



Business park review — Pré-Vasseur

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What the park cost and what it carries · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **This review sets side by side two things never presented together:** the public development expenditure committed and the jobs established to date. **It does not say which park is the good scheme.**

What the park is today

Item	Value	Source
Surface	31 hectares	Land department
Plots available	4 out of 14	Land marketing table
Businesses established	9	Territorial CRM
Jobs	147	Observatory's last count
Public servicing expenditure	€1.9m committed between 2019 and 2022	The authority's development accounts

The comparison across the three comparable parks

Park	Development spending per job established	Stage
Les Marnières	€4,100	93% sold
Le Pré-Vasseur	€12,900	71% sold, no start-up for 14 months
Les Tuileries	€21,400	Opened two years ago

Those three figures do not say which is the good scheme: they say the three parks are at different stages, and they give elected members a scale they did not have. **Comparing a park opened two years ago with one that is 93% sold would make no sense, and the table says so beside every figure.**

What is proposed, at no development cost

Action	Content	Decision
A campaign of six targeted visits	Businesses in the area cramped in their premises — 23 identified from observatory data	Community executive
Duration	Six weeks	—
What the test settles	Whether the problem is the park or the absence of anyone marketing it	—

The cheapest hypothesis is also the one nobody had put forward: no visit has been organised for fourteen months, which coincides exactly with the unreplaced departure of the officer in charge.

For the authority to settle

Action on the visit campaign: _____

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