

**Market Signals and Intelligence-Data included in report
DRAFT for discussion**

Item	Market Signal/Market intelligence	Sub sets of Collected data.	Collected by	Method	Comments
1	Land Values/Prices	Land value by district for Land Use classes	Purchased from supplier	Analysis by District /Key Towns	Data on land values supplied by commercial organisations
		Market rents for B Use Classes	Purchased from supplier	Analysis by District /Key Towns	
		Trends /Changes over time series	Purchased and internal	Analysis by District /Key Towns	Accumulated over time but may be scope for previous years
		Inter Regional /National comparisons	Purchased and internal		
2	Commercial Land Supply (Gross A	By District and by Use Class	LA's	Tabular data collected and supplied by LPA and aggregated by LEP	All Local Planning Authorities monitor the overall supply which comprises (i) Land with Planning Consent(II)Land allocated in adopted or emerging local plan.
		By type-(i) Allocated or (ii) With Permissio	LA's		see above
3	Market activity-Planning Take Up	Permissions by District By Use Class	LA		
		Land Take Up By District and by Use Class	LA		
		Consented/Allocated Floorspace not taken	LA	Data by District	This signal may tell us something about lack of market interest in an area
		Employment Land lost to Other Land Uses	LA	Data by district	A measure of market pressure
4	Business Surveys	Regular standard questions to targetted employers and businesses	Chamber of Commerce(tbc).FSB(tbc)		Regular Surveys are conducted By Chamber of Commerce .Also surveys by FSB of membership
5	Engagement Reports	Business Enquiries records seeking Proper	WCC /Coventry CC	Analysis of	The Economic Development and Investment teams at WCC and the City Council record contacts and enquiries from businesses regarding searchghes for new premises .These data samples can be analysed to give a picture of current trends and market demand
		Regular liaison/market meetings with Developers and Agents with local knowledge	LEP and /or Jointly sponsored with Las , WCC and Chamber of Commerce	Bi annual or quarterley meetings to discuss market conditions ,trends opinions,feedback	In planning for housing it is quite common to faciliate industry based forums so that developers and agents can provide feedback and intelligence about whats happening in the market.This is not as common in looking
6	Ad Hoc Market Reports	National and Regional and Local	Public and Private sector	Covers specially commissioned or relevany commercial research reports	
7	Overview and summary		Collated by LEP with Partner inputs	Analysis all data looking for trends and changes.	This will attempt to pull together the threads of all thew information collected