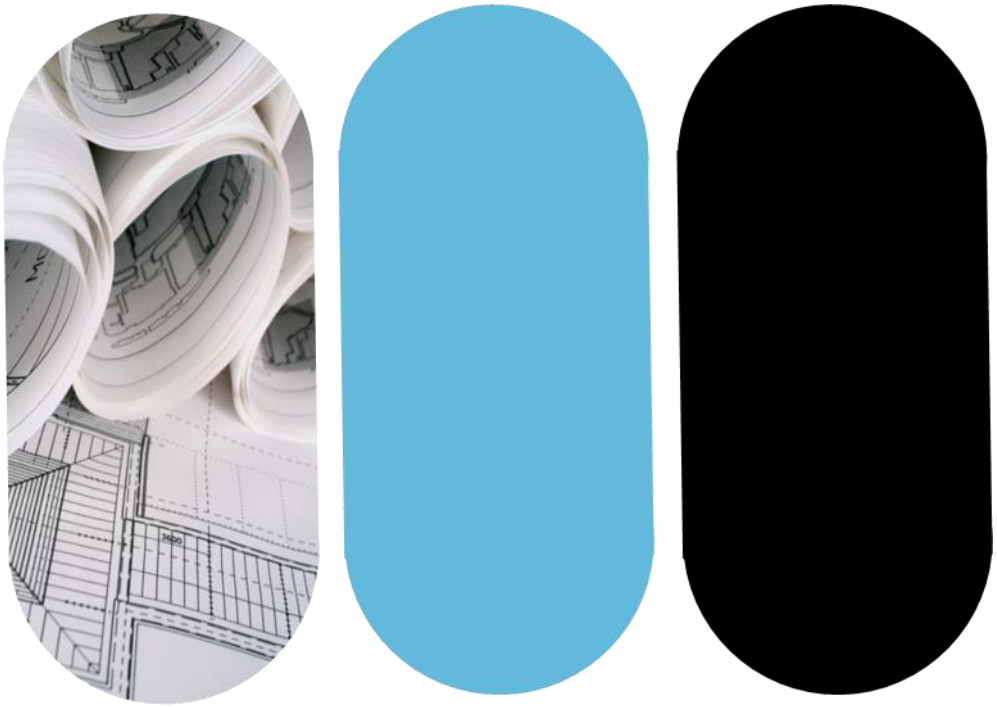
# HALLAM LAND

## LAND SOUTH OF A507, WEST OF A10, BUNTINGFORD

## 3/24/1255/OUT

## EMPLOYMENT DELIVERY NOTE

## FEBRUARY 2026



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# 1. INTRODUCTION

1.1.1. This Note has been prepared by Marrons on behalf of Hallam Land. Hallam Land are the Applicant for current planning application 3/24/1255/OUT for Land South of A507, West of A10, Buntingford.

1.1.2. The Description of Development is as follows:

*Outline planning application for development of employment land (flexible use B2, B8, E(c) and E(g)), informal open space, associated works and infrastructure including a new access from A507, with all matters reserved except for access.*

1.1.3. The purpose of this Note is to provide clarity and assurance with regard to the Applicant's intention to deliver the proposed development, and how planning obligations/conditions can be applied to any planning permission to address concerns raised, with particular reference to the Planning Policy Observations dated 19th February 2025 and 21st October 2025.

# 2. MARKETING AND SUBSIDY

2.1.1 To ensure delivery to meet the identified local employment need, Hallam Land will agree a Marketing Strategy with the Council once permission is granted. This can be secured by way of a planning condition.

2.1.2 Specifically, this can commit Hallam Land to the submission of a Marketing Strategy to the Council for its approval within six months of the date of the outline planning permission and to not submit Reserved Matters until the Marketing Strategy has been approved in writing by the Council and implemented.

2.1.3 The Marketing Strategy will cover the period over which marketing shall be carried out, the marketing mediums to be used, and protocol for informing the Council of all expressions of interest.

2.1.4 Hallam Land also commit to a further condition that sets out the period of marketing to local businesses within East Hertfordshire, once a developer is on board.

# 3. SITE DELIVERY

3.1.1 In order to improve the prospects of the early delivery of the proposed employment units, Hallam Land are committed to ensuring the early delivery of the access to the Site and provision of associated services as soon as practically possible once a developer is on board.

# 4. PROVIDING CHOICE OF UNIT SIZES

4.1.1 The Planning Policy Observations raise concerns that the proposed development amounts to a strategic employment park which will serve wider District needs rather than support local employment. No evidence or justification is provided beyond that statement.

4.1.2 Indeed, this is contrary to the submitted Employment Market Messaging Paper (Cushman & Wakefield, July 2024) which assesses local and District-wide supply and demand and considers that the Site is of a suitable scale to meet employment needs arising in the town. This has been further supplemented by the submitted Employment Land Supply and Demand Report (Bidwells, May 2025).

4.1.3 It is also noted that the outline planning application has drawn support from local businesses, including an existing plastic manufacturing company located on Park Farm Industrial Estate which is seeking warehouse premises in Buntingford to expand their operations.

4.1.4 With regard to scale, the proposed employment development and the number of jobs likely to be created is commensurate with the scale of this growing town.

4.1.5 As set out in the submitted Planning Statement Addendum, there is a shortfall in employment opportunities for residents in Buntingford. The Buntingford Employment Study (2025) identifies that there is no vacant employment floorspace in the town and that provision should be made for a range of unit sizes to support the growth aspirations of local businesses. The evidence also advises there is a need for greater balance between population and employment growth to address the current disparity.

4.1.6 The Employment Study confirms that as of the 2021 Census there were 4,796

economically active residents within Buntingford. The Study confirms there to be 2,095 jobs within Buntingford in 2022. This would suggest a job density within Buntingford of 0.44 (jobs per economically active resident). The Study also confirms there to be a further 608 homes permitted in the intervening period, which it equates to an additional 706 economically active residents. Meanwhile, paragraph 8.2.10 of the Study confirms that the development of vacant land at Buntingford Business Park, and land to the east of the A10 (Ref 3/23/1447 OUT) will deliver between 275 and 707 FTE jobs.

4.1.7 The effect of both residential and employment permissions would be to increase the economically active population of Buntingford to 5,502 people, whilst also increasing local job opportunities to between 2,370 and 2,802 jobs. The resultant job density, following the build-out of these permissions would change from the above stated figure of 0.44 to between 0.43 and 0.51.

4.1.8 The Economic Benefit Statement submitted with the employment planning application considers that the proposal will deliver in the region of 467 on site jobs (plus additional indirect jobs through the wider supply chain). This would significantly assist in further meeting local employment needs, increasing the job density from between 0.43 and 0.51 to between 0.52 and 0.59.

4.1.9 Furthermore, the East Hertfordshire District Plan (October 2018) recognises the role of Buntingford as an ideal base for small businesses. Paragraph 6.4.1 identifies that “Buntingford is an attractive place for new small scale employment allocations in order to provide opportunities for local businesses to serve the town and nearby settlements in the rural area”.

4.1.10 Hallam Land have had regard to the District Plan and the more up-to-date evidence of the Employment Study which demonstrate a clear need for employment land.

4.1.11 In relation to the more specific Planning Policy Observations concern that the proposed development will not deliver the type of units to meet the needs of the local market, Hallam Land are supportive of a planning condition being attached to the outline planning permission which restricts the floorspace of individual units within the Site in order to provide a mix. Suggested wording is provided below:

*A minimum of 33% of the total floorspace built shall be single units with a maximum*

*floorspace of 11,000ft².*

*REASON: To ensure delivery of employment units to serve local market demand."*

# 5. CONCLUSION

5.1.1 This Note has been prepared to provide clarity and assurance with regard to the Applicant's intention to deliver the proposed development, and how planning obligations/conditions can be applied to any planning permission to achieve the aspirations of the Council.

5.1.2 Hallam Land consider this is sufficient to address concerns raised, with particular reference to the Planning Policy Observations.