

Business Case Factsheet

Launchpad Innovation Centre, Southend-on-Sea City



Southend-on-Sea United Kingdom

Project area

9,940 sq m

Landscape

town/suburb

The Launchpad innovation centre will encourage small & medium businesses to invest in the area. Green infrastructure for climate resilience will form an integral part of Launchpad, which will serve as an exemplar for future new developments.



Scenario Comparison

LAUNCHPAD

Launchpad site with lawn, four trees and no additional green infrastructure features

LAUNCHPAD WITH GI

Launchpad site with green infrastructure - lawn, meadow, ornamental shrubbery, hedges, 47 trees, swale, semi-permeable paving and green roof.

Ecosystem Services



Food



Materials



Education and raising awareness



Habitat for biodiversity



Carbon sequestration



Aesthetic appreciation



Attractor for companies and investments



Air filtering

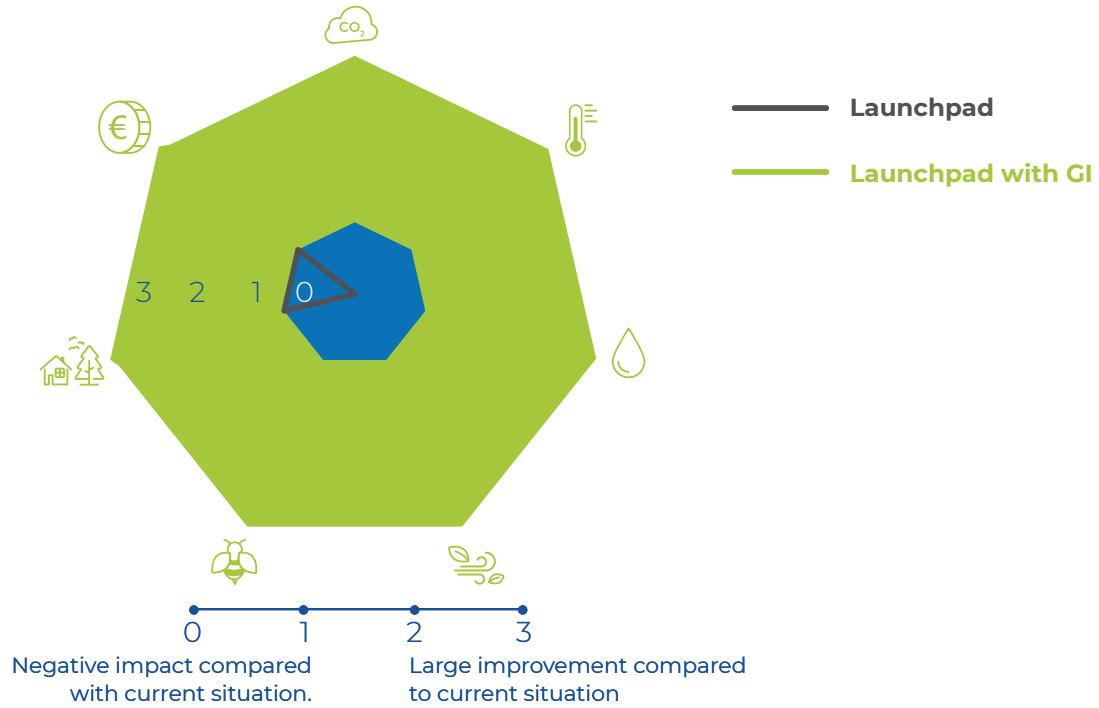


Micro climate regulation



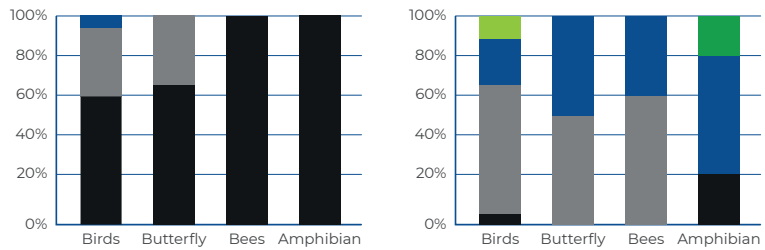
Water retention and infiltration

Scenario Comparison



	LAUNCHPAD	LAUNCHPAD WITH GI
Water retention	0.00 m ³ /yr	4,461.24 m ³ /yr
Air Filtering	9.76 kg/yr	46.06 kg/yr
Carbon sequestration	714 kg/yr	1,875 kg/yr
Micro-climate Regulation	Outdoor: 0.9 C red	Outdoor: 1.17 C red



Habitat for Biodiversity



SW - Index
1.19

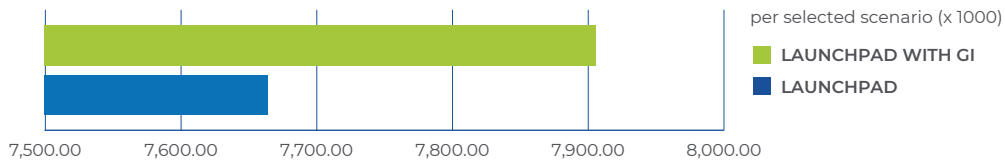
SW - Index
4.69

■ Very suitable habitat
■ Habitat with moderate potential
■ Habitat with little potential
■ Not a suitable habitat

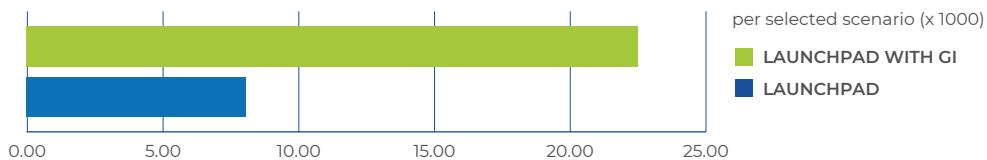
	LAUNCHPAD	LAUNCHPAD WITH GI
Aesthetic appreciation		
 <p>Does this scenario provide an aesthetically attractive place to live or work in?</p>	To a limited extent	To a great extent
<p>Does this scenario promote people's engagement with the natural world?</p>	To a limited extent	To some extent
<p>Does this scenario create, or add to, a sense of place and visual identity?</p>	To a limited extent	To a great extent
Attractor for companies and investments		
<p>Does this scenario improve the appeal of the area to businesses and encourage them to set up or relocate in this locality?</p>	To a limited extent	To a great extent
 <p>Does this scenario provide an attractive environment for employees to work in?</p>	To a limited extent	To a great extent
<p>Does this scenario allow local businesses to adopt greener ways of working, to associate themselves with green ideas, or to deliver against environmental commitments?</p>	To some extent	To a great extent

Financial Information

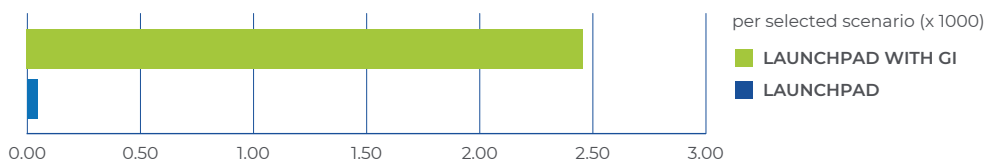
Initial Investment **£7,664,500.00** **£7,906,000.00**



Maintenance Costs **£8,077.09** **£22,517.08**



Monetary Benefits (£/year) **£49.81** **£2,457.06**



Conclusion

Despite the higher initial costs and maintenance costs of providing green infrastructure to the new Launchpad Innovation Centre on the Airport Business Park, the benefits are significant. The provision of green infrastructure at the site provides a significant improvement in the level of water retention, air filtering, carbon sequestration and micro-climate regulation. The provision of GI also significantly improves the aesthetic appreciation value of the development and considerably improves its attractiveness for investment by new businesses.

This factsheet presents the Business case and data generated for the green infrastructure scenarios using the Nature Smart Cities Business Model. The factsheet design has been adapted for external promotion.

For more information and to access the Business Model visit: <https://www.uantwerpen.be/en/centres/environment-sustainable-development/research/projects/nature-smart-cities/>

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