

TRANSFORM YOUR PLANNING WITH NEXUS ANALYTICS & RESEARCH

At Nexus Planning, we understand the frustration that comes with selling the positives of your planning application or making your evidence base insightful and meaningful. That's why we have established Nexus Analytics & Research, our dedicated in-house team of demographic, economic, and GIS specialists.

Our goal is to provide you with the insightful, data-driven analysis you need to make informed decisions and achieve positive outcomes. With Nexus Analytics & Research, we offer:

- Expertise in Demographic Analysis: Understand the population dynamics and trends affecting your project.
- Economic Insights: Make informed decisions with detailed economic analysis that highlights growth opportunities and potential challenges.
- Advanced GIS Capabilities: Utilise cutting-edge Geographic Information Systems (GIS) to visualise data, optimise land use, and enhance planning accuracy.

Why work with Nexus Analytics & Research?

- Selling Your Scheme: Providing you with the demand and supply analysis you need to promote the components of your scheme and why it should be successful.
- Tailored Solutions: We customise our analysis to meet the unique needs of your project, ensuring relevant and impactful insights.
- Collaborative Approach: Our team works closely with you to understand your specific goals and challenges, providing the support you need at every step.
- Proven Track Record: With a history of successfully delivering projects for blue-chip institutions, major housebuilders and a large number of public authorities, we bring experience and reliability to your planning processes.



ECONOMIC RESEARCH



**DEMOGRAPHICS,
SOCIO-ECONOMICS
AND HUMAN HEALTH**



NEEDS ASSESSMENTS



RETAIL AND LEISURE



SPATIAL ANALYTICS



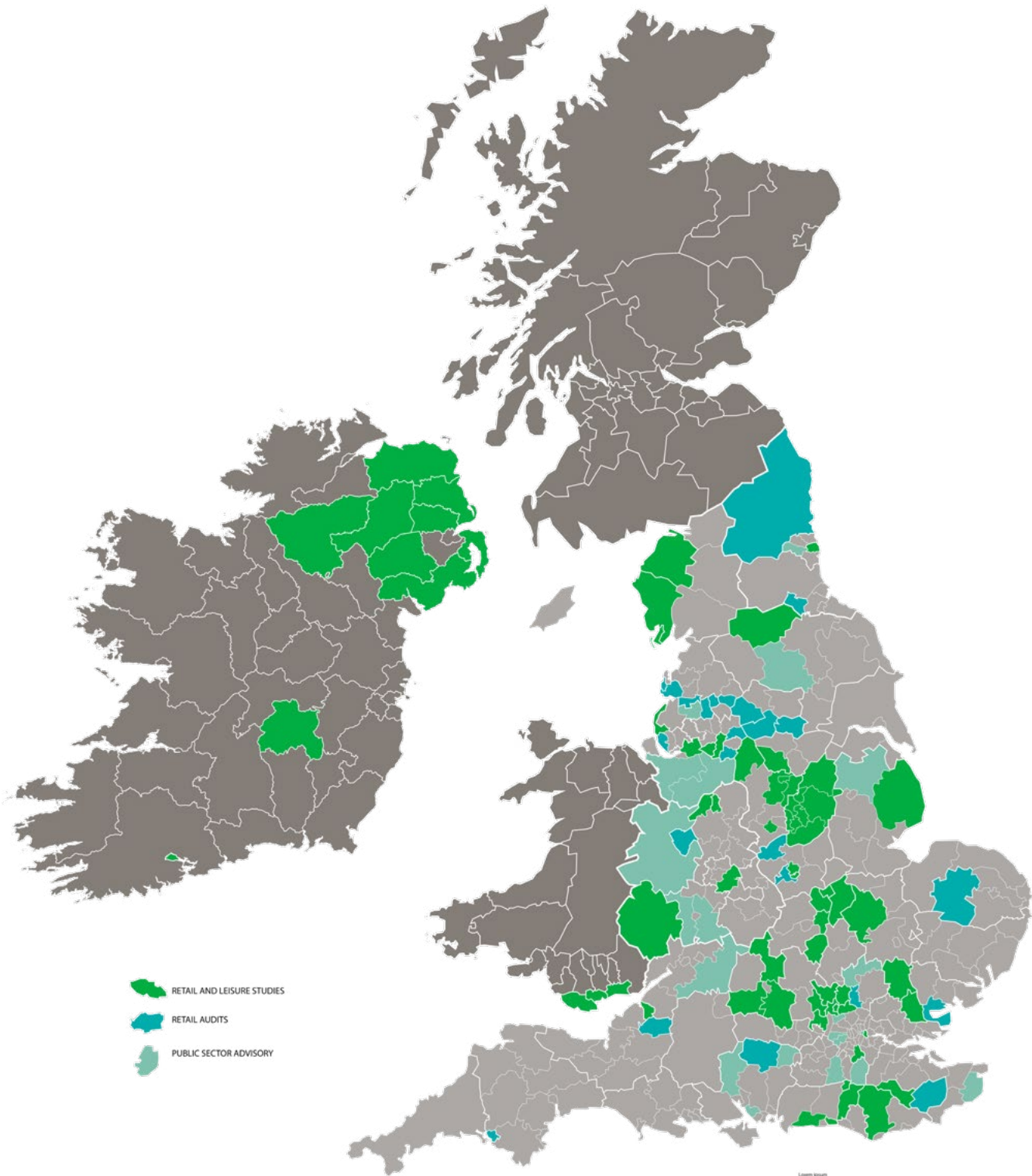
THOUGHT LEADERSHIP

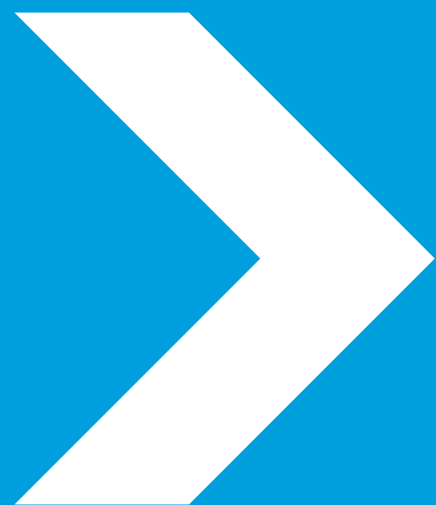
CLIENTS

We work with a range of private sector clients to provide cutting edge insights and data driven strategies. Our bespoke analytics solutions cater to the unique needs of businesses across various industries, such as residential development, retail, and cultural institutions. A selection of our recent clients include:



In the public sector, we have also worked with over 100 local authorities across the UK and Ireland, as seen in the map below. We have a strong record of repeat business – testimony to the quality of our service and our ability to deliver results.





ECONOMIC RESEARCH



ECONOMIC RESEARCH

The NPPF places much importance on the economic objective of development, and recognises the role that development can play in supporting growth, innovation and improved productivity. In line with this, our team provides economic advice to landowners, investors, developers and local authorities, which helps to demonstrate how a development is meeting this economic objective.

ECONOMIC IMPACT ASSESSMENT

NAR has extensive experience of preparing bespoke Economic Impact Assessments which quantify the key economic impacts of developments. Our assessments are in full accordance with HM Green Book Guidance, and based on our in-house economic model which calculates the impact of developments in terms of job creation, GVA and benefits to the local authority.



INFOGRAPHIC

To accompany an economic report or economic impact assessment, NAR can also produce an infographic which provides a visual snapshot of the key economic benefits associated with a proposal, which succinctly demonstrate the wider benefits of the scheme. These infographics have been found to be extremely useful in outlining the key benefits to local residents, planning officers, Councillors and other relevant stakeholders.



VITALITY ASSESSMENT

Development can play a big role in sustaining the vitality of small local communities. Our vitality assessments identify how a new development could boost the local economy, but also outline how proposals could contribute to the vitality of key local services, such as schools, shops and community facilities.





ECONOMIC RESEARCH - CASE STUDIES

THE ECONOMIC BENEFITS OF THE DEVELOPMENT

CONSTRUCTION BENEFITS:



- Direct Employment (jobs on-site, FTE per annum)
- Indirect Employment (accounting for regional additionality, FTE per annum)

Direct Employment

321 construction jobs on site per annum across the 37-month build period

Indirect Employment

160 indirect jobs per annum through the supply chain and induced through local spending over the 37-month build period (regional)



Construction Value

Estimated build cost – £10.6M



Economic Output

Construction economic output (GVA)

OPERATIONAL PHASE:



Additional Resident Spending

£700k (p.a) – estimated additional resident spending in local shops and services (per year), from a total of **£7M** additional household spending.

9 WORKERS



New Induced Service, Retail and Other Employment as a result of new resident spending, of which:

- 3 new retail jobs; and
- 6 new leisure service jobs.



Economic Output

Operational economic output (GVA)



One-off spend on new home products

Estimated spend of £1.4M on home furnishings and other new home goods.



£500,000

Additional Council Tax Revenue per annum

ABERGELE ECONOMIC INFOGRAPHIC

Client: Countryside Partnerships/Vistry

NAR were appointed to produce an economic benefits report in relation to a circa 290 dwelling scheme in Abergele, Conwy. After calculating the key economic benefits of the development, we summarised these in an infographic.



ECONOMIC RESEARCH - CASE STUDIES

RUSPER VITALITY ASSESSMENT

Client: *Stonebond Properties*

NAR was recently instructed to produce a Vitality Assessment in relation to a 43-dwelling residential scheme in Rusper, Horsham.

Our assessment effectively demonstrated that the redevelopment of the site would benefit the wider village both by providing economic benefits and boosting usership of key local services, such as the primary school, the village hall, recreational facilities and local shops.





**DEMOGRAPHICS,
SOCIO-ECONOMICS AND HUMAN
HEALTH**

DEMOGRAPHICS, SOCIO-ECONOMICS AND HUMAN HEALTH

NAR produces a range of demographic and socio-economic products which can support planning applications, ranging from Environmental Statement chapters as part of an EIA and Health Impact Assessments, to more bespoke pieces of work which can be tailored to the project's needs. We use a variety of sources which help us to build a comprehensive demographic and socio-economic profile of a local area, which we can present in an engaging and informative way.

ENVIRONMENTAL STATEMENT

As an Institute of Environmental Management and Assessment (IEMA) registered assessor, we regularly prepare Environmental Statement socio-economic and human health chapters. Our assessments model the likely impact of a proposed development on the socio-economic and human health conditions of the local area, from which we make recommendations for how the scheme can maximise benefits and mitigate any adverse impacts.



HEALTH IMPACT ASSESSMENT

There is a growing recognition of the links between the built environment and physical and mental health, and Health Impact Assessments (HIAs) are increasingly required by local authorities to accompany planning applications. Our HIAs identify the impacts of a proposed development on the health of the local population, and devise recommendations to maximise positive impacts or mitigate negative impacts. Our HIAs are produced as a detailed report and are designed to support planning proposals.



SOCIO-ECONOMIC ANALYSIS

Using a combination of ONS data, Experian expenditure and MOSAIC data and spatial analytics, we can build a detailed picture of the socio-economic context of a local area. These assessments can help to identify particular issues in the area, or can be tailored to focus on a particular topic, such as housing, the labour market or health.



CRIME IMPACT STATEMENT

Local authorities are increasingly requiring the submission of Crime Impact Statements (CIS) with large residential or commercial applications. Our statements present a baseline data analysis of crime in the local area, carry out a risk assessment based on the nature of the scheme, and assess the proposal to develop recommendations of measures that can be taken to increase the safety and security of the scheme.





DEMOGRAPHICS, SOCIO-ECONOMICS AND HUMAN HEALTH - CASE STUDIES

SW AYLESBURY ENVIRONMENTAL STATEMENT

Client: *Gleeson Land*

NAR was appointed to produce a Socio-Economic and Human Health chapter for an Environmental Statement in support of a strategic development at SW Aylesbury of up to 1,400 new homes, a primary school and associated community facilities.

Our work included a baseline analysis of the socio-economic context of the local area, and an evaluation of the likely impacts of the proposed development in terms of the economy, housing and human health.

From this, we produced recommendations for how the development could minimise any negative impacts and maximise positive impacts.

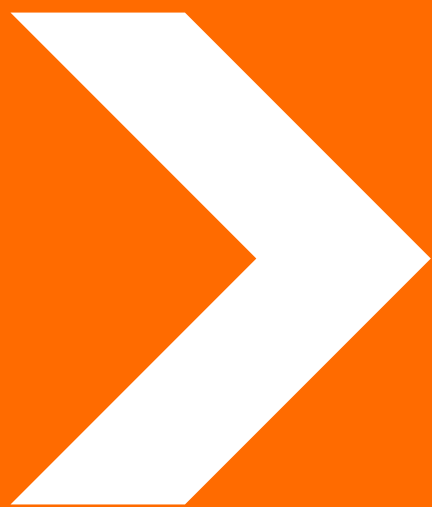
CHIPPING NORTON HIA

Client: *Gleeson Land*

We were asked to prepare a Health Impact Assessment (HIA) in support of a proposal for c. 100 dwellings at a site in Chipping Norton, West Oxfordshire. This HIA was produced in full compliance with national guidelines and the Oxfordshire Health Impact Assessment Toolkit.

The HIA carried out a full baseline assessment of the local area's health and socio-economic context, and evaluated the likely impact of the proposed development, with a particular focus on vulnerable population groups that are most likely to be impacted.

From this, we were able to conclude the likely impacts of the proposals, and to recommend measures to mitigate adverse impacts and to enhance positive impacts.



NEEDS ASSESSMENTS



NEEDS ASSESSMENTS

Part of the NPPF's sustainable development objective is to ensure that development is designed in reflection of current and future needs. NAR is skilled in the production of assessments which objectively identify the need for provision of additional services across diverse areas, including housing, community facilities and open spaces.

HOUSING NEEDS

Our housing needs assessments analyse demographic trends, economic conditions and housing market dynamics to identify current and future housing needs. We can tailor our assessments to focus on particular needs, such as housing size or housing affordability. Our assessments operate at a range of scales, from local authority wide, down to community level.



EMPLOYMENT LAND

Our employment land assessments look to market intelligence to understand the supply and demand of commercial space, from warehouses to offices. This robust evidence base allows us to conclude the residual needs for additional employment space, at a range of different geographies.



LATER LIVING

In the context of an ageing population across the country, there is a growing need to construct new accommodation for older people, which can provide a safe, supportive and engaging environment for residents. NAR works with private sector clients to produce later living assessments which identify the need for additional senior living accommodation in a local area, including sheltered housing, extra care housing and nursing and residential care. Our assessments identify future demand and capacity through demographic analysis, and look to the existing supply of accommodation, in quantitative and qualitative terms, in order to conclude the residual need for additional accommodation. These assessments can be produced at early stages when developing proposals, or to support planning applications at later stages.



STUDENT ACCOMMODATION

NAR can support the provision of purpose-built student accommodation by assessing the level of need for additional accommodation. Our assessments work with local universities and colleges to build a picture of the quantity and quality of local supply, and contrast this against likely admission numbers, therefore concluding the residual need for additional accommodation.



EDUCATION

NAR has worked with private developers to produce education needs assessments, which explore the supply and demand of education infrastructure in a local area, from early years facilities to post-16 provision. These assessments can be used to justify the need for additional education provision on-site, or to demonstrate that existing provision can accommodate the demand associated with new residential developments.





NEEDS ASSESSMENTS

SPORTS FACILITIES

NAR produces assessments which identify the needs for a variety of different sports facilities, which can justify the loss of sports facilities, or the construction of new facilities. By using a combination of spatial analytics and demographic intelligence, we project the current and future demand for sports facilities, and compare this to existing and forthcoming supply to conclude the needs of the local population.



OPEN SPACES

NAR works with both private developers and local authority clients to produce open space assessments which can identify the needs for open spaces and sports facilities in a particular area.



COMMUNITY INFRASTRUCTURE

NAR carries out Community Infrastructure Assessments which analyse the quantity, quality, capacity and accessibility of local services and facilities, such as schools, health services, open spaces and community facilities. These are typically carried out in the early stages of development as a means of identifying ways in which a site can contribute to local infrastructure.



SPECIALISED HOUSING

The new NPPF establishes that the need for accommodation for different groups, including older people and people with disabilities, should be assessed and reflected in planning policies. NAR can work with local authorities to produce a Specialised Housing Assessment, which can use quantitative and qualitative evidence to identify the needs for accommodation for these groups, and make policy recommendations for how local authorities can greater support this kind of development.





NEEDS ASSESSMENTS - CASE STUDIES



CROYDON OPEN SPACES STUDY

Client: *Croydon Borough Council*

Nexus worked with the London Borough of Croydon to analyse the Borough's major open spaces in terms of footfall and dwell-time in order to understand which spaces should receive protected status within the Local Plan. Nexus sourced and analysed empirical Mobile API data from Apple and Google to help provide up-to-date data for each open space and guide our qualitative and quantitative recommendations.



NEEDS ASSESSMENTS - CASE STUDIES

OADBY & WIGSTON SPECIALISED HOUSING STUDY

Client: *Oadby and Wigston Borough Council*

NAR, along with the later living team within Nexus Planning, were commissioned to carry out a Specialised Housing Study relating to the Need for Accommodation for Older People and People with Disabilities on behalf of Oadby & Wigston Borough Council in Leicestershire. The first stage of the Study identified the current and future housing requirements of older and disabled people in both quantitative and qualitative terms, looking specifically at the supply and demand for bungalows. The Study then used the results of this research to develop new planning policies and guidance relating to specialist forms of housing. The Study will be a key evidence-based document for the current Local Plan Review and will form a material consideration in the determination of planning applications relating to accommodation for older and disabled people.



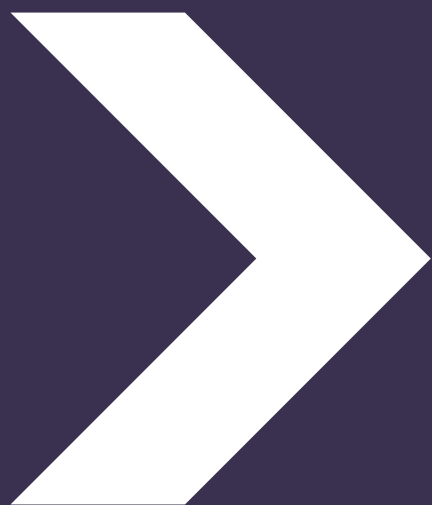
NEEDS ASSESSMENTS - CASE STUDIES

RUSTINGTON GOLF COURSE NEEDS ASSESSMENT

Client: *Barratt David Wilson*

NAR was asked to produce a Golf Course Needs Statement in support of the redevelopment of Rustington Golf Centre in Arun.

Through an analysis of existing supply in the area, and projecting future demand by analysing demographic trends and evidence from Sports England, we effectively demonstrated that the existing site was surplus to requirements.



RETAIL AND LEISURE



RETAIL AND LEISURE

NAR works with the wider Nexus Planning retail team to provide a diverse series of assessments relating to retail and leisure. We work with both private sector clients to justify the need for developments, and have also worked with a number of local authorities across the UK and Ireland to provide robust retail and leisure assessments as part of their Local Plan evidence base.

RETAIL ASSESSMENT

Working with the wider Nexus Planning retail team, NAR has experience in carrying out Retail and Town Centre Studies on behalf of local authorities across the UK and Ireland. Our studies typically involve the commissioning of household surveys, assessing the capacity for future retail development and reporting on the 'health' of town centres, from which we devise policy recommendations which guide the direction of retail and town centres in planning policy. We are knowledgeable about new formats, trends and technologies which ensures that our advice reflects emerging good practice.



LEISURE ASSESSMENT

NAR is also experienced in assisting with the production of Leisure Assessments, either as standalone studies or as part of a wider Retail Study. Our studies assess the capacity for additional leisure facilities, including cinemas, health facilities, restaurants, pubs and bars and provide policy recommendations for the development of the leisure sector in a local authority area. In light of the ever-evolving town centre landscape, our advice is fully up to date, and reflects the increasingly important role of the leisure sector in town centres.



HOTEL NEEDS

NAR works with local authorities to carry out Hotel Capacity Studies which identify to what extent there is a need for additional hotel accommodation in the local authority area. These studies carry out an audit of the current hotel accommodation supply, looking at both quantitative and qualitative elements. Our studies also look at current hotel performance and project visitor numbers and trends in the sector to assess future demand for hotel accommodation. From this, we can perform a 'gap analysis' of the current provision and make recommendations for how the local authority's hotel offer could develop in the future.



FOOD & BEVERAGE

NAR can produce assessments with a focus on food and beverage venues. These assessments build a catchment area of customers and look to projected growth in population and expenditure to understand how demand for restaurants, bars and cafés is likely to develop in the future. From this, we can project the expected needs which can justify the case for the construction of additional food and beverage venues.



ACCOMMODATION IMPACT ASSESSMENT

NAR has worked to produce Accommodation Impact Assessments in relation to proposals for additional holiday accommodation. Our assessments seek to understand the diversion of trade from existing accommodation facilities to the proposed scheme, and to quantify the positive impacts of the scheme on the local area.





RETAIL AND LEISURE - CASE STUDIES

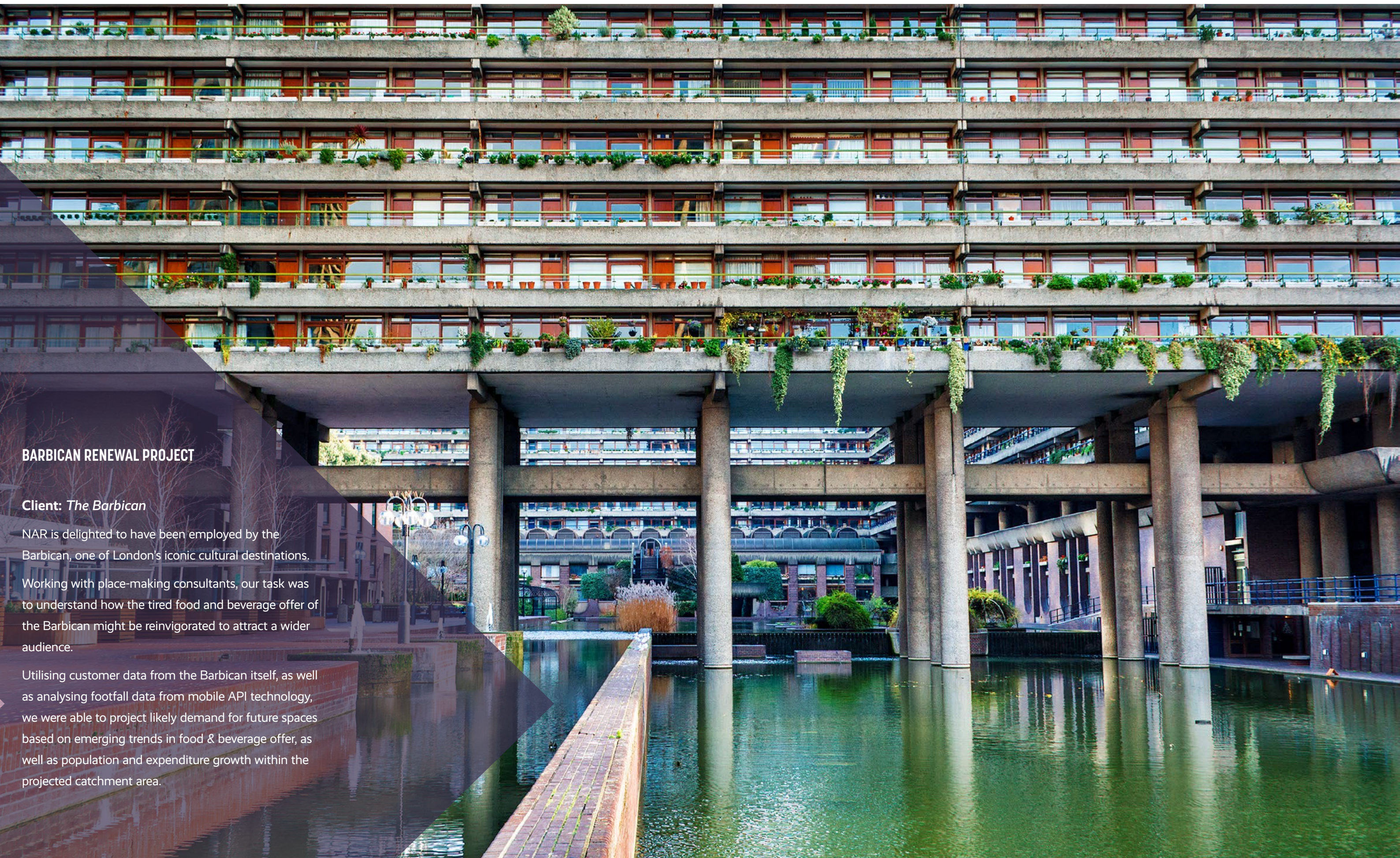
BARBICAN RENEWAL PROJECT

Client: *The Barbican*

NAR is delighted to have been employed by the Barbican, one of London's iconic cultural destinations.

Working with place-making consultants, our task was to understand how the tired food and beverage offer of the Barbican might be reinvigorated to attract a wider audience.

Utilising customer data from the Barbican itself, as well as analysing footfall data from mobile API technology, we were able to project likely demand for future spaces based on emerging trends in food & beverage offer, as well as population and expenditure growth within the projected catchment area.





RETAIL AND LEISURE - CASE STUDIES



MILTON KEYNES RETAIL AND LEISURE STUDY

Client: *Milton Keynes City Council*

NAR, along with the Nexus Planning retail team, was appointed to carry out a Retail and Leisure Study on behalf of Milton Keynes City Council in support of their New City Plan. Our Study identified the capacity for additional retail and leisure floorspace across the City up to 2050, and provided a health-check assessment of the city centre and other town and district centres. As part of the brief, we also provided an assessment of hotel needs across the City, and analysed the geographical provision of key services to support the everyday needs of residents.



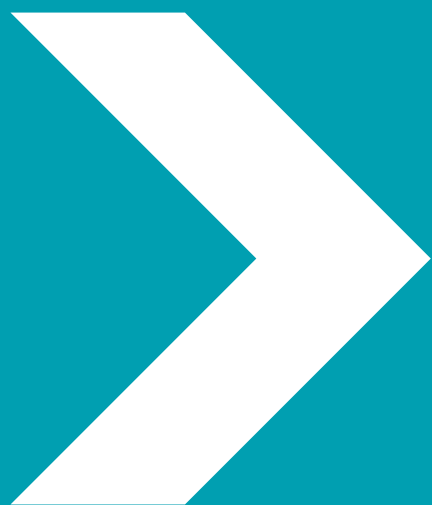
RETAIL AND LEISURE - CASE STUDIES

GREEN RIDGE RESORT, NEWQUAY ACCOMMODATION IMPACT ASSESSMENT

Client: *Kingsley Leisure Developments*

NAR was commissioned to support proposals for a new holiday resort near Newquay, Cornwall. Proposals for the Green Ridge Resort included 450 lodges, a swimming pool complex, three restaurants and sports and health hubs.

We were commissioned to capture the positive impacts of the proposals in terms of job creation and economic prosperity, as well as to understand where trade to the new park would come from.



SPATIAL ANALYTICS



SPATIAL ANALYTICS

Utilising our in-house Geographical Information Systems (GIS) and Experian Micromarketer capabilities, we are able to analyse current and evolving planning and policy environments, and market and social trends. We prepare macro and micro location-based analysis to inform land and planning strategies, site assessments and strategic site searches. Our graphics and GIS analysts present complex information in easily understood visually powerful infographics and mapping.

SITE SEARCHES

NAR can assist developers with identifying appropriate sites with high development potential. These sites are identified through a combination of policy review and GIS spatial analysis, and an assessment of national and local constraints, sustainability and infrastructure, and the local housing market.



20-MINUTE NEIGHBOURHOODS

The concept of the '20-minute neighbourhood' is one which is gaining traction in policy and wider discourse. NAR's 20-minute neighbourhood assessments can analyse a site on the basis of criteria such as access to transport, green spaces and good employment opportunities. These assessments are provided on a spatial basis and can help to demonstrate the sustainability of a site's location.



SERVICE PROVISION ANALYSIS

Councils are increasingly conscious of the benefits of residents living in close proximity to essential everyday services, for both sustainability and health reasons. Using GIS, NAR can visually map the location of services such as food stores, schools, healthcare facilities and other key infrastructure to understand the current distribution of services and to identify particular 'deserts' where residents lack easy access, and where future provision should be directed.





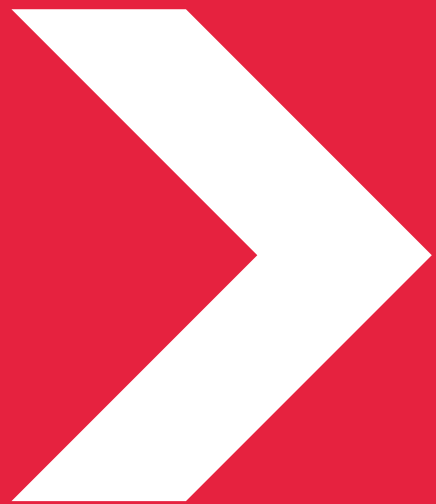
SPATIAL ANALYTICS - CASE STUDIES

GREATER NOTTINGHAM RETAIL STUDY

Client: *Broxtowe Borough, Gedling Borough, Nottingham City and Rushcliffe Borough Councils*

The Nexus Planning retail team were commissioned to carry out a Town Centre Study as part of the Greater Nottingham Strategic Plan. One element of the brief was to assess how each of the town centres met the criteria of a '20-minute neighbourhood', which is now a well-engrained concept when establishing sustainable neighbourhoods.

Using a combination of spatial analysis, desktop research and on-site observations, we evaluated how each centre performed against each criteria, and used this to develop recommendations for the types of uses and measures that could be introduced to develop each centre into a 20-minute neighbourhood.



THOUGHT LEADERSHIP

We collaborate with colleagues across all sectors, as well as public and private sector clients, to generate original research which provides valuable insight. Our research to date has covered diverse topics such as retail, healthy planning and sustainability.



A futuristic reimagining of the urban economy and built environment



NAR worked with Key Cities to produce our Healthy City report, commissioned as a response to the major challenges that cities are facing. The research brought together a wide variety of expertise in planning, climate resilience and economics. This research and consultation resulted in the key theme that cities are a major influence on the mental, physical and social health of people. The vision suggests that to recognise this, cities should adopt the “Health First Principle”, and provides a new framework for city transformation. The framework was populated with policy proposals to turn the vision for the Healthy City into reality, and sense-checked by local government experts and practitioners. It highlights the importance of town and country planning to create a pathway towards this vision.



Working with the Nexus Planning retail team, we produced our Future: Department Stores report, which looked to the future of high street department stores in the context of recent high-profile closures, and explored how these large vacant spaces are now being repurposed to lead to more vibrant high streets. Our research was based on the analysis of 900 department stores across the UK and the Republic of Ireland, which found that over 75% of stores are either occupied or have pending planning applications.



NAR supported NHS Property Services Limited (NHSPS) in its mission to create healthier development projects. NHSPS is in a unique position to tackle health inequalities through the disposal, development and management of its land and property. Our work to date has included a review of existing guidance on health in the planning system and the built environment more generally, and through utilising best practice and fresh thinking, has helped to establish a consistent approach to improving health in developments arising from its disposal programme.

KEY CONTACTS

We would be very pleased to discuss how Nexus Analytics & Research can best support your project.

For more information please contact:

Rob Pearson

London

M +44 (0)7785 705 378

E r.pearson@nexusresearch.co.uk

Fiona Bruce

London

M +44 (0)7732 687 308

E f.bruce@nexusresearch.co.uk

Samantha Li

London

M +44 (0)7795 971 261

E s.li@nexusresearch.co.uk





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