

Proof of Evidence of Mr Alex O'Byrne - Appendices

The Beehive Redevelopment

Economic Proof of Evidence of Mr Alex
O'Byrne

for the Applicant

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1. Appendix

1. Alternative employment estimates

- 1.1 As discussed in **paragraph 3.5 of the main report**, I have considered additional scenarios for completeness. One is an entirely office scheme and another is a further scenario based on the same floorspace as the illustrative scheme but with the lowest employment densities). The latter scenario was presented in the Environmental Statement chapter to represent a reasonable worst case scenario. However, in practice both alternative scenarios are considered less likely, given their reliance on less realistic assumptions — either complete office usage or minimal employment density configurations.

Table 1.1 - gross direct employment (entirely office scheme)

Use	Floorspace (sqm)	Density (by floorspace type)	Density (sqm per FTE)	FTEs	Jobs
Office	86,804	NIA	12	7,235	7,875
Retail	4,851	NIA	17.5	275	385
Events / community	246	GIA	125	0	5
Total	91,901			7,515	8,260

NB: figures are rounded to the nearest five.

Table 1.2 - gross direct employment (lowest employment densities)

Use	Floorspace (sqm)	Density (by floorspace type)	Density (sqm per FTE)	FTEs	Jobs
Lab (wet lab)	23,688	NIA	60	395	430
Lab-enabled office (dry lab)	23,688	NIA	13	1,820	1,985
Office	36,328	NIA	13	2,795	3,135
Retail	4,852	NIA	20	245	335
Events / community	246	GIA	125	0	5
Total	88,801			5,255	5,890

NB: figures are rounded to the nearest five.

- 1.2 **Table 1.1** and **Table 1.2** present the gross direct employment estimates under each of these scenarios. For comparison, the illustrative scheme is expected to support approximately 6,445 jobs, based on the more realistic mix of lab and office uses set out in Error! Reference source not found.**3.1 of the main report**.
- 1.3 Under the office-only scenario, this could rise to 8,260 jobs, while under the lowest density scenario, it could fall to 5,890 jobs. The downside risk relative to the illustrative scenario is therefore relatively modest – around 10% fewer jobs – and would similarly apply to other economic impacts such as worker spending, tax revenues, and GVA.
- 1.4 However, these differences are not sufficient to alter my overall conclusions regarding the significance and robustness of the economic benefits delivered by the Proposed Development.

2. Part time worker assumptions

- 1.5 The Employment Densities Guide provides estimates of the number of full-time equivalent (FTE) jobs supported by various use types (CD 9.05). I have converted these FTE estimates into total job estimates by adjusting for the proportion of part-time workers in different sectors. The table below outlines the assumed proportions of part-time employment used in calculating the total number of jobs. Job estimates are based on the standard assumption that one FTE is equivalent to two part-time workers. The part-time employment proportions for each industry are sourced from the Business Register and Employment Survey (BRES), which provides detailed sector-specific data. These proportions have been matched with the corresponding uses proposed for the development as indicated below.

Table 1.3 - part time worker assumptions

Use	ONS sector(s)	Part time split
Lab (wet lab)	Professional, scientific & technical	16%
Lab-enabled office (dry lab)	Professional, scientific & technical	16%
Office	Average of professional, scientific and technical, information and communication, finance and insurance, property and business admin and support	22%
Retail	Retail	55%
Events / community	Arts, entertainment, recreation & other services	44%

3. Alternative retail options

- 1.6 The alternative affordable retail options nearby to the Site are important to this baseline. This considers the retail options available for that could be considered as substitutes to the existing Beehive Centre units. The table below identifies the alternative options, providing a brief description of their similarities and the distance away from the current Site. There are alternative options for residents to use for the majority of the existing businesses.

Table 1.4 - alternative retail

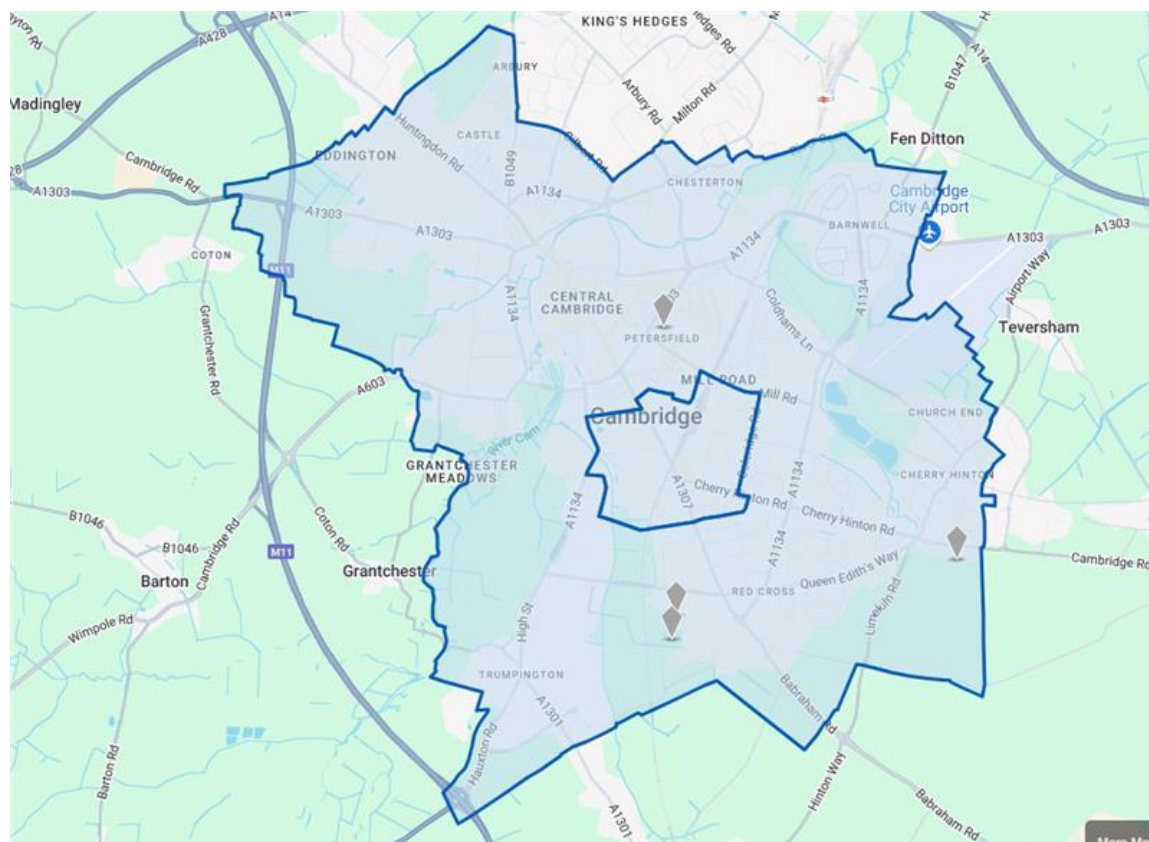
Existing Beehive store	Type of store	Alternative Store	Description	Distance
ASDA	Affordable retail	Lidl, Aldi	Aldi and Lidl directly compete with ASDA in the UK's affordable convenience retail market.	Aldi – located opposite CRP, approximately 5-minute drive from the existing site (0.6 miles). Lidl – Located in the adjacent CRP, approximately two minute drive from ASDA (0.3 miles).
M&S	Upper market convenience retail	Tesco Superstore	Although M&S generally positions itself towards a slightly different market, Tesco provides similar core grocery and convenience products.	Tesco Superstore – opposite CRP, approximately 5-minute drive (0.7 miles).
Homesense (TK Maxx)	Home store	Dunelm	Dunelm is a well known affordable home store which offers similar products to the home stores within the Beehive centre.	Dunelm - located within the adjacent CRP, approximately one minute drive from the existing site (0.2 miles).
B&M home store	Home store			
Next Home	Home store			
Porcelenosa	Tiles, bathrooms and kitchens	B&Q	B&Q sells products and services related to tiles, bathrooms, and kitchens	B&Q – located at the opposite end of CRP a 5-minute drive away (0.7 miles).
Carpetrigh	Carpet store	SCS, B&Q	SCS and B&Q all sell carpets and flooring. SCS is considered as a direct substitute.	SCS - located within the adjacent CRP, approximately one minute drive from the existing site (0.2 miles). B&Q – located at the opposite end of CRP a 5-minute drive away (0.7 miles).
Tapi Carpets and Floors	Carpet and flooring	SCS, B&Q,		
Dreams	Bed and mattresses	Bensons for beds, Dunelm	Beds and mattresses are all sold at the following stores.	Bensons for Beds and Dunelm – located within the adjacent CRP, approximately one minute drive from the existing site (0.2 miles).

Existing Beehive store	Type of store	Alternative Store	Description	Distance
Everlast Fitness	Affordable gym	The Gym Group	Provides an affordable gym alternative, although without swimming facilities.	Located within CRP, a one minute drive from the existing site (0.2 miles).
Costa Coffee	Coffee	Starbucks	Starbucks is considered a direct substitute to Costa.	Located within CRP, a one minute drive from the existing site (0.2 miles).
Wren Kitchens	Kitchen store	B&Q	B&Q offers similar products and services to Wren kitchens.	B&Q – located at the opposite end of CRP a 5-minute drive away (0.7 miles).

4. CoStar data

1.7

The below map shows the total City Centre as defined by CoStar which is made up of Prime Central and City Centre Periphery.



An aerial photograph of the London skyline at dusk, showing the River Thames, the Tower Bridge, and the Gherkin building in the foreground. The image is partially obscured by a white curved shape in the top right corner.

Contact Us

volterra.co.uk

info@volterra.co.uk

020 4529 1736

Chester House
1-3 Brixton Road
London
SW9 6DE

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