14 Socio Economics

14.1 Introduction

14.1.1 The socio-economic assessment of the proposals is contained in chapter 14 on Socio-economics in the Environmental Statement (ES) dated September 2007, together with two documents that provided Further Information:

- *Supplementary Information on KIG Socio-economic Impacts (June 2008)*
- *KIG Socio-economic Assessment Clarifications (November 2008)*

14.1.2 There has since been a scheme change as reflected in the revised Parameter Plans contained within this Supplemental Environmental Statement (SES) and further work has been done on the construction phase. This SES chapter assesses the impacts of the scheme changes and takes account of the relevant policy and baseline changes since the submission of the application in September 2007.

14.1.3 Wherever paragraphs within this SES chapter supersede those within the original ES chapter, it is noted appropriately.

14.2 Policy and Standards

14.2.1 Since September 2007 there have been two significant policy changes – to PPG4 at national level and the RSS at regional level.

14.2.2 A new draft for consultation of Planning Policy Statement 4 was produced in December 2007, In May 2009 a further consultation was launched on a new PPS4: Planning for Prosperous Economies which is intended to replace PPG4, PPG5, PPS6, parts of PPS7 and parts of PPG13.

14.2.3 The overarching theme of the December 2007 consultation on PPS4 is that the planning system has a significant influence on both productivity and employment – 'the two drivers of economic growth' – and, therefore, if it is not responsive to market signals it can present a barrier to local, regional and even national economic prosperity.

14.2.4 The May 2009 consultation draft of PPS4 takes a broad view of economic development to incorporate any use that generates employment, wealth or an economic output. The objectives of the Government include the achievement of sustainable economic growth, improved productivity and building prosperous communities by promoting regeneration and tackling deprivation.

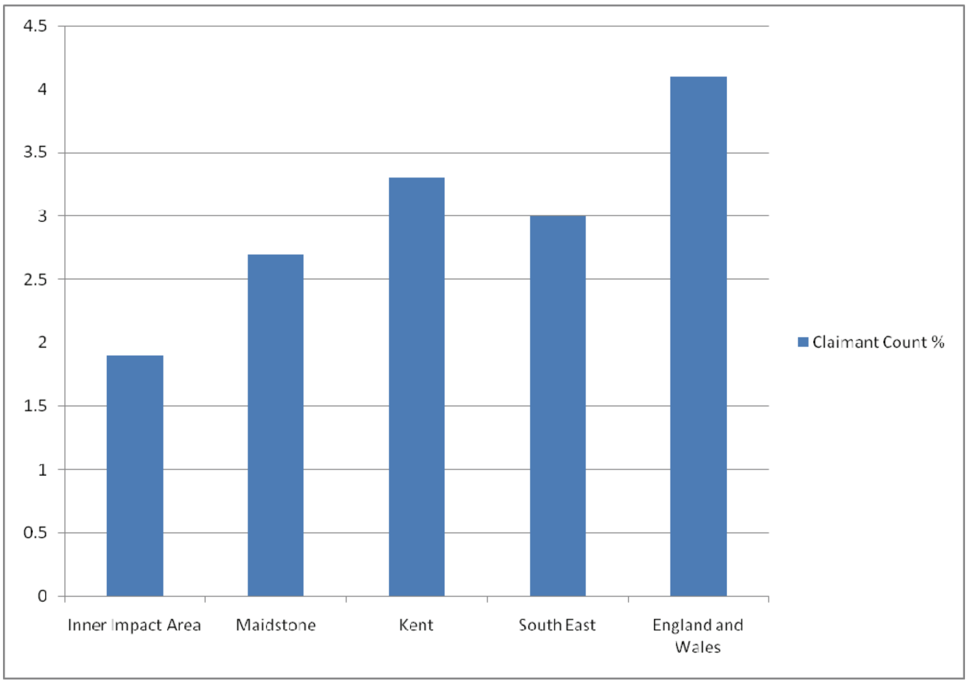
14.2.5 The Secretary of State has now published the final Regional Spatial Strategy (RSS), the South East Plan (May 2009). This replaces the Draft Regional Planning Guidance for the South East (RPG9) and supersedes and replaces the existing policies of the Kent and Medway County Structure Plan. This is addressed more fully in Section 3.2 of this Supplementary ES.

14.3 Baseline Conditions

14.3.1 There have been two changes to the baseline data presented in the ES. Jobseekers Allowance (JSA) Claimant Count data is published each month. This SES therefore updates the JSA Claimant Count data in the text and figures of the ES at paragraph 14.4.5, Figure 14.5, Table 14.6, and paragraph 14.5.14. A new Index of Multiple Deprivation (IMD) has also been produced. This SES therefore replaces Figure 14.10.

14.3.2 The Impact Area has a relatively low unemployment rate of 1.9% on the claimant count measure. Kent has a claimant count rate of 3.3% which is closer to the national level of 4.1%. This replaces paragraph 14.4.5.

14.3.3 Figure 14.5 is replaced with the following:



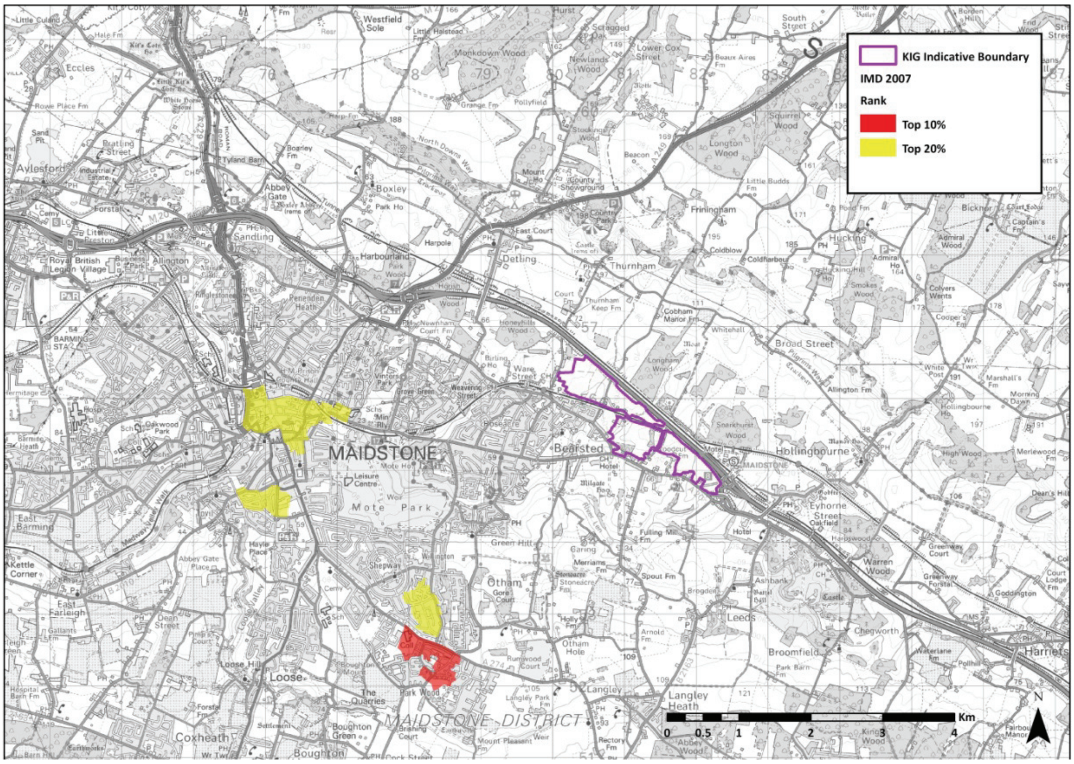
14.3.4 Table 14.6 is replaced with the following updated figures for April 2009:

Occupation	**Maidstone**	**Medway**	**Kent**
Occupation unknown	10	5	55
Managers and Senior Officials	220	380	2,010
Professional Occupations	90	205	880
Associate Professional and Technical Occupations	170	355	1,665
Administrative and Secretarial Occupations	295	780	2,940
Skilled Trades Occupations	305	970	3,860
Personal Service Occupations	100	275	1,245
Sales and Customer Service occupations	290	985	4,085
Process, Plant and Machine Operatives	280	805	3,120
Elementary Occupations	655	2,040	8,010
Total	**2,410**	**6,805**	**27,875**

14.3.5 This table also replaces Table 3 of the Further Information document "Supplementary Information on KIG Socio-economic Impacts (June 2008)."

14.3.6 Employees are likely to come from Maidstone itself and from the Medway towns. Table 14.6 shows that there is a significant unemployed labour pool on which the scheme can draw. There are currently just over 2,400 unemployed people in Maidstone, and another 6,800 in Medway. In addition, the population of Maidstone is forecast to grow which could add around 4,500 people to the labour market. The scheme will therefore have a negligible impact on local labour markets. This replaces paragraph 14.5.14 of the ES and paragraph 5.17 of the Further Information document "Supplementary Information on KIG Socio-economic Impacts (June 2008)."

14.3.7 Since the ES was submitted, which included data from the Government's 2004 Indices of Multiple Deprivation (IMD), another iteration of the data for 2007 has been published. Figure 14.10 is therefore replaced with the following Figure with updated data for 2007:



14.4 Proposals

14.4.1 Since the ES was submitted, the schedule of employment floorspace has been altered. This SES therefore amends estimated employment on site based on internal floor areas of the amended scheme taken from the document entitled: PRELIMINARY SCHEDULE OF AREAS BASED ON PRELIMINARY SKETCH LAYOUT PLAN - 6690 - 107.N.

14.5 Environmental Impact and Mitigation

Construction Phase

14.5.1 Since the original ES was produced further work has been done on the construction phase of the project, and this has led to a revised estimate of on-site employment.

14.5.2 The construction phase for the proposed Development could be expected to account for between 1,800 and 2,000 person years of employment. By convention, a permanent full-time equivalent (FTE) job is equated to 10 person years of employment. Therefore, approximately 180 – 200 FTE jobs could be generated from the construction phase of this scheme. The number of construction employees on site will vary during the construction phase and at times may exceed 200 people.

14.5.3 This replaces paragraphs 14.5.5 and 14.5.6 of the ES.

Permanent Employment

14.5.4 The reduction in floorspace is likely to mean less permanent employment. Table 14.11 of the ES should therefore be replaced by the following:

Use	Area (sqm – internal)	Ratio sqm/job	Jobs
Warehouse NDC	183,385	140	1,377
Warehouse RDC	91,692	95	1,015
Office	8,603	20	430
Small Industrial Units	2,768	34	80
Total Jobs			2,903

14.5.5 The development is predicted to generate around 2,900 jobs. The site is currently unoccupied and therefore there are no jobs on site currently. This replaces paragraph 14.5.9.

14.5.6 There will be spending by those working in the Completed Development. Surveys suggest people typically spend in the order of £6 per day in their local area of employment on food and drink alone. With a predicted net increase in jobs on the Site of around 2,900, this would suggest local spending by additional employees of around £3.9m a year. The impact of this is considered to be positive and major at the local level, and negligible at the regional level and contributes to the indirect employment impacts highlighted above. This replaces paragraph 14.5.15.

14.5.7 Total employment was previously estimated at 3,500 jobs and is now estimated at 2,900. The figure 2,900 therefore replaces the 3,500 that is stated in the following paragraphs of the Further Information document "Supplementary Information on KIG Socio-economic Impacts (June 2008)": paragraphs 1.2; 3.20; 4.6; 5.11; 5.42; 6.1; and, 6.2. This also applies to paragraph 6 on page one of the Further Information document, "KIG Socio-economic Assessment Clarifications (November 2008)" and to paragraph 14.8.3 of the original ES chapter.

14.5.8 The Further Information document "Supplementary Information on KIG Socio-economic Impacts (June 2008)" identified that there would be 660 higher skilled jobs within the warehouse, based on research that showed 22% of jobs in strategic distribution are office workers, in addition to those in the dedicated office buildings (paragraph 4.3).

14.5.9 Applying this figure [22%] to the B8 warehouse jobs at KIG gives around 500 high-skilled secretarial, clerical, managerial, supervisory, and professional and technical staff within the warehouse operations, which in addition to the 500 jobs in the B1 floorspace, gives around 1,000 higher skilled jobs. This replaces paragraph 4.3.

14.5.10 Analysis above showed that there would be around 1,000 B1 office and warehouse administration and managerial roles and 1,900 warehouse operational roles (considered routine). Table 2 below is divided into the warehouse roles and B1 office and warehouse administration in line with this analysis. The geographic distribution of these employees has been derived by applying the existing commuting dispersion for 'routine operations' to the warehouse roles, and applying the overall existing dispersion of Maidstone workers for the higher skilled roles, since these represent a more broad spectrum of jobs. This replaces paragraph 5.12.

14.5.11 Table 2 is now replaced by the following:

Kent LA	B1 office & Warehouse Admin roles	Warehouse roles	Total
Maidstone	597	1,036	1,633
Medway	118	306	424
Tonbridge and Malling	77	160	237
Swale	41	99	140
Ashford	42	93	135
Tunbridge Wells	23	35	58
Gravesham	11	22	33
Canterbury	14	19	33
Shepway	10	16	26
Dover	7	10	17
Thanet	6	10	16
Sevenoaks	7	7	14
Dartford	4	5	9
Other	43	82	125
Total	1,000	1,900	2,900

14.5.12 The table shows that the majority of employees will come from Maidstone, with just over 1,600 workers. Medway could provide around 400 employees and nearly this amount again could come from Swale and Tonbridge and Malling. This replaces paragraph 5.13

14.5.13 The figures of 1,000 office jobs and 1,900 warehouse jobs replace the previous figures of 1,100 and 2,400 respectively in paragraphs 5.21, 5.22 and 5.37 of the Further Information document "Supplementary Information on KIG Socio-economic Impacts (June 2008)" and in paragraph 9 on page one of the Further Information document, "KIG Socio-economic Assessment Clarifications (November 2008)."

Indirect Employment

14.5.14 Table 1 of the Further Information document, "KIG Socio-economic Assessment Clarifications (November 2008)" is now replaced by the following table:

Use	Jobs	County-level Displacement	Net Jobs
Warehouse NDC	1,377	0	1,377
Warehouse RDC	1,015	67%	335
Office	430	71%	125
Small Industrial Units	80	71%	23
Total Jobs	2,903		1,860

14.5.15 Table 1 above identifies just under 1,900 jobs (after allowing for displacement) and we have applied a multiplier of 1.3 to that. This gives induced employment of 560 and therefore total net employment of just over 2,400. This replaces the final paragraph on page 4 of the Further Information document, "KIG Socio-economic Assessment Clarifications (November 2008)."

14.6 Summary

14.6.1 The reduction in floorspace reduces the employment and economic impacts of the proposed development compared to those reported in the original ES of September 2007 and Further Information documents of June and November 2008.