

# Economic Development and Development Impacts in Worcester City Centre

## Introduction

The Worcester City Centre Network Efficiency (Axis West East) scheme will deliver public realm improvements, including walking and cycling infrastructure, at the four locations identified in the scheme's location plan in Appendix 1.

This will promote cycling and walking across the City Centre and its immediate context area. NPIF 'Guidance on the Application Process' (April 2017) states that "where other material factors not mentioned above... have particular relevance to the bid, these should be captured in applications. These could relate to benefits to... sustainable modes (walking and cycling and accessibility)". Sustainable modes have the potential to unlock highway capacity and remove key transport constraints to development opportunities. Within this context, this section briefly outlines the modelling approach, key appraisal assumptions and results of the analysis into the scheme's potential economic development impacts.

For the purposes of the assessment of economic impact, Worcester City Centre is captured by the core City area defined by four MSOA's. The use of Office of National Statistics defined Middle Super Output Areas (MSOAs) to establish the study area ensures that data (census method of travel to work etc) can be collected at a recognised scale. In particular, the City Centre is defined as a grouping of the following four MSOAs: E02006742, E02006739, E02006740 and E02006744. This definition of Worcester City Centre broadly concurs with the influence area of the emerging Worcester City Centre Masterplan.



FIGURE 1: WORCESTER CITY CENTRE MSOAS

## Existing Development Density in Worcester City Centre

A review of development densities across Worcester City Centre acts as a proxy for the concentration of economic activity and development opportunities in the area. Development density captures the intensity of land use by comparing floor space with plot area. In the context of economic activity and

development opportunities, locations with a high floor space to plot area ratio have high development densities, meaning that available land is being utilised to a greater degree with greater intensity of economic development.

<b>MSOA</b>	<b>Floorspace (sqm)</b>	<b>Non-domestic development area (sqm)</b>	<b>Derived development density estimates</b>
E02006742	21,000	282,110	7%
E02006739	177,000	508,000	35%
E02006740	48,000	152,730	31%
E02006744	208,000	923,130	23%
Total			



Table 3 shows that the highest increase in floor space occurs in MSOA E02006744 whilst the smallest change in floor space occurs at MSOA E02006742. In total, by increasing development densities to the benchmark level of 50%, floor space in the City Cent

estimated that a proportion of these impacts could be attributed to the Worcester City Centre Network Efficiency (Axis West East) scheme, amounting to 195 FTE gross jobs, annual gross GVA in the region of £8.75m per annum and 63 new homes.