
Spalding Lincs
PE12 0SP

Drawing Title : Proposed Site Layout

Client : Mr S. Jeffs

Date August 2017

Scale 1 to 1000 at A3

Drawing No JDA/2013/175.SITE.001B
Rev A Sept 2017 Reference to ex kennels removed and solar panel verbiage amended
Rev B September 4th 2017. Further reference to ex kennels removed



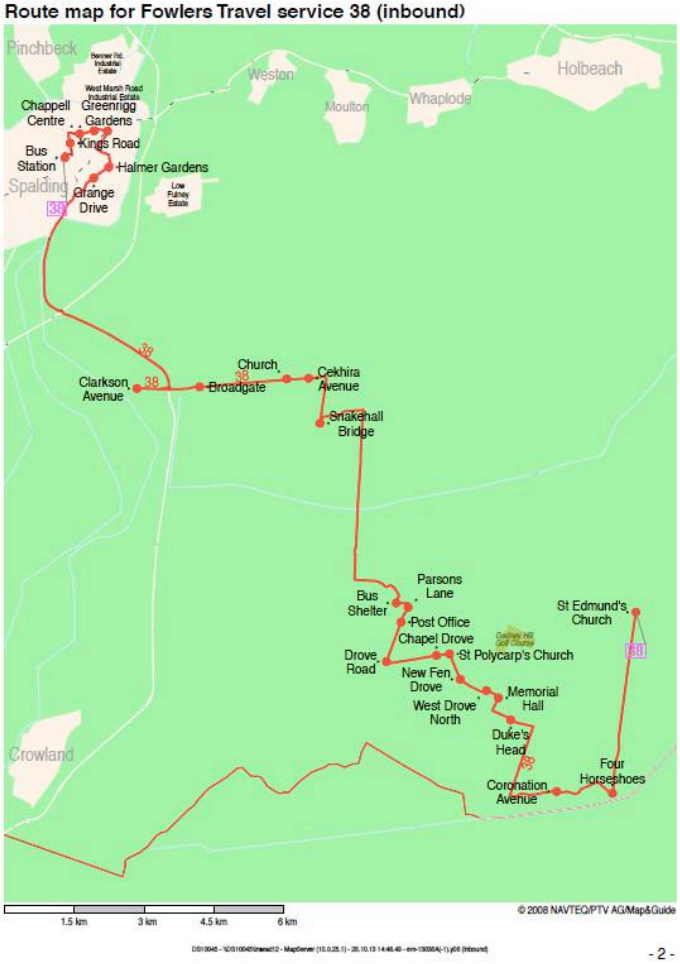
Appendix B

LIVE – WORK APPRAISAL

Bus Service Details

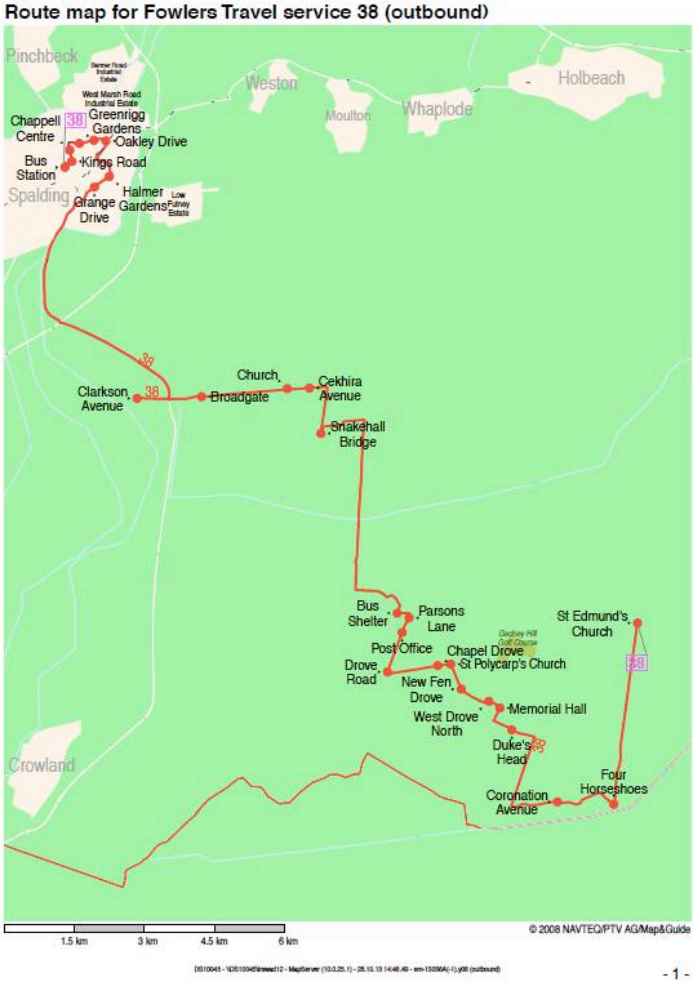
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Route map for Fowlers Travel service 38 (inbound)



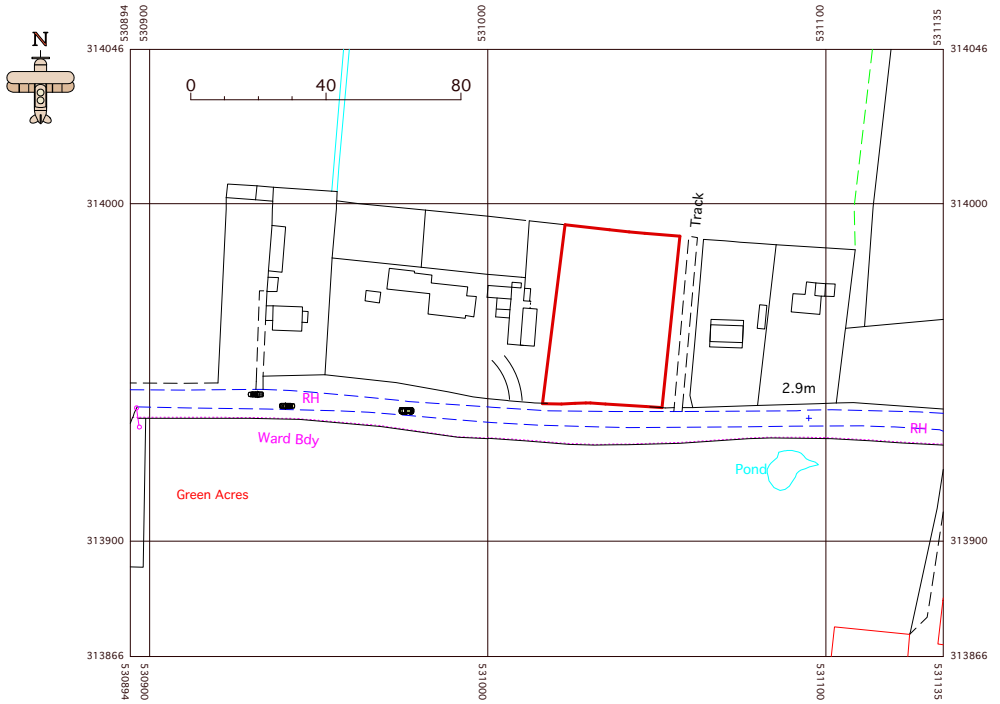
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Route map for Fowlers Travel service 38 (outbound)



- 1 -

Site Location Plan



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SCALE 1 TO 1250 AT A4 LANDSCAPE