Employment Land Review update 2012

Borough of Redditch
Local Plan No.4
Background Document

7 December 2012

0313 BA1040

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Redditch Borough Employment Land Review Update 2012

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Redditch Borough Employment Land Review Update 2012

1. Introduction

1.1 It is the intention of the Employment Land Review (ELR) to provide a complete picture with regard to demand, need and supply of the employment land in Redditch in order to inform the emerging Plan. The role of the ELR update is to provide a robust evidence base to inform the economic objectives of the Plan and the subsequent policies contained within the Plan, which set out how Redditch should be developed over the next 15 years or so.

1.2 The concept of ELRs was introduced through Planning Policy Statement (PPS). Following this, the Employment Land Reviews Guidance Note (2004) was introduced to provide planning authorities with effective tools with which to assess the demand for, and supply of, land for employment. The National Planning Policy Framework (NPPF) supersedes PPSs but continues to support the preparation of robust evidence, such as the Employment Land Review.

1.3 The Employment Land Review for Redditch was adopted in March 2009. The first Update Report was completed in June 2010. This document represents the 2012 annual update to the ELR to present a clear picture of the current situation with regard to employment land demand, need and supply in Redditch Borough.

1.4 Due to its technical nature, as part of the update it has been necessary to employ consultants to update parts of the review. GVA Grimley (GVA) was commissioned to complete Stage 2 of the original 2009 ELR and has therefore completed some of the updates necessary for this review.

1.5 Following a change of Government in 2010, there have been some changes to the planning system. The intention is to shift power from Central Government back into the hands of individuals, communities and councils. In order to achieve this, the Coalition Government has proposed to remove several instruments of top-down control, including Regional Spatial Strategies (RSS). As such, the Localism Act (2011) will abolish regional targets in favour of democratic local decision making.

1.6 However, as the regional planning tier has not yet been revoked, development targets which deviate from those set in RSSs still need to be robustly evidenced. Therefore the employment target for Redditch in the West Midlands Regional Spatial Strategy (WMRSS) Phase Two Revision Panel Report (September 2009) is still a material consideration[1].

National Planning Policy Framework (NPPF)

1.7 The NPPF demonstrates the Government's continuing commitment to supporting economic development. Paragraph 160 states that local planning authorities should have a clear understanding of business needs within the economic markets operating in and across their area. This work was completed in Stage 1 of the original ELR in 2009 and does not form part of this update.

1.8 NPPF, paragraph 160 also advocates working together with county and neighbouring authorities and with Local Enterprise Partnerships to prepare and maintain a robust evidence base to understand both existing business needs and likely changes in the market. This will be facilitated by Redditch's membership of two Local Enterprise Partnerships and its duty to cooperate with neighbouring authorities (NPPF paras 178 to 18). Existing business needs were considered through stage 1 of the original ELR. Whilst predicting likely changes in market has been updated through this review.

1.9 NPPF, paragraph 160 goes on to say that local planning authorities should work closely with the business community to understand their changing needs and identify and address barriers to investment. This was completed through Stage 1 of the original ELR and will also be aided through the work of the Local Enterprise Partnerships.

1.10 Furthermore, NPPF, paragraph 161 states *"Local planning authorities should use this evidence base to assess: the existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs. Reviews of land available for*

[1] The Panel Report (2009) recommended an indicative long term requirement of 68ha of employment land in the Borough and a rolling five year reservoir of 17ha.

Of which 8ha will be provided within Stratford-on-Avon District west of the A435. (It is assumed that this figure related to the first rolling reservoir period).

Furthermore, at least 12ha will be provided within Stratford-on-Avon District west of the A435 and the balance remaining out of a total of up to 37ha will be provided in Bromsgrove District at a location or locations to be agreed in the Core Strategies for Redditch and Bromsgrove Districts. (It is assumed that these figures are related to the indicative long-term requirement).

economic development should be undertaken at the same time as, or combined with, Strategic Housing Land Availability Assessments and should include a reappraisal of the suitability of previously allocated land". This has been assessed through this update.

Local Changes

1.11 There is a need to re-assess the sites that currently form the employment land portfolio for Redditch to identify whether or not they are still suitable for employment purposes. It is also important to consider the completions and loses to Redditch's employment stock to have an understanding of the current situation within the Borough. It is also considered necessary to assess sites which were not assessed in the original ELR or previous updates to identify whether or not they are suitable for employment purposes.

1.12 This update to the ELR seeks to take account of the changing circumstances outlined above. As a result, this update recommends a portfolio of local employment sites to meet local and strategic planning objectives for the Borough. In addition, the annual employment monitoring document will track commitments, completions and losses to stock, which supplements the work undertaken in the ELR.

2. The ELR methodology

2.1 The methodology for the ELR process is taken directly from the ELR Guidance (2004). Figure 2.1 of the ELR Guidance summarises a simple, three stage process for reviewing employment land. Figure 2.2 of the ELR Guidance offers step-by-step detail to guide local authorities through the three stage process.

Figure 2.1: Three Stage Process for Employment Land Reviews

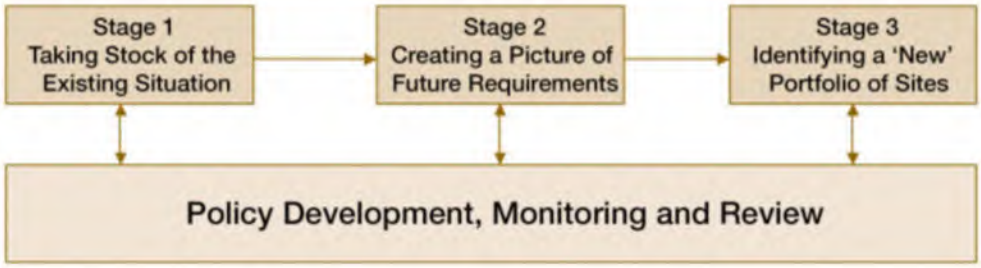


Figure 2.2: The Steps Involved in the Three Stages of Employment Land Reviews

Stage 1: Taking stock of the existing situation	Step 1: Devise brief for Stage 1
	Step 2: Collate data on land stock and revealed demand
	Step 3: Devise and apply site appraisal criteria
	Step 4: Undertake preliminary site appraisal
	Step 5: Confirming the brief for Stages 2 and 3
Stage 2: Creating a picture of future requirements	Step 6: Understand market areas and segments
	Step 7: Select and apply suitable forecast model/demand analysis
	Step 8: Quantify employment land supply
	Step 9: Translate employment forecasts to land requirements
	Step 10: Scenario testing
Stage 3: Identifying a 'New' Portfolio of Sites	Step 11: Devise qualitative site appraisal criteria
	Step 12: Confirm existing sites to be retained or released and define gaps in portfolio
	Step 13: Identify additional sites to be brought forward
	Step 14: Complete and present the employment land review

Source: Employment Land Reviews: Guidance Note (2004)

Stage 1: Taking stock of the existing situation

2.2 The five Steps required under Stage 1 of the ELR were carried out fully as part of the original ELR (March 2009). As such, the information forms the basis for future ELR Updates. This information has not been included in ELR Update Reports and reference should be made to the original ELR documentation for further detail.

Stage 2: Creating a picture of future requirements

2.3 Step 6 was carried out as part of the original ELR (March 2009). The breakdown of industry by type is detailed at the start of Appendix 6 (Employment Land Review, Stage 1, 2009) as part of the Stage 1 assessment of existing stock and demand.

2.4 Redditch has specific designated employment areas, based on the principles of New Town design and subsequent Masterplan. The Masterplan designated industrial land to accommodate the new industries moving into Redditch. There are five major employment areas within Redditch; they are Enfield, Lakeside, Moons Moat, Park Farm and Washford. These are considered to be general industrial/ business areas and are the predominant areas that are available for employment development within the Borough. There are also some secondary areas for employment purposes, namely Arrow Road, Hunt End and Oakenshaw.

2.5 Steps 7 to 10 of Stage 2 were originally carried out by GVA (Employment Land Review, Stage 2, 2009). GVA has continued to update this information for subsequent ELR Update Reports. Full analysis for the 2012 update can be found in Section 3 of this Report.

Stage 3: Identifying a 'New' Portfolio of Sites

2.6 The portfolio of sites was originally undertaken as part of the original ELR (Employment Land Review, Stage 3, 2009), and continues to be revisited as part of the annual ELR update process. Analysis of the sites which contribute towards the Portfolio of Sites can be found in Section 4 of this Report with accompanying site assessment forms at Appendix A. Sites which have been considered for removal from this ELR update are detailed at Appendix B. These sites will be assessed in the next Strategic Housing Land Availability Assessment (SHLAA) refresh to determine their suitability for residential development (as detailed in Stage 2 of the SHLAA report).

2.7 Step 11 was undertaken as part of the original ELR in 2009, and the site appraisal criteria formulated at that time have been carried forward through subsequent ELR Updates.

2.8 Steps 12 and 13 form part of the Council's annual monitoring process. Therefore the status of sites in the Employment Portfolio is checked regularly for development progress. Additional sites, which meet the inclusion criteria, are also added to the Employment Portfolio. These are generally windfall developments i.e. extensions and changes of use. As they come forward by virtue of planning approval, it was not felt necessary to produce site analysis forms for them. Full details of contributions made to the employment land supply can be found in the annual 'Employment Commitments in Redditch Borough' document.

2.9 This and preceding ELR documents meet the Guidance criteria for Step 14. The outcomes of the ELR Update are summarised in Section 5 of this Report.

3. Stage 2: Creating a picture of future requirements - GVA analysis

3.1 Consultants GVA were employed to complete Steps 7 to 10 (excluding Step 8) of this review. A six stage approach was used by the consultants for the analysis to adapt the model used in the 2009 report and the 2011 update, to ensure consistency with previous work. Wherever possible and appropriate, the assumptions made within the model have remained constant. Where any assumptions have been changed, this is clearly indicated. The six stages of work are set out below. It should be noted that the period of years analysed has changed from the 2009 report and subsequent updates due to a change in the Plan period coverage. Therefore, there is limited scope for direct comparison between this and previous ELR documents.

Step 7: Select and apply suitable forecast model/demand analysis

3.2 Step 7, GVA Stage 1 – Source up to date economic/employment projections

The updated baseline employment projections again utilised the Cambridge Econometrics (CE) Local Economy Forecasting Model (LEFM), which provided Gross Value Added (GrVA) and employment projections for Redditch Borough. There has been a slight change to the LEFM projections in this update as CE has recently revised the sectoral coverage of its economic models, which now disaggregate the economy into 45 industries, in order to be consistent with the new SIC codes (SIC2007). The models used to project employment and floorspace requirements in Redditch have been updated accordingly. The projections are consistent with the latest CE UK Regional Forecast, which was published in June 2012, and include historic data from 1981 to 2010 with projections from 2011 to 2030 for Redditch Borough. As before, it is important to note that these projections represent the results of model-based analysis, focusing on the future performance of the existing industrial structure in Redditch, and have not been refined in light of any qualitative information, legislative changes or other 'soft' information, such as local economic or planning policies, priorities and aspirations.

3.3 Step 7, GVA Stage 2 – Re-base Employment Growth Assumptions

The employment scenarios developed for the 2011 ELR update report were based on 2008 employment data, which was the most up to date source of data available at the time. Currently, the latest available data is for 2010 and all new scenarios have been developed using 2010

data. These updated scenarios therefore include historical employment data up to 2010 with projections from 2011 to 2030. The new scenarios therefore project employment, floorspace and land requirements from a base year of 2010 rather than 2008 in the 2011 update report and 2006 in the original 2008 report. It is therefore important that care is taken in making comparisons between the different reports.

3.4 Step 7, GVA Stage 3 – Create an Updated Baseline Scenario

The baseline scenario has been updated with the new employment projections produced for Redditch Borough by the CE LEFM model. The LEFM growth rates have been applied to the latest Business Register and Employment Survey (BRES) data to generate baseline employment projections to 2030.

3.5 Step 7, GVA Stage 4 – Create an Updated Past Trends Scenario

The 'Past Trends' Scenarios from the previous ELR reports have been based on an analysis of recent past economic trends, using ABI/BRES data, to set employment growth targets. In the 2008 report the past trends scenario projected by far the strongest employment growth of all scenarios, even after diluting its effect by applying a 'three-quarter' trend, rather than a full trend (i.e. assuming employment would continue to grow at three quarters of the average annual growth rate over the period 1998 to 2006).

3.6 By the time of the 2011 report, the employment impacts of the economic recession were already evident in the latest ABI/BRES data and to such an extent that the same approach would have involved projecting employment decline throughout the forecast period. As a result of the significant uncertainty over the future direction of the economy, the 2011 report developed a range of alternative 'past trend' scenarios based on ABI/BRES data. These included: a 'full trend' scenario of declining employment; a 'no growth' trend of stable employment; and two trends projecting employment growth (to pre-recession levels and another based on pre-recession trends).

3.7 The uncertainty over the future direction of the economy still remains and the latest BRES data has shown further declines in overall employment in Redditch in both 2009 and 2010, which mirrors national trends. Employment in Redditch declined by -3.7% per annum between 2008 and 2010, which exceeded the declines experienced at county (-2.3% p.a.), regional (-2.0% p.a.) and national (-1.4% p.a.) levels.

3.8 However, future economic prospects do appear to have improved in recent months. For example, the Annual Population Survey provides more recent data for the total economy (currently up to June 2012) and suggests that total employment in Redditch has increased in each of the last three quarters (2011 Q4, 2012 Q1 and 2012 Q2). Employment in Redditch is estimated to have increased by more than 10% between the 12 months to June 2011 and the 12 months to June 2012. This is considerably stronger than the county (2.4%), regional (0%) and national averages (0.4%), although it is important not to read too much into these figures as percentage changes at local authority level can fluctuate significantly over time given the relatively small base levels of employment. Overall, these latest data indicate a recent upturn in employment following a long period of employment decline in Redditch. However, employment in Redditch remains 3% below its peak in the year to September 2007, despite these recent high rates of growth.

3.9 This contrast between the increasingly negative trend to 2010, based on BRES data, and the more recent signs of recovery from other sources, creates difficulties in terms of projecting future employment. Rather than produce another range of scenarios, this study has instead created a single 'past trends' scenario, using historic LEFM data from 1985 to 2010 to generate a 25 year historic trend. As before, this is purely a trend-based scenario using historical employment data and does not take account of local economic or planning policies. The 25 year period from 1985 to 2010 includes the recessions of the early 1990s and the late-2000s along with periods of economic growth and is therefore considered to provide the most appropriate trend available at the current time for projecting future employment in Redditch.

3.10 As in the previous reports, the analysis determined that it was still unreliable to project employment in each individual sector in Redditch based upon past trends because large fluctuations in smaller sectors at Borough level can predict irrationally high growth rates in employment in some sectors. It was therefore necessary to restrict the larger growth rates in order to control some of the projections for individual sectors. For all sectors that had experienced rates of growth or decline in excess of +/- 2.5% per annum over the 25 years to 2010, it was decided to apply 50% of the 25 year trend for that sector, while it was decided to apply 25% of the 25 year trend for all sectors that had experienced even stronger growth or decline, in excess of +/- 5% per annum. For example, employment in the 'manufacture of chemicals and chemical products' sector experienced very strong growth of 14.4% per annum over the 25 year period from 1985 to 2010. Applying

this growth rate would have projected employment in this sector to increase from around 290 jobs in 2010 to almost 5,000 jobs by 2030. However, by restricting the growth rate to 25% of the 25 year trend (i.e. 3.6% per annum), employment in this sector is instead projected to increase to a more realistic total of approximately 600 jobs by 2030.

3.11 Restricting growth rates in this way ensures that the sum of employment in all individual sectors is approximately equal to the overall 2030 projection of 44,245 jobs, based on the assumption that total employment in Redditch grows at 0.9% per annum (see Table 3.4 – Summary of Employment Projections based on Economic Scenarios). While employment growth is clearly a positive sign, the 10% figure previously mentioned, is likely to represent a recent 'rebound' in employment following some even more significant declines and is certainly not sustainable in terms of projecting to 2030. Local employment is likely to continue to rise and fall in the short term. The past trend scenario is based on trends over a much longer period (25 years) and is therefore a much better basis for forecasting to 2030 than any short term trends, particularly given current levels of economic uncertainty.

3.12 In order to ensure the sector total exactly matches the projection for total employment, each individual sector total has been adjusted either up or down in proportion to the distribution of projected employment in 2030. This therefore controls these individual sector totals proportionately back to the projected employment total. Finally, a straight line trend has been assumed in all sectors over the period to 2030.

3.13 Step 7, GVA Stage 5 – Create an Updated Policy-On (Housing-Based) Scenario

The latest evidenced RBC housing requirement assumes that 6,380 new dwellings will be constructed in Redditch Borough between 2011 and 2030, based on an average of approximately 335 new dwellings constructed per annum[2]. This level of dwelling provision aligns with the projected change in households modelled by GVA through analysis of the 2010 SNPP dataset. Since the model also produces projections from 2011, it was not necessary to take account of any dwellings already constructed. This scenario is therefore labelled a 'Policy-On'

[2] Note: The Updated Household Projections Annex presented a dwelling requirement figure modelled over the period 2006/07 – 2027/28. The analysis presented below uses the underpinning population and household projections which modelled change between 2010 and 2030. The exact dwelling requirement may not match exactly with the levels of household growth due to the different period considered.

scenario as it is built around an emerging dwelling requirement for the authority. It is important to recognise however, that the projection upon which this requirement is based is not in any way constrained by policy. The 2010 based SNPP are trend-based projections which are not therefore constrained to any factors in the future, for example changing levels of employment or rates of construction / market activity.

3.14 The process for converting these housing targets into employment projections has changed from the 2008 and 2011 reports in order to ensure that the housing and population projections integrated in the Policy-On scenario are consistent with the underpinning demographic projections used to inform the dwelling requirement referenced at paragraph 2.17. The population and housing projections within the Annex to the Worcestershire SHMA are based on the ONS 2010 sub-national population projections, which were released in March 2012[3]. The projection shows the population of Redditch to increase by 8,713 in the period examined in this review, with an associated increase of 2,461 in terms of the economically active population. These additional economically active people have been used to estimate the additional number of jobs that will need to be generated in Redditch by 2030 in order to maintain the existing level of "Job Balance" of 91.5% (based on the latest data from the BRES, Annual Population Survey and the 2011 Census). This use of "Job Balance" assumptions to estimate future job requirements is consistent with the previous reports and provides an additional jobs target of 2,252 in 2030, as presented in Table 3.1.

Table 3.1 – Conversion of RBC Housing Targets to Employment Growth

	Policy-On (Housing-Based) Scenario
Potential New Dwellings (2011-2030)	6,380 (335 dwellings per annum)
Implied Population Increase (2011-2030)	8,713
Implied Increase in Economically Active (2011-2030)	2,461
Total Additional Jobs (2011-2030)	2,252

Sources: RBC Housing Requirement 2011-2030; 2012 GVA Worcestershire SHMA – Redditch Updated Household Projections Annex (May 2012), 2011 Census; Annual Population Survey, Business Register and Employment Survey (BRES) and GHK analysis, 2012

3.15 The projected distribution of these additional jobs between sectors has also remained consistent with the assumptions used in the 2008 and

[3] The projections are modelled using the POPGROUP suite of software to be consistent with the analysis within the 2010 Worcestershire SHMA.

2011 reports, as much as possible. For instance, the same 'dwellings-to-job' ratios have been applied to the same 'non-basic' sectors such as education, health, retail, where the size of the sector is likely to be closely related to the number of dwellings. However, this process was slightly complicated by the fact that the economic base analysis and resulting 'dwelling-to-job' coefficients were calculated using 2003 SIC codes and needed to be applied to the latest data, which was only available in the revised 2007 SIC codes. For most sectors, there is a close one-to-one correlation between the 2003 and 2007 SIC codes, so the coefficients could be directly applied to the new sectors (i.e. for retail and repair of motor vehicles; retail trade; real estate activities; public administration and defence; education; and, activities of membership organisations).

3.16 However, under the revised 2007 codes, there are now multiple sectors associated with each of the other 2003 SIC codes. In each of these sectors, the 'dwelling-to-job' coefficients have been used to calculate the total number of jobs associated with the additional housing, before distributing these jobs according to the relative size of each sub-sector in Redditch using the revised 2007 SIC codes. For example, the coefficient for 'health and social work' has been used to estimate the additional 'health and social work' jobs associated with the additional housing, before distributing these jobs between the 'veterinary', 'human health', 'residential care' and 'social care' sub-sectors, according to the relative size of these sub-sectors in Redditch.

3.17 The new 2007 SIC codes have also created issues in terms of the priority sectors. RBC had previously identified 11 'priority' sectors as targeted economic development policy sectors for the future. These were consistent in the 2008 and 2011 reports and are presented in Table 3.2 alongside the corresponding 23 sectors that have been identified as being the most appropriate matches in the more detailed 2007 SIC codes.

Table 3.2 – Selection of Appropriate Projections for Priority Sectors

Priority sectors based on 2003 SIC codes	Priority sectors based on 2007 SIC codes
24 : Manufacture of chemicals and chemical products	20 : Manufacture of chemicals and chemical products
29 : Manufacture of other machinery and equipment	28 : Manufacture of other machinery and equipment 33 : Repair and installation of machinery and equipment
31 : Manufacture of other electrical machinery and apparatus	27 : Manufacture of electrical equipment
33 : Manufacture of medical, precision and optical instruments	26 : Manufacture of computer, electronic and optical products
34 : Manufacture of motor vehicles	29 : Manufacture of motor vehicles
64 : Post and telecommunications	53 : Postal and courier activities 61 : Telecommunications
65 : Financial intermediation	64 : Financial service activities
67 : Activities auxiliary to finance	66 : Activities auxiliary to financial services
72 : Computer and related activities	62 : Computer programming, consultancy and related activities 63 : Information service activities 95 : Repair of computers and personal and household goods
73 : Research and development	72 : Scientific research and development
74 : Other business activities	69 : Legal and accounting activities 70 : Activities of head offices; management consultancy 71 : Architectural and engineering activities 73 : Advertising and market research 74 : Other professional, scientific and technical activities 78 : Employment activities 80 : Security and investigation activities 81 : Services to buildings and landscape activities 82 : Office administrative, support and other business support

Source: GHK analysis, 2012

3.18 The selected 'treatment' (applied growth assumptions) of these sectors has also changed in line with the new baseline and past trends projections of future employment and housing growth within the Borough. As in the 2008 and 2011 reports, some of these priority sectors are expected to perform better than the LEFM projections would suggest, while others are expected to reverse declining trends by 2030. The treatments applied to these priority sectors included:

- Applying the average annual percentage growth rate calculated from historic LEFM data (applying either a 10 year trend from 2000 to 2010, a 15 year trend from 1995 to 2010 or a 25 year trend from 1985 to 2010);

- Applying the average annual absolute change calculated from historic LEFM data (applying either a 10 year, 15 year or 25 year trend as described above);
- Assuming no change in employment to 2030;
- Keeping the LEFM forecast; and
- Keeping the relevant dwelling-to-job ratio.

3.19 Table 3.3 shows the selected 'treatment' and projected average annual growth rate of each priority sector and compares this to the respective average annual LEFM growth rate.

Table 3.3 – Selection of Appropriate Projections for Priority Sectors

Priority Sector (2007 SIC)	Chosen Methodology		Redditch LEFM
	Description	Average Annual % Growth (2011-2030)	Average Annual % Growth (2011-2030)
20 : Manufacture of chemicals and chemical products	Keep LEFM Projections	1.5% p.a.	1.5% p.a.
28 : Manufacture of other machinery and equipment	Keep LEFM Projections	-0.1% p.a.	-0.1% p.a.
33 : Repair and installation of machinery and equipment	Apply 10 year % trend	2.7% p.a.	1.6% p.a.
27 : Manufacture of electrical equipment	Apply 25 year % trend	0.6% p.a.	0.3% p.a.
26 : Manufacture of computer, electronic and optical products	Apply 10 year absolute trend	+9.0 jobs p.a.	-4.2% p.a.
29 : Manufacture of motor vehicles	Keep LEFM Projections	0.7% p.a.	0.7% p.a.
53 : Postal and courier activities	Keep LEFM Projections	0.9% p.a.	0.9% p.a.
61 : Telecommunications	Keep LEFM Projections	0.1% p.a.	0.1% p.a.
64 : Financial service activities	Keep LEFM Projections	0.3% p.a.	0.3% p.a.
66 : Activities auxiliary to financial services	Keep LEFM Projections	0.3% p.a.	0.3% p.a.
62 : Computer programming, consultancy and related activities	Apply 25 year % trend	1.3% p.a.	0.1% p.a.
63 : Information service activities	Apply 25 year % trend	1.3% p.a.	0.1% p.a.
95 : Repair of computers and personal and household goods	Keep Dwellings-to-Job Ratio	1.0% p.a.	1.7% p.a.
72 : Scientific research and development	Apply 15 year absolute trend	+8.0 jobs p.a.	0.0% p.a.
69 : Legal and accounting activities	Assume no change in employment	0.0% p.a.	-0.5% p.a.
70 : Activities of head offices; management consultancy	Keep LEFM Projections	1.8% p.a.	1.8% p.a.
71 : Architectural and engineering activities	Apply 15 year % trend	2.2% p.a.	0.3% p.a.
73 : Advertising and market research	Apply 15 year % trend	4.2% p.a.	1.6% p.a.
74 : Other professional, scientific and technical activities	Apply 15 year % trend	4.2% p.a.	1.6% p.a.
78 : Employment activities	Keep LEFM Projections	1.1% p.a.	1.1% p.a.
80 : Security and investigation activities	Apply 15 year % trend	2.2% p.a.	1.1% p.a.
81 : Services to buildings and landscape activities	Apply 15 year % trend	2.2% p.a.	1.1% p.a.
82 : Office administrative, support and other business support	Keep LEFM Projections	1.1% p.a.	1.1% p.a.

Source: GHK analysis, 2012

3.20 The projections of all other 'non-priority' sectors are also consistent with the 2008 and 2011 reports, although the respective baseline LEFM projections have been applied to the latest 2010 BRES data in order to generate projections to 2030. Finally, each sector total has been adjusted either up or down in proportion to the distribution of total employment in 2010 in order to control the sectoral changes proportionately back to the respective jobs targets for 2030. This is

also consistent with the previous approach as described in the 2008 and 2011 reports, with a straight line trend assumed for all sectors between 2010 and 2030.

Step 8: Quantify emlpoyment land supply

3.21 This step has been undertaken by Redditch Borough Council and is detailed in Section 4 of this Report with accompanying site assessment forms at Appendices A and B.

Step 9, GVA Stage 6 – Calculate Employment Floorspace and Land Requirements to 2030

Employment Projections

3.22 The assumptions described above have been applied to generate employment projections at the 2 digit SIC level for each scenario over the period 2011 to 2030. The figures for 2030 are presented in Table 3.4.

Table 3.4 – Summary of Employment Projections based on Economic Scenarios

	2010 Actual	2030		
		Baseline Scenario	Past Trends Scenario	Policy On Scenario
01 : Agriculture/hunting, etc.	3	3	2	3
03 : Fishing & aquaculture	3	3	2	3
08 : Mining & quarrying	5	0	5	0
10 : Manf. - food products	357	285	213	232
13 : Manf. - textiles	24	24	15	21
14 : Manf. - wearing apparel	5	5	3	4
15 : Manf. - leather & related products	4	4	2	4
16 : Manf. - wood & wood products	101	90	75	79
17 : Manf. - paper & paper products	62	55	46	48
18 : Printing & reproduction of recorded media	261	276	277	243
20 : Manf. - chemicals & chemical products	294	395	584	346
22 : Manf. - rubber & plastic products	361	398	217	348
23 : Manf. - other non-metallic mineral products	20	22	12	19
24 : Manf. - basic metals	322	383	224	335
25 : Manf - fabricated metal products	2,555	3,037	1,775	2,658
26 : Manf. - computer, electronic & optical products	488	208	738	585
27 : Manf. - electrical equipment	1,100	1,163	1,211	1,083
28 : Manf. - other machinery & equipment	662	662	479	579
29 : Manf. - motor vehicles, trailers	681	787	480	688
30 : Manf. - other transport equipment	264	264	250	231
31 : Manf. - furniture	215	295	287	258
32 : Manf. - other manufacturing	245	336	327	294
33 : Repair & installation of machinery & equipment	149	205	199	224
35 : Electricity, gas, steam & air conditioning supply	20	20	14	18
36 : Water collection, treatment & supply	0	0	0	0
37 : Sewerage	1	2	1	2
38 : Waste collection, treatment & disposal	55	99	41	87
41 : Construction of buildings	159	170	204	165
42 : Civil engineering	203	216	260	210
43 : Specialised construction activities	1,320	1,415	1,690	1,366
45 : Wholesale, retail & repair of motor vehicles	1,732	1,936	2,234	1,628
46 : Wholesale trade	2,291	2,812	2,524	2,462
47 : Retail trade	4,526	4,756	5,978	4,582
49 : Land transport	535	766	422	673
51 : Air transport	1	1	1	1
52 : Warehousing & transportation support activities	444	530	688	464
53 : Postal & courier activities	293	349	454	306
55 : Accommodation	223	395	149	252
56 : Food & beverage services	1,016	1,258	1,191	1,146
58 : Publishing	88	150	57	131
59 : Film, video and TV production & music publishin	39	66	25	59
61 : Telecommunications	612	620	778	543
62 : Computer & related activities	600	606	763	682
63 : Information service activities	31	31	39	35
64 : Financial services	222	233	161	204
65 : Insurance & pension funding	2	2	1	2
66 : Auxiliary financial services	157	165	114	144
68 : Real estate activities	176	309	252	240
69 : Legal & accounting activities	699	637	1,081	612
70 : Head office & management consultancy activities	613	678	821	769
71 : Architecture & engineering	381	405	516	514
72 : Scientific research & development	0	0	0	140
73 : Advertising & market research	50	69	84	100
74 : Other professional, scientific & technical activiti	86	91	84	132
75 : Veterinary activities	41	57	52	42
77 : Rental & leasing activities	83	103	113	90
78 : Employment activities	1,263	1,563	1,712	1,368
79 : Travel agencies & tour operators	133	165	180	144
80 : Security & investigation activities	98	121	133	132
81 : Building & landscape services	517	640	701	695
82 : Office administrative & other business support	615	761	834	666
84 : Public administration & defence	1,312	1,247	1,251	1,489
85 : Education	2,972	2,843	3,691	3,182
86 : Human health activities	2,972	3,825	4,011	3,066
87 : Residential care activities	780	756	1,122	805
88 : Social work activities without accommodation	496	482	713	512
90 : Creative, arts & entertainment activities	52	52	79	71
91 : Libraries, archives, museums & other cultural a	32	46	50	44
92 : Gambling & betting activities	40	57	62	55
93 : Sports activities & amusement & recreation acti	231	330	358	315
94 : Activities of membership organisations	578	817	726	573
95 : Repair of computers & personal/household goo	42	59	53	45
96 : Other personal service activities	299	423	376	321
Total	37,314	42,227	44,245	39,566

Source: GHK analysis, 2012

3.23 The BRES data suggests that total employment in Redditch has continued to decline in 2009 and 2010. Employment in Redditch has therefore fallen from a peak of around 43,500 employees in 2006 (based on ABI data) to approximately 37,300 in 2010 (based on BRES data). The BRES data suggest that total employment in Redditch has fallen by -3.7% per annum between 2008 and 2010, which is significantly larger than the declines experienced at the county (-2.3%), regional (-2.0%) and national (-1.4%) levels over the same period. However, more recent data from the Annual Population Survey suggests that employment has started to recover in late 2011 and 2012, as stated in para 3.8.

3.24 There have also been some significant changes to levels of employment within individual sectors within Redditch. Sectors experiencing particularly large declines between 2008 and 2010 include 'Manufacture of Metal Products', 'Manufacture of Other Machinery and Equipment', 'Head Office and Management Consultancy Activities', 'Manufacture of Rubber and Plastic Products', 'Employment and Recruitment Activities', and 'Other Manufacturing' sectors. Some of this decline has been offset by employment growth between 2008 and 2010, the most significant of which was experienced in 'Wholesale, Retail and Repair of Motor Vehicles', 'Specialised Construction Activities', 'Manufacture of Electrical Equipment' and 'Human Health Activities' sectors.

Employment Projections - Baseline Scenario

3.25 The baseline projections of future employment have recovered since the 2011 report, providing further evidence of improving prospects for employment in Redditch and across the UK. The original 2008 baseline scenario projected employment growth at an average of 0.5% per annum, adding more than 4,700 jobs between 2006 and 2026. In the 2011 report, the baseline scenario was much more conservative, projecting employment growth of only 0.2% per annum, adding approximately 1,900 new jobs between 2008 and 2031. The latest 2012 LEFM projections suggest a stronger recovery and are now projecting the strongest employment growth of all three reports of 0.6% per annum, adding more than 4,900 jobs by 2030. However, it is important to note that the base year level of employment has obviously fallen since the 2008 report and much of this growth represents the return to pre-recession levels of employment in Redditch (i.e. replacing jobs lost since the initial 2008 report).

Employment Projections - Past Trends Scenario

3.26 As stated above, the past trends scenario developed for this report is based on a long-term 25 year trend using historic LEFM data. It projects the strongest growth of all three scenarios and suggests that employment in Redditch will grow at 0.9% per annum to 2030, adding more than 6,900 new jobs. This growth rate is still significantly lower than the original 2008 past trends scenario and falls within the range of estimates provided by the various past trends scenarios developed for the 2011 report.

Employment Projections - Policy-On Scenario

3.27 The previous reports each included multiple policy-on, housing-based scenarios. This approach was adopted in the absence of a locally derived housing target, in order that RBC had multiple scenarios to consider in early plan preparation. These have been replaced by a single scenario in this report, based on a new, single requirement for new dwellings in Redditch. The conversion of housing requirements into job requirements has also changed in this report. In the 2009 and 2011 reports, the housing projection was converted into jobs requirements based on assumptions relating to household size, the future working age and economically active population, and job balance. In this report, the population growth in the policy-on scenario is based on, and consistent with, the underlying population projections developed within an Annex for the Worcestershire SHMA. This approach has produced employment projections, which are lower than both the baseline and past trend scenarios, with the latest policy-on scenario projecting employment growth of 0.3% per annum, adding 2,250 jobs by 2030. The employment projections associated with this scenario are therefore also lower than the policy-on scenarios developed in 2008 and 2011.

3.28 There are also some significant differences in the employment projections for different sectors, between the three different scenarios and compared to the 2008 and 2011 reports. For example, the 2012 baseline and policy-on scenarios forecast a slight recovery in the manufacturing sector, with manufacturing employment projected to grow at 0.4% per annum to 2030 under the baseline scenario and 0.1% per annum under the policy-on scenario, while the past trends scenario suggests that manufacturing employment will continue to decline by -0.8% per annum. The stronger manufacturing performance of the baseline and policy-on scenarios is being driven by projections of employment growth in the manufacture of metal products, motor

vehicles, chemicals, furniture, basic metals, electronics and electrical equipment, rubber and plastics, other non-metallic mineral products, and 'other manufacturing' sub-sectors.

3.29 This is in contrast to the respective employment projections for the service sectors, with the past trends scenario projecting the strongest growth in employment in services of 1.2% per annum compared to the more conservative projections of 0.7% and 0.4% per annum of the baseline and policy-on scenarios respectively. The past trends scenario projects particularly strong employment growth in retail, human health, education, employment and recruitment, and legal and accounting services. All three scenarios project employment growth in sectors relating to warehousing, wholesale and distribution, with the strongest growth projected by the baseline and past trends scenarios.

3.30 In summary, the past trends scenario projects continued strong growth in services and decline in manufacturing, based on long-term trends, while the baseline and policy-on scenarios project more conservative growth in services and a slight recovery in manufacturing. It is difficult to say which is most likely, particularly given the current, unsettled nature of the UK, European and global economies.

3.31 The UK manufacturing sector has been declining for many years and has suffered large losses as a result of the economic downturn. However, manufacturing output has recovered strongly in 2010 and 2011, growing at a faster rate than services and the economy as a whole, and the Department for Business, Innovation and Skills (BIS) has reported that there could be an expansion of new technologies in the UK (and their relevant supply chains), leading to *"a revival of those manufacturing industries which previously may have been stagnating or in decline"*[4]. These facts suggest that the manufacturing sector might be expected to perform better than during the last 25 years, while continued uncertainty around the prospects for the economy as a whole would suggest that employment in services might be expected to lag behind the strong 25 year growth trend. This suggests that the baseline and policy-on scenarios might provide more appropriate projections of the future direction of employment prospects in Redditch, particularly as they take greater account of the current economic situation and associated uncertainty.

[4] BIS, BIS Economics Paper No. 10A - Manufacturing in the UK: An economic analysis of the sector, December 2010

Conversion of Employment Projections to Floorspace Requirements

3.32 The change from 2003 SIC to 2007 SIC codes has also had implications for the sector groupings used in the conversion model to convert employment projections into floorspace requirements. It has been necessary to revise some of these sector groupings in light of the new SIC codes. Most sector groups are unchanged from before with the exception of:

- The distribution sector group, which has now been split into 'wholesale distribution' and the 'wholesale, retail and repair of motor vehicles' sub-sectors. This is useful as these sub-sectors are associated with different land use classes as 'wholesale distribution' gives rise to demand for B8 floorspace, while the 'wholesale, retail and repair of motor vehicles' gives rise to demand for B2 floorspace;
- The other business services sector group, which has now been split into 'building and landscape services' and 'other business services'. This is useful as not all employment in the 'building and landscape services' sector will give rise to demand for employment land. The model assumes that 30% of employment in this sector gives rise to demand for B1a floorspace; and
- The other services sector group, which has now been split into 'recreational, cultural and sporting activities' and 'other services'. This is useful given the range of different services that were included in this category under the 2003 SIC codes.

3.33 In effect, these changes have resulted in an additional three sector groups, which increases the total number of groups from 25 to 28. The 28 groups - 10 manufacturing groups and 18 service groups – have been used for forecasting purposes in this report. The groupings are set out below in Table 3.5, together with the corresponding 2-digit SIC categories for each (defined in terms of 2007 SIC codes).

Table 3.5 – Selected Sector Groups and Corresponding SIC Sectors

	Sector Groupings	SIC 2007 Codes
M1	Food, Drink, Tobacco & Textiles	10, 13, 14, 15
M2	Wood, Paper & Non-Metallic Material Products	16, 17, 23, 31
M3	Chemicals & Chemical Products	20
M4	Rubber & Plastic Products	22
M5	Basic Metals	24
M6	Metal Goods	25
M7	Electronics, Electrical Engineering & Instruments	26, 27
M8	Mechanical Engineering	28, 33
M9	Motor Vehicles & Other Transport Equipment	29, 30
M10	Manufacturing nes	32
S1	Construction	41, 42, 43
S2	Wholesale Distribution	46
S3	Wholesale, Retail and Repair of Motor Vehicles	45
S4	Retailing	47
S5	Land Transport	49, 52
S6	Communications	53, 61
S7	Hotels & Catering	55, 56
S8	Printing & Publishing	18, 58, 59
S9	Insurance, Banking & Finance	64, 65, 66
S10	Computing Services	62, 63
S11	Professional Services	68, 69, 70, 71, 72, 73, 74
S12	Building & Landscape Services	81
S13	Other Business Services	77, 78, 79, 80, 82
S14	Public Administration & Defence	84
S15	Education	85
S16	Health & Social Work	75, 86, 87, 88
S17	Recreational, Cultural & Sporting Activities	90, 91, 92, 93, 94
S18	Other Services	35, 37, 38, 95, 96

Source: GHK analysis, 2012

3.34 The employment projections associated with the three new scenarios are presented in Table 3.6 for each of the 28 sector groups in 2030.

Table 3.6 – Employment in Selected Sector Groups

		2010 Actual	2030		
			Baseline Scenario	Past Trends Scenario	Policy On Scenario
M1	Food, Drink, Tobacco & Textiles	390	298	233	285
M2	Wood, Paper & Non-Metallic Material Products	398	462	419	442
M3	Chemicals & Chemical Products	294	395	584	378
M4	Rubber & Plastic Products	361	398	217	381
M5	Basic Metals	322	383	224	366
M6	Metal Goods	2,555	3,037	1,775	2,904
M7	Electronics, Electrical Engineering & Instruments	1,588	1,370	1,949	1,654
M8	Mechanical Engineering	831	867	678	878
M9	Motor Vehicles & Other Transport Equipment	945	1,051	730	1,005
M10	Manufacturing nes	245	336	327	322
S1	Construction	1,682	1,803	2,153	1,902
S2	Wholesale Distribution	2,291	2,812	2,524	2,690
S3	Wholesale, Retail and Repair of Motor Vehicles	1,732	1,936	2,234	1,779
S4	Retailing	4,526	4,758	5,978	5,007
S5	Land Transport	979	1,298	1,110	1,242
S6	Communications	905	970	1,232	928
S7	Hotels & Catering	1,239	1,653	1,340	1,527
S8	Printing & Publishing	388	494	360	472
S9	Insurance, Banking & Finance	381	401	276	383
S10	Computing Services	631	640	802	784
S11	Professional Services	1,987	2,390	2,819	2,802
S12	Building & Landscape Services	517	640	701	760
S13	Other Business Services	2,192	2,713	2,972	2,623
S14	Public Administration & Defence	1,312	1,247	1,251	1,627
S15	Education	2,972	2,843	3,691	3,477
S16	Health & Social Work	4,289	5,121	5,898	4,835
S17	Recreational, Cultural & Sporting Activities	933	1,302	1,275	1,155
S18	Other Services	417	603	483	515
	Total	37,302	42,220	44,235	43,121

Source: GHK analysis, 2012

3.35 As in the 2008 and 2011 reports, the consultant's transformation model has been used to apply employment moderators and then allocate employment in each sector group between the standard land use categories. Employment densities have then been applied to convert the employment projections into gross external floorspace requirements.

3.36 This is the same approach to the 2008 and 2011 reports although there have been minor changes to some assumptions. Firstly, where an employment group is allocated to more than one land use class, the assumptions regarding the proportion of employment within each land use class have been updated with the latest BRES data for 2010, for example to reflect the split between employment in hotels and employment in restaurants for the study area. Secondly, the employment densities in the model have been checked to ensure consistency with the 2010 Employment Densities Guide (2nd Edition), developed by Drivers Jonas Deloitte.

3.37 The resulting estimates of floorspace requirements for 2030 are summarised in Table 3.7 below.

Table 3.7 – Redditch Floorspace Requirements by Land Use Class (sq. m): Total Requirement 2030 and Change in Requirement 2010 – 2030, by Scenario

	2010	Redditch – Total Floorspace Requirement 2030		
		Baseline Scenario	Past Trends Scenario	Policy-On Scenario
A1	41,058	43,104	54,148	41,771
A2	101,739	121,703	133,807	114,007
A3	24,532	32,727	26,524	27,668
B1a	124,085	138,207	156,381	135,099
B1b	5,370	6,458	7,617	6,771
B1c	85,831	74,057	105,340	90,129
B2	313,811	357,958	288,567	312,529
B8	240,620	301,643	269,094	264,054
C1	6,133	8,182	6,631	6,917
Total	**943,180**	**1,084,040**	**1,048,108**	**998,945**
	Redditch – Absolute Change in Floorspace Requirement 2010 – 2030			
	2010	Baseline Scenario	Past Trends Scenario	Policy-On Scenario
A1	-	2,046	13,090	713
A2	-	19,963	32,067	12,268
A3	-	8,195	1,992	3,136
B1a	-	14,122	32,296	11,015
B1b	-	1,088	2,247	1,402
B1c	-	-11,774	19,508	4,297
B2	-	44,147	-25,244	-1,282
B8	-	61,024	28,474	23,435
C1	-	2,049	498	784
Total	-	**140,860**	**104,929**	**55,766**

Source: GHK analysis, 2012

3.38 Table 3.7 shows the total projected floorspace requirements in 2030, and the change between 2010 and 2030, based on the employment projections described above for each scenario. The total floorspace projections in Table 2.7 vary across the different scenarios from 56,000 additional sqm of floorspace by 2030 under the policy-on scenario to 141,000 additional sqm under the baseline scenario. In summary, the policy-on scenario projects a 6% increase in total floorspace requirements, compared to increases of 11% for the past trends scenario and 15% for the baseline scenario. This range of floorspace projections between scenarios is broadly similar to the 2008 and 2011 reports, although there are some interesting differences between the

scenarios. The 2012 baseline projections are higher than the baseline projections produced in 2008, and particularly 2011, as a result of improved economic prospects and stronger projections of future employment. The projections based on past trends are somewhat lower than in previous years as the trends now include the recent declines in employment. The 2012 policy-on scenario also produces lower floorspace projections than previous years, although the amended approach adopted for projecting total employment growth prevents direct comparisons with previous years.

3.39 Interestingly, despite the past trends scenario projecting the greatest increase in total employment to 2030, it is the baseline scenario that projects the largest overall increase in floorspace requirements of the three scenarios. This is because the majority of employment growth under the past trends scenario is concentrated in service sectors associated with A and B1 use classes, where employment densities are relatively low, while much weaker growth is projected in B8 uses, with declines in B2 uses, where employment densities are much higher.

3.40 Although the baseline and policy-on scenarios forecast different levels of growth in demand for floorspace by 2030, there are some similarities in the projected focus of demand for different types of floorspace. For example, both scenarios project growth in A, B1a, B1b, B8 and C1 uses. However, there are also a number of key differences as the policy-on scenario projects relatively strong growth for B1b and B1c, while the baseline scenario projects relatively strong growth in most other sectors and particularly B2, B8, A3 and C1 use classes. This is a direct result of the baseline scenario projecting the strongest employment growth in manufacturing, wholesale, distribution, transportation and accommodation sectors, while the policy-on scenario projects relatively strong employment growth in the manufacture of electronics, professional services and research and development sectors.

Employment Land

3.41 The process of converting employment floorspace requirements to estimates of land has involved applying a number of key assumptions relating to churn, leakage, development plot ratios and net to gross ratios to the employment floorspace figures. GVA have applied the same assumptions as set out in the 2008 report and 2011 update to take account of these factors and these assumptions are set out in paragraphs 3.7 to 3.21 of the 2008 report.

Completions

3.42 The demand forecasts we have prepared use the 2010 BRES data as the base date and run to 2030. It is important to take account of development that has taken place in the period between 2010 to 2012, in order that the forecasts provide an up to date picture of employment land requirements. Therefore, we have subtracted total employment land completions between 2010 to 2012 from the forecasts to take account of development that has already taken place. The total completions of employment land between 2010 to 2012, by use class, are set out in Table 3.8 below.

Table 3.8 – Completions of Employment Floorspace and Land in Redditch: 2010 to 2012

Monitoring Year	Employment Floorspace Completed by Land Use Class (Sqm)			
	B1	B2	B8	Total
2010 / 11	40	0	0	**40**
2011 / 12	120	0	0	**120**
Total	**160**	**0**	**0**	**160**

Monitoring Year	Employment Land Completed by Land Use Class (Ha)			
	B1	B2	B8	Total
2010 / 11	0.01	0.00	0.00	**0.01**
2011 / 12	0.04	0.00	0.00	**0.04**
Total	**0.05**	**0.00**	**0.00**	**0.05**

Source: Employment Commitments in Redditch Borough 1996 – 2010, Annual Monitoring Report 2011 and RBC Economic database.

3.43 Based on the information set out above, a total of 160 sqm (0.05ha) of B1 floorspace/ land has been subtracted from the demand forecasts, in order to align them to 2011.

Step 10 – Scenario Testing (GVA)

3.44 This section details the forecasts of future employment land demand based on the scenarios and assumptions detailed earlier. Demand forecasts have been presented for each scenario, in terms of floorspace (sqm) and land (ha) requirements.

Baseline Scenario

3.45 The total floorspace and land requirements under the Baseline Scenario are shown in Table 3.9 below. They show a requirement of around 5.94ha B1, 21.11ha B2 and 18.97ha B8, giving an overall requirement of around 46ha to 2030. This takes into account the impact of churn and leakage, and completions from 2011 to 2012.

Table 3.9 – Baseline Scenario – Floorspace and Land Requirements: 2011 to 2030

Use Class	2011	2013	2018	2023	2028	2030
B1	0	568	4,505	8,975	13,742	16,195
B2	0	5,229	31,308	48,727	59,085	62,370
B8	0	3,186	14,594	21,474	44,932	56,058
Total	**0**	**8,983**	**50,407**	**79,176**	**117,760**	**134,623**

Use Class	2011	2013	2018	2023	2028	2030
B1	0.00	0.21	1.65	3.29	5.04	5.94
B2	0.00	1.77	10.60	16.49	20.00	21.11
B8	0.00	1.08	4.94	7.27	15.21	18.97
Total	**0.00**	**3.06**	**17.19**	**27.05**	**40.24**	**46.02**

Source: GVA analysis, 2012

Past Trends Scenario

3.46 The total floorspace and land requirements under the Past Trends Scenario are shown in Table 3.10 below. They show a requirement of around 10.36ha B1, 16.81ha B2 and 18.57ha B8, giving an overall requirement of around 46ha to 2030. This takes into account the impact of churn and leakage, and completions from 2011 to 2012.

Table 3.10 – Past Trends Scenario – Floorspace and Land Requirements: 2011 to 2030

Use Class	2011	2013	2018	2023	2028	2030
B1	0	2,527	9,540	16,999	24,936	28,254
B2	0	5,229	18,302	31,374	44,447	49,676
B8	0	5,314	19,049	33,460	48,596	54,867
Total	**0**	**13,071**	**46,890**	**81,832**	**117,979**	**132,796**

Use Class	2011	2013	2018	2023	2028	2030
B1	0.00	0.93	3.50	6.23	9.14	10.36
B2	0.00	1.77	6.19	10.62	15.04	16.81
B8	0.00	1.80	6.45	11.32	16.45	18.57
Total	**0.00**	**4.50**	**16.14**	**28.18**	**40.63**	**45.74**

Source: GVA analysis, 2012

Policy-On Scenario

3.47 The total floorspace and land requirements under the Policy-On Scenario are shown in Table 3.11 below. They show a requirement of around 5.3ha B1, 17.74ha B2 and 17.05ha B8, giving an overall requirement of around 40ha to 2030. This takes into account the impact of churn and leakage, and completions from 2011 to 2012.

Table 3.11 – Policy-On Scenario – Floorspace and Land Requirements: 2011 to 2030

Use Class	2011	2013	2018	2023	2028	2030
B1	0	1,312	5,056	8,899	12,848	14,460
B2	0	5,231	18,603	32,395	46,609	52,413
B8	0	5,176	18,242	31,493	44,939	50,374
Total	**0**	**11,719**	**41,901**	**72,787**	**104,396**	**117,247**

Use Class	2011	2013	2018	2023	2028	2030
B1	0.00	0.48	1.85	3.26	4.71	5.30
B2	0.00	1.77	6.30	10.96	15.78	17.74
B8	0.00	1.75	6.17	10.66	15.21	17.05
Total	**0.00**	**4.00**	**14.32**	**24.89**	**35.70**	**40.09**

Source: GVA analysis, 2012

3.48 Unlike the 2011 update, there has not been a specific analysis of requirements of office space in centres. The tables considered previously focus purely on that demand for offices which would be accommodated on employment land.

Summary

3.49 This section has shown that there is predicted to be a requirement for employment land of between 40ha to 46ha of employment land within Redditch to 2030, as shown in Table 3.12 below. The scenario that produces the least amount of employment land demand is the Policy-On Scenario, which forecasts growth below the Baseline Scenario (40.09ha compared to 46.02ha of the Baseline Scenario) and the Past Trends Scenario (45.74ha).

Table 3.12 – Summary of Employment Land Requirements in Redditch: 2011 to 2030

Scenario	Employment Land Demand 2011 to 2030 (ha)			
	B1a / B1b	B1c / B2	B8	Total
Baseline Scenario	5.94	21.11	18.97	**46.02**
Past Trends Scenario (25 year trend using historic LEFM data from 1985 to 2010)	10.36	16.81	18.57	**45.74**
Policy-On Scenario	5.30	17.74	17.05	**40.09**

Source, GVA analysis, 2012

3.50 The Past Trend Scenario shows the highest demand for B1 (a and b) uses than the Baseline and Policy-On Scenarios, but lower than the other scenarios for B1c/ B2 uses. The Baseline Scenario shows a greater requirement for B1c/ B2 and B8 uses, however, the Policy-On Scenario suggests a fairly equal requirement for B1c/ B2 and B8 uses, although the demand for B8 uses is below that of the Baseline and Past Trends Scenarios.

4. Stage 3: Identifying a 'New' Portfolio of Sites

4.1 Section 3 of this Report identifies that, based upon a Policy-on Scenario, the employment need for Redditch up to 2030 is for the provision of 40 hectares (Ha) of land. The following tables identify which sites form the Employment Land Portfolio and the contributions the sites make towards meeting the employment land requirement. The tables have been set out in the same format as the employment monitoring document for ease of cross reference between the two documents. Redditch Borough Council is able to identify 27.476 Ha towards the employment land requirement of 40 Ha. The assessments relating to these sites can be found at Appendix A of this Report.

4.2 Table 4.1: Sites which previously contributed towards the Borough of Redditch Local Plan No.3 allocation, with suitable outstanding capacity at 1/4/2011 (i.e. the base date of the Borough of Redditch Local Plan No.4).

Site No.	Site Name	Site Area (Ha)Capacity on or after1.4.2011	Capacity remaining at 1.4.2012 (Ha)
IN15	Woolaston Road, Park Farm	0.40	0.40
IN19*	Studley Road (Aeroquip)	1.44	1.44
IN20	Old Forge Drive (BACO)	1.32	1.32
IN34	Merse Road, North Moons Moat	0.65	0.65
IN37	Bartleet Road, Washford	0.62	0.62
IN38	Adj. 47/52 Heming Road, Washford	0.22	0.22
IN52	Shawbank Road, Lakeside	1.03	1.03
IN54	Palmers Road, Moons Moat (E)	0.29	0.29
IN58	Crossgate Road, Park Farm (N)	1.10	1.10
IN59	Adj. Greenlands Business Centre, Park Farm (N)	0.38	0.38
IN67	Land at Brockhill	6.60	6.60
IN69	Land rear of Alexandra Hospital	2.00	2.00
	Sub Total	16.05 Ha	**16.05 Ha**

* Sites with valid planning permission

4.3 Table 4.2: Newly allocated sites and sites which had valid planning permission at 1/4/2011 or were granted planning permission on or after 1/4/2011, i.e. the base date of the Borough of Redditch Local Plan No.4

Site No.	Site Name	Site Area (Ha)Capacity on or after1.4.2011	Capacity remaining at 1.4.2012 (Ha)
IN80*	Land at Winyates Way/ Moons Moat Drive	0.64	0.64
IN81	Brockhill East (Weights Lane, east of railway)	1.85	1.85
IN82	A435 ADR (area 3)	7.78	7.78
IN83	Land at Kingham Close/ Far Moor Lane	0.19	0.19
IN84	Land off Pipers Road	0.19	0.19
IN85	Land fronting Matchborough Way	0.60	0.60
	Sub Total	11.25 Ha	**11.25 Ha**

* Sites with valid planning permission

4.3 Table 4.3: Windfall sites included as a result of additional contribution criteria assessment† (no analysis forms for these sites).

Site No.	Site Name	Site Area Capacity on or after1.4.2011 (Ha)	Capacity remaining at 1.4.2012 (Ha)
08/392*	7 Howard Road, Park Farm North (16.2.12)	0.06	0.06
10/267*	9 Brook Street (29.12.13)	0.009	0.009
11/024	49 Arthur Street (27.3.14)	0.04	0
11/061*	Hill Top, Webheath (5.4.14)	0.005	0.005
11/241*	7 Dunlop Road, Hunt End (27.10.14)	0.024	0.024
12/005*	Hewell Road COU from A1 to B8 (23.2.16)	0.022	0.022
12/020*	18 Broadground Road, Lakeside (5.3.15)	0.016	0.016
	Sub Total	0.176 Ha	**0.136 Ha**

* Sites with valid planning permission
† Refer to 2012 annual monitoring document for details

4.4 Table 4.4: Annual completions

2011-2012		
11/024	49 Arthur Street (extn)	0.04
		0.04 Ha
	Sub Total	**0.04 Ha**

4.5 Table 4.5: Summary of commitments

Table 4.1	16.05 Ha
Table 4.2	11.25 Ha
Table 4.3	0.136 Ha
Table 4.4	0.04 Ha
Total	**27.476 Ha**

4.6 From the above tables, Redditch Borough Council is able to identify 27.476 Ha towards the employment land requirement of 40 Ha and the need to meet projected demand far outweighs the available land supply. Therefore, land capable of meeting Redditch's employment needs beyond the Borough boundary, in neighbouring districts, has been identified to contribute towards this shortfall. The following table identifies potential cross boundary locations with development potential of 27.29 Ha in total to meet the shortfall for Redditch's employment needs. However, the outcomes of 'further impacts' work currently being undertaken, should feed into the next update of this document.

4.7 Table 4.5: Additional vacant land in neighbouring Districts, which could contribute to Redditch's employment land requirement.

Site Name	Site Area (Ha) Capacity on or after 1.4.2011	Capacity remaining at 1.4.2012 (Ha)
Land at Ravensbank (BD)	5.32	5.32
Ravensbank ADR (BD)	10.00	10.00
Land at Gorcott (SoAD)	7.47	7.47
Winyates Green Triangle (SoAD)	4.50	4.50
Total	**27.29 Ha**	**27.29 Ha**

BD – Bromsgrove District
SoAD – Stratford on Avon District

5. Summary

5.1 This Employment land Review Update presents the most up to date figure with regard to the amount of employment land required to meet Redditch's needs up to 2030. It also provides the locations for where some of this need can be met. The following table presents a summary of this information.

5.2 In addition to the 40 Ha required to meet the employment needs of Redditch up to 2030, and in accordance with the adopted Waste Core Strategy for Worcestershire (2012), additional land to accommodate waste management facilities during the Plan period also needs to be identified. The adopted Waste Core Strategy identifies a need for between 33-45 Ha of land within the Level 1 geographical hierarchy. Level 1 comprises Worcester, Kidderminster and Redditch, therefore, Redditch will need to plan for approximately one third of this amount. Redditch needs to identify up to 15 ha of additional land for waste management facilities.

Redditch's Employment Land Requirements	**Hectares**
Amount of employment land required up to 2030	40
Land required for waste management facilities	15
Total available employment land in the Borough (including completions and commitments from 2011)	(Completions 0.04) (Commitments 27.436) Total: 27.476 (27.5 rounded)
Deficit	55 (40+15) – 27.476 = 27.524 (27.5 rounded)

5.3 It is clear from the summary table above, there is a land supply issue with regard to meeting employment needs in the Borough. Around 27.5 additional Hectares (rounded) are required to meet the predicted need which cannot be accommodated within Borough boundaries. The need to meet projected demand far outweighs the available land supply.

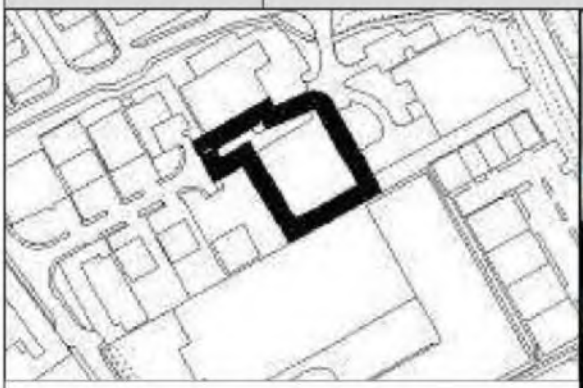
Therefore, land capable of meeting Redditch's employment needs beyond the Borough boundary in neighbouring districts must be identified to meet the shortfall of 27.5 Ha. The outcome of the 'further impacts' study for land in this vicinity should feed into the 2013 update of this document.

Appendix A

Detailed Site Appraisals for all sites within the Borough boundary which contribute towards Redditch's Employment Land Portfolio

IN 15 Woolaston Road, Park Farm North
IN 19 Studley Road, (Aeroquip), Park Farm North
IN 20 Old Forge Drive, (BACO), Park Farm North
IN 34 Merse Road, Moons Moat North
IN 37 Bartleet Road, Washford
IN 38 Adj. 47/52 Heming Road, Washford
IN 52 Shawbank Road, Lakeside
IN 54 Palmers Road, Moons Moat East
IN 58 Crossgate Road, Park Farm North
IN 59 Adj. Greenlands Business Centre, Studley Road, Park Farm North
IN 67 Land at Brockhill East
IN 69 Land to the rear of the Alexandra Hospital
IN 80 Land at Winyates Way and Moons Moat Drive
IN 81 Brockhill East (Weights Lane, east of Railway)
IN 82 A435 Area 3
IN 83 Land bound by Kingham Close and Far Moor Lane
IN 84 Land off Pipers Road
IN 85 Land Fronting Matchborough Way

Site Ref:	Address:	Site Area:
IN 15	Woolaston Road, Park Farm North	0.40ha



Description of Site:

Area of grassland in the middle of existing industrial units. Relatively flat site which could provide an opportunity for an extension to the current industrial estate

Current Site Status (including planning policy history):

Vacant greenfield site

Adjacent land use/ conflicts:

Adjacent land use is industrial

Market appraisal/ suitable type of Development:

Considered to be suitable for B2 and B8 uses due to surrounding industrial uses

Development Control history:

03/633 – Extension to Industrial Unit

Market Attractiveness Factors:

- The site has been formally identified for employment use for at least 10 years
- There has been no development activity on the site within the last 5 years
- The site is not being actively marketed as an employment site
- The site is not owned by a developer or another agency known to undertake employment development
- The site is owned by a single organisation that is unlikely to bring it forward for standalone development. The site is likely to be retained for expansion room
- There is no valid permission for employment development on the site

Known constraints or infrastructure requirements:

Investigation may be required to determine the extent (if any) of land contamination

Strategic access:

The site has direct access onto highway network off Old Forge Drive

Level of car parking/public transport:

Car parking can be provided on site. Site is within 400m of bus network

Site Ref:	Address:	Site Area:
IN 19	Studley Road (Aeroquip), Park Farm North	1.44ha

Description of Site:

Relatively flat site, rear of existing unit

Current Site Status (including planning policy history):

Industrial warehouse, Phase 1 of completed site in use by Pilkington

Adjacent land use/ conflicts:

Adjacent to other industrial units and Arrow Valley Park. Some residential in close proximity

Market appraisal/ suitable type of Development:

Considered to be suitable for B2 or B8 uses due to adjoining land uses

Development Control history:

98/266 – 250,000ft distribution centre with associated offices, car parking and landscaping. This site still has planning permission for Phase 2 development which has not been implemented to date

Market Attractiveness Factors:

- There is a valid permission for a Phase 2 extension on the site

Known constraints or infrastructure requirements:

No known constraints

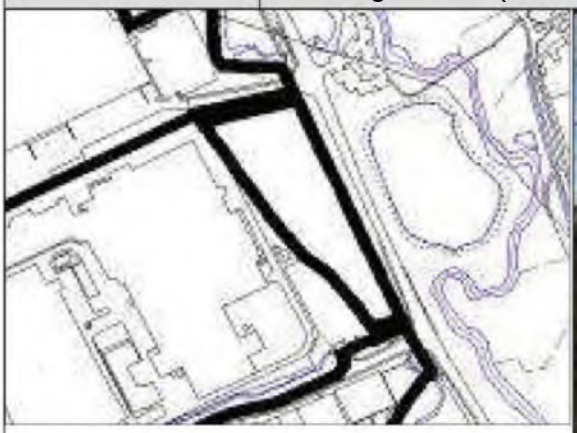
Strategic access:

Site has direct access onto highway network off Old Forge Drive

Level of car parking/public transport:

Car parking has been provided. Site is within 400m of a bus route

Site Ref:	Address:	Site Area:
IN 20	Old Forge Drive, (BACO) Park Farm North	1.32ha



Description of Site:

Flat wild scrubland

Current Site Status (including planning policy history):

Greenfield, designated employment site

Development Control history:

No history

Adjacent land use/ conflicts:

This site is adjacent to a vacant industrial unit which could be utilised for employment purposes. Site is also adjacent to Arrow Valley Park

Market appraisal/ suitable type of Development:

Considered to be suitable for B2 and B8 uses due to adjoining land uses

Market Attractiveness Factors:

- The site has been formally identified for employment use for at least 10 years
- There has been no development activity on the site within the last 5 years
- The site is not being actively marketed as an employment site
- The site is not owned by a developer or another agency known to undertake employment development
- The site is in single ownership by an organisation unlikely to bring it forward for development
- There is not a valid permission for employment development on the site

Known constraints or infrastructure requirements:

Site is located in Flood zone 2 and 3a. (Broad ground ditch runs through site)

New Town TPO No.24

Land affected by significant contamination

Biodiversity: Site may require some mitigation measures

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

Site Ref:	Address:	Site Area:
IN34	Merse Road, Moons Moat North	0.65ha

Description of Site:

Flat greenfield site

Current Site Status (including planning policy history):

Vacant greenfield site

Adjacent land use/ conflicts:

Adjacent to other employment uses. Site also includes a car park which is use by an adjacent site but it is underutilised. May be some potential to utilise this land to form a larger employment opportunity

Market appraisal/ suitable type of Development:

Suitable for B1, B2 and B8 uses

Development Control history:

No history

Market Attractiveness Factors:

- The site has been formally identified for employment for at least 10 years
- Planning application 06/385 was approved on 14/9/06 for partial development of the site (approx. 1/3 rd)
- The site is not being actively marketed as an employment site
- The site is not owned by a developer or other agency known to undertake employment development
- The site is in multiple ownership
- There is a valid planning permission covering approx. 1/3 rd of the site

Known constraints or infrastructure requirements:

New Town TPO No.8.

Investigation may be required to determine the extent (if any) of land contamination

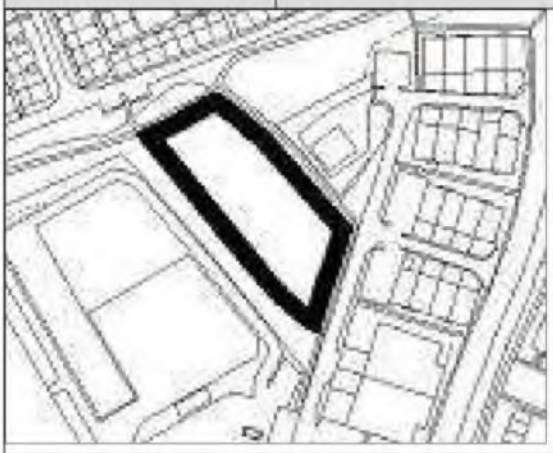
Strategic access:

Accessed off the A4023, Moons Moat Drive, Merse Road secondary access could be taken from Colemeadow Road which is wider and avoids parking issues on Merse Road

Level of car parking/public transport:

Car parking can be provided at this location, the site is within 400m of a bus route

Site Ref:	Address:	Site Area:
IN 37	Bartleet Road, Washford	0.62ha



Description of Site:

Flat, greenfield site

Current Site Status (including planning policy history):

Undeveloped. Allocated for employment use

Adjacent land use/ conflicts:

Adjacent to industrial employment uses and residential development

Market appraisal/ suitable type of Development:

Considered to be suitable for B2 and B8 uses due to adjoining land uses

Development Control history:

No history

Market Attractiveness Factors:

- The site has been formally identified for employment use for at least 10 years
- There has been no development activity on the site within the last 5 years
- The site is not being actively marketed as an employment site
- The site is not owned by a developer or other agency known to undertake employment development
- The site is in single ownership by an organisation unlikely to bring it forward for development
- There is no valid permission for employment development on the site

Known constraints or infrastructure requirements:

Warwick TPO No.6.

Investigation may be required to determine the extent (if any) of land contamination

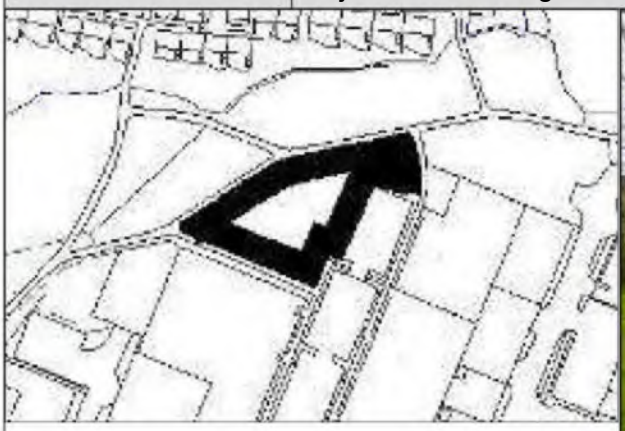
Strategic access:

Good strategic access off A435 and Bartleet Road

Level of car parking/public transport:

Car parking could be incorporated; site is within 400m of a bus route

Site Ref:	Address:	Site Area:
IN 38	Adj. 47/ 52 Heming Road, Washford	0.22ha



Description of Site:

Small site, relatively flat, suitable for small employment use. There is an electricity substation on the lower portions of the site

Current Site Status (including planning policy history):

Undeveloped, no planning permission

Adjacent land use/ conflicts:

Adjacent to industrial units. Some nearby residential development, which is buffered by tree planting

Market appraisal/ suitable type of Development:

Considered to be suitable for B1, B2 and B8 uses, but not offices (B1)

Development Control history:

90/320 – COU from warehouse to light ind
91/208 – Development for B2 and B8
91/417 – Development for B1

Market Attractiveness Factors:

- The site has been formally identified for employment use for at least 10 years
- There has been no development activity on the site within the last 5 years
- The site is not being actively marketed as an employment site
- The site is owned by a property company who may undertake employment development
- The site is in single ownership by an organisation who may bring it forward for development
- There is no valid permission for employment development on the site

Known constraints or infrastructure requirements:

Access is a slight issue in area, as a number of HGVs park on main road, therefore potential access capacity is an issue. This would need further consideration before the site is developed

Warwick TPO No.5

Investigation may be required to determine the extent (if any) of land contamination

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

Site Ref:	Address:	Site Area:
IN 52	Shawbank Road, Lakeside	1.03 Ha

Description of Site:

Site is relatively flat, with some trees adjacent to site

Current Site Status (including planning policy history):

Allocated employment site. Greenfield site, opposite Arrow Valley Park

Adjacent land use/ conflicts:

Adjacent to employment uses

Market appraisal/ suitable type of Development:

Considered to be suitable for B1, B2 or B8 uses

Development Control history:

No history

Market Attractiveness Factors:

- The site has not been formally identified for employment use for at least 10 years
- There has been no development activity on the site within the last 5 years
- The site is not being actively marketed as an employment site
- The site is not owned by a developer or other agency known to undertake employment development
- The site is in single ownership by an organisation unlikely to bring it forward for development. The site is likely to be retained for expansion room
- There is no valid permission for employment development on the site

Known constraints or infrastructure requirements:

No known constraints

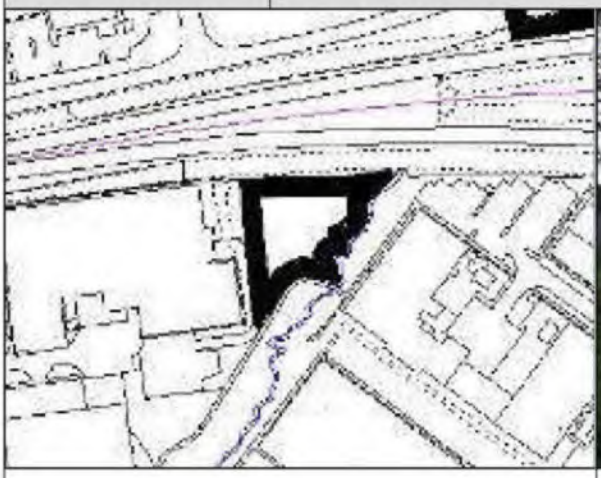
Strategic access:

Site has direct access onto highway network (A4129) via Holloway Drive, Shawbank Road

Level of car parking/public transport:

Car parking could be provided on site, and site is situated close to a bus route

Site Ref:	Address:	Site Area:
IN 54	Palmers Road, Moons Moat East	0.29ha



Description of Site:

Relatively flat site, triangular shape with stream running alongside. Suitable for extensions to existing adjacent employment uses

Current Site Status (including planning policy history):

Allocated employment site (Greenfield)

Adjacent land use/ conflicts:

Site is within industrial estate

Market appraisal/ suitable type of Development:

Considered to be suitable for B1, B2 and B8 uses

Development Control history:

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) (Expired)

Market Attractiveness Factors:

- The site has not been formally identified for employment use for at least 10 years
- There has been no development activity on the site within the last 5 years
- The site is not being actively marketed as an employment site
- The site is not owned by a developer or other agency known to undertake employment development
- The site is in single ownership by an organisation unlikely to bring it forward for development
- There is no valid permission for employment development on the site

Known constraints or infrastructure requirements:

Site does not have road access; the estate road would need to be extended over a stream

New Town TPO No.7

Investigation may be required to determine the extent (if any) of land contamination

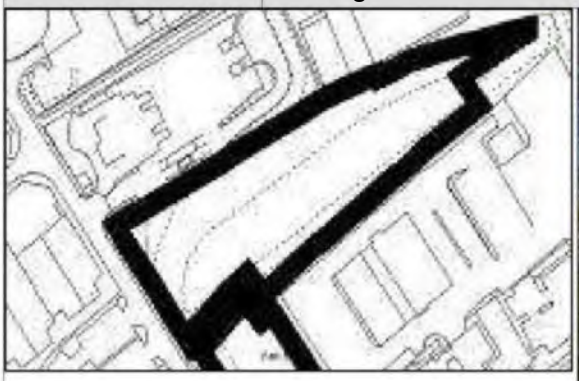
Strategic access:

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

Site Ref:	Address:	Site Area:
IN 58	Crossgate Road, Park Farm North	1.10ha



Description of Site:

Overgrown with shrubbery, slightly sloping

Current Site Status (including planning policy history):

Greenfield site

Adjacent land use/ conflicts:

Adjacent to other employment uses

Market appraisal/ suitable type of Development:

Considered to be suitable for B2 and B8 uses, but not B1 (due to surrounding uses)

Development Control history:

No history

Market Attractiveness Factors:

- The site has not been formally identified for employment use for at least 10 years
- There has been no development activity on the site within the last 5 years
- The site is not being actively marketed as an employment site
- The site is not owned by a developer or other agency known to undertake employment development
- The site is in single ownership by an organisation unlikely to bring it forward for development
- There is no valid permission for employment development on the site

Known constraints or infrastructure requirements:

Slight differing topography

New Town TPO No.19

Partially in Flood Zone 2

Investigation may be required to determine the extent (if any) of land contamination

Strategic access:

Site has direct access onto road network via Crossgate Road

Level of car parking/public transport:

Car parking can be provided on site and site is within 800m of bus interchange

Site Ref: IN59	**Address:** Adj. Greenlands Business Centre, Studley Road, Park Farm North	**Site Area:** 0.38ha

Description of Site:

Flat greenfield site

Current Site Status (including planning policy history):

Expired planning permission

Adjacent land use/ conflicts:

Employment and residential units surround the site

Market appraisal/ suitable type of Development:

B1 is the most suitable use. There is also potential for the extension from existing unit

Development Control history:

01/293: Two Storey Office Development (Expired)

Market Attractiveness Factors:

- The site has not been formally identified for employment for at least 10 years
- The site is not currently being actively marketed as an employment site. The site was actively marketed from December 2000 – June 2006
- The site is not owned by a developer or other agency known to undertake employment development
- The site is in single ownership by an organisation who may bring it forward for development

Known constraints or infrastructure requirements:

Vehicles accessing the site will need to consider surrounding built up area. This may affect the form of employment development suitable for this site

Investigation may be required to determine the extent (if any) of land contamination

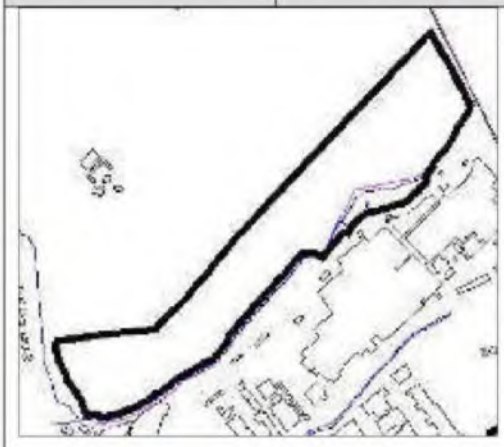
Development of this site must be sensitive to surrounding residential development

Strategic access:

Site has direct access onto highway network. There is potential access from Greenlands

	Level of car parking/public transport: Car parking can be provided on site. The site is also adjacent to bus network. Potentially access to the site could be incorporated to the rear of the site

Site Ref:	Address:	Site Area:
IN 67	Land at Brockhill East	6.60ha



Description of Site:

Prominent greenfield gateway employment. Site clearly visible from the railway entering into Redditch and therefore this gateway location should be maximised. Potential for a landmark B1 building in this prominent location

Current Site Status (including planning policy history):

Planning permission approved

Adjacent land use/ conflicts:

Housing site on adjacent Area of Development Restraint (ADR) land; other adjacent employment uses and housing. Development of this site would need to be a buffered from incompatible land uses

Market appraisal/ suitable type of Development:

Due to its gateway location, B1 office use is considered to be the most suitable use for this site. May be suitable for other uses which must be compatible with adjacent residential uses

Development Control history:

11/177: Outline application for 4,738 square metres of Class B1 (Business) floorspace and access

Market Attractiveness Factors:

- The site is not being actively marketed as an employment site
- The site is not owned by a developer or agency known to undertake employment development
- The site is in multiple ownership
- There is valid permission for part of the employment development on the site
- The site has potential for good strategic access onto the road network

Known constraints or infrastructure requirements:

The lower part of Batchley Brook forms part of the site and this must be a consideration ahead of any development on the site

There are slight topographical differences on site which must also be considered

Investigation may be required to determine the extent (if any) of land contamination

Biodiversity: If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures

	Strategic access: Site has the potential for good access as part of the wider strategic site development. Good access from public transport, walking and cycling. Site in close proximity to the A441
	Level of car parking/public transport: Car parking can be provided, and the site is within a bus network

Site Ref: IN 69	**Address:** Land to the Rear of the Alexandra Hospital	**Site Area:** 2 Ha

Purple Section: IN69 (designated employment site)
Red Line: extent of strategic site

Description of Site: Site is slightly sloping and is predominantly grassland; however this does not appear to be a major issue	**Current Site Status (including planning policy history):** IN 69 Forms part of wider strategic site. Part of site is Primarily Open Space. Non-implemented site designated for employment land
Development Control history: No history	**Strategic access:** Site has access to highway network (A441) via Woodrow Drive. This site has very good access from cycling and walking and excellent access from public transport
Adjacent land use/ conflicts: Site is adjacent to residential uses and a major hospital. It is also adjacent to Stratford-Upon-Avon Green Belt	
Market appraisal/ suitable type of Development: The site is considered to be most suitable for office use (B1) in particular uses compatible and ancillary to adjacent hospital	**Level of car parking/public transport:** Car parking can be provided and the site is situated nearby the bus routes. Access from Nine Days Lane off Woodrow Drive
Market Attractiveness Factors: • The site has not been formally identified for employment use for at least 10 years • There has been no development activity on the site within the last 5 years • The site is not being actively marketed • The site is not owned by a developer or agency known to undertake employment development • The site is in multiple ownership • There is no valid permission for employment development on the site	**Known constraints or infrastructure requirements:** 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. 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 Investigation may be required to determine the extent (if any) of land contamination

Site Ref:	Address: Land At Winyates Way And Moons Moat Drive	Site Area:
IN 80		0.64

Description of Site:

The site is located within Moons Moat which is a predominately industrial area and is surrounded by industrial land. The site is bound to the North by Winyates Way and to the South by Moons Moat Road, which runs parallel to the A4023, Coventry Highway

Current Site Status (including planning policy history):

The site is not designated in Local Plan No.3 and is currently vacant and overgrown

Adjacent land use/ conflicts:

The site is mainly surrounded by employment land. There is some open space located to the west of the site

Market appraisal/ suitable type of Development:

The live planning application proposes B2 employment development which is a suitable use for this site

Development Control history:

10/044/FUL: Erection of three general industrial units (B2) with associated offices, car parking and service yard

Market Attractiveness Factors:

Known constraints or infrastructure requirements:

No known constraints or significant infrastructure requirements

Strategic access:

Access is proposed from the north eastern boundary along Winyates Way. The site is in very close proximity to access the highway network

Level of car parking/public transport:

The site is located within easy access (200m) of the 57 and 58 bus routes

Car parking can be provided on site

Site Ref: IN 81	**Address:** Land at Brockhill, East of Railway (Eastern Section of ADR)	**Site Area:** 1.85 ha

Description of Site:

Greenfield site located on the edge of the Borough boundary. The site runs parallel to the Redditch – Birmingham train line to the east of the site and the A441 to the west of the site. The site is designated as an Area of Development Restraint and contains a road reserve (Local Plan No.3). The site is considered to be suitable for employment purposes. In particular due to its prominent gateway location, B1 is considered to be the most appropriate as an opportunity could be sought for a landmark building to form a strong gateway location into the Borough. It is considered that the employment development can be part of a mixed use opportunity only if the road reserve land is not required in its entirety

Current Site Status (including planning policy history):

Designated as an ADR – with a road reserve

Adjacent land use/ conflicts:

A number of uses surround this site including - residential units, agricultural land, an existing business park, the adjoining ADR, the Abbey Stadium, railway line (which has planned improvements) and Bromsgrove Green Belt to the north of the site

Market appraisal/ suitable type of Development:

B1, B2 and B8 uses. However due to gateway location, B1 use is preferable due to design opportunity. It is considered that the employment development can be part of a mixed use opportunity only if the road reserve land is not required in its entirety

Development Control history:

2011/270: for Residential development of up to 220 dwellings with associated open space and access arrangements – Refused

Application for Bordesley bypass – expired

2012/120: 200 dwellings, 5,000 sqm (gross) Class B1 office (approved)

Market Attractiveness Factors:

- The site has been formally identified for employment use within 10 years
- There has been no development activity on the site within the last 5 years
- The site is not being actively marketed

Known constraints or infrastructure requirements:

Weights Lane (which runs to the north of the site) is not suitable for a high level of traffic and therefore may need infrastructure improvements or an alternative access provided

as an employment site • The site is not owned by a developer or another agency known to undertake employment development • 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 • There is now a valid permission for employment development on the site	Topography of site is a slight issue and would need to be considered in the development of the site. Site is a gateway site and therefore employment uses should be designed to reflect this. Investigation may be required to determine the extent (if any) of land contamination The site is a key gateway location into the Borough and therefore there is potential to have a visual impact on the wider landscape, this must be carefully managed Other constraints that must be considered in the development of this site include the location of gas pipeline, location of railway, location of septic tank and noise implications from development of the site
Level of car parking/public transport: Can be provided on site, bus stop is located adjacent to site	**Strategic access:** Access off the A441

Site Ref: IN 82	**Address:** A435 (Area 3)	**Site Area:** 10.44ha
Description of Site: Flat site, with predominantly planted rather than natural vegetation		**Current Site Status (including planning policy history):** Area of Development Restraint
Market appraisal/ suitable type of Development: Due to close proximity to residential development, B1 development is considered to be the most suitable employment use		**Adjacent land use/ conflicts:** Predominantly employment to the west, with some housing to the east (Mappleborough Green). The site is bounded by the A435 to the east and Claybrook Drive to the west. The site is bounded to the east and south by the Stratford-Upon-Avon Green Belt
Market Attractiveness Factors: • There has been no development activity on the site within the last 5 years • The site is not being actively marketed as an employment site • The site is not owned by a developer or another agency known to undertake employment development • There is no valid permission for employment development on the site		**Development Control history:** No history **Known constraints or infrastructure requirements:** Warwick New Town TPO Investigation may be required to determine the extent (if any) of land contamination Landscaping and buffering would be required to screen development from adjacent properties
Level of car parking/public transport: Car parking could be provided on site. Site is also adjacent to bus route		**Strategic access:** Adjacent to A435, and could be accessed off Claybrook Drive. The site has good access via public transport and cycling but would need improvements to walking accessibility should this site be developed (Transport Assessment, 2011)

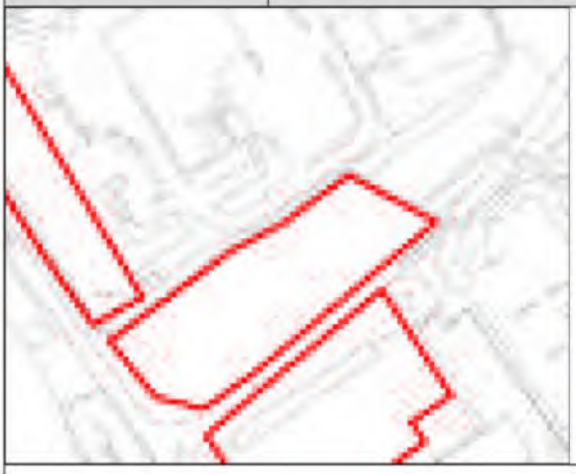
Site Ref: IN 83	**Address:** Land bound by Kingham Close and Far Moor Lane	**Site Area:** 0.19ha

Description of Site: Flat site with foliage	**Current Site Status (including planning policy history):** No current designation
Development Control history: No history	**Adjacent land use/ conflicts:** Residential development located to south. Offices (car sales) opposite. Adjacent to Ipsley Brook
Market appraisal/ suitable type of Development: Suitable for B1 office use due to close proximity to residential development	**Known constraints or infrastructure requirements:** Access New Town TPO No.13 Biodiversity: If progressed comments should be sought from the Councils Biodiversity Officer as mitigation measures may be required
Market Attractiveness Factors: • There has been no development activity on the site within the last 5 years • The site is not being actively marketed as an employment site • The site is not owned by a developer or another agency known to undertake employment development • There is no valid permission for employment development on the site	**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

Site Ref:	Address:	Site Area:
IN 84	Land off Pipers Road	0.19ha

Description of Site: Slight gradient, maintained grass with some vegetation	**Current Site Status (including planning policy history):** Designated employment land
Adjacent land use/ conflicts: Heavy industry	**Development Control history:** 08/081 – Resubmission – Extension to existing Warehouse and Associated External works (approved 24/04/2008) 02/491 – Secure Covered Area for the storage of empty containers and cartons (approved 20/12/2002)
Market appraisal/ suitable type of Development: Considered to be suitable for B2 and B8 uses. Considered most suitable for extension to existing industrial space	**Known constraints or infrastructure requirements:** Car parking in area is poor and causes congestion Slightly sloping site which would need to be considered in the development of the site New Town TPO No.25 Investigation may be required to determine the extent (if any) of land contamination
Market Attractiveness Factors: • The site is not being actively marketed as an employment site • There is no valid permission for employment development on the site	**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

Site Ref:	Address:	Site Area:
IN 85	Land Fronting Matchborough Way	0.60ha



Description of Site: Flat site, covered in mature planted trees	**Current Site Status (including planning policy history):** Designated as Primarily Open Space
Adjacent land use/ conflicts: Industrial units	**Development Control history:** No history
Market appraisal/ suitable type of Development: Considered to be suitable for B1, B2 and B8 uses. In particular due to surrounding industrial units B2 or B8 employment development would be the most suitable	**Known constraints or infrastructure requirements:** Warwick TPO No.7 Falls within Flood Zone 2 Investigation may be required to determine the extent (if any) of land contamination Biodiversity: If progressed comments should be sought from the Councils Biodiversity Officer as the site may require some mitigation measures If this site is developed for B8 uses then the requirements for a turning circle should be considered
Market Attractiveness Factors: • There has been no development activity on the site within the last 5 years • The site is not being actively marketed as an employment site • There is no valid permission for employment development on the site	**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

Appendix B

Site Appraisals for all sites which have been dropped from Redditch's Employment Land Portfolio

Paragraph 22 of the NPPF states that planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose and that land allocations should be reviewed regularly. Where this is the case, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable development.

Paragraph 161 of the NPPF goes on to say that reviews of land available for economic development should be undertaken to assess its suitability to meet identified needs.

This ELR update has carefully considered whether any of the sites within the employment portfolio are unlikely to fulfil an employment role, in order that they might be suitable to meet other development needs.

The following table details the sites which have been removed from the ELR and have been considered to provide greater development potential to meet other development needs.

Site No.	Address	Justification for removal from the ELR
IN24	Windsor Road, Gas Works	This site has been identified as an employment site since 1986 (BORLP1). It was recently put up for auction for employment uses but failed to secure a sale. Land adjacent this site, within the Enfield Industrial Estate, has been developed for residential use and access into this site is readily available. Residential development on this site is considered to be a suitable alternative use for this site (subject to SHLAA assessment)

Site No.	Address	Justification for removal from the ELR
IN 61	Studley Road/ Green Lane, Park Farm South	This site lies at the very edge of the Park Farm South Industrial Estate and is not directly accessed via the remainder of the industrial area. Planning consent for B1 office development has recently expired. Planning consent has been associated with this site since 2000 and it is considered unlikely that it is capable of delivery for employment uses. The site's location on the Studley Road is in the vicinity of other small scale residential development. Therefore residential development on this site is considered to be a suitable alternative use (subject to SHLAA assessment)
IN73	Land off Union Street	This allocation has planning consent for a single storey office development. The residential development located adjacent to this site, and forming part of the same planning consent, was completed in 2008. There has been no attempt to bring forward the office development since this date. As the office development would be accessed via the same road that serves the residential development, housing could be considered a suitable alternative use in this location (subject to SHLAA assessment)
IN 86	Edward Street	The viability to bring this site forward for employment uses is looking unrealistic. As a site located within the town centre, there are a range of other uses that may provide a more viable and deliverable option. The site occupies a gateway location into the town centre and its use should be appropriate with the Town Centre Strategy.