

### Sefton Council



#### Brief

BE Group was commissioned by Sefton Council to review the land allocation policy for the Borough's prime employment area - Southport Commerce Park.

13 ha of land was allocated in 1995, followed by a proposal for an additional 4.4 ha. To date 4.5 ha has been built on, accommodating six different occupiers.

Marketing activity has indicated growing pressure for non-office uses, and there has been a loss of businesses from Southport because of the lack of alternative sites and premises.

BE Group was appointed to:

- Review market demand for B1, B2, B8 and sui generis uses in Southport
- Review historic employment land take-up and the Commerce Park's performance in relation to the needs of the local economy
- Assess alternative employment sites and their suitability to meet demand
- Make recommendations regarding the Commerce Park's future role.



#### Activities

- Market demand was assessed through consultations with property developers and local and regional agents
- Data held by a number of public sector organisations was reviewed
- Historical take-up data was also established through consultations with Sefton Council, developers and agents
- All existing undeveloped or underdeveloped employment sites in Southport were assessed to establish availability, ownership, potential constraints and marketability.

#### Outcome

Key recommendations included:

- Permit the 4.4 ha extension and incorporate a further area of former residential land
- Pursue the introduction of support facilities (creche/fitness centre) and car dealerships to generate higher value uses to contribute to infrastructure costs
- Introduce a design guide and management framework
- Incorporate adjacent housing land (650 dwellings)
- Seek development partner.

Sefton Council are now selecting a developer partner.

