

# ECONOMICS



PLANNING



DESIGN



ENVIRONMENT



ECONOMICS

Pegasus Group is a leading development consultancy in the UK specialising in planning, design, environment, economics and heritage. We work in collaboration with our clients to provide bespoke solutions focusing on delivering successful outcomes and maximising value.

## OUR ECONOMICS SERVICES

Pegasus Group's economic services supports site promotion and allocation and provides evidence for planning applications and Environmental Impact Assessments. We can also provide Expert Witness capabilities for Local Plan Examinations and Appeals.

Our economics team have wide-ranging experience spanning a number of sectors including housing, retail, healthcare, and energy. Our strong track record of combining planning expertise with socio-demographic analysis has allowed us to support successful planning applications for a range of projects throughout the UK.

- **Socio-Economic Analysis**
- **Five Year Housing Land Supply**
- Five Year Housing Land Supply Analysis
- Feasibility
- **Economic Impact Assessment**
- Employment Created by a Proposed Development
- Contribution to Economic Output
- Visitor Impacts
- Benefits to NHS
- Student Spend Impacts
- **Retail Impact Assessment**
- Retail & Leisure Capacity
- Commissioning of Household Shopping Surveys
- **Health Impact Assessments**
- **Demographic Intelligence**
- Analysis of Housing & Economic Development Needs
- Analysis of Strategic Housing & Economic Land Availability Assessments
- Housing Need Assessment Guidance
- Chelmer Model
- **Expert Witness**





## SOCIO-ECONOMIC ANALYSIS

Where an Environmental Impact Assessment is required, we can provide the socio-economic chapter that forms part of the environmental statement. Pegasus Group has produced these chapters for schemes across the UK.

Our economics team can analyse a wide range of socio-economic impacts relating to proposed developments, which can include: permanent job creation, construction phase benefits, boosting local productivity, analysing the current labour market; and assessing trends in population and skills.

**Project:**  
Waste Recycling Plant, Flintshire, North Wales  
**Client:**  
Logik Strategic Land

Image courtesy of Paddock Johnson Partnership





## FIVE YEAR HOUSING LAND SUPPLY

National policy requires that Local Planning Authorities maintain a five year supply of deliverable housing sites. Where this is not able to be demonstrated, policies relevant to the supply of housing should be considered out of date.

Pegasus Group is able to analyse the five-year supply of local authorities to determine whether they are feasible.

**Project:**  
Land North of Newhurst Gardens  
**Client:**  
Mark Whitaker





## ECONOMIC IMPACT ASSESSMENT

Economic Impact Assessments can be used to support planning applications by identifying the benefits generated by schemes. This can include new job creation, contribution to economic output, increased visitor or student spend and reduced costs for the NHS. Similar assessments can be undertaken for schemes that have already been developed, or to highlight the impact that an existing employer has in an area.

Pegasus Group is also able to analyse how developments align with economic development policy, as well as assessing baseline conditions such as population, employment trends, skills, commuting patterns, deprivation, house prices, business start-ups and many more in order to help make the case for schemes.

**Project:**  
Ampfield Care Village, Ampfield, Hampshire  
**Client:**  
Perbury Developments Ltd



# RETAIL IMPACT ASSESSMENTS

Pegasus Group provide leisure and retail impact assessments for any proposals above 2,500 sq. m. gross or a locally set floorspace threshold.

We are able to commission household shopping surveys to obtain up to date expenditure data to ensure that the case associated with the economic need for the development is maximised and the impacts are limited. Targeting retail development to existing centres and assessing the impacts of retail development has been a long standing policy requirement and our in-house experts are well placed to assist here.

**Project:**  
Asda, Longton, Stoke-On-Trent  
**Client:**  
Asda







## HEALTH IMPACT ASSESSMENT (HIA)

Where schemes meet a certain threshold of development (number of homes, amount of floorspace etc.), a HIA may be required as part of validating a planning application.

When undertaking HIA's, Pegasus Group's analysis includes a baseline review of the local area (population, age, health etc.); a review of local education, health and transport provision; and recommendations to minimise any impacts identified by the HIA.

**Project:**  
Land to the west of Crealy Adventure Park, Cornwall  
**Client:**  
Mr J Broome CBE



# DEMOGRAPHIC INTELLIGENCE

Populations grow and decline as a result of births, deaths, migration and natural changes as well as many other factors.

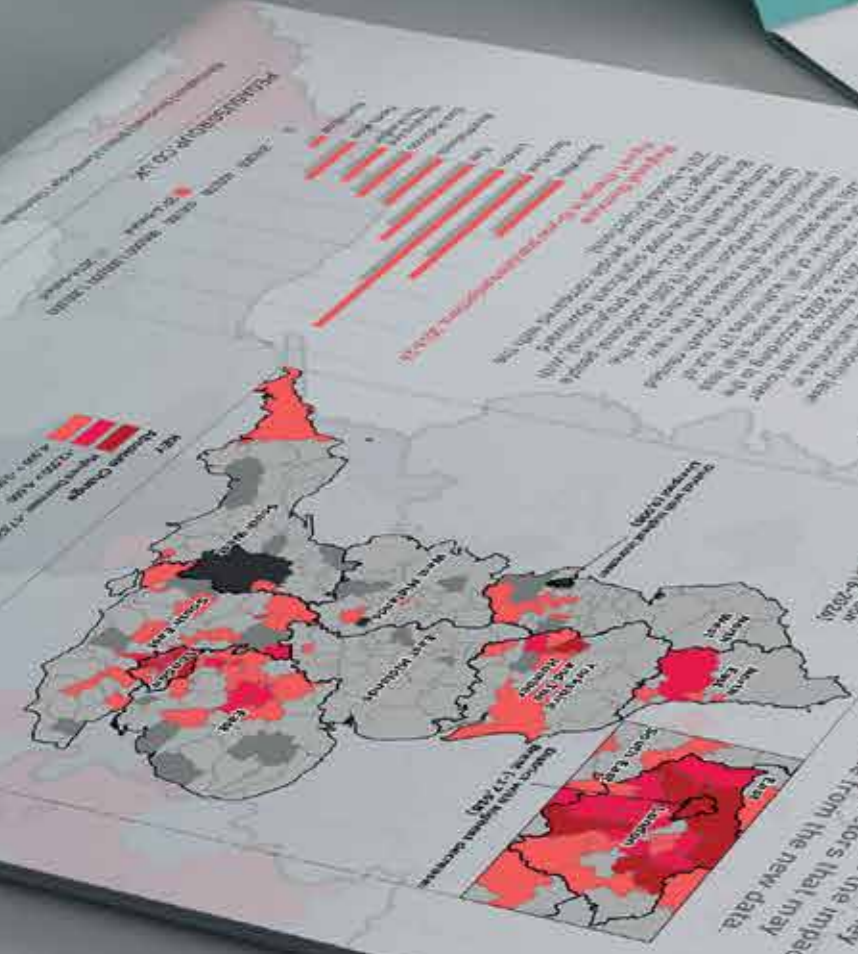
Pegasus Group provides analysis and updates on the latest ONS population and DCLG household projections.



## EXECUTIVE SUMMARY

The North East is a diverse region of businesses & Business Services... The strategic priorities focus on five issues facing the PBS sector:

1. Promoting the sector, developing collateral to promote locally, nationally and internationally as well as cross-sector.
2. Supporting projects to achieve the Garsby benchmarks and developing a digital, tech-life science fund to boost the sector.
3. Access to finance & business base: Establishing an active investor network and creating a digital, tech-life science fund to boost the sector.
4. Developing a target list of sector-relevant local/loss companies and entering the role of north-leading in growing the target sectors.
5. Commercial space: Boosting the supply of Grade A office space.



## ONS 2016-BASED SUBNATIONAL POPULATION PROJECTIONS



Briefing Note  
Date: Jan 2018

On 24 May 2016 the Office for National Statistics (ONS) published the 2016-based subnational population projections for local authorities in England. The data are a key component of the 2016-based subnational population projections published in September 2018. The SNPP are not forecasts. They are based on demographic data set for May 2016. The data are a key component of the 2016-based subnational population projections published in September 2018. The SNPP are not forecasts. They are based on demographic data set for May 2016. The data are a key component of the 2016-based subnational population projections published in September 2018. The SNPP are not forecasts. They are based on demographic data set for May 2016.





## EXPERT WITNESS

Being able to put your case across strongly and soundly is very important in any area of litigation related to property.

Our Expert Witness specialists at Pegasus Group regularly present evidence in these forums and are very successful on behalf of our clients. They are often asked for by name by legal counsel and much of our work comes through recommendation or repeat business.





## ABOUT US

Pegasus Group is a leading independent development consultancy specialising in planning, design, environment and economics.



Our services span the entire project process from planning through to design and delivery, ensuring we achieve optimal results. We have more than 280 skilled and experienced staff operating from twelve offices throughout the UK.

Our approach combines local and national knowledge of the property and development industry providing our clients with an unrivalled understanding of what is required to make their schemes successful.

Our integrated teams combine knowledge and expertise from a wide variety of sectors. We work on some of the UK's highest profile projects, developing excellent relationships with our clients and winning awards in the process.

**01**  
Project: Asda, Longton, Stoke-On-Trent  
Client: Asda

**02**  
Project: Development, Shipston-on-Stour  
Client: Ainscough Strategic Land

**03**  
Project: Panoramic 34 Restaurant, Liverpool  
Client: Panoramic 34 Restaurant



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