

**HARDISTY • JONES**

# Runnymede Housing and Economic Development Needs Assessment

Economy Workstream: Appendix 1 Policy Compliance

Runnymede Borough Council

March 2026

## Appendix 1. Policy compliance

A1.1 This appendix sets out the Planning Practice Guidance (PPG) requirements for preparing an assessment of economic needs, and cross references to where in the main report each requirement has been met.

Paragraph and Revision Date	PPG context	Comment/methodology
Paragraph: 026 Reference ID: 2a-026-20190220  Revision date: 20 02 2019	<p><b>How can strategic policy making authorities prepare and maintain evidence about business needs?</b></p> <p>In gathering evidence to plan for business uses, strategic policy making authorities will need to liaise closely with the business community, taking account of the Local Industrial Strategy, to understand their current and potential future requirements. They will need to assess:</p> <ul style="list-style-type: none"> <li>• the best fit functional economic market area [1]</li> <li>• the existing stock of land for employment uses within the area; [2]</li> <li>• the recent pattern of employment land supply and loss – for example based on extant planning permissions and planning applications (or losses to permitted development); [3]</li> <li>• evidence of market demand (including the locational and premises requirements of particular types of business) – sourced from local data and market intelligence, such as recent surveys of business needs, discussions with developers and property agents and engagement with business and economic forums; [4]</li> <li>• wider market signals relating to economic growth, diversification and innovation; [5] and</li> </ul>	<p>[1] Previous analysis of Runnymede’s ‘Functional Economic Area’ has been reviewed during preparation of the HEDNA. See section 2 for further information.</p> <p>[2] The existing stock of employment premises forms part of the analysis of future requirements set out in section 6. This includes consideration of replacement requirements.</p> <p>The existing stock of employment land is considered within the analysis set out in section 8.</p> <p>[3] Requirement estimates have been compared with historic delivery of employment premises (gross and net) – see section 8 for further information.</p> <p>The existing supply of employment land informs the assessment set out in section 9.</p> <p>[4] Evidence of market conditions is included in Section 4, which draws on interviews with commercial agents active in the Runnymede area, and is further informed by a range of published analysis.</p>

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	<ul style="list-style-type: none"> <li>any evidence of market failure – such as physical or ownership constraints that prevent the employment site being used effectively. [6]</li> </ul>	<p>[5] As per [4]</p> <p>[6] Market failures relevant to Runnymede are discussed in section 4 and section 8.</p>
<p>Paragraph: 027 Reference ID: 2a-027-20190220</p> <p>Revision date: 20 02 2019</p>	<p><b>How can market signals be used to forecast future need?</b></p> <p>Strategic policy making authorities will need to develop an idea of future needs based on a range of data which is current and robust, such as:</p> <ul style="list-style-type: none"> <li>sectoral and employment forecasts and projections which take account of likely changes in skills needed (labour demand) [1]</li> <li>demographically derived assessments of current and future local labour supply (labour supply techniques) [2]</li> <li>analysis based on the past take-up of employment land and property and/or future property market requirements [3]</li> <li>consultation with relevant organisations, studies of business trends, an understanding of innovative and changing business models, particularly those which make use of online platforms to respond to consumer demand and monitoring of business, economic and employment statistics. [4]</li> </ul> <p>Authorities will need to take account of longer-term economic cycles in assessing this data, and consider and plan for the implications of alternative economic scenarios. [5]</p>	<p>[1] Economic forecasts have been purchased from Oxford Economics (OE) and Cambridge Econometrics (CE). Analysis of these forecasts is set out in sections 5, 6, and 7.</p> <p>[2] Demographic projections produced in Summer 2025 as part of the housing workstream within the HEDNA have been used to generate an estimate of the level of employment that would be required to meet the jobs demand arising from the additional economically active population. This analysis is set out in section 5. Given the labour supply estimate of employment falls within the range of the two baseline forecasts, a dedicated labour supply scenario has not been tested.</p> <p>[3] Requirement estimates have been compared with historic delivery of employment premises (gross and net) – see section 8 for further information.</p> <p>[4] Evidence of market conditions is included in Section 4, which draws on interviews with commercial agents active in the Runnymede</p>

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		<p>area, and is further informed by a range of published analysis.</p> <p>Section 7 considers emerging trends which can affect employment sites and premises demand. This includes macroeconomic trends, which are essentially ubiquitous across commercial property markets in the UK and possibly further afield; and also includes microeconomic trends which consider the local context in Runnymede.</p> <p>[5] Section 7 considers additional scenarios for office, general industrial, and warehousing and logistics uses to account for alternative economic outcomes.</p>
<p>Paragraph: 029 Reference ID: 2a-02920190220</p> <p>Revision date: 20 02 2019</p>	<p><b>How can current market demand be analysed?</b></p> <p>The available stock of land can be compared with the particular requirements of the area so that 'gaps' and any over-supply in local employment land provision can be identified. [1]</p> <p>It is important to consider recent employment land take-up and projections (based on past trends) and forecasts (based on future scenarios), and to identify instances where sites have been developed or sought for specialist economic uses. [2] This will help to provide an understanding of the underlying requirements for office, general business and distribution space, and (when compared with the overall stock of employment sites) can form the context for appraising individual sites.</p> <p>Analysing supply and demand will allow policy makers to identify whether there is a mismatch between quantitative and qualitative supply of and demand for employment sites. This will enable an understanding of which</p>	<p>[1] Section 9 sets out a comparison of the employment sites and premises supply in Runnymede with the results of the assessment of future requirements, providing high level conclusions on potential issues to be addressed through future policy.</p> <p>[2] Analysis of historic delivery of employment premises (gross and net) is set out in section 8.</p> <p>Demand for specialist uses (as defined within NPPF) in Runnymede has been considered within the sensitivity analysis set out in section 7.</p>

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	market segments are over-supplied to be derived and those which are undersupplied.	
<p>Paragraph: 032 Reference ID: 2a-032-20190722</p> <p>Revision date: 22 07 2019</p>	<p><b>How can the specific locational requirements of specialist or new sectors be addressed?</b></p> <p>When assessing what land and policy support may be needed for different employment uses, it will be important to understand whether there are specific requirements in the local market which affect the types of land or premises needed. Clustering of certain industries (such as some high tech, engineering, digital, creative and logistics activities) can play an important role in supporting collaboration, innovation, productivity, and sustainability, as well as in driving the economic prospects of the areas in which they locate. Strategic policy-making authorities will need to develop a clear understanding of such needs and how they might be addressed taking account of relevant evidence and policy within Local Industrial Strategies. For example, this might include the need for greater studio capacity, co-working spaces or research facilities. [1]</p> <p>These needs are often more qualitative in nature and will have to be informed by engagement with businesses and occupiers within relevant sectors.</p>	<p>[1] Local market is assessed through policy reviews to identify specific locational requirements and sectors.</p>

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