Employment Land Review
Stage 3

Borough of Redditch
Core Strategy
Background Document

27 March 09

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Stage 3 – Identifying a "New" Portfolio of Sites

Introduction

This final stage of the Employment Land Review focuses on recommending a portfolio of local employment sites to meet local and strategic planning objectives for the Borough. This would involve comparing the predicted demand for employment space against the total supply of floorspace from identified employment sites and identifying any gaps in the supply. If any gaps were identified, additional sites/locations would also be identified.

In order to achieve the above, the following tasks should be undertaken:

- Qualitative analysis of sites – building upon the work undertaken in stage 1 with the aim of drawing up a hierarchy of employment sites in the study area, key employment sites would need to be identified that serve the study area and these sites ranked according to their feasibility. This hierarchy would be devised using a number of criteria to examine the quality of employment sites with regard to location, size, shape, existing buildings, access, ownership issues, development constraints and other policy considerations such as flooding and sustainable communities (the criteria for assessment will essentially be the same as the criteria for stage 1). This would enable the most suitable sites to be identified for employment land over the next 20 years, while those at the bottom of the hierarchy could be considered for other uses.

- Gap analysis – the results of the above would assist in identifying any gaps in the employment land supply, when compared with the predicted demand for employment space. This would be categorised across broad land use groupings, such as Offices, Factories and Warehouses to enable a quantification of the type and amount of different employment lands required.

- Planning Policy Issues – sites would have to be identified which would need to be protected with relevant planning policy, as well as issues relating to the development of sustainable communities and flooding. In identifying new sites regard should be given to their deliverability, taking into account costs for reclamation and demolition (in the case of Brownfield sites), flood risk, access and build costs. Consideration would also be given to the viability of potential sites as wholly employment sites or, where this was not feasible, as a mixed use development.

Stage 2 of the Employment Land Review provided a detailed set of demand forecasts for Redditch Borough's economy. These forecasts relating to the number of jobs were then converted into requirements for employment land. The stage 2 work prepared by GVA Grimley, in consultation with GHK consulting, recommended that the RSS based scenario, which forecasted a requirement of 59ha be selected. Stage 2 sets out the methodology behind the formulation of this recommendation, therefore it is not necessary to repeat this detail here, although it should be noted that the work was strongly influenced by, and conscious of, stage 1 work. Based on the recommendation, there is a need to identify 59ha of land which is suitable for employment use up to the year 2026.

The Employment Land Review takes account of the draft Regional Spatial Strategy (RSS) (Phase Two Revision – Preferred Option). The RSS states that '*Local Planning Authorities should make provision for a continuing five-year reservoir of readily available employment land outside town centres throughout the plan period'.* The allocation for Redditch Borough set out in the RSS is 17ha for a rolling 5 year reservoir, '*of which',* the review states *'8ha will be provided within Bromsgrove and/or Stratford the distribution to be determined through discussions and agreement on preparation of Core Strategies'*. The indicative long term requirement for Redditch Borough set out in the RSS is 51ha, '*of which 24ha will be provided within Bromsgrove and/or Stratford, the distribution to be determined through discussions and agreement on preparation of Core Strategies'* (this amounts to a 53% proportion for Redditch). The RSS goes on to add that, '*Local Planning Authorities should, however, see these longer term requirements as indicative subject to testing and possible revision as part of Core Strategies'.* The purpose of this Employment Land Review is to feed into the preparation of the Council's Local Development Framework, and specifically the Core Strategy. Therefore a fundamental element of the Employment Land Review is to test the indicative long term requirement; this was achieved as part of the stage 2 work. Following employment forecasting for the Borough, in the Council's response to the RSS Preferred Option it is recommended that the employment land requirement be increased to 59ha. Consequently, in identifying a portfolio of employment sites up to 2026, this study relates to the recommended figure of 59ha set out in stage 2 rather than the RSS suggested figure of 51ha. Maintaining the 53% proportion between Redditch Borough and Stratford and/or Bromsgrove, as set out in the RSS, this amounts to a need to identify 31ha of employment land in Redditch Borough.

Stage 2 of this Employment Land Review identified the type of sectors that are likely to occupy future employment land in Redditch Borough up to 2026

(this takes account of the Council's aspirations for economic growth (see Appendix A)). Therefore in selecting potential sites for development, there is a need to identify employment lands that meet the needs for the various types of relevant employment sectors. The table below is extracted from the work carried out during stage 2 of the Employment Land Review.

Table 1 – RSS based scenario conversions to land requirement

Bulk Classes	2006	2011	2016	2021	2026
Offices	0.00	6.79	14.21	22.34	31.25
Factories	0.00	4.44	8.88	13.32	17.76
Warehouses	0.00	2.59	5.18	7.77	10.36
Total	0.00	13.82	28.27	43.42	59.53

When appraising land for employment purposes consideration is given to the appropriate types of uses, this allows any gaps in the portfolio to be identified.

Appendix B contains a list of all the sites **currently proposed** to be considered as part of the Employment Land Review.

Site Appraisal Criteria and Matrix

A site assessment sheet was developed as part of the stage 1 process. The site assessment was developed and carried out by planning services and EDU. The contents of the assessment sheet were derived from past experiences of assessing sites and the Employment Land Review Guidance Note (2004). In addition to the site assessment form, a ranking system was developed, with the purpose of scoring sites on different features, and therefore identifying those sites which are more preferential for employment purposes. The ranking system takes into account the emerging West Midlands Regional Spatial Strategy Policy PA6A 'Employment Land Provision', which states that '*Local Planning Authorities should make provision for a continuing five-year reservoir of readily available employment land outside town centres throughout the plan period'.* As a consequence of this policy, the availability of any of the potential employment sites to come forward in the short term is important in order for Redditch Borough Council to be in conformity with Regional Planning Policy. In addition to Policy PA6A,

emerging West Midlands Regional Spatial Strategy Policy PA6B 'Protection of Employment Land and Premises', this policy states:

Local Planning authorities, in conjunction with the relevant strategic authority and AWM, should regularly review existing employment land and the development pipeline within their area to establish (a) the continued suitability of sites for employment development and (b) to ensure the continuing supply of readily available and attractive sites. Such reviews will form an important part of the evidence base for Core Strategies. This assessment should take account of:

i) the physical suitability of the use of the land for employment purposes;

ii) a realistic assessment of the market attractiveness and viability of the site for employment purposes, irrespective of the attractiveness of the land for alternative, higher-value uses;

iii) whether the site is or can be served by high-quality public transport; and

iv) the potential contribution of the land to the level of employment land required over the plan period

As with Policy PA6A, this policy fed into the development of this site appraisal criteria and matrix which is used to score employment sites (the matrix and site appraisal criteria are interrelated).

The matrix is not an alternative way of making everyday planning decisions, and the criteria it uses are of course no substitute for the many considerations which influence such decisions, such as environmental and traffic impact, relationship to neighbouring uses and so forth. Rather, the matrix is a method for ranking sites (all of which are likely to meet ordinary planning criteria) in relation to a further set of criteria concerning specifically employment land issues.

The matrix fundamentally looks at two key elements:

1. The Market: Is the site likely to be taken up for employment purposes?
2. The Policy: If the site is developed or redeveloped, what wider contribution will this make to meeting strategic policy?

Taking all considerations into account, the following matrix was developed. An example of the matrix is set out in Appendix C.

Criteria Relevant to market demand (Industrial and Distribution):

1. **Market perception of site (Where 1 is low and 5 is high)**

This criterion is a judgement of how the market may perceive the site; in assessing this criterion the following indicators are applied:

Market interest in the site

This indicator looks at how either the site under consideration or neighbouring sites with similar characteristics are actually performing in the market. Where for instance there is actual evidence of strong take up and high interest then the site scores 5.

Adjacent sites do not demonstrate any levels of take up – 1

Adjacent sites demonstrate an average level of take up – 3

Adjacent sites demonstrate a high take up rate – 5

2. **Local Market Conditions (Where 1 is low and 5 is high)**

a) Local balance of supply and demand for land

High scores under this indicator apply where there is an undersupply of serviced land and hence reasonable prospects for new development, subject of course to other key factors such as financial viability. The indicator is a judgement about current availability of serviced land and does not have regard to potential supply that may or may not become available. What the indicator acknowledges is that, in very general terms, sites will perform better where there is an undersupply rather than an oversupply of competing provision.

There is an oversupply of vacant employment units in close proximity, which would be comparable to the type of unit suited to the potential site – 1

There is provision of employment units in close proximity, which are not vacant, which would be comparable to the type of unit suited to the potential site – 5

3. Local access and catchment (Where 1 is low and 5 is high)

a) Catchment population served by public transport every 30 minutes (peak time services)

This indicator relates to labour availability and has particular relevance to footloose inward investment prospects. In broad terms, a location with a large labour pool will be more attractive than a location with a small catchment, although the extent to which there is competing interest for that labour will of course also have a bearing on the location's appeal. A site with a relatively large labour catchment scores more highly than a site with access to a much smaller labour market.

Site is located within 500m of a bus stop, with a service running every 30 minutes during peak times – 5

Site is located over 500m, but less than 1000m of a bus stop, with a service running every 30 minutes during peak times – 4

Site is located within 500m of a bus stop, with a service running less than every 30 minutes during peak times – 3

Site is not located in close proximity to a bus stop – 2

No bus service – 1

b) Easy local access especially for lorries

This is a judgement about the ease of access to a primary route. Poor linkage by minor roads or a route through congested built up areas will attract low scores. Conversely sites with good local highway networks to primary routes will attract high scores.

Site is not in close proximity (1000m) to A road – 1

Site is in close proximity (1000m) to A road, but has to negotiate constrained network in order to access A road – 3

Site is in close proximity (1000m) to A road with no constraints, or site is located in an area which has been designed to accommodate HGVs - 5

4. **External environment (Where 1 is low and 5 is high)**

This judgement concerns compatibility or otherwise of neighbouring users, proximity to facilities and critical mass of similar uses in the surrounding area. For example, an isolated location with few other industrial developments either neighbouring or in close proximity and poor public transport provision would attract a low ranking. Conversely, sites located in, or close to, large established industrial areas can generally rely (although not always) on a steady flow of demand from local companies whose relocation requirements often necessitate a local solution given a need to retain key staff and to sustain the benefits of embedded networks.

Site is in an isolated position – 1

Site is adjacent to other industrial units - 5

Criteria Relevant to market demand (Offices):

The headline criteria for assessing sites for office developments are very similar to the criteria set out in respect of industrial/distribution sites although qualitative judgements under these headings will differ to reflect the specific requirements of the office market.

The principal areas of difference are highlighted below:

1. **Internal Environment**

Key factors that are specifically relevant to the office market but only have limited bearing on industrial site assessment include quality of the public realm (soft and hard landscaping, signage, roads, street furniture); suitability of existing and proposed development in terms of nature of occupier and existing built form; evidence of master planning; adequacy of car parking. These factors are additional to those attributes mentioned above, relevant to industrial development.

Surrounding location is considered to not be suited to office use e.g. poor public realm – 1

Surrounding location is considered to contain some elements which would be attractive to the office market – 3

Site is considered suitable for office use – 5

2. **Strategic Access and Catchment**

Although availability of broadband access is increasingly relevant to all employment categories, it has a special relevance to B1 office development and accordingly, our qualitative assessment of office sites includes this as a specific consideration.

No access to Broadband – 1

Broadband is in place – 5

All sites relevant to policy objectives

With respect to policy objectives, we have assessed sites according to two criteria, namely – their contribution to economic development policy objectives and secondly whether, and to what extent, the sites might be judged as environmentally sustainable. The indicators we have used to make these judgements are detailed below.

Environmental Sustainability and Economic Development:

Sites are scored highly according to the potential contribution they would make to job creation within acknowledged priority areas.

Quality Categories:

In addition to the criteria set out above, we have assessed sites according to:

- Availability or whether the site is affected by constraints which have to be removed before development can proceed.

The qualitative analysis of course has major limitations and should be used with caution. In deciding whether a site should be safeguarded for employment use, or brought forward for employment use, other factors will have bearing – for example, it will also depend on the quantitative balance of demand and supply, and on the prevailing quality profile. Thus in an area where employment land is in short supply overall, or where the quality of sites is generally low, it will be advisable to bring forward relatively poor sites, which

in a more generously provided area would not be considered worthy (alternatively, depending on the circumstances, it may be preferable to look for new and better employment allocations).

More generally, it would be beyond the scope of this study to give definitive advice on specific policy or investment decisions.

It should be noted, that those sites that received low scores are not necessarily unsuitable for employment use, but are less suitable for employment purposes in comparison to other sites assessed based on the specific criteria. It is possible that the sites that do not rank as high as some of the other sites will be more suitable for employment purposes later during the plan period.

There is a need to develop a clear scoring system for assessing any known constraints. The scoring system is designed to cover as many possible constraints that can be identified at this stage. However, due to the level of site investigation, which can be considered to be preliminary, it is anticipated that not all constraints will have been identified. Indeed, future constraints may develop on each of the sites over time, and therefore, where sites are taken forward, further constraints to development may arise during the application stage.

When assessing any physical constraints on potential employment sites, comments were sought from Landscape services and Environmental Health in order to provide specialist advice on issues including:

- Contaminated Land;
- Biodiversity/Ecology;
- Tree Preservation Orders.

The comments received were detailed and it is considered necessary that if any of the sites were to be taken forward for development, comments should be sought by the developer/planning department from the above departments and any other necessary services.

In addition to the above services a number of studies have been undertaken as part of the preparation of the Council's Local Development Framework. These studies have also assisted in identifying constraints on the potential employment land sites. The studies include:

- Open Space Needs Assessment;
- Strategic Flood Risk Assessment

- Study into future growth implications for Redditch Borough;
- Accessibility Study and Settlement Hierarchy.

Has the site been identified as being contaminated?

Site has been formally identified as being contaminated – 1

No evidence of contamination (although site investigation may be required) – 5

Open Space

Site is located on Primarily Open Space (Sub-Regional/Neighbourhood) Open Space – 1

Site is located on Primarily Open Space (All types) – 2

Site is not located on Primarily Open Space – 5

Biodiversity/Ecology

Site is located on a SSSI, SWS or LNR – 1

Site is not located on a SSSI, SWS or LNR – 5

Tree Preservation Orders

Site is located where there is a TPO – 1

Site is not located where there is a TPO – 5

Site Access

Access needs to be incorporated – 1

Access is already in place – 5

Topography, size and shape

Site size/shape/topography is a considerable issue – 1

Site size/shape/topography is considered to be a slight issue – 3

Site size/shape/topography is considered to be of no issue– 5

Adjacent occupiers

Adjacent occupiers are considered to be a major constraint – 1

Adjacent occupiers are considered to be a slight constraint – 3

Adjacent occupiers are not considered to be a major constraint – 5

Flood zones

Site is located in flood zone Flood Zone 3b - 1

Site is located in flood zone 3a - 2

Site is located in flood zone 2 - 3

Site is not located in flood zone – 5

Accessibility

Site is located in Feckenham – 1

Site is located in Astwood Bank – 3

Site is located in Redditch urban area – 5

Acknowledgement of constraints

This study acknowledges that the site appraisal process contains weaknesses, for example when assessing the market elements of the appraisal it is a matter of professional judgement regarding the sites suitability for a particular employment use. The Council has aimed to minimise the constraints by seeking advice on elements, such as consideration of the sites market suitability.

Gap Analysis

During Stage 1 of the Employment Land Review it was considered that all IN sites should be carried forward to stage 3 of the Employment Land Review.

As a consequence all of the existing designated employment sites (known as IN sites) were assessed in detail as part of the stage 3 work. The method of assessment is set out in the site appraisal criteria section above. It is advised in the 'Employment Land Review Guidance Note' (Communities and Local Government 2004) that when carrying out stage 3 of the study, the Council identify any gaps in the existing employment portfolio. Therefore when carrying out the site appraisal process it was decided to review all existing sites in greater detail, before pursuing any analysis of additional sites. In total the remaining IN sites amount to 13.45ha.

Of the 13.45ha of employment land analysed, 1.32ha were not deemed suitable for offices, however all of the 13.45ha was considered suitable for employment purposes. However, during the analysis of the existing employment sites, there were considered to be a number of constraints on the employment land. Consequently there is a need for new land to be brought forward, not simply to meet regional targets, but more specifically identifying land which may be more deliverable in the short term.

Based on the stage 2 work there is a gap of 45.55 ha of employment land. However, as previously stated, the RSS identifies a 53% proportion between Redditch Borough and Stratford and/or Bromsgrove in relation to the Borough employment land requirement. Based on maintaining this proportion, there is a need to identify 31ha of employment land in Redditch Borough. Consequently the current shortfall is reduced to 17.55ha.

In addition to the above there is considered to be a need to bring forward new units/premises, as interviews from property agents highlighted that Redditch Borough has a lack of new premises which are suitable for the current market.

In total 45.05ha of employment land was assessed (sites with no planning permission and newly identified sites through this review), however some parcels of employment land overlap. When the overlapping land is separated 41.07ha of employment land was assessed (inclusive of IN sites).

In addition to the above White Young Green Planning Consultants on behalf of Redditch Borough Council have identified land at Brockhill, east of the Railway line, as being suitable for B1, B2 and B8 employment uses (5.8ha). This land forms part of this Employment Land Review in that it has been deemed suitable for employment purposes. However this review does not look to repeat a site appraisal, as a site appraisal was carried out by White Young Green and was agreed by the Borough Council. When this 5.8ha is added to the 41.07ha, there is a total of 46.87ha of potential land for employment purposes that has been assessed.

The above do not include sites with planning permission, nor land at Ravensbank, which were designated as part of Local Plan No.3. As the base date for the Regional Spatial Strategy is 2006, this is the period which the employment land requirements set out in the RSS apply. As a consequence any planning permissions that were in place, but not completed, must be added on to the land for potential future development. Put simply in order to be in conformity with the RSS plan period, it is necessary to account for those sites with planning permission during the monitoring periods 2006 – 2008. If any of those sites granted planning permission do not come forward within the designated timescale, the Planning department will have to monitor the implementation of any planning permission annually in order to identify whether land which has been designated for employment purposes re-emerges. If this is the case consideration will need to be given as to whether this type of land is suitable to be maintained as an existing employment site. The land at Ravensbank is not suitable to be analysed as part of this study as it falls within the district of Bromsgrove (although the land is considered to form part of Redditch Borough employment land). In total there were 5.66 ha of employment land that had planning permission in place as of the 2006 - 2008 monitoring reports. In terms of land at Ravensbank as of 2006 there were 9 ha of capacity. Therefore in total this accounts to 14.66 ha which needs to be added to the land being assessed as part of this employment land review. As this 14.66 ha of employment land has already come forward there is no need to carry out more detailed site appraisal as to a great extent it has demonstrated its suitability for an employment use (Appendix D sets out the list of sites with valid planning permission (monitoring documents 2006 – 2008)).

The table[1] below outlines the total amount of land that has been identified as provisionally suitable for each use class. This decision has been based primarily on market appraisal of the site, there are additional factors such as site constraints which may prohibit certain sites coming forward. However this should be treated with caution because some of the employment sites were considered to be suitable for a mixed use development, whereas the table below simply sets out the total amount of land deemed suitable for each use.

[1] this does not include those sites at Ravensbank or sites with valid planning permission because the purpose of the table is to simply demonstrate the suitability of any **new** sites for employment purposes against the requirements set out in stage 2 of this review.

Table 2 – Comparison of suitability with GVA projections

Deemed suitable for B1, including Offices	Deemed suitable for B2	Deemed Suitable for B8	Deemed suitable for B1, but not offices
43.24ha	34.7ha	36.22ha	1.32ha
GVA forecast – 31.25 (Offices)	GVA forecast – 17.76 (Factories)	GVA forecast 10.36 (Warehouses)	N/A

When comparing this to the forecasts set out in stage 2 of the Employment Land Review it would appear that there is ample land to meet all of the Borough's employment needs up to 2026. However, as previously stated, this relates to all of the land assessed. In real terms only 46.87 ha of employment land has been assessed. In addition to this, there could be other prohibiting factors which could prevent some of the employment sites coming forward e.g. the cost of infrastructure provision required to access the employment land may be too expensive and could consequently make the scheme unviable (these factors were considered during on-site analysis and in the next stage of the process).

Identify Additional sites to be brought forward

Based on the work undertaken as part of stage 1 and stage 2 of the employment land review, there is a need for a significant amount of employment land up to 2026. This stage analyses all of the sites that were deemed suitable for employment purposes in previous stages, and identifies those sites which are considered suitable to be taken forward. This step uses professional judgement to look in more detail at the site appraisal process. This process scored each of the sites using criteria set out in this stage. Although the site appraisal process provides a good basis for scoring sites, a more detailed judgement is required at this stage. For example, two sites may score highly, although one may flood on a regular basis which means, barring significant mitigation, it is unlikely that this site would come forward.

The following sites were discounted because the constraints were considered to be such a barrier behind the site coming forward, it would not be realistic pursuing the site.

- UCS 6.43 The site falls within the historic Arrow Valley Park, which, of all the open spaces in Redditch Borough, has particular importance. The emerging Open Space Needs Assessment, and study into 'Public Open Space Standards in the Borough', demonstrates that this open space in particular has significant importance within the Borough. In public consultation carried out as part of the Open Space Needs Assessment, Arrow Valley Park was identified as being specifically important to residents of the Borough, this helps to strengthen the case that this site should be protected from development.
- ELR 01 at this point is not deemed suitable for employment purposes because of conclusions drawn in the study undertaken by White Young Green, which analyses future growth options in Redditch Borough. This study states that this land should be protected and should be converted into Green Belt, consequently it is not realistic for this site to be considered for employment purposes at this stage.
- ELR 03 has also been ruled out at this stage for a number of reasons. Firstly, the site falls within the Green Belt, and development would be inappropriate unless deemed otherwise, which it has not been. In addition, the transport network is not considered suitable to serve such a development. The size of the site was also considered to be an issue for economic development. In the professional opinion of the Economic Development unit, it was determined that only small sites are suitable in such rural locations, if the development were to come forward it would only be viable if it were a large mixed use development, which is not appropriate in such a location.
- UCS 4.54, 9.50, 9.55, 9.62 were not considered to be viable for employment purposes.
- UCS 5.17 is not deemed suitable for employment purposes due to its shape. Following discussions with Economic Development it was considered that the shape of the site would prohibit any employment development. Therefore the site has been removed from the list of recommended employment sites for future use.
- UCS 9.57 is not deemed suitable for employment purposes due to its shape. Following discussions with Economic Development it was considered that the shape of the site would prohibit any employment development. Therefore the site has been removed from the list of recommended employment sites for future use.

- UCS 4.47 was considered unsuitable for employment purposes, the primary concern related to the close proximity of the site to neighbouring properties.

In addition to the above sites, following site assessment, it was deemed that the existing employment sites RB32 and RB05 are viable employment sites, and should remain as existing employment land.

The following sites are considered potentially suitable for employment purposes:

- IN 69
- IN 67
- IN 58
- IN 54
- IN 38
- IN 37
- IN 24
- IN 20
- IN 15
- UCS 9.59
- UCS 9.58
- UCS 9.19
- UCS 8.26
- UCS 8.25
- UCS 7.5
- UCS 6.18
- UCS 6.16
- UCS 4.51
- RB09
- Land at Brockhill East of the Railway line.

Of the above sites the following were deemed suitable for all B1, B2 and B8 uses:

- IN 67
- IN 54
- IN 20
- IN 15
- UCS 9.59
- UCS 9.58
- UCS 9.19
- UCS 6.18

- UCS 6.16
- UCS 4.51
- Land at Brockhill East of the Railway line.

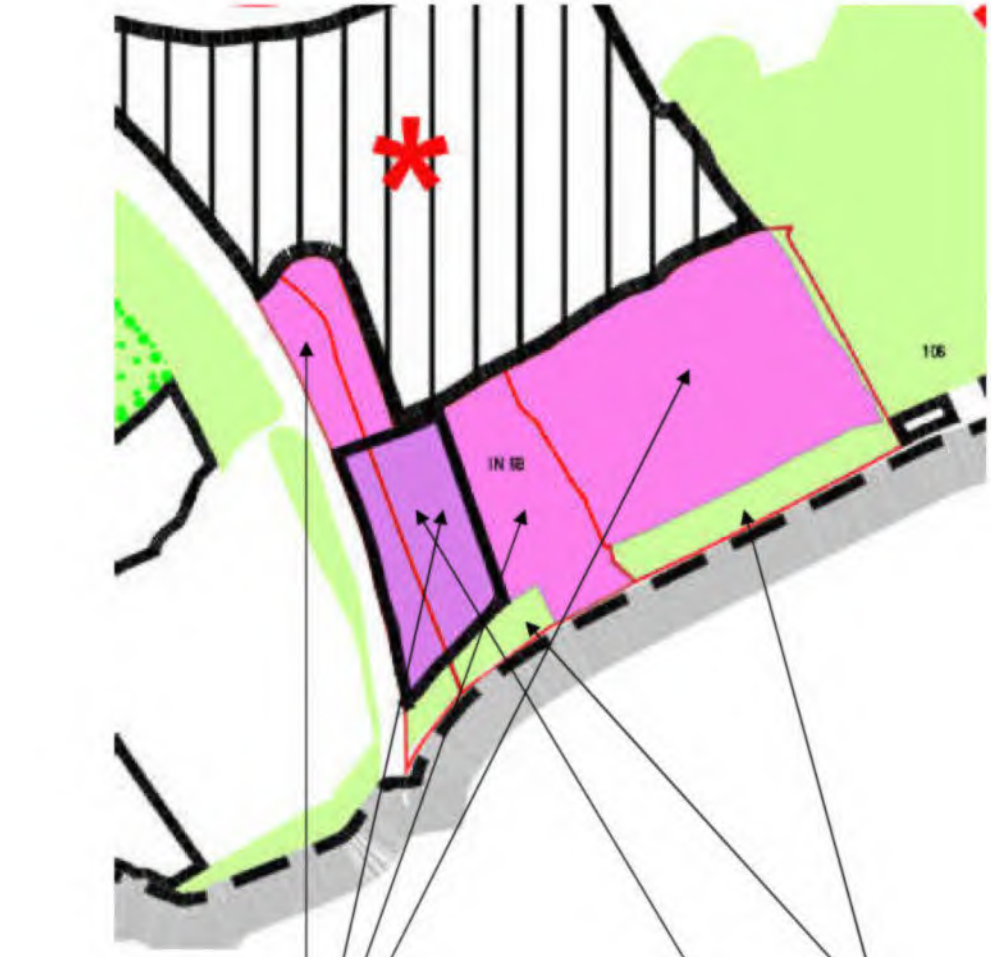
Of the above sites the following were deemed suitable for B1 and B8 only:

- IN 37
- IN 24

Of the above sites the following were deemed suitable for B1 office use only:

- IN 69
- UCS 8.26
- UCS 8.25
- RB 09
    - In relation to IN 69, UCS 8.25, UCS 8.26 and RB 09 detailed consultation has been undertaken with the Economic Development and Development Plans teams regarding land to the Rear of Alexandra Hospital and it is considered that all of IN 69, as well as part of UCS 8.25 UCS 8.26 and RB 09 should be brought forward for employment purposes, rather than just the IN 69 site. The plan below outlines the areas located to the rear of Alexandra Hospital that this study considers to be suitable for employment purposes. In particular this site is considered suitable for B1 use, which is forecasted to be a key growth land use over the plan period. However it is not feasible for the whole of the site to be developed as an office site due to emerging Policy PA13B in the West Midlands Regional Spatial Strategy Phase Two Revision – Draft. Policy PA13B states that *In line with PA11, large-scale office developments (5000 m^2 gross and above) should be located in or on the edge of the strategic centres.* Although there is an identified need for offices through the projections set out in stage 2, it is considered more suitable at this point to recommend that the site be progressed as a mixed use development encompassing office development. As a consequence further investigation of this site is required.

Figure 1 – Land to the Rear of Alexandra Hospital



To be maintained as Primarily Open Space

Area shaded in pink represents a comprehensive site which is considered to be suitable for employment purposes.

Existing designated IN 69 site

Figure 2 – Land to the Rear of Alexandra Hospital

Site considered to be suitable for employment purposes – Land to Rear of Alexandra Hospital

- UCS 7.5

Of the above sites the following was deemed suitable for B2 and/or B8 and or B1 light industrial (but not offices):

- IN 58
- IN 38

Site Appraisal sheets are contained in Appendix E.

Conclusions and Recommendations

Stage 1 conclusions/recommendations

Stage 1 of the Employment Land review process provides a solid grounding for work to be taken forward into Stages 2 and 3 of the Employment Land Review. The various sections contained within Stage 1 contain a conclusion. Based on these conclusions the following key points arise from Stage 1 of the Employment Land Review:

- Take-up of employment land has not been reaching its annual targets outlined in the Structure Plan.
- However business enquiries have generally increased which suggest that the market is growing.
- Business enquiries have predominantly arisen from local, rather than national or international, sources.
- Enquiries are largely industrial in nature, however in the last two years (monitored years) this has moved towards service, rather than manual, industries.
- Demand for employment land is increasing.
- In terms of demand, the most turbulent market has been that of office-based industry, experiencing significant growth from 2003 to 2007, but decline during 2006 to 2007.
- Retail demand has been the most progressive.
- Demand has been characterised by a concentration of interest for the smallest industrial, office and retail units which indicates that the majority of businesses in Redditch are small enterprises.
- Industrial supply has generally increased across the monitoring period but nevertheless has failed to meet demand.
- Office supply has been the most fluctuating.
- Consultation with local businesses generated a portrait of the activities and attitudes of industry within the Borough as a whole, as well as identifying key issues or variances within the constituent employment areas.
- When comparing the consultation undertaken as part of this Employment Land Review and consultation undertaken for 'Jobs, employment and the economy' review (2005) there are some interesting comparisons and contrasts. Whilst the situation with transportation and amenities has improved, recruitment, competition and funding are still problems within the Borough.

- In terms of site analysis those sites which are non-committed i.e. not taken up are considered suitable to be taken forward to Stage 3 of the Employment Land Review.

Stage 2 conclusions/recommendations (work undertaken by GVA Grimley)

As part of this employment land study GVA Grimley in consultation with GHK Consulting, undertook detailed demand forecasting for Redditch's economy and converted these forecasts of jobs into requirements for employment land. We have created a number of scenarios which have taken into account national (Baseline), regional and local factors, as well as looking at past trends, to predict employment demand within Redditch to 2026.

Summary of Demand Forecasts

GVA Grimley in consultation with GHK Consulting, used data from Cambridge Economics LEFM to undertake the analysis. In order to make the analysis easier to understand we have grouped the LEFM data into 25 sectors. Our analysis has shown that, across all the scenarios, demand for employment in the manufacturing sectors is likely to fall during the period up to 2026. Specifically, the "Metal Goods", "Electronics, Electrical Engineering & Instruments" and "Mechanical Engineering" sectors are likely to see significant decreases in the demand for employment, and thus a fall in the demand for employment floorspace and land. Conversely, the service sectors are likely to experience growth up to 2026. According to our analysis, a large proportion of this growth is expected to be in the "Retailing", "Land Transport", "Other Business Services" and "Health & Social Work" sectors. This will have positive impacts on the demand for employment floorspace and land suitable for these uses.

These changes in the economy represent, at the local level, the trends that are being experienced nationally with a shift away from manufacturing employment with a growing focus on the service sector. This shift has had, and will continue to have in the future, significant implications on the demand for different types of employment land.

Employment Land Requirements:

The analysis presented in stage 2 has shown that employment land requirements within Redditch are predicted to be in the range of 50ha to 83ha.

The table below compares these figures with the requirements set out within the West Midlands RSS (Policy PA6A).

Table 3: Summary of Employment Land Requirements within Redditch

Scenario	Employment Land Requirement
Baseline	50 ha
RSS Based (6,600)	59 ha
County Growth	60 ha
Past Trends	86 ha
compare to…	
West Midlands RSS	51 ha

Source: GVA Grimley analysis

As can be seen above, the employment land requirements set out in the RSS, county growth and past trends scenarios are all above the West Midlands RSS requirement. The baseline, which is based on national trends, is slightly below the West Midlands RSS requirement. The baseline provides a conservative forecast as it does not take into account local aspirations within the economy and therefore the fact that it is below the RSS requirement (though only very slightly) is not surprising. The other RSS Based and County Growth scenarios are more ambitious in predicting demand for employment land and reflect regional and local aspirations for particular sectors of the economy. The Past Trends scenario provides a benchmark for future growth based on the rate of growth in the past. It can be seen that the predicted growth rate to 2026 is lower than has been experienced in the past (noting that it is unlikely that the recent level of growth from 1998 – 2006 will be sustained in the period to 2026 and that eight years is not a sufficiently long period for projecting over 20 years).

If the RSS Based scenario were chosen as the preferred option this would have implications in that a further 8ha of employment land would be required up to 2026, an additional 0.45ha per year on top of what is required by the West Midlands RSS. The type of employment land required will be more suited to use for offices due to growth of the service sector and general decline within manufacturing and distribution, with this accounting for around half of all new employment land. However, non-employment led property demand still gives rise to demand for manufacturing and distribution, which is predicted to be in the region of 28ha to 2026.

Policy Implications:

In terms of implications for planning policy within Redditch, our analysis shows a clear shift in the employment land requirements for the Borough. In terms of offices, our model shows that there will be a requirement of around 31ha. Planning policies should ensure that a sufficient supply of employment land is available to meet this demand through the protection of existing employment sites and identification of additional allocations if these are required. Work undertaken by the local planning authority in Stage 3 of the Employment Land Review process should identify whether there is a shortfall or oversupply of office employment land. At the same time it should be noted that the demand model assumes that 35% of office demand will be accommodated in the town centre, above shops in local centres and in other locations that are not classed as employment land. The local planning authority will need to ensure that policies are in place to promote the expansion of offices in the town centre to accommodate the level of growth required.

With regard to manufacturing and distribution, the model predicts an overall decline in employment in these sectors. Due to the influence of churn and leakage, however, there is still a demand for some employment land suited to these uses in the order of 28ha. Planning policies should ensure that a sufficient supply of employment land is available to meet this demand through the protection of existing employment sites and identification of additional allocations if these are required.

Stage 3 conclusions/recommendations

Findings of this study should be taken forward into the Council's LDF in order to assist in setting the spatial strategy for Redditch Borough in the long term. There are both broad strategic issues that need to be addressed as well as specific objectives that have to be achieved by including new policies in the Local Development Framework.

Key strategic and policy issues that need to be addressed are outlined below:

- Those sites which have been identified specifically for office use, such as UCS 7.5, sites, should be progressed through a more detailed planning document such as a Supplementary Planning Document. The purpose of the document would be to set out more detail behind the need to use the land for office/B1 use rather than any other employment use. In addition to this, an SPD can provide more detail on site layout for future employment sites.

- The mixed use development proposed at the Land to the Rear of Alexandra Hospital should be explored further, and a SPD should be developed, setting out clearly how the mixed use development should be brought forward.

- To ensure appropriate employment uses come forward through the planning process, the Council's economic priorities (Appendix F) and growth aspirations (Appendix A) should be accounted for in the Core Strategy, and as part of the work undertaken by the Economic Development Unit.

- All existing IN sites should be maintained for employment purposes to meet future employment needs.

- The following sites should be identified to meet employment purposes in the short term (5 year period in line the Preferred Option RSS):

    - IN 24 (0.90 ha)
    - IN 15 (0.40ha)
    - IN 37 (0.62ha)
    - UCS 9.19 (0.19ha)
    - UCS 4.51 (1.26ha)
    - UCS 6.16 (0.27ha)
    - IN 38 – although there are some constraints with this site, it is considered that these can be overcome relatively simply. (0.22ha)
    - UCS 9.58 (0.60ha)
    - UCS 6.18 (0.43ha)
    - UCS 7.5 – although there are some constraints with this site, it is considered that these can be overcome relatively simply. (0.19ha)
    - UCS 9.59 – main issue is the fact that the site falls within a flood zone, although this can be overcome with mitigation measures. (0.58ha)
    - IN 58 – main issue is the fact that the site falls within a flood zone, although this can be overcome with mitigation measures. (1.10ha)
    - IN 54 – Access is the main issue with this site. (0.29ha)
    - IN 20 (1.32ha)
    - Remaining capacity at Ravensbank (4.67ha)[2]

[2] 4.67ha is currently remaining at Ravensbank as of 2008 monitoring, as of 2006 there was 9ha of employment land remaining at Ravensbank, 4.33ha of this has been granted planning permission since 2006, hence only 4.67ha can contribute to the 5 year rolling reservoir.

The following sites should be identified to meet employment purposes in the long term:

- IN 67 (6.6ha)
- Land at Brockhill East of the Railway line (5.8ha)
- Combination of UCS 8.25, UCS 8.26, RB 09 and IN 69 (Total site size = 9.61ha, inclusive of 2ha site (IN 69)). However only 0.5ha (this would be purely office space, and no associated infrastructure) of the site can be used for employment purposes in order for it to be in conformity with the West Midlands Regional Spatial Strategy Phase Two Revision – Draft Preferred Option. It is acknowledged that this site requires the provision of an access road.

Therefore in total Redditch Borough Council has identified 35.44 ha (this accounts for the fact that the Land to the Rear of Alexandra Hospital can only accommodate up to 0.5ha of employment land) of employment land which can contribute to its employment land target of 59 ha. This is obviously above the 31ha which would be the need to fulfil the 53% proportion set out in the RSS, however it is considered necessary to identify this land for a number of reasons. The first being its suitability for employment purposes, another fundamental reason is the need to offer a varied supply of employment land which can be flexible enough to meet varying demands in a challenging economic climate.

These sites are recommended to meet longer term employment needs due to the need to overcome certain constraints e.g. infrastructure requirements, or site contamination. In addition to the above conclusions the below comments should be accounted.

- Safeguarding the above list of sites up to 2026 for employment purposes.
- There will need to be cross-border employment growth in order to cater for Redditch Borough's needs, this will need to be progressed suitably, and linkages should ideally, be made with employment locations in Redditch e.g. Ravensbank. This should be achieved through Joint Working.
- Use and require for developer contributions from employment development.
- Restriction of uses at certain sites to cater for specific growth sectors e.g. UCS 7.5.

- Maximum of 11ha of B8 uses to be approved, which should be driven by the Core Strategy.

Monitoring

In the ODPM guidance note for Employment Land Review monitoring there are minimum recommendations for employment land monitoring by Local Development Framework Authorities. Predominantly the recommendations that are required relate to employment land supply and demand information.

The minimum requirements are as follows:

- Employment land and premises database (Economic development have an established database which is updated regularly)
- Employment permissions granted, by type (Monitored annually by the Development Plans team)
- Employment permissions developed by type, matched to allocate sites (Monitored annually by the Development Plans team)
- Permissions and development of sites and premises previously in employment use for non-employment uses (Monitored annually by the Development Plans team)
- Employment land and premises available and recent transactions (Monitored annually by Economic Development)
- Employment premises enquiries (if the authority has an estates or economic development team) (Monitored annually by Economic Development)
- Employer requirements and aspirations (from focus groups, forums or periodic surveys). (This needs to be formally established through the Economic Development team).

Appendix A - Redditch Borough Council growth aspirations sent through to GVA Grimley

Manufacturing

TYPE OF INDUSTRY	CURRENT GREAT BRITAIN %	PREDICTED GREAT BRITAIN CHANGE UP TO 2026	CURRENT REGIONAL %	PREDICTED REGIONAL CHANGE UP TO 2026	CURRENT REDDITCH %
Manufacturing	10.9		14.7		24.8

We expect the proportion of people who are employed in manufacturing in Redditch to decline but the number of jobs to remain stable.

Current Situation

Historically, manufacturing has always been significant in Redditch. Prior to its designation as a New Town, the town's population expanded and its status developed as local needle and spring industries thrived. Following its designation as a new town, Redditch's reputation as a manufacturing area and its supply of engineering labour resulted in more manufacturing companies being attracted to the town. The close proximity to automotive OEMs (Original Equipment Manufacturers) resulted in an automotive cluster with a strong supply chain. Today, Redditch is home to a number of major general and more specialised manufacturing companies including automotive company UK NSI and medical specialists Surgicraft.

Redditch's reputation as a manufacturing area and its supply of engineering labour resulted in more manufacturing companies being attracted to the town following its designation as a new town and its resultant growth. As well as skilled engineering labour, Redditch has a supply of low and semi-skilled labour which is able to compete with other locations which have low labour costs.

Vision for Redditch

Nationally, manufacturing is generally in decline. However, it remains very important to the local economy. Thus support for manufacturing is one of the Council's economic priorities. Manufacturing is encouraged locally through the Worcestershire Economic Strategy which aims to support technology-led growth and cluster development, particularly in Medical Technologies. The Regional Economic Strategy also aims to support cluster development in the automotive, medical technologies and aerospace sectors. Regional support

for manufacturing aims to make it more knowledge-intensive and recognises the importance of sustaining local manufacturing to support local economies.

All of the support for manufacturing aims to promote up-skilling and growth by increasing the value, rather than the volume, of manufacturing businesses. Therefore it is expected that the number of jobs in manufacturing will remain stable. As the total number of jobs in Redditch increases, this will have the effect of reducing the proportion of local jobs in manufacturing in line with national trends. Manufacturing will still be intrinsic to Redditch, however it will be complemented by a broader and more competitive range of economic activities.

Construction

TYPE OF INDUSTRY	CURRENT GREAT BRITAIN %	PREDICTED GREAT BRITAIN CHANGE UP TO 2026	CURRENT REGIONAL %	PREDICTED REGIONAL CHANGE UP TO 2026	CURRENT REDDITCH %
Construction	4.8		5		2.6

We expect the proportion of people who are employed in construction in Redditch to increase.

Current Situation

In recent years there has been little change in the proportion of people employed in construction in Redditch. However, the influx of economic migrants with construction skills into the region indicates that there are opportunities for growth in this sector.

Vision for Redditch

In the RSS it is proposed that Redditch be designated a Settlement of Significant Development. This places on the Borough a commitment to cater for, and deliver, increased housing and infrastructure and could potentially result in a significant increase in built development. This demand will necessitate an increase in the demand for skilled construction workers and therefore it is suggested that Redditch nurture the local construction industry through training. The introduction of diplomas for 14 – 19 year olds in Construction and the Built Environment and the construction industry training available through Skills 4 Work allow residents to gain the skills required to benefit from the opportunity created by the RSS requirements. With the training and demand in place, semi-skilled workers in other sectors can also have realistic ambitions to acquire construction industry skills. Given Redditch's proximity to other urban areas and excellent road networks, it would be easy for construction employees based in Redditch to access surrounding areas where they could apply their work.

Distribution

TYPE OF INDUSTRY	CURRENT GREAT BRITAIN %	PREDICTED GREAT BRITAIN CHANGE UP TO 2026	CURRENT REGIONAL %	PREDICTED REGIONAL CHANGE UP TO 2026	CURRENT REDDITCH %
Distribution	16.8		17.2		18.1

We expect the proportion of people who are employed in Distribution in Redditch to increase but would look to restrict the growth in relation to wholesale distribution.

Current Situation

The distribution sector includes both wholesale and retail distribution. The number of people employed in distribution has been fairly stable in recent years. Redditch's central location and excellent road network make it particularly attractive to businesses in this sector.

Vision for Redditch

The development of the town centre, particularly in the Kingfisher Shopping Centre, and the proposed redevelopment of the neighbourhood shopping centres aims to increase the retail offer in the Borough and should result in a corresponding increase in jobs in this sector. This focus recognises the continued importance and necessity of retail to the local economy.

Whilst there is no ambition locally or regionally to increase job numbers in Wholesale Distribution in Redditch, the Borough's central location and excellent road network are attractive to businesses in this sector. However, the limited availability of employment land and low density of jobs means that we would look to restrict growth of employment in this sector.

Hotels & Restaurants

TYPE OF INDUSTRY	CURRENT GREAT BRITAIN %	PREDICTED GREAT BRITAIN CHANGE UP TO 2026	CURRENT REGIONAL %	PREDICTED REGIONAL CHANGE UP TO 2026	CURRENT REDDITCH %
Hotels & Restaurants	6.8		6.7		2.8

We expect the proportion of people who are employed in Hotels & Restaurants in Redditch to increase.

Current Situation

The number of people employed in the Hotels & Restaurants sector in Redditch has been relatively stable in recent years.

Vision for Redditch

The aim of all interventions in the economy, both locally and regionally, is to increase economic wellbeing. Redditch Borough Council's economic priorities aim ultimately to increase wages for local residents. An increase in wages results in higher disposable income from which it is anticipated that the local hotel and restaurant businesses will benefit. Also, business tourism has been identified as an economic priority for Redditch Borough Council and in the Worcestershire Economic Strategy and thus any interventions will be intended to facilitate growth in this sector.

Transport & Communications

TYPE OF INDUSTRY	CURRENT GREAT BRITAIN %	PREDICTED GREAT BRITAIN CHANGE UP TO 2026	CURRENT REGIONAL %	PREDICTED REGIONAL CHANGE UP TO 2026	CURRENT REDDITCH %
Transport & Communications	5.9		5.6		4.2

We expect the proportion of people who are employed in Transport & Communications in Redditch to increase but would aim to restrict growth.

Current Situation

The number of people employed in Transport & Communications in Redditch has doubled in the past 10 years. Nationally, the proportion of employees in Transport & Communications has remained fairly constant. Despite the growth in job numbers, Redditch still has a lower proportion of jobs in this sector than the West Midlands and Great Britain.

Vision for Redditch

Whilst there is no ambition locally or regionally to increase job numbers in Transport & Communications in Redditch, the Borough's central location and excellent road network are attractive to businesses in this sector. However, the limited availability of employment land and low density of jobs means that we would look to restrict growth of employment in this sector.

Finance, IT, Other Business Activities

TYPE OF INDUSTRY	CURRENT GREAT BRITAIN %	PREDICTED GREAT BRITAIN CHANGE UP TO 2026	CURRENT REGIONAL %	PREDICTED REGIONAL CHANGE UP TO 2026	CURRENT REDDITCH %
Finance, IT, Other Business Activities	21.2		17.8		25.8

We expect the proportion of people who are employed in Finance, I.T and Other Business Activities in Redditch to increase.

Current Situation

More people in Redditch are employed in Finance, I.T. and, Other Business Activities than in any other sector. There has been significant growth in jobs in this sector and growth in Redditch has been greater than growth both regionally and nationally.

Vision for Redditch

Professional & Business Support services have been identified in both the Regional Economic Strategy and the Worcestershire Economic Strategy as a priority cluster due to the high growth potential. Support for manufacturing, increasing competitiveness and diversification have been identified as priorities both locally and regionally and actions around these priorities focus on businesses accessing and investing in support services. The services required to achieve these priorities include Research & Development and I.T. Additionally, cluster development, diversification and the Central Technology Belt all present opportunities in R&D and I.T.

Public Administration, Education and Health

TYPE OF INDUSTRY	CURRENT GREAT BRITAIN %	PREDICTED GREAT BRITAIN CHANGE UP TO 2026	CURRENT REGIONAL %	PREDICTED REGIONAL CHANGE UP TO 2026	CURRENT REDDITCH %
Public Admin, Education & Health	26.9		26.6		18.5

We expect the proportion of people who are employed in Public Administration, Education & Health in Redditch to increase.

Current Situation

The proportion of people employed in Public Administration, Education & Health in Redditch has fluctuated over the last decade. Organisations in this sector provide services primarily to the local population. There are no organisations, such as a University or Government Department, in Redditch that would result in higher pockets of employment in this sector being located in the Borough.

Vision for Redditch

Any growth in the population of the Borough will result in a corresponding increase in public services and therefore in the number of people employed in this sector. However, there are ambitions for significant up-skilling of the workforce which will require additional education and training services. Therefore there is likely to be an increase in the proportion of people employed in this sector.

Other Services

TYPE OF INDUSTRY	CURRENT GREAT BRITAIN %	PREDICTED GREAT BRITAIN CHANGE UP TO 2026	CURRENT REGIONAL %	PREDICTED REGIONAL CHANGE UP TO 2026	CURRENT REDDITCH %
Other Services	5.3		5.1		3.1

We expect the proportion of people employed in Other Services in Redditch to increase.

Current Situation

The proportion of people employed in Other Services in Redditch has remained relatively stable over the past 10 years. However, the proportion in Redditch is below the proportion employed regionally and nationally.

Vision for Redditch

No interventions in this sector are planned in the Worcestershire Economic Strategy or the Regional Economic Strategy. However, this sector includes recreational and sporting activities and the planned redevelopment of the Abbey Stadium should result in growth in the number of people employed in this sector.

Appendix B: List of Employment sites to assess

Local Plan No.3 sites

Site Name	Brownfield/Greenfield	Site Area (Ha)
Woolaston Road, Park Farm (IN 15)	G	0.40
Old Forge Drive (IN 20)	G	1.32
Windsor Road, Gas Works (IN 24)	B	0.90
Bartleet Road, Washford (IN 37)	G	0.62
Adj. 47/52 Heming Road, Washford (IN 38)	G	0.22
Palmers Road, Moons Moat (E) (IN 54)	G	0.29
Crossgate Road, Park Farm (N) (IN 58)	G	1.10
Land at Brockhill (IN 67)	G	6.60
Land rear of Alexandra Hospital (IN 69)	G	2.00

Submitted Sites

RB05	Unit 5, Hewell Road	ELR to assess
RB09	Land rear of hospital	ELR to assess
RB32	Mettis Aerospace, Windsor Road	ELR to assess

ELR01	Broadacres Farm	ELR to assess
ELR02	Land at Ravensbank Drive	ELR to assess
ELR03	Land at Astwood Lane	ELR to assess

Urban Capacity Study

UCS 4.15	Land at roundabout, opposite Rickyard Lane	ELR to assess
UCS 4.17	Land southwest of North Moons Moat	ELR to assess
UCS 4.30	Adjacent to Oast House P.H / DSM land	ELR to assess
UCS 4.47	Land off Thornhill Road, North Moons Moat	ELR to assess
UCS 4.49	IN34	ELR to assess
UCS 4.51	Part of IN4	ELR to assess
UCS 4.53	IN6 and additional land (53a, 53b)	ELR to assess
UCS 4.54	Land north of Istel fronting Ravensbank Drive	ELR to assess
UCS 4.59	Land off Fringe Meadow Road	ELR to assess
UCS 5.17	Land off Fishing Line Road	ELR to assess
UCS 5.30	Land rear of Sterling Save, Summer Street	ELR to assess
UCS 6.16	Land at Arthur Street / New Meadow Road	ELR to assess
UCS 6.18	Land off Broadground Road	Open space. ELR to assess
UCS 6.43	Land between Morrisons (ex-Safeways) superstore and Brooklyn Garage	ELR to assess
UCS 6.45	Dudleys, Brook Street	ELR to assess
UCS 7.5	Land bound by Kingham Close and Far Moor Lane	Location / access unsuitable for housing; ELR to assess
UCS 8.25	Land rear of Hospital	ELR to assess
UCS 8.26	Land rear of Hospital (merged with 8.25)	ELR to assess

UCS 9.6	Land opposite The Griffin P.H.	ELR to assess
UCS 9.13	Land off Woolaston Road	ELR to assess
UCS 9.16	Land adjacent to Crossgate Depot	ELR to assess
UCS 9.19	Land off Pipers Road	ELR to assess
UCS 9.20	Land off Pipers Road	ELR to assess
UCS 9.47	Land fronting Studley Road	ELR to assess
UCS 9.50	Studley Road (Delsons)	Land locked but ELR to assess
UCS 9.53	Land fronting Claybrook Drive	ELR to assess
UCS 9.54	Land off Heming Road	ELR to assess
UCS 9.55	Land off Heming Road	ELR to assess
UCS 9.56	Land off Bartleet Road	ELR to assess
UCS 9.57	Land fronting Icknield Street Drive	ELR to assess
UCS 9.58	Land fronting Matchborough Way	ELR to assess
UCS 9.59	Land fronting Matchborough Way	ELR to assess
UCS 9.62	Land fronting Matchborough Way	ELR to assess
UCS 9.63	Land fronting Matchborough Way	ELR to assess
UCS 9.64	Land fronting Claybrook Drive	Developed
UCS 9.68	Old Forge Drive (BACO)	ELR to assess

Appendix C

Site	Market interest	Balance of supply and demand	Public transport	Ease of access	External Environment	Total	Site	Internal Environment	Strategic Access	Total	Site	Contaminated land	Open Space	Biodiversity/ Ecology	TPOs	Site Access	Topography etc.	Adjacent occupiers	Flood zones	Accessibility	Total	Site
UCS9.62	5	5	5	5	5	25	UCS9.62	1	5	6	UCS9.62	5	5	5	1	5	3	5	3	5	37	UCS9.62

Appendix D – Employment Land Monitoring documents data

Site Name	Site size (ha)	Monitoring document
IN 19	1.44	2006
IN 34	0.65	2007
IN 52	1.03	2007
IN 55	0.11	2006
IN 59	0.38	2007
IN 61	0.43	2006
IN 63	0.02	2006
IN 64	0.67	2006
IN 70	0.19	2007
IN 72	0.03	2006
IN 73	0.19	2007
7 – 9 Beoley Road	0.004	2008
Unit 1 A, Washford Trade Park	0.46	2008
1294 Evesham Road	0.06	2008
Land at Ravensbank	9[3]	2006
Total	**14.66**	

[3] This is the capacity remaining as of the 1.4.2006

Appendix E

Site Ref: UCS 4.47

Address: Land off Thornhill Road, North Moons Moat

Site Area: 0.67ha

Current Site Status (including Planning policy history): Primarily Open Space

Development Control history: No history

Description of Site and suitable uses: Site is covered in vegetation, suitable for employment use.

Adjacent land use/conflicts? Adjacent to industrial units and some residential, which is a potential conflict.

Floor space in use/vacant: N/A

Ownership:

Strategic access: Good access to the site, through Ravensbank Drive from A4023.

Level of car parking/public transport: Car parking could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): The proximity to some neighbouring properties is considered to be a significant issue prohibiting development. .Slightly sloping. Borough of Redditch TPO 88. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures. Currently designated as Primarily Open Space.

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

Site Plan

Site Photographs

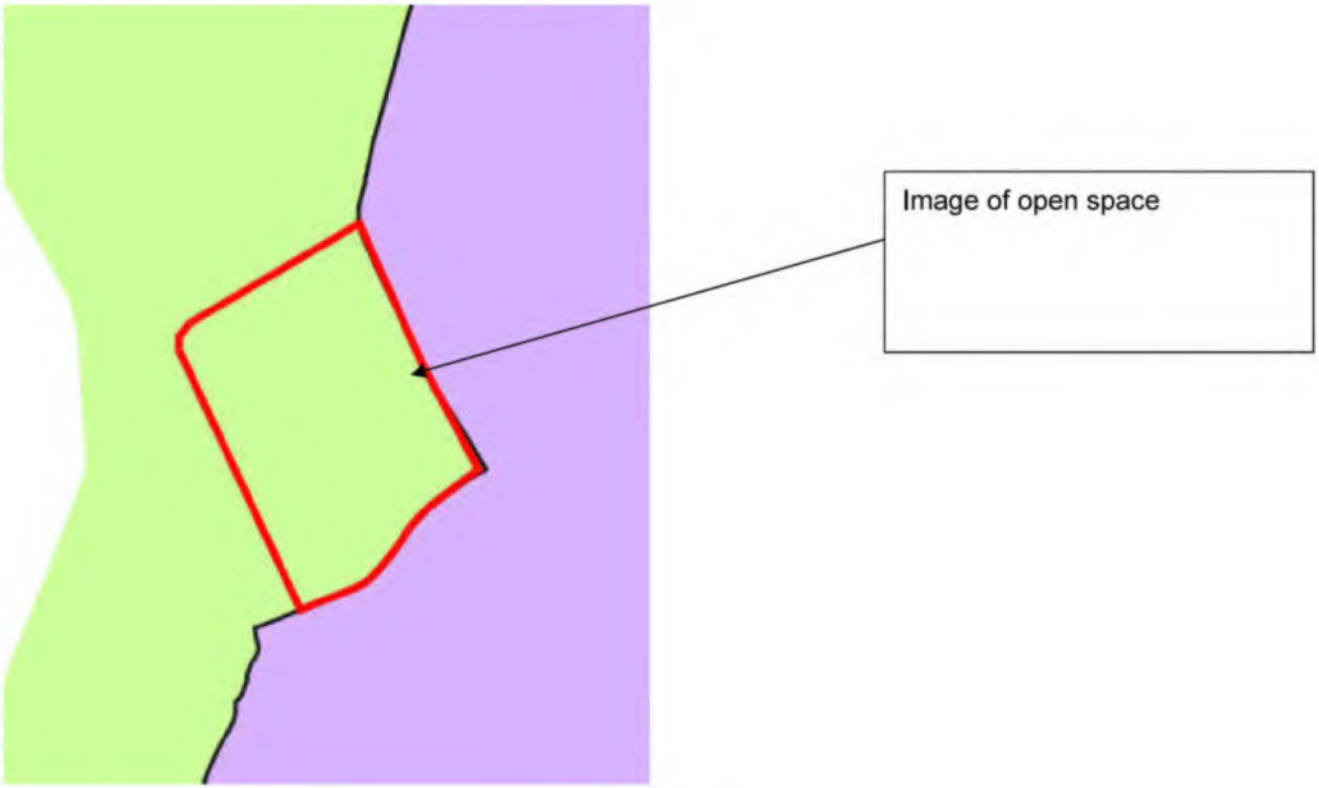


Image of open space

Site Ref: UCS 4.51

Address: Part of IN 4

Site Area: 1.26ha

Ownership:

Current Site Status (including Planning policy history): Purple land

Strategic access: Good access to site off Moons Moat Drive and A4023.

Development Control history: No history

Level of car parking/public transport: Car parking could be provided on site

Description of Site and suitable uses: Land adjacent to industrial units, covered in scrubland. Low lying. Suitable for employment use

Known constraints or infrastructure requirements (see site constraints checklist): New Town TPO No.7. *Contaminated land:* Requires Site Investigation.

Adjacent land use/conflicts? Industrial units.

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

Floor space in use/vacant: N/A

Site Plan

Site Photographs

Site Ref: UCS 4.54

Address: Land North of Istel fronting Ravensbank Drive

Site Area: 0.33ha

Current Site Status (including Planning policy history) Part of site is an SWS.

Development Control history: No history.

Description of Site and suitable uses: Low lying site, penned in by large industrial unit. Not suitable for employment purposes.

Adjacent land use/conflicts? Industrial units.

Floor space in use/vacant: N/A.

Ownership:

Strategic access: Good access – Directly located off Ravensbank Drive via A4023.

Level of car parking/public transport: Would have to be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Access to site is a major issue. Shape of site is a major issue. New Town TPO No.13. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Market appraisal/suitable type of Development: Not suitable for development due to constraints.

Site Plan

UCS 4.54

Site Photograph

Site Ref: UCS 5.17

Address: Land off Fishing Line Road.

Site Area: 0.14ha

Current Site Status (including Planning policy history) Purple land.

Development Control history:
2006/524/FUL Change Of Use From Light Industrial Unit (Use Class B1) To Training And Education Centre (Use Class D1) – **Development has been completed.**

Description of Site and suitable uses: Sloping at edge of site, covered in grass. Suitable for employment purposes.

Adjacent land use/conflicts? Next to New College

Floor space in use/vacant: N/A

Ownership:

Strategic access: Accessed strategically of Redditch Ringway or Hewell Road, then through built up area, therefore unsuitable for HGV.

Level of car parking/public transport: Limited land for parking on site.

Known constraints or infrastructure requirements (see site constraints checklist): Access to site is a major issue, with cars parked along road, gentle incline at front. Borough of Redditch TPO No.5. *Contaminated land:* Requires Site Investigation.

Market appraisal/suitable type of Development: Only suitable for offices, although site is not considered to be attractive to the market.

Site Plan

Site Photograph

Site Ref: UCS 6.16

Address: Land at Arthur Street/New Meadow Road

Site Area: 0.27ha

Ownership:

Current Site Status (including Planning policy history) Purple land.

Strategic access: Good access to site, located immediately off Holloway Lane, which has good access for all types of vehicles to the A441.

Development Control history: No relevant history on site.

Level of car parking/public transport: Car parking could be provided on site.

Description of Site and suitable uses: Fairly low lying site, suitable for employment purposes.

Known constraints or infrastructure requirements (see site constraints checklist): Slight dip centrally, established trees. New Town TPO No.22. Falls within Flood zone 2 and flood zone 3. *Contaminated land:* Requires Site Investigation.

Adjacent land use/conflicts? Adjacent to industrial units

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

Floor space in use/vacant: N/A

Site Plan

Site Photographs

Site Ref: UCS 6.18

Address: Land off Broadground Road

Site Area: 0.43ha

Current Site Status (including Planning policy history) Primarily Open Space.

Development Control history: No history

Description of Site and suitable uses: Low lying, heavily overgrown open space site, part of site is fenced off. Considered to be suitable for employment purposes.

Adjacent land use/conflicts? Adjacent to industrial units

Floor space in use/vacant: N/A

Ownership:

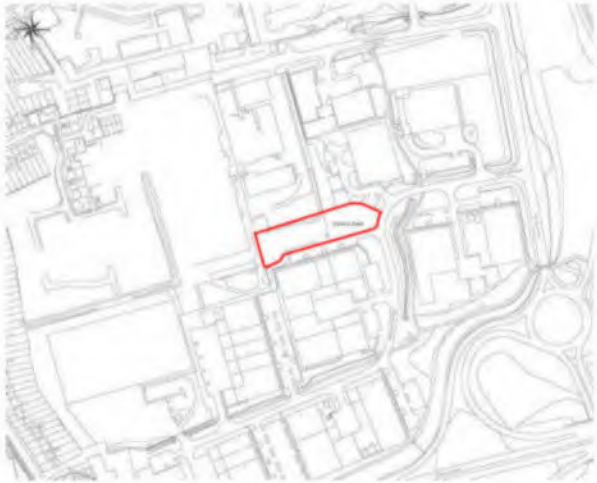
Strategic access: Good access to site , located in short proximity to Holloway Lane, which has good access for all types of vehicles to the A441.

Level of car parking/public transport: Car parking could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Primarily Open Space, part of site is fenced off, therefore could be part of industrial site. *Contaminated land:* Requires Site Investigation.

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

Site Plan



Site Photograph

Site Ref: UCS 6.43

Address: Land between Morrisons (ex-Safeway) superstore and Brooklyn Garage

Site Area: 2.22ha

Current Site Status (including Planning policy history) Primarily Open Space – part of Arrow Valley Park

Development Control history: No history

Description of Site and suitable uses: Looks like parkland, used by individuals. Would be suitable for employment purposes.

Adjacent land use/conflicts? Adjacent to retail and residential

Floor space in use/vacant: N/A

nd

Ownership:

Strategic access: Good access to site, located on Batens Lane, although site is in immediate proximity to the A4189.

Level of car parking/public transport: Car parking could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Primarily Open Space (Arrow Valley Park) Bridleway. Adjacent land uses. Significant foliage. New Town TPO No.10 *Contaminated land:* Requires Site Investigation/desk study. *Biodiversity:(Considered to be of high biodiversity scale).* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

Site Plan

Site Photographs

Site Ref: UCS 7.5

Address: Land bound by Kingham Close and Far Moor Lane

Site Area: 0.19

Current Site Status (including Planning policy history) No current designation.

Development Control history: No history

Description of Site and suitable uses: Low lying site with foliage. Suitable for employment purposes.

Adjacent land use/conflicts? Residential

Floor space in use/vacant: N/A

Ownership:

Strategic access: Access is an issue, accessed from residential area at present which is not suitable. Although site is located in close proximity to A4023 roundabout, if taken forward comments should be sought from Highways to ascertain suitable access to site.

Level of car parking/public transport: Could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Access. New Town TPO No.13. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Market appraisal/suitable type of Development: Considered to be suitable for office use.

Site Plan

Site Photograph

Site Ref: UCS 9.19

Address: Land off Pipers Road

Site Area: 0.19ha (revised site size – just under half of site has been developed)

Current Site Status (including Planning policy history) Purple land.

Development Control history:
2008/081 – Resubmission – Extension to existing Warehouse and Associated External works (approved 24/04/2008)
2002/491 – Secure Covered Area for the storage of empty containers and cartons (approved 20/12/2002)

Description of Site and suitable uses: Slight gradient, maintained grass with some vegetation. Half of site has been developed. Remaining portion of site is considered suitable for employment purposes.

Adjacent land use/conflicts? Heavy industry

Ownership:

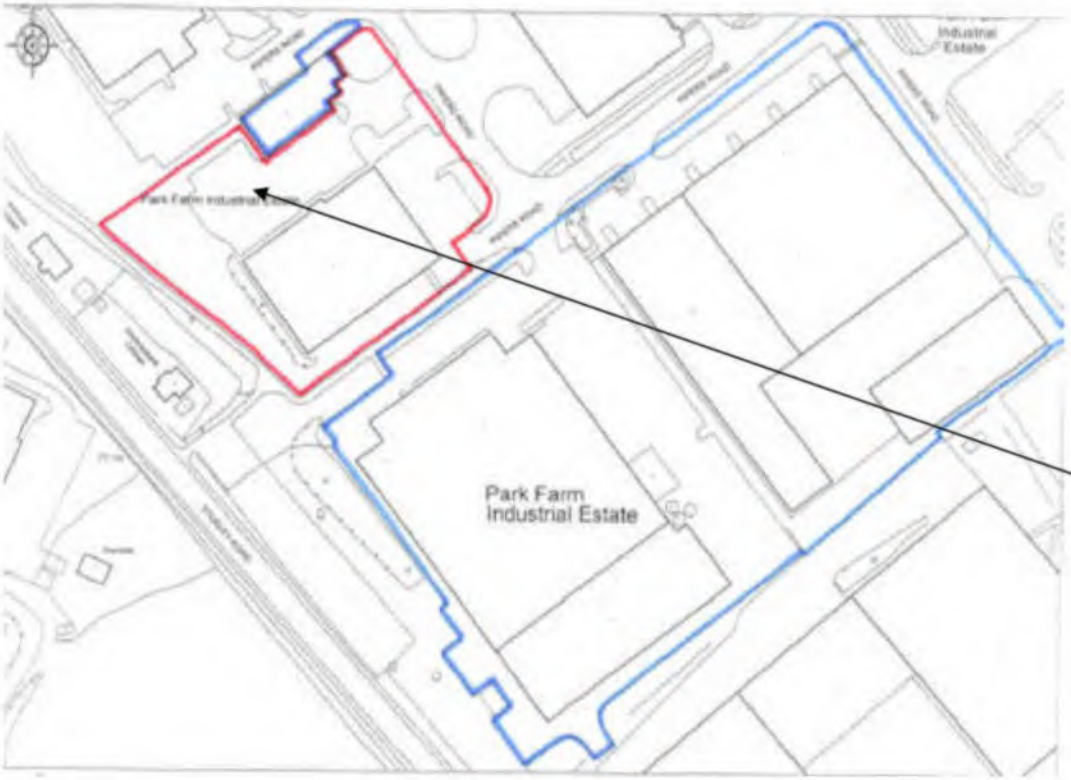
Strategic access: Good strategic access, as site is in close proximity to A435, or A4189 via the B4497.

Level of car parking/public transport: Could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Car parking in area is poor and causes congestion. Slightly sloping. New Town TPO No.25. *Contaminated land:* Requires Site Investigation.

Market appraisal/suitable type of Development: Half of the site has been developed, remaining half is considered to be suitable for B1, B2 and B8 uses.

Floor space in use/vacant: N/A


Park Farm
Industrial Estate
Edge of approved site boundary

Site Ref: UCS 9.50

Address: Studley Road (Delsons)

Site Area: 1.57ha

Current Site Status (including Planning policy history) Purple land and part of site is open space. In Local Plan No.2 site was designated as an IN employment site. Following detailed comments from Economic Development the site was removed from the list of employment sites.

Development Control history: No relevant history

Description of Site and suitable uses: Site is land locked, covered in vegetation, and slight slope. Not considered to be suitable for employment purposes.

Adjacent land use/conflicts? Industrial, partly used by existing site.

Ownership:

Strategic access: Access to area is good, but site is land locked. Strategically the site is in close proximity to A435 and A4189 accessed via the B4497 in both instances.

Level of car parking/public transport: Could be provided on site

Known constraints or infrastructure requirements (see site constraints checklist): Access is a considerable issue, possibly via existing unit. New Town TPO No.24 and Borough of Redditch TPO No.49

Floor space in use/vacant: Partly used by existing site

Market appraisal/suitable type of Development: Not considered suitable for employment purposes

Site Plan

Site Photograph

Site Ref: UCS 9.55

Address: Land off Heming Road

Site Area: 0.15ha

Current Site Status (including Planning policy history) Primarily Open Space

Development Control history: No history.

Description of Site and suitable uses: Sloping site, heavy vegetation. Not considered to be suitable for employment purposes.

Adjacent land use/conflicts? Industrial, residential in proximity.

Floor space in use/vacant: N/A

Ownership:

Strategic access: Good access to site off Claybrook Drive, site is strategically located close to A435.

Level of car parking/public transport: Could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Sloping but could be overcome. Warwick TPO No.5. *Contaminated land:* Requires Site Investigation. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Market appraisal/suitable type of Development: Not considered to be suitable for employment purposes.

Site Plan

Site Photograph

Site Ref: UCS 9.57

Address: Land fronting Icknield Street Drive

Site Area: 0.35ha

Current Site Status (including Planning policy history) Purple land

Development Control history: No history.

Description of Site and suitable uses: Slightly sloping site, on verge of road, limited end uses.

Adjacent land use/conflicts? Industrial

Floor space in use/vacant: N/A

Ownership:

Strategic access: Good access to site, located on B4497, which can be accessed directly from the A435 and A4189.

Level of car parking/public transport: Could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Location of site is an issue due to close to verge of road. Warwick TPO No.6. Falls within Flood Zone 2. *Contaminated land:* Requires Site Investigation.

Market appraisal/suitable type of Development: Site is considered to be suitable for B1, B2 and B8 uses, although size and shape could be an issue.

Site Plan

Site Photograph

Site Ref: UCS 9.58

Address: Land Fronting Matchborough Way

Site Area: 0.60ha

Current Site Status (including Planning policy history) Primarily Open Space

Development Control history: No relevant history

Description of Site and suitable uses: Flat site, covered in mature planted trees. Considered to be suitable for employment purposes.

Adjacent land use/conflicts? Industrial units

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

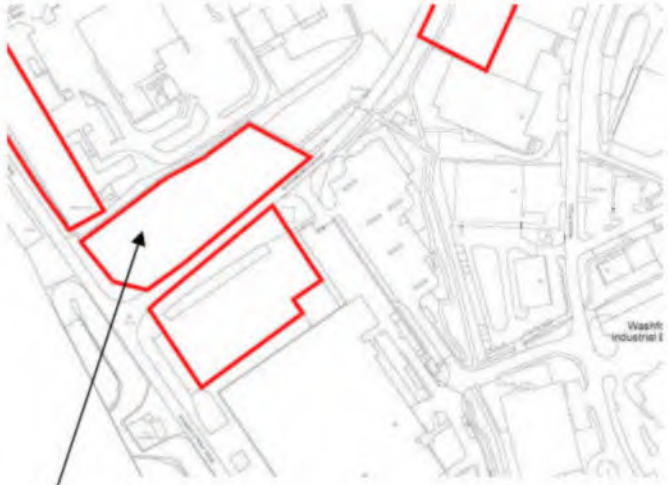
Ownership:

Strategic access: Good access to site, located on B4497, which can be accessed directly from the A435 and A4189.

Level of car parking/public transport: Could be provided on site

Known constraints or infrastructure requirements (see site constraints checklist): No known constraints. Warwick TPO No.7. Falls within Flood Zone 2. *Contaminated land:* Requires Site Investigation. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Floor space in use/vacant: N/A



UCS 9.58

Site Photographs

Open space image

Site Ref: UCS 9.59

Address: Land fronting Matchborough Way

Site Area: 0.58ha

Current Site Status (including Planning policy history) Purple land.

Development Control history: No history

Description of Site and suitable uses: Site heavily covered with natural vegetation. Flat site, suitable for employment purposes.

Adjacent land use/conflicts? Industrial

Floor space in use/vacant: N/A

Ownership:

-

Strategic access: Good access to site, located on B4497, which can be accessed directly from the A435 and A4189.

Level of car parking/public transport: Could be provided on site

Known constraints or infrastructure requirements (see site constraints checklist): Natural vegetation. Warwick TPO No.7. Falls within Flood Zone 2. *Contaminated land:* Requires Site Investigation.

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

Site Photograph

Site Ref: ELR01

Address: Broadacres Farm, Birmingham Rd, Mappleborough Green.

Site Area: 1.22ha

Current Site Status (including Planning policy history): Site is located on ADR – which is proposed to be rolled into Green Belt.

Development Control history: No history.

Description of Site and suitable uses: Low lying site, suitable for employment uses.

Adjacent land use/conflicts?: Adjacent to industrial.

Floor space in use/vacant: N/A

Ownership:

Strategic access: Site is located immediately off the A435 which has good strategic access.
Site could also be accessed off the Claybrook Drive.

Level of car parking/public transport: Could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Warwick TPO No.7.
Biodiversity: If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.
White Young Green Study (Phase 2) states that this land should be designated as Green Belt.

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

Site Plan

Site Photograph

Site Ref: ELR03

Address: Land at Astwood Lane

Site Area: 11.2ha

Current Site Status (including Planning policy history) Green Belt

Development Control history: No history

Description of Site and suitable uses: Low lying site, not considered suitable for development due to its location and lack of strategic links.

Adjacent land use/conflicts? Rural location

Floor space in use/vacant: N/A

Ownership:

Strategic access: Strategically site can be accessed via the A441, however access to site off A441 is through rural residential area.

Level of car parking/public transport: Car parking could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Access to site is a major issue as roads surrounding site are very narrow. New Town TPO No.29. *Contaminated land:* Requires Site Investigation. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses from an economic development point of view.

Site Plan

Site Photograph

Site Ref: RB09

Address: Land off Nineday Lane and to the Rear of Alexandra Hospital.

Site Area: 4.91ha

Current Site Status (including Planning policy history) Forms part of IN 69 – part of site is Primarily Open Space

Development Control history: No relevant history

Description of Site and suitable uses: Site is slightly sloping, however this does not appear to be a major issue. Suitable for office use.

Adjacent land use/conflicts? Hospital, school and residential.

Floor space in use/vacant: N/A

Ownership:

Strategic access: Site has access to highway network (A441) via Woodrow Drive.

Level of car parking/public transport: Could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): New Town TPO No.27. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Market appraisal/suitable type of Development: Considered to be suitable for office use.

Site Plan

Site Photograph

Open space image

Site Ref: UCS 8.25

Address: Land rear of Hospital

Site Area: 3.63 (1.98ha of site is within RB09)

Current Site Status (including Planning policy history) Part purple land, part Primarily Open Space, part with no designation.

Development Control history: No relevant history

Description of Site and suitable uses: Site is slightly sloping, however this does not appear to be a major issue. Suitable for office use.

Floor space in use/vacant: N/A

Ownership:

Strategic access: Site has access to highway network (A441) via Woodrow Drive.

Level of car parking/public transport: Could be provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): New Town TPO No.27. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Adjacent land use/conflicts? Hospital, school and residential.

URS 8.25

Open space image

Site Ref: UCS 8.26

Address: Land rear of Hospital (merged with 8.25)

Site Area: 1.45ha

Current Site Status (including Planning policy history) Part purple land, part Primarily Open Space, part with no designation.

Development Control history: No relevant history.

Description of Site and suitable uses: Site is slightly sloping, however this does not appear to be a major issue. Suitable for office use.

Adjacent land use/conflicts? Hospital, school and residential.

Market appraisal/suitable type of Development: Considered to be suitable for Office uses.

Ownership:

Strategic access: Site has access to highway network (A441) via Woodrow Drive.

Level of car parking/public transport: Could be provided on site.

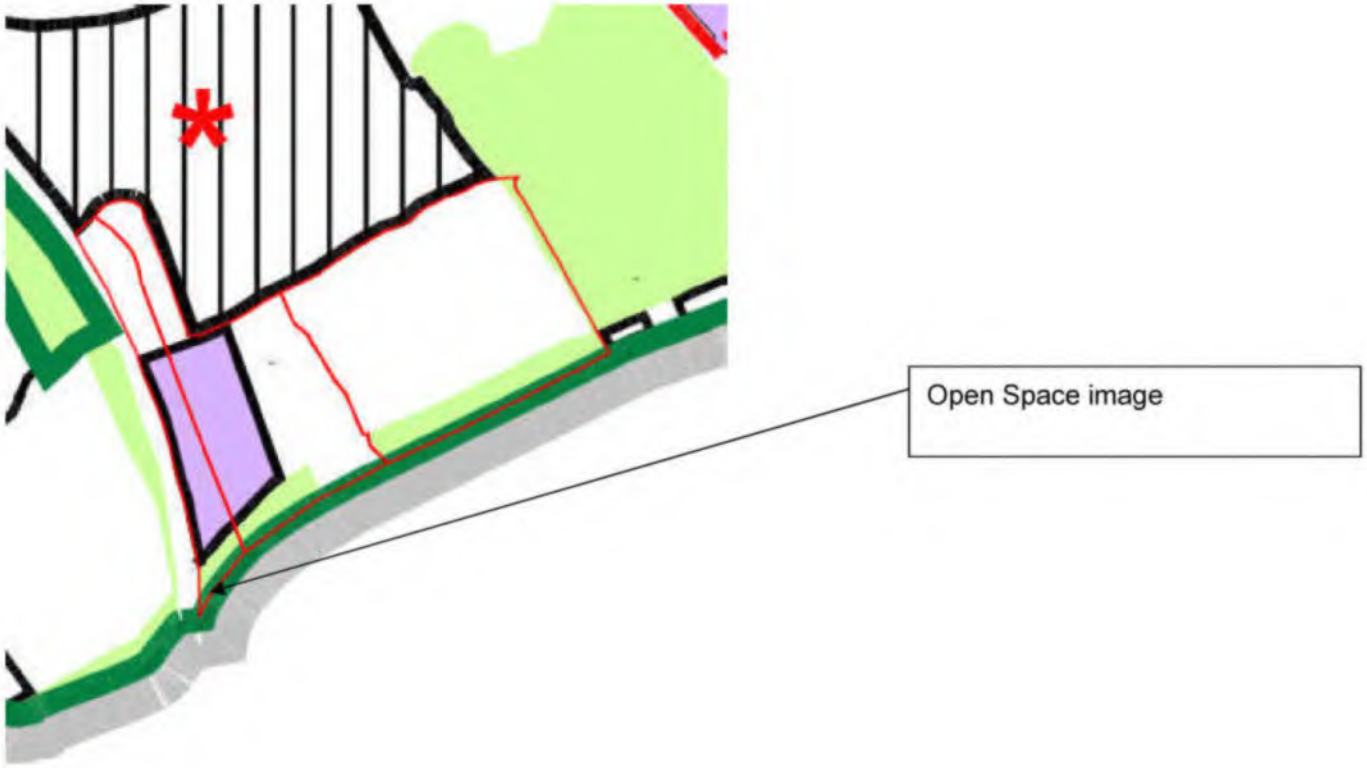
Known constraints or infrastructure requirements (see site constraints checklist): New Town TPO No.27.
Contaminated land: Requires Site Investigation.
Biodiversity: If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Floor space in use/vacant: N/A

nd Review 2009

Site Plan

Site Photograph


Open Space image

Site Ref: UCS 9.62

Address: Land Fronting Matchborough Way

Site Area: 0.26

Current Site Status (including Planning policy history) Purple land

Development Control history: No relevant history.

Description of Site and suitable uses: Site is not considered to be realistically viable for employment uses. Significant measures would need to be taken to make to the site viable.

Adjacent land use/conflicts? Industrial

Floor space in use/vacant: N/A

Ownership:

Strategic access: Good access to site, located on B4497, which can be accessed directly from the A435 and A4189.

Level of car parking/public transport: Good level of public transport, parking is an issue.

Known constraints or infrastructure requirements (see site constraints checklist): Warwick TPO No.7. Falls within flood zone 2. *Contaminated land:* Requires Site Investigation. Size of site is a constraint.

Market appraisal/suitable type of Development: Site is not considered viable for employment development.

Site Plan

Site Photograph

Site Ref: IN 15

Address: Woolaston Road, Park Farm North

Site Area: 0.40ha

Current Site Status (including Planning policy history): From 1/4/96 to present day, site has been vacant. Greenfield site.

Development Control history: Planning permission granted on site.

Description of Site and suitable uses: Area of grassland in the middle of existing units. Relatively flat site and would form extension to industrial estate. Site is suitable for employment purposes. Suitable for employment purposes.

Adjacent land use/conflicts? Adjacent land use is industrial.

Ownership:

Strategic access: The site has direct access onto highway off Old Forge Drive.

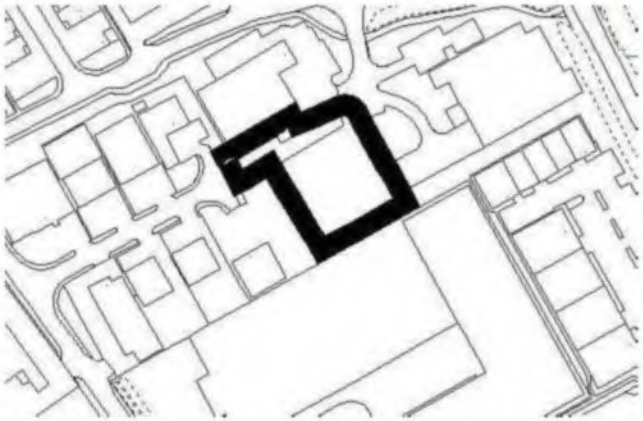
Level of car parking/public transport: Car parking can be provided on site. Site is within 400m of bus network.

Known constraints or infrastructure requirements (see site constraints checklist): *Contaminated land:* Requires Site Investigation.

Floor space in use/vacant: N/A

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses.

Site Plan



Site Photograph

Market Attractiveness Factors

1.1 The site has been formally identified for employment use for at least 10 years.

1.2 There has been no development activity on the site within the last 5 years.

1.3 The site is not being actively marketed as an employment site.

1.4 The site is not owned by a developer or another agency known to undertake employment development.

1.5 The site is owned by a single organisation that is unlikely to bring it forward for development. The site is likely to be retained for expansion room.

1.6 There is no valid permission for employment development on the site.

Sustainable Development Factors

2.1 Employment is the only acceptable form of built development on this site because of adjoining uses.

Development Control History: Planning permission granted on site.
89/111 – new offices, new production storage area and car parking
91/202 – industrial/warehouse development comprising a single 31,500 sq ft unit
91/203 – 53,750 sq ft extension to unit and c.o.u to B8 distribution
91/204 – B1/B2/B8 industrial/warehouse development comprising 30,000 sq ft of new building in 2 units
92/070 – workshop and ancillary office development
95/263 – extension to industrial unit
03/633 - extension

Site Ref: IN 20

Address: Old Forge Drive, Park Farm South

Site Area: 1.32ha

Current Site Status (including Planning policy history): Greenfield site, designated as an employment site.

Development Control history: No history.

Description of Site and suitable uses: Wild scrubland, overgrown but low lying. Office development would be preferable, although B2 and B8 uses would be acceptable.

Adjacent land use/conflicts: Adjacent to other industrial unit, and Arrow Valley Park.

Ownership:

Strategic access: Located off Old Forge Drive with good strategic access off A4189.

Level of car parking/public transport: Car parking could be provided; site is located 400m away from bus route.

Known constraints or infrastructure requirements (see site constraints checklist): Site is located in flood zone 3 (Broad ground ditch runs through site). New Town TPO No.24. Within Flood zone 2 and 3a. Land affected by contamination. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Floor space in use/vacant: N/A

Site Plan

Site Photograph 1

Site Photograph 2

Market Attractiveness Factors

1.1 The site has been formally identified for employment use for at least 10 years.

1.2 There has been no development activity on the site within the last 5 years.

1.3 The site is not being actively marketed as an employment site.

1.4 The site is not owned by a developer or another agency known to undertake employment development.

1.5 The site is in single ownership by an organisation unlikely to bring it forward for development.

1.6 There is not a valid permission for employment development on the site.

Sustainable Development Factors

2.1 Employment is the only acceptable form of built development on this site because of adjoining uses.

2.2 The site is significantly contaminated.

Market appraisal/suitable type of Development:
Considered to be suitable for B1, B2 and B8 uses.

Site Ref: IN 67

Address: Land at Brockhill

Site Area: 6.60ha

Current Site Status (including Planning policy history): Non-implemented site with no planning permission (Greenfield).

Development Control history: No history

Description of Site and suitable uses: Large site designated for employment purposes, currently Greenfield. Slight topographical differences on site. Considered to be suitable for employment purposes.

Adjacent land use/conflicts? Potential housing site on ADR; other employment uses adjacent and housing.

Ownership:

Strategic access: The site currently has poor strategic access; however improved access could be worked in to any potential scheme.

Level of car parking/public transport: Car parking can be provided, and the site is within a bus network.

Known constraints or infrastructure requirements (see site constraints checklist): *Contaminated land:* Requires Site Investigation. *Biodiversity:* If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures.

Floor space in use/vacant: N/A

Site Plan

Site Photograph 1

Site Photograph 2

Market Attractiveness Factors

1.1 The site has not been formally identified for employment use for at least 10 years.

1.2 There has been no development activity on the site within the last 5 years.

1.3 The site is not being actively marketed as an employment site.

1.4 The site is not owned by a developer or agency known to undertake employment development.

1.5 The site is in multiple ownership. One of the owners may bring part of the site forward for development.

1.6 There is no valid permission for employment development on the site.

Sustainable Development Factors

2.1 Employment is not the only acceptable form of built development on this site. The site is situated between a housing development and an established industrial area.

Market appraisal/suitable type of Development:
Considered to be suitable for B1, B2 and B8 uses.

Site Ref: IN 58

Address: Land adjacent to Crossgate depot, Park Farm North

Site Area: 1.10ha

Current Site Status (including Planning policy history): Greenfield site with no planning permission.

Development Control history: N/A

Description of Site and suitable uses: Overgrown with shrubbery, slightly sloping. Considered to be suitable for employment purposes.

Ownership:

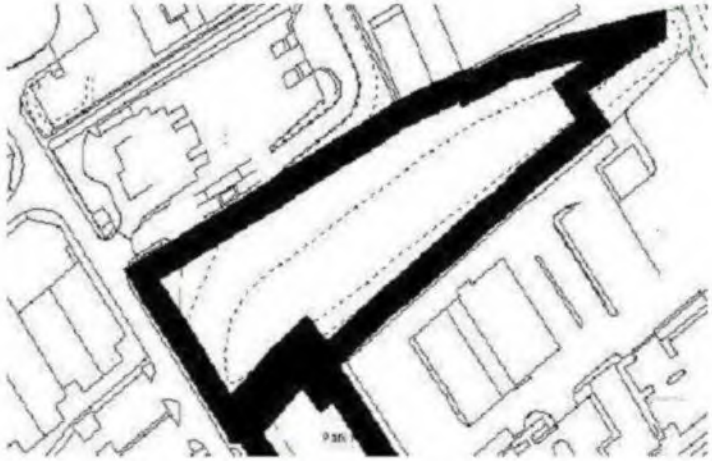
Strategic access: Site has direct access onto road network via Crossgate rd.

Level of car parking/public transport: Car parking can be provided on site and site is within 800m of bus interchange.

Known constraints or infrastructure requirements (see site constraints checklist): Slight topography. New Town TPO No.19. Partially in Flood Zone 2. *Contaminated land:* Requires Site Investigation.

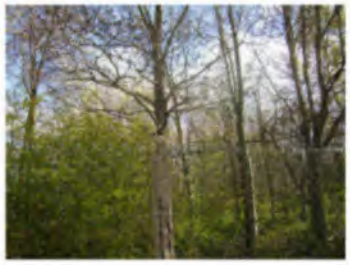
Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses, but not office use.

Site Plan



Site Photograph 1

Site Photograph 2



Site Ref: IN 54

Address: Palmers Road, East Moons Moat.

Site Area: 0.29ha

Current Site Status (including Planning policy history): Allocated employment site (Greenfield), no application submitted.

Development Control history: Planning permission granted – no commencement

Description of Site and suitable uses: Relatively flat site, triangular shape with stream running alongside. Considered to be suitable for employment purposes.

Adjacent land use/conflicts? Site is within industrial estate.

Ownership:

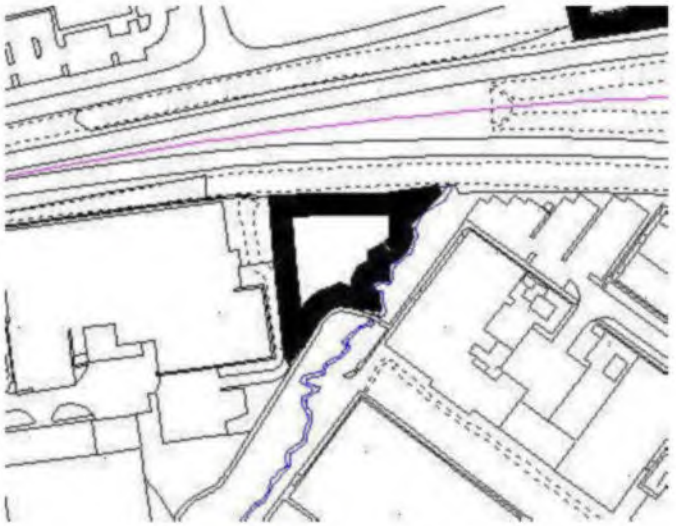
Strategic access: The site could have direct access to the highway network subject to current estate road being extended to access the site.

Level of car parking/public transport: Car parking could be provided on site. Site is located on a bus route.

Known constraints or infrastructure requirements (see site constraints checklist): Site does not have road access; the estate road would need to be extended over a stream. New Town TPO No.7. *Contaminated land:* Requires Site Investigation.

Floor space in use/vacant: N/A

Site Plan



Site Photograph 1

Site Photograph 2

Market Attractiveness Factors

1.1 The site has not been formally identified for employment use for at least 10 years.

1.2 There has been no development activity on the site within the last 5 years.

1.3 The site is not being actively marketed as an employment site.

1.4 The site is not owned by a developer or other agency known to undertake employment development.

1.5 The site is in single ownership by an organisation unlikely to bring it forward for development.

1.6 There is no valid permission for employment development on the site.

Sustainable Development Factors

2.1 Employment is the only acceptable form of built development on this site because of adjoining uses.

Development Control history: Planning permission granted.
86/414 – proposed extension to existing factory and offices together with hospitality flat
87/370 – factory and office extension also extension to existing factory and offices
98/511 – new factory (B2 use) (No commencement)

Market appraisal/suitable type of Development:
Considered to be suitable for B1, B2 and B8 uses.

Site Ref: IN 38

Address: Heming Road, opposite unit 52

Site Area: 0.22ha

Current Site Status (including Planning policy history): Undeveloped, no planning permission.

Development Control history: planning permission granted.
90/320 – c.o.u. from warehouse to light industrial
91/208 – development of B2 and B8 purposes
91/417 – development for B1 purpose

Description of Site and suitable uses: Small site, relatively flat, suitable for small employment use, but not offices.

Adjacent land use/conflicts? Adjacent to industrial units. Although some residential in surroundings, this is masked by tree planting

Ownership:

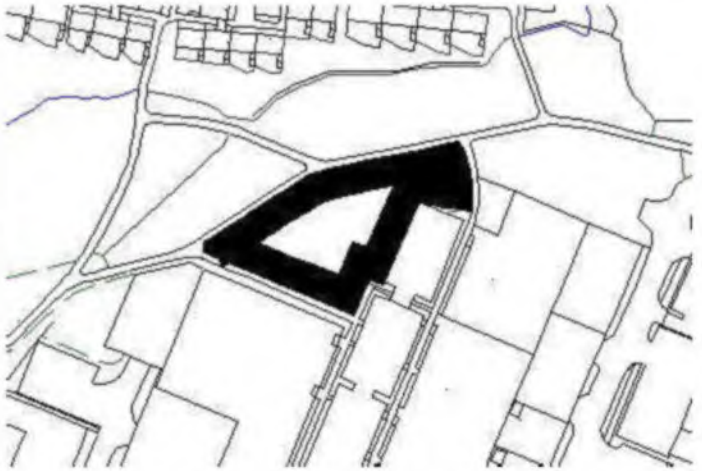
Strategic access: Accessed off A435, Claybrook Drive, Heming Road.

Level of car parking/public transport: Car parking could be provided; site is in close proximity to bus route.

Known constraints or infrastructure requirements (see site constraints checklist): Access is a slight issue in area, with HGVs parked on main road, therefore capacity is an issue. Warwick TPO No.5. *Contaminated land:* Requires Site Investigation.

Market appraisal/suitable type of Development: Considered to be suitable for B1, B2 and B8 uses, but not offices.

Site Plan



Site Photograph 1

Site Photograph 2

Market Attractiveness Factors

1.1 The site has been formally identified for employment use for at least 10 years.

1.2 There has been no development activity on the site within the last 5 years.

1.3 The site is not being actively marketed as an employment site.

1.4 The site is owned by a property company who may undertake employment development.

1.5 The site is in single ownership by an organisation who may bring it forward for development.

1.6 There is no valid permission for employment development on the site.

Sustainable Development Factors

2.1 Employment is the only acceptable form of built development on this site because of adjoining uses.

Site Ref: IN 37

Address: Bartleet Road, Washford

Site Area: 0.62ha

Ownership:

Strategic access: Access off A435, Bartleet Road - good strategic access.

Current Site Status (including Planning policy history): Undeveloped. Allocated for employment use.

Level of car parking/public transport: Car parking could be incorporated; site is within 400m of a bus route.

Development Control history: No history.

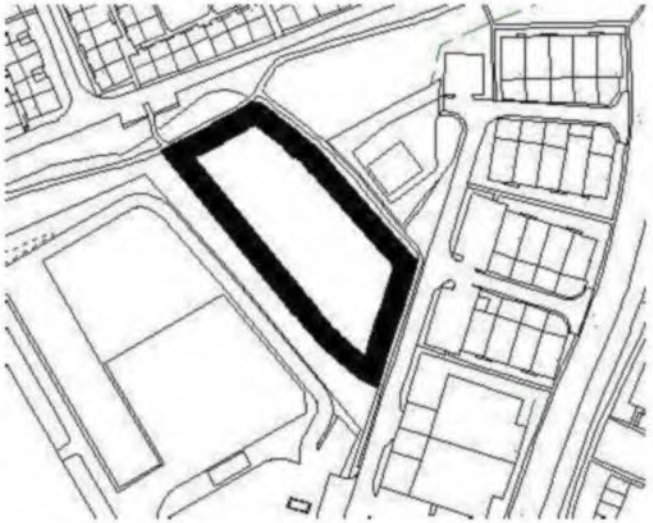
Description of Site and suitable uses: Greenfield, low lying, suitable for B1 and B8 uses.

Known constraints or infrastructure requirements (see site constraints checklist): Warwick TPO No.6. *Contaminated land:* Requires Site Investigation.

Adjacent land use/conflicts? Adjacent to industrial employment uses.

Floor space in use/vacant: N/A

Site Plan



Site Photograph 1

Site Photograph 2

Market Attractiveness Factors

1.1 The site has been formally identified for employment use for at least 10 years.

1.2 There has been no development activity on the site within the last 5 years.

1.3 The site is not being actively marketed as an employment site.

1.4 The site is not owned by a developer or other agency known to undertake employment development.

1.5 The site is in single ownership by an organisation unlikely to bring it forward for development.

1.6 There is no valid permission for employment development on the site.

Sustainable Development Factors

2.1 Employment is the only acceptable form of built development on this site because of adjoining uses.

Market appraisal/suitable type of Development: Considered to be suitable for B1 and B8 uses.

Site Ref: IN 24

Address: Windsor Road Gas Works

Site Area: 0.90 ha

Current Site Status (including Planning policy history): Currently undeveloped brownfield site, designated as an employment site.

Development Control history:
02/004 – o/l res. development
06/484 – reserved matters – 146 units with associated infrastructure, parking and landscaping
06/541 – reserved matters for 109 residential units, associated infrastructure and landscaping

Description of Site and suitable uses: Considered to be suitable for B1 and B8 uses.

Adjacent land use/conflicts? Adjacent to other industrial units.

Ownership:

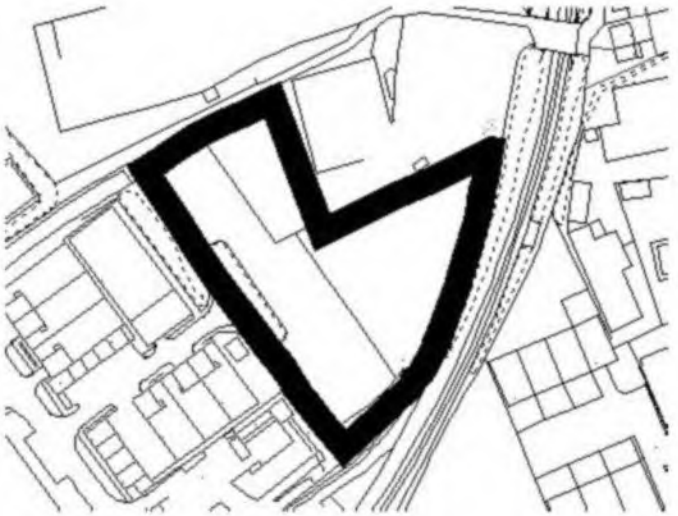
Strategic access: The site has access onto strategic highway (A441) off Windsor Road (B4184).

Level of car parking/public transport: Car parking could be provided; site is within 400m of a bus route.

Known constraints or infrastructure requirements (see site constraints checklist): *Contaminated land:* Requires Site Investigation.

Floor space in use/vacant: N/A

Site Plan



Site Photograph

Market Attractiveness Factors

1.1 The site has been formally identified for employment use for at least 10 years.

1.2 There has been no development activity on the site in the last 5 years.

1.3 The site is not being actively marketed as an employment site.

1.4 The site is owned by an agency known to undertake employment development.

1.5 The site is in single ownership by an organisation unlikely to bring it forward for employment development.

1.6 There is no valid permission for employment development on the site.

Sustainable Development Factors

2.1 Employment is not the only acceptable form of built development on this site. A residential development is taking place adjacent to the site and the owners have indicated their intention to apply for change of planning use consent to residential.

Market appraisal/suitable type of Development: Considered to be suitable for B1 and B8 uses.

Site Ref: IN 69

Address: Land to Rear of Alexandra Hospital

Site Area: 2ha

Current Site Status (including Planning policy history): Non-implemented site designated for employment land.

Development Control history: N/A

Description of Site and suitable uses: Site is predominantly flat grassland and is suitable for employment purposes (class B1).

Adjacent land use/conflicts? Site is adjacent to residential uses and a major hospital development.

Ownership:

Strategic access: Site has access to highway network (A441) via Woodrow Drive.

Level of car parking/public transport: Car parking can be provided and the site is situated nearby the bus routes.

Known constraints or infrastructure requirements (see site constraints checklist): There are access issues that will need addressing on the site. The site has prominent landscape features and lies adjacent to a Site of Special Scientific Interest. *Contaminated land:* Requires Site Investigation.

Floor space in use/vacant: N/A

Site Plan

Site Photograph

Market Attractiveness Factors

1.1 The site has not been formally identified for employment use for at least 10 years.

1.2 There has been no development activity on the site within the last 5 years.

1.3 The site is not being actively marketed.

1.4 The site is not owned by a developer or agency known to undertake employment development.

1.5 The site is in multiple ownership.

1.6 There is no valid permission for employment development on the site.

Sustainable Development Factors

2.1 Employment is not the only acceptable form of built development on this site. The site adjoins a residential development and a hospital.

Market appraisal/suitable type of Development: Considered to be suitable for Office use.

Site Ref: RB05

Address: Unit 5, Hewell Road, Batchley

Site Area: 0.3ha

Current Site Status (including Planning policy history) In employment use.

Development Control history: 2004/303 Outline Application - Change Of Use To Residential (Refused)

Description of Site and suitable uses: Site is being used for industrial purposes, based on surrounding environment, this is the most appropriate use.

Adjacent land use/conflicts? Industrial and some residential

Floor space in use/vacant: In use

Ownership:

Strategic access: Strategically the site can be accessed via the A448 or A441, via B4184 in both instances.

Level of car parking/public transport: Provided

Known constraints or infrastructure requirements (see site constraints checklist): Flood zone 2 and 3. *Contaminated land:* Requires Site Investigation.

Market appraisal/suitable type of Development:

Site Plan

Site Photograph

Conclusions: Should be retained as employment use.

Site Ref: RB32

Address: Mettis Aerospace Ltd, Windsor Road

Site Area: 10.7ha

Current Site Status (including Planning policy history) Employment site.

Development Control history: 2001/123 Illuminated Hoarding Sign

Description of Site and suitable uses: Existing employment site

Adjacent land use/conflicts? Industrial and residential.

Floor space in use/vacant: Site is currently in use.

Ownership:

Strategic access: Strategically the site can be accessed via the A448 or A441, via B4184 in both instances.

Level of car parking/public transport: Provided on site.

Known constraints or infrastructure requirements (see site constraints checklist): Flood zone 2 and 3. *Contaminated land:* Requires Site Investigation.

Market appraisal/suitable type of Development: Site is considered suitable to remain as employment land.

Site Plan

Site Photographs

Conclusions: Site should be maintained for employment purposes.

Appendix F The Council's Economic Priorities

Business

BP1 Support for manufacturing companies.

BP2 Encourage diversification away from low value-added manufacturing / automotive industries.

BP3 Business retention.

BP4 Support business start-ups.

BP5 Establish and maintain a reputation for Redditch Borough Council as a "Business Friendly Council".

BP6 Exploit opportunities created by the Central Technology Belt and Cluster Development.

BP 7 Monitor Government requirements with regard to the single business account.

People

PP1 Encourage entrepreneurialism in young people.

PP2 Foster economic ambition in young people.

PP3 Improve links between education providers and employers.

PP4 Reduce out-migration of skilled young people.

PP5 Minimise the impact of the loss of highly skilled, older workers due to retirement.

PP6 Encourage continual skills development in the workforce.

PP7 Minimise Worklessness in order to assist in creating prosperous communities.

Place

PLP1 Promote Redditch as a business location.

PLP2 Protect employment land.

PLP3 Assist businesses to improve their environmental performance

PLP4 Work with businesses to address their issues regarding security.

PLP5 Provide a commercial property service to assist businesses to find suitable premises.

PLP6 Encourage business tourism.

PLP7 Promote allocated employment sites that are not currently on the market in order to encourage their development.

PLP8 Retain and enhance vitality of the town centre

Powerful Voice

Actions

- Keep abreast of Regional and Sub-Regional economic development matters and funding opportunities.
- Work with partner organisations to maximise the benefit to Redditch of any opportunities, e.g. attend WEP meetings.
- To promote the skills needs of residents and businesses in Redditch to strategic bodies such as the Learning & Skills Council.