



# Employment Land Review Stage 1

Borough of Redditch  
Core Strategy  
Background Document

27 March 09

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# Introduction

## ***Report***

This report represents Stage 1 of the Borough Council's Employment Land Review. In addition to this the report sets out the methodology for completing the remainder of the Employment Land Review.

Matters to be dealt with in the report include:

- Explanation of the task and intended outputs.
- The methodology for stage 1 and remainder of the Employment Land Review process.
- *Stage 1* – Analysis of the existing employment situation, including analysis of supply side information, previous studies, past take up rates, business enquires, locational analysis by sector.
- *Stage 1* – Site surveys of existing allocated employment land designated under Local Plan No.3.

## Task

### ***What is an Employment Land Review?***

Communities and Local Government (2004) 'Employment Land Reviews: Guidance Note' provides guidance on producing Employment Land Reviews. The governmental guidance note aims to help authorities develop an Employment Land Review that effectively assesses the suitability of sites for employment development, safeguards the best sites in the face of competition from other higher value uses and helps identify those sites which are no longer suitable for employment development and should therefore be made available for other uses.

The guidance provides specific advice to help planning authorities to identify an up to date and balanced portfolio of employment sites in Local Development Frameworks. The Employment Land Review is an integral part of the preparation of Local Development Frameworks. The specific objectives of the Employment Land Reviews: Guidance Note (Communities and Local Government 2004) are to help planning authorities to:

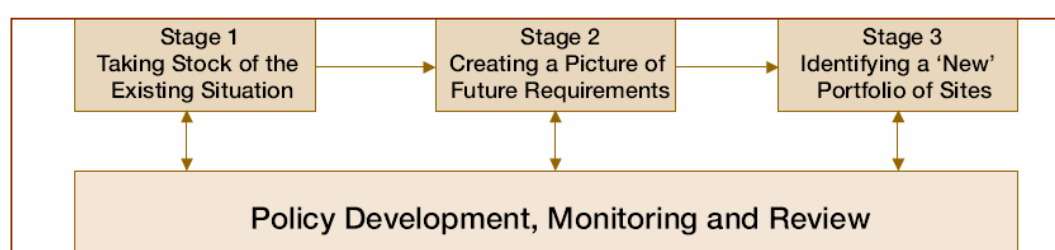
- Assess the future demand for employment land;
- Assess the future supply of sites for employment;
- Assess the suitability of individual sites, whether existing, permitted or proposed for future employment uses;
- Identify sites which are clearly unlikely to be required by the market or are now unsustainable for employment development;
- Develop appropriate future policies and proposals in Local Development Frameworks, both in Development Plan Documents, and Supplementary Planning Documents; and
- Improve systems for monitoring outcomes and reviewing employment policies and programmes.

These objectives constitute the framework of an Employment Land Review. It should be noted that the 'Employment Land Reviews: Guidance Note' does not prescribe a single methodology towards Employment Land Reviews.

## ***Guidance on undertaking an Employment Land Review***

The Communities and Local Government (2004) Guidance on undertaking Employment Land Reviews sets out a three stage approach to carrying out an Employment Land Review. The three stage process is set out below:

**Figure 1 – Three stage process for Employment Land Reviews as outlined in Communities and Local Government (2004) Employment Land Review Guidance note**



The methodology for preparing this Employment Land Review follows this three stage process. In addition to this approach, the Communities and Local Government guidance document (2004) establishes the individual steps that are involved in each of the three stages. The relationship between the various steps and stages is clarified in figure 2 below.

**Figure 2 – Three stage process for Employment Land Reviews as set out in DCLG Employment Land Review Guidance note**

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

The Guidance document states that these steps should be used as a guideline for preparing an Employment Land Review. It should also be noted that the steps outlined in Figure 2 often correlate with one another and therefore certain steps will be undertaken at the same time. For example while forecasting the employment land requirements it is considered acceptable to be identifying sites for employment and undertaking a market appraisal of these sites.



# **Methodology for carrying out the Employment Land Review**

## ***Introduction***

The proposed approach to the Employment Land Review consisted of a series of different steps that involved the assessment of existing employment provision, analysis of economic factors affecting Redditch Borough and the supply and demand for employment land. This included a review of existing information on employment requirements, the availability of land for employment development, and consultation with local businesses. The method for carrying out the Employment Land Review is based on the DCLG Employment Land Review Guidance note.

## ***Inception meeting***

The Employment Land Review commenced with an induction meeting with Officers of the Council from Planning and Economic Development. This established the project Officer, objectives of the review and process for carrying out the review. A programme was set in place for completing the Stage 1 work, and consideration was given towards carrying out Stage 2 and Stage 3 of the Employment Land Review.

A fundamental catalyst behind carrying out the Employment Land Review was the work being carried out on the Core Strategy. The Core Strategy was discussed during the inception meeting in terms of how the outputs of the review would feed into the Core Strategy. In addition to this consideration was given to how the review would feed into the West Midlands Regional Spatial Strategy consultation response and also the Council's Economic Development Unit.

## ***Stage 1 – Taking Stock of the Existing Situation***

### **Collate data on land stock and revealed demand**

The purpose of this step is to collate information on the overall provision and availability of employment land and the take-up of sites and premises. This section of the Employment Land Review sought to identify the demand for

employment land and compare this with the supply of employment land. In order to achieve this, the following processes were undertaken:

- Analysis of the Council's Property Reports;
- Analysis of employment land take up rates; and
- Consultation with local businesses and stakeholders.

The information collated from these various sources was analysed and put into a report format which will constitute part of the Borough Council Employment Land Review. The consultation undertaken with local businesses and stakeholders feeds into a number of stages within the Employment Land Review. The purpose of the consultation was not simply to gain a view on future demand for employment land, but also to understand wider issues concerning employment within the Borough. Responses from across the whole Borough were assembled in a report and analysed in order to provide an overall assessment of the Borough's employment status, but the report also highlighted specific issues coming out of certain industrial areas. These findings assist with the work undertaken as part of stages 2 and 3 of the Employment Land review.

### **Devise and Apply Site Appraisal Criteria**

As part of the first stage of the Employment Land Review, Planning Authorities are expected to review their existing stock of allocated Employment Land. In relation to Redditch Borough Council, this relates to the sites designated as Employment sites within Local Plan No.3 (the sites are listed in Appendix 1). The purpose of the review is to decide which sites are capable of being taken forward as potential sites for future employment land requirements.

This step of the Employment Land Review required the development of a site appraisal (see Appendix 2) for assessing existing allocated Employment sites within the Borough. In addition to on-site appraisal, there was also consideration of market attractiveness factors and sustainable development factors. Figure 3 below sets out the criteria used to assess the market attractiveness and sustainable development of the individual employment sites.

**Figure 3 – Criteria used to assess market attractiveness and sustainable development factors (DCLG Employment Land Review Guidance note)**

**1: Market Attractiveness Factors**

- 1.1: Has the site been formally identified for employment for at least 10 years?
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications.
- 1.3: Is the site being actively marketed as an employment site?
- 1.4: Is the site owned by a developer or another agency known to undertake employment development?
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?
- 1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?

**2: Sustainable Development Factors**

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?

**1: Market Attractiveness Factors**

- 1.1: Has there been recent development activity within the last five years? [This could include works on site, planning briefs or permissions for good quality employment uses]
- 1.2: Is it being actively marketed as an employment site?
- 1.3: Has there been any recent market activity? [This could include enquiries, sales or lettings]
- 1.4: Is the whole site owned by a developer or another agency which undertakes employment development?
- 1.5: Is development for employment viable, with any public funding if it is committed?
- 1.6: Is the site immediately available?

**2: Sustainable Development Factors**

- 2.1: Does the site meet present (and expected future) sustainability criteria (including public transport and freight access, on and off-site environmental impacts)?

## Undertake Preliminary Site Appraisal

Based on the site appraisal criteria set out in Appendix 2, the Local Plan No.3 sites without planning permission were assessed to identify whether they were suitable to be taken forward to be considered in stage 3 of the Employment Land Review. This assessment forms part of the overall Employment Land Review document. It should be noted that at this stage all the sites that could be carried forward (i.e. those that had not already been granted planning

permission) were considered to be suitable to be assessed as part of stage 3 of the Employment Land Review.

In carrying out the site appraisals it was also considered necessary to review the allocated Employment sites in Local Plan No.3 that had been completed. The purpose of including sites which had been completed was to assist in the analysis of employment land in the Borough, as part of the site appraisal included consideration of the amount of vacant floor space. Therefore it is possible to identify where there are a lot of units being advertised as vacant. Although it is accepted that this could have been accomplished by contacting business agents, which will be completed, this work enables a thorough assessment to be completed. In addition to this the assessment of those sites that had been completed allows for a rounded assessment of employment land in the Borough because comparisons can be made by Officers regarding on site issues such as constraints, strategic access etc. between sites completed and those sites with no planning permission. This is considered to add to the robustness of the Employment Land Review process.

## **Structure of Stage 1**

Stage 1 is structured under the following sub sections:

- Section 1: Past take up rate trends and enquires
- Section 2: Supply and demand analysis
- Section 3: Summary of Responses to Employment Land Review questionnaire
- Section 4: Comparison with previous consultation
- Section 5: Site surveys of existing employment sites
- Section 6: Conclusion

## ***Stage 2 – Creating a Picture of Future Requirements<sup>1</sup>***

Stage 2 of the employment land review is the assessment of future requirements for employment land. During stage 2, Officers of the Council will be working closely with consultants. GVA Grimley in consultation with GHK consulting have been commissioned to carry out stage 2 of the Employment Land Review. The following has been extracted from their work, however for specific detail on stage 2, please view stage 2 itself.

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<sup>1</sup> Stage 2 of the Employment Land Review contains more detail on the methodology regarding this stage.

## Understand market areas and segments

The purpose of this sub-section is to broadly identify employment property market segments. The classifications outlined in Figure 4, as taken from the Communities and Local Government (2004) guidance, were used to categorise the industrial areas within the Borough of Redditch into specific market segments.

**Figure 4 – Classification of Employment Property Market Site**

|   |
|---|
| <p><b>Established or Potential Office Locations.</b> Sites and premises, predominately in or on the edge of town and city centres, already recognised by the market as being capable of supporting pure office (or high technology R&amp;D/business uses).</p> <p><b>High Quality Business Parks.</b> These are likely to be sites, no less than 5ha but more often 20ha or more, already occupied by national or multi-national firms or likely to attract those occupiers. Key characteristics are quality of buildings and public realm and access to main transport networks. Likely to have significant pure office, high office content manufacturing and R &amp; D facilities. Includes 'Strategic' inward investment sites.</p> <p><b>Research and Technology/Science Parks.</b> Usually office based developments, which are strongly branded and managed in association with academic and research institutions. They range from incubator units with well developed collective services, usually in highly urban locations with good public transport access to more extensive edge/out of town locations.</p> <p><b>Warehouse/Distribution Parks.</b> Large, often edge/out of town serviced sites located at key transport interchanges.</p> <p><b>General Industrial/Business Areas.</b> Coherent areas of land which are, in terms of environment, road access, location, parking and operating conditions, well suited for retention in industrial use. Often older, more established areas of land and buildings. A mix of ages, qualities and site/building size.</p> <p><b>Heavy/Specialist Industrial Sites.</b> Generally large, poor quality sites already occupied by or close to manufacturing, and processing industries. Often concentrated around historic hubs such as ports, riverside and docks.</p> <p><b>Incubator/SME Cluster Sites.</b> Generally modern purpose built, serviced units.</p> <p><b>Specialised Freight Terminals eg aggregates, road, rail, wharves, air.</b> These will be sites specifically identified for either distribution or, in the case of airports, support services. Will include single use terminals eg aggregates.</p> <p><b>Sites for Specific Occupiers.</b> Generally sites adjoining existing established employers and identified by them or the planning authority as principally or entirely intended for their use.</p> <p><b>Recycling/Environmental Industries Sites.</b> Certain users require significant external storage. Many of these uses eg waste recycling plants can, if in modern premises and plant, occupy sites which are otherwise suitable for modern light industry and offices. There are issues of market and resident perceptions of these users. Some sites because of their environment (eg proximity to heavy industry, sewage treatment works etc) may not be marketable for high quality employment uses.</p> <p>Source: ERM</p> |
|---|

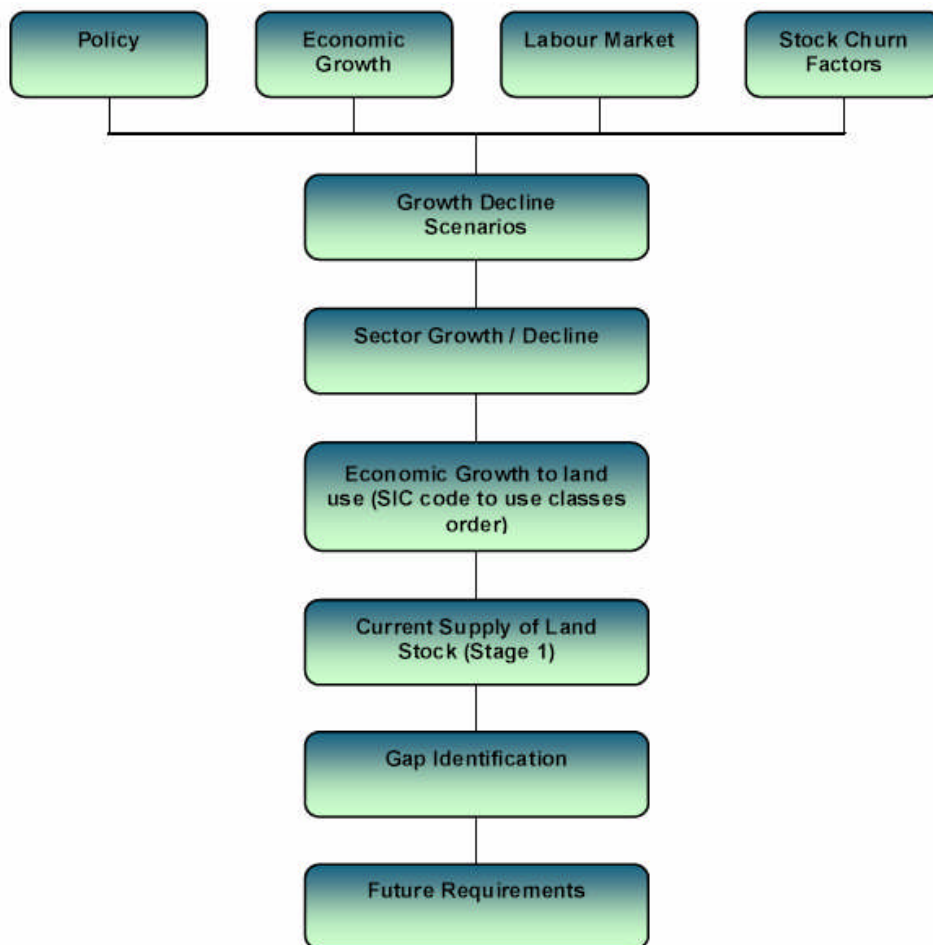
## Select & Apply Suitable Forecast Model/Demand Analysis

The main undertaking within Stage 2 is to select and apply a suitable model to quantify the amount of employment land required across the main business sector up to 2026: this represents step 7 of the Communities and Local Government (2004) Guidance. Creating a series of demand forecast scenarios which meet the needs of the Borough and are also supported through the Communities and Local Government guidance (2004) will be a



crucial element of this work. The diagram below illustrates the basic framework of the model.

**Figure 5: Framework model**



During Stage 2, it is important to select and apply a suitable economic forecasting model whose methodology should be sufficiently robust to be defensible at Development Plan Inquiry. The Communities and Local Government (2004) Guidance identifies three alternative techniques for forecasting:

- Past trends in land take-up;

- Labour demand models; and
- Labour supply based approach.

It is considered that the most appropriate and portable forecasting methodology is to use demand based employment forecasts which can be linked directly to employment based local economic strategies and plans. Such forecasts can then be adjusted, constrained or targeted to take account of labour supply, demography and other factors as necessary. However, it may be necessary to balance out the economic forecasts with additional local knowledge of the current employment climate as established through discussions with local business support agencies and property agents on existing local needs and hotspots (to an extent this has been achieved through the consultation exercise that was undertaken during stage 1 of the Employment Land Review). The advantage of applying the demand based employment forecast is the ability to forecast over the long term.

To carry out this work it is necessary to buy in Cambridge Econometrics Local Economic Forecasting Model (LEFM) for the Redditch Borough Council area; this forms part of the work to be undertaken by consultants.

As part of this step a comprehensive review of the local property markets, focussing on the industrial / distribution and office markets, will be required. This would take account of key indicators including rental levels, land values, enquiries data, availability and location of stock within the market.

The DCLG Guidance (2004) acknowledges that translating employment forecasts in SIC code format into floorspace and use classes/property types (see 3.20 below) is difficult and to some extent a matter of professional judgement. It is considered this judgement can be improved at the demand analysis stage by using a 2-digit analysis of SIC data and grouping the LEFM baseline forecasts and any scenarios into, for instance, 20-25 sectoral groupings appropriate for the study area and for the range of employment property product types available. Annual Business Inquiry (ABI) employment structure data at the 2-digit level will be used (approximately 90 industry groups) and following this the most appropriate groupings for the local economy, based on the main sectoral concentrations and those groups best reflecting distinct property/use classes, will be developed.

This will provide a disaggregated sectoral forecast of economic growth in employment terms at the two digit SIC level as a baseline forecast. The forecast will then be adjusted to provide alternative scenario employment forecasts which take account of potential structural changes and intervention factors such as:

- Labour market, demographic and training/education constraints;
- Planning and other regulatory policies – including, in particular, the emerging Regional Spatial Strategy and Advantage West Midlands growth sectors within and beyond the study area; and
- The stock and churn in the availability of key existing and potential future strategic sites which have an impact on employment demand in the area and on the spatial distribution of employment.

This would provide a baseline forecast and two or three economic scenario forecasts in a sectoral and spatial form which can then be translated into forecasts of employment land requirements using the conversion model recommended (recommended by the consultants) – both providing the robust, portable and defensible methodology. It should be noted that classification of industries in SIC codes has been undertaken as part of stage 1 of the Employment Land Review, this step seeks to build upon this earlier work.

## **Quantifying Employment & Supply**

The approach here reflects the detailed work to build up economic scenarios and the translation of these into land use requirements. Rather than treat this as simply an issue of land supply which is relatively crude, it is a more complex task of understanding flows of business premises. A means of examining the economic development potential of existing sites has been set using market knowledge and applying current circumstances. This will lead to an understanding of the likely capacity. However this will be a current view and can be adapted to include possible future developments in market provision. In essence it provides a likely outcome from currently available land in terms of floor space and use class. This links it directly to economic projections.

## **Market Review**

This analysis must reflect the current and expected future dynamics of the market for employment land. This should examine the following:

- Evidence of take up of employment space stock;
- Development trends;
- Land and rental value changes over time;
- Market demand for recent development by use: and
- Anticipated future trends.

## **Stakeholder Consultation**

A key element of the Stage 2 work will be stakeholder consultation. As part of the Stage 1 extensive consultation was undertaken which is used to inform this stage, and in particular identifying views on the local economic market.

## **Flow Analysis**

This is an important task to refine the analysis and incorporates two separate issues which are – new development sites, and turnover of existing premises.

The first issue is potentially contentious. In predicting future supply it is necessary to consider whether this should be treated as a fixed starting point or should be viewed as dynamic. To assess which is appropriate it would be ideal to understand, in a similar way to housing, to what extent economic development capacity from sites is a result of allocated sites or “windfalls” from development control decisions. Using monitoring data it may be possible to strip out “allocated and non-allocated” development to make an allowance in terms of the extent to which future supply will come from non-allocated sites.

The second issue is one of loss of economic development capacity through changes in the use of land/areas. This can be assessed at least to some degree and factored into future supply forecasts.

As regards the turnover of existing premises, it is possible using property registers to understand the dynamics of building stock turnover. However, this work should be treated with caution. Stock turnover can be artificially inflated by speculative schemes and certainly a reasonably long term trend analysis would be required in this case. The second issue is that a level of stock turnover/vacancy is necessary in the economy to allow flexibility. With these caveats in mind it is necessary to consider to what extent vacant stock and turnover of stock impacts on economic growth. The key question that needs to be considered is whether the stock released will be suitable for growing sectors – in some cases it will not, at least not without redevelopment.

## **Translate Economic Forecast into Land Requirements**

This is a core task for the study as a whole. It has previously been noted that using employment level forecasting to forecast land requirements is limited

firstly by the difficulty in translating employment forecasts in SIC code format into floorspace and use classes/property types and secondly developing alternative spatial scenarios. In previous studies such as those for Stroud a combination of forecasting and scenario testing has been employed by consultants. This task therefore represents two key steps in the Communities and Local Government (2004) Guidance: Step 9: Translate employment forecasts to land requirements and Step 10: Scenario testing.

Based on the use of 20-25 sectoral groupings for the baseline forecasts and scenarios, a “conversion model” has been developed by consultants which translates employment sectors into standard employment land categories at the most disaggregated level possible and these will be used to create employment land projections to 2026. This methodology has already been used to produce projections in large sub-regional economies and has been proved to be robust. The forecasts also require employment density and plot ratio assumptions.

The “conversion model” will provide a projection for the baseline and scenario employment land requirements based on the employment model and forecasts adopted previously. In line with the Communities and Local Government (2004) Guidance this baseline forecast should be tested against different scenarios.

Where possible economic and spatial scenarios would be combined to produce and eliminate mutually exclusive scenarios.

## **Gap Analysis – Future Requirements**

By bringing together the above tasks it is possible to develop a range of predicted employment floor space and land requirements and consider the contribution that existing supply and premises would make to this. This analysis can be presented at a Local Authority level in such a way that policy influences are assessed. This will fulfil the requirements of the brief in providing future employment land needs forecasts for consideration through the Local Development Framework. This task would include identification of sites unlikely to fulfil an economic role into the future, which can therefore be withdrawn from the employment land supply. Recommendations would be made on the detailed requirements for additional employment sites in terms of characteristics, broad location etc.



## **Deliverables**

At this stage of the work detailed data set setting out the classification of sites and areas, analysis of stock turnover and vacancy rates and scenario building would be provided. A series of land use forecasts with underlying text will be prepared based upon either a single scenario or a range reflecting key policy, economic or labour market drivers. The written report will present the methodology and approach to scenario building, calculations and results. This would cover:

- Current provision by sector;
- Future requirements for the Redditch Borough Council area; and
- Key monitoring indicators.

This approach would cover Stage 2 of the Communities and Local Government (2004) Guidance.

### ***Stage 3 – Identifying a “New” Portfolio of Sites<sup>2</sup>***

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

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

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

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<sup>2</sup> Stage 3 of the Employment Land Review contains more detail on the methodology regarding this stage.

- Gap analysis – the results of the above would assist in identifying any gaps in the employment land supply, when compared with the predicted demand for employment space. This would be done across broad land use groupings, such as Offices, Factories and Warehouses to enable a quantification the type and amount of different types of employment land required.
- Planning Policy Issues – the identification of those sites which would need to be protected having regard to relevant planning policy, as well as issues relating to the development of sustainable communities and flooding. In identifying new sites regard should be had to their deliverability, taking into account costs for the reclamation and demolition (in the case of Brownfield sites), flood risk, access and build costs. Account would also be taken of viability of potential sites as wholly employment sites or, where this was not feasible, as a mixed use development.

Appendix 3 contains a list of all the sites **proposed** to be considered as part of the Employment Land Review.

Upon final completion of the Employment Land Review it is proposed that a written report detailing the methodology used and all the calculations within it to form conclusions will be prepared.

## **Section 1: Past take up rate trends and enquires**

### ***Introduction***

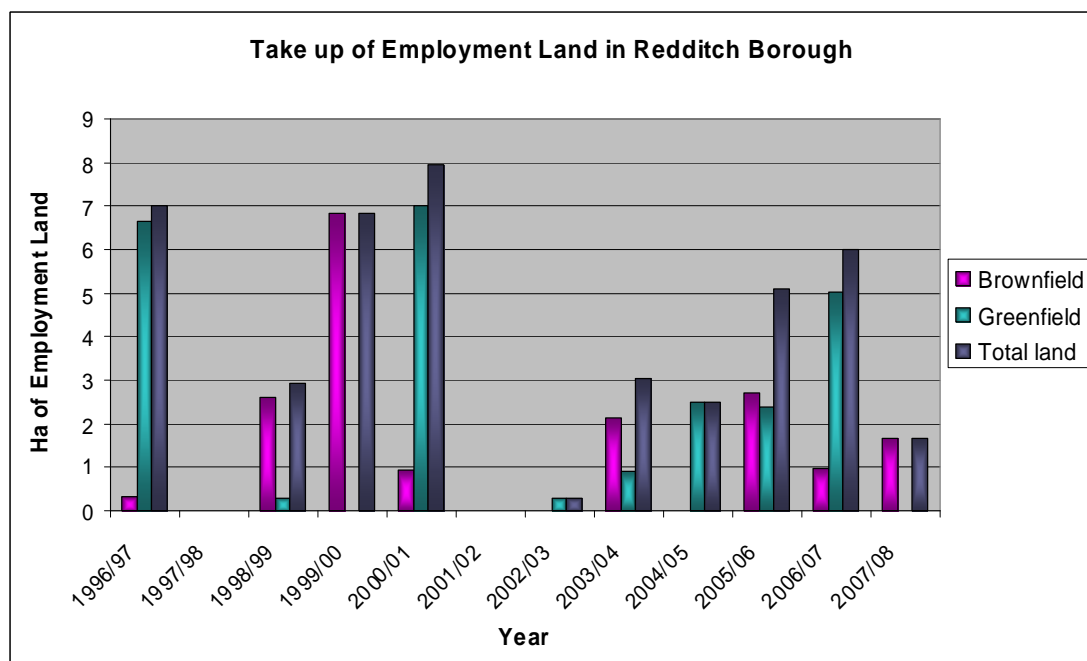
The following graph shows past employment land take up for Redditch Borough. The graph shows the amount of employment land developed between 1996/97 and 2007/08. There has been no consistent take up of employment land rather completions have varied from year to year. Following a dormant period in 1997-98, the graph separates into two distinct periods of development – from 1998 to 2001 and 2002 to 2008. During the first period, the total amount of land taken up increased with each consecutive year, although there was no such definitive trend for either Brownfield or Greenfield capacity. In the second period, take up was generally more linear, although less rapid, with Brownfield, Greenfield and total land take ups generally increasing with each year with the exception of 2007-08 where take ups decreased. There was no take up of land between 1997 and 1998 nor 2001 and 2002. As the Borough has greater employment capacity on Greenfield land, take up rates have been more extensive on Greenfield than Brownfield land. The greatest Greenfield take up rates were experienced in 2001-2002 and 1996-97 respectively, whilst Brownfield rates were at their peak in 1999-00. The most productive year for total take up was 2001-02.

With regard to the total employment requirements of 65ha and an annual requirement of 4.3ha to be achieved between 1996 and 2011 as outlined in the Structure Plan, although the annual target has been achieved, and even significantly surpassed in some years, on average the Borough has been operating at an annual take up rate of 3.6ha across the monitoring period achieving a total of 43.3ha. The table below outlines the annual figures showing the fluctuations in employment take up.

Whilst there was a period of four consecutive years in which the annual target was not achieved – between 2001 and 2005 – in the subsequent two monitoring years the Borough succeeded in meeting employment requirements. In the most recent monitoring period however, take up of employment land has fallen to its lowest rate in 5 years. It follows that the Borough is still somewhat off its target of 65 hectares of employment land, however there are still 3 years left in the structure plan requirements in which to achieve this figure. If annual employment rates continue to function at 3.6ha the Borough will fail to meet its target by 10.9ha. In order to meet the 65ha requirement, annual completions will need to average 7.2ha for the remaining

four years of the plan period – a rate that has only been achieved in 1 out of the 12 monitoring periods.

**Graph 1**



**Table 1: Past employment land take up**

| Year            | Take up |
|-----------------|---------|
| 1996/97         | 7.00ha  |
| 1997/98         | 0.00ha  |
| 1998/99         | 2.91ha  |
| 1999/00         | 6.83ha  |
| 2000/01         | 7.95ha  |
| 2001/02         | 0.00ha  |
| 2002/03         | 0.30ha  |
| 2003/04         | 3.05ha  |
| 2004/05         | 2.50ha  |
| 2005/06         | 5.11ha  |
| 2006/07         | 6.00ha  |
| 2007/08         | 1.65ha  |
| Total 1996-2008 | 43.3 ha |

The data on take-up rates implies that market activity in the Borough is failing to keep up with the strategic employment target and that, whilst Redditch has sufficient employment capacity to allow a continued provision of employment

land to achieve its 65ha target, this employment land is not being taken up as it should.

## ***Redditch Borough Council Enquiries Data***

### *Overall Level of Enquiries*

Each year the local authority receives enquiries from companies interested in the availability of commercial properties. This data is logged on an internally maintained database and can be used to provide indications of the preferences of expanding businesses and inward investors. The table below shows the overall level of enquiries from 2003 to 2007, excluding 2005 for which data is unavailable.

**Table 2: Overall level of enquiries from 2003 to 2007**

|                     | <b>2003</b> | <b>2004</b> | <b>2006</b> | <b>2007</b> | <b>Total</b> |
|---------------------|-------------|-------------|-------------|-------------|--------------|
| Number of Enquiries | 242         | 364         | 410         | 405         | 1421         |

From 2003 to 2007 enquiries for commercial properties in the Borough have increased by 67%. Demand increased with each consecutive year before experiencing a slight fall from 2006 to 2007. However, the figures demonstrate that Redditch is continually attracting a healthy and significant number of business enquiries to the locality.

### **Enquiries by Source**

The table below shows the level of commercial enquiries by origin. This information demonstrates the potential sources of inward investment into the Borough.

**Table 3: Level of commercial enquiries by origin**

| <b>Source</b> | <b>2003</b> | <b>2004</b> | <b>2006</b> | <b>2007</b> |
|---------------|-------------|-------------|-------------|-------------|
| Birmingham    | 28          | 39          | 79          | 65          |



| Source                            | 2003       | 2004       | 2006       | 2007       |
|-----------------------------------|------------|------------|------------|------------|
| Black Country                     | 0          | 0          | 20         | 8          |
| Bromsgrove                        | 0          | 19         | 25         | 23         |
| Germany                           | 15         | 0          | 0          | 0          |
| North America                     | 11         | 0          | 0          | 0          |
| Redditch                          | 73         | 118        | 103        | 98         |
| Rest of Europe<br>(not specified) | 9          | 10         | 0          | 0          |
| Rest of World<br>(not specified)  | 3          | 9          | 3          | 2          |
| Warwick                           | 12         | 19         | 22         | 19         |
| West Midlands<br>(not specified)  | 17         | 30         | 30         | 74         |
| Worcester City                    |            |            |            | 21         |
| Worcestershire<br>(not specified) | 44         | 44         | 68         | 59         |
| UK (not<br>specified)             | 36         | 43         | 35         | 40         |
| Unspecified                       | 18         | 26         | 10         | 5          |
| <b>Total</b>                      | <b>266</b> | <b>357</b> | <b>395</b> | <b>414</b> |

The table shows that enquiries from all sources have increased from 2003 to 2007, apart from those generated specifically from Germany and North America and those from unspecified sources. Looking at the majority of sources, enquiries were greater in 2006 than in 2007. The greatest increase has occurred for enquiries from the West Midlands (335%). The table shows that across the period 27.4% of all business enquiries were generated by enquiries from within Redditch, whilst only 4.3% of enquiries came from outside the UK. Enquiries from the rest of the world have been consistently low and pose the lowest opportunity in terms of investment and demand for the borough. This would suggest that whilst Redditch holds a local appeal it does not attract significant national or international business interest and this could potentially limit its possibilities for economic growth and expansion. However it should be noted that this view is formed solely on analysing the level of enquiries, in order to qualify this view an assessment would have to be undertaken which identified the number of enquires which result in the take up of units and comparing this with the source of enquiry.

## Enquiries by Type

The table below shows enquiries by type. This information demonstrates the type of industries attracted to the Borough and can be used to assess Redditch's commercial portfolio.

**Table 4 Enquiries by type**

| <b>Type</b> | <b>2003</b> | <b>2004</b> | <b>2006</b> | <b>2007</b> |
|-------------|-------------|-------------|-------------|-------------|
| Industrial  | 144         | 204         | 212         | 208         |
| Office      | 62          | 86          | 92          | 67          |
| Retail      | 36          | 74          | 106         | 130         |

The table demonstrates that the predominant enquiry within the Borough is for industrial premises, accounting for over half (54%) of all enquiries over the period. Demand for industrial premises has increased by 44% between 2003 and 2007; however demand was at its peak in 2006 before a slight fall in 2007. The greatest increase in demand has occurred for retail premises, which have experienced a 261% increase in the number of enquiries from 2003 to 2007. Enquiries for retail premises also underwent the most consistent and progressive levels of growth, with demand increasing in each consecutive year. In contrast, it would seem that whilst industry within Redditch is in a stage of maturation and retail in a stage of growth, office-based business is in decline. Indeed, enquiries for office premises increased yearly from 2003 to 2006, with a 48% increase across the period. However, in 2007, demand fell significantly to almost the same levels as those of 2003. Therefore this data would suggest that whilst the Borough continues to attract industrial clients, it has experienced a shift away from office-based industry and towards retail industry.

As the predominant enquiry has consistently been for industrial premises it is worth looking more closely at the distribution of enquiries across various types of industry to establish the specific employment sectors that are associated with the Borough.

**Table 5: Comparison of the distribution of enquiries across the different industry types as a percentage of total enquiries**

| <b>Industry Type</b>    | <b>2003</b> | <b>2004</b> | <b>2006</b> | <b>2007</b> |
|-------------------------|-------------|-------------|-------------|-------------|
| Agriculture and Fishing | 0%          | 0%          | 2%          | 0%          |

| <b>Industry Type</b>                        | <b>2003</b> | <b>2004</b> | <b>2006</b> | <b>2007</b> |
|---|-------------|-------------|-------------|-------------|
| Manufacturing                               | 34%         | 29%         | 20%         | 18%         |
| Construction                                | 1%          | 3%          | 3%          | 6%          |
| Distribution, Hotels and Restaurants        | 23%         | 34%         | 27%         | 36%         |
| Transport and Communications                | 9%          | 4%          | 3%          | 4%          |
| Banking, Finance, Insurance etc.            | 15%         | 14%         | 24%         | 18%         |
| Public Administration, Education and Health | 3%          | 4%          | 5%          | 5%          |
| Other Services                              | 15%         | 12%         | 16%         | 13%         |

The table compares the distribution of enquiries across the different sectors as a percentage of total enquiries to establish how the demand for these sectors as a proportion of total demand has changed. Whilst the percentage of enquiries for a number of sectors has fluctuated with each year, only manufacturing and transport enquiries have generally consistently decreased and only construction and public administration have consistently increased. More noticeable perhaps is the difference between the break down of enquiries with each consecutive year. In 2003, the majority of enquiries were for manufacturing; by 2004 this had shifted to distribution where demand remained highest for 2006 and 2007. In 2003, the fewest enquiries were generated from the construction industry and this was replicated in 2004. In 2006 transport had an equally low share of enquiries and by 2007 the transport industry was the sole lowest generator for enquiries within the Borough. Across the period therefore there has been a shift away from manufacturing enquiries to distribution, hotels and restaurants, and banking enquiries, whilst transport enquiries have fallen. This pattern represents a changing industrial portfolio in which employment is shifting from blue-collar to white-collar services in the Borough.

## **Enquiries by floorspace**

The table below shows enquiries by floorspace and land area.

**Table 6: Enquiries by floorspace and land area**

| <b>Size (sq ft)</b> | <b>2003</b> | <b>2004</b> | <b>2006</b> | <b>2007</b> | <b>Total</b> |
|---------------------|-------------|-------------|-------------|-------------|--------------|
| Unspecified         | 25          | 3           | 0           | 0           | <b>28</b>    |

| <b>Size (sq ft)</b> | <b>2003</b> | <b>2004</b> | <b>2006</b> | <b>2007</b> | <b>Total</b> |
|---------------------|-------------|-------------|-------------|-------------|--------------|
| 0 – 1000            | 57          | 89          | 105         | 132         | <b>383</b>   |
| 1001 - 2500         | 36          | 79          | 112         | 102         | <b>329</b>   |
| 2501 – 5000         | 39          | 74          | 65          | 48          | <b>226</b>   |
| 5001 – 10000        | 31          | 49          | 41          | 43          | <b>164</b>   |
| 10001 – 20000       | 23          | 21          | 37          | 31          | <b>112</b>   |
| 20001 – 50000       | 15          | 31          | 31          | 23          | <b>100</b>   |
| 50001 – 100000      | 8           | 10          | 13          | 12          | <b>43</b>    |
| 100000+             | 3           | 4           | 6           | 14          | <b>27</b>    |

The table shows that enquiries have increased at every size level from 2003 to 2007, although there were a number of size ranges which had a higher demand in 2006. The greatest increase took place in enquiries for units of 0-1000sq ft with an increase of 75 units. The lowest demand has consistently been for the largest units although most of these unit sizes have also experienced an increase in demand, indeed units exceeding 100000sq ft have witnessed the greatest proportional increase of 367%. It is interesting to note that of all enquiries 68% were for premises under 5000sq ft. This would suggest that demand for premises within Redditch Borough is concentrated at the lower end of the size scale and it is smaller, rather than larger, enterprises who are attracted to the Borough.

## ***Conclusion***

In conclusion, take-up of employment land in the Borough has not been reaching the annual targets outlined in the Structure Plan and consequently is falling behind its 15 year target. Over 33% of the 65 hectares of land allocated for employment uses by the Borough has not yet been developed which suggests that market activity is not at its highest. Although Redditch has until 2011 to meet the employment requirements, based on current levels of market activity, the Borough would not reach its target. Local Plan No.3 sites IN 67 (Land at Brockhill) and IN 69 (Land to the Rear of Alexandra Hospital) account for 8.6ha of the Council's remaining supply of Employment Land. The fact that these sites have not come forward is a significant issue for the Council in achieving its annual targets and accomplishing the Structure Plan targets. Therefore consideration should be given as to how these sites can come forward in order to ensure the Council achieves the Structure Plan target.

A consideration of the number and nature of enquiries provides an insight into employment interest in the Borough. Notably, enquiries from companies have generally increased which suggests that the market is growing. However, enquiries tend to be from local sources, either based within the Borough itself or in surrounding areas. Although these sources offer investment into the Borough, Redditch does not significantly benefit from international investment. Enquiries are largely industrial in nature and in the last couple of years have turned more towards service, rather than manual, industries. Redditch has a fast-growing retail market. The Borough tends to attract smaller enterprises which may help to explain why less employment land has been taken up than anticipated. Thus although employment demand is increasing in the Borough, the size and origin of enquiries militates against explosive market activity.

## **Section 2: Supply and demand analysis**

### ***Introduction***

The following section is intended to present an overview of the industrial and commercial development in Redditch Borough during the period of 2003 to 2007. There is a gap in the data for the year 2005, however overall trends can be ascertained and conclusions made about the development of commercial supply and demand in Redditch. There are obvious clear links with this section and the previous section. This section provides more detail on the supply and demand in the Borough of Redditch and builds upon the first section.

The data stems from the Commercial Property Service Annual Reports as produced by Redditch Borough Council in 2003, 2004, 2006 and 2007 and is based on an internally maintained property database system called Evolutive. Each year the local authority receives enquiries from companies interested in the availability of commercial properties, which are logged into the database, and represent the Borough's demand. Similarly, each year, with the assistance of commercial property agents, information on available premises within the Borough is compiled and entered onto the database, and represents the Borough's industrial supply. At the end of the year, the databases are interrogated to produce statistical information on supply and demand which is collated into the annual property reports. These reports are intended to identify gaps in the supply of commercial property and to encourage developers to meet the demand in order to sustain Redditch's economy.

By collating all of the information from the four annual reports, this section aims to draw comparisons between annual findings and to identify trends in the commercial development of Redditch across this period.<sup>3</sup>

### ***Industrial Demand***

Each year the Council receives enquiries from companies looking for land or premises within the Borough. In 2003, the Council received 144 enquiries for industrial premises, this figure increasing by 42% to 204 enquiries in 2004. From 2004 to 2006 there was a more acute increase of 4% to 212 enquiries, with a slight fall of 2% in 2006 to 2007 to total 208 enquiries. From 2003 to

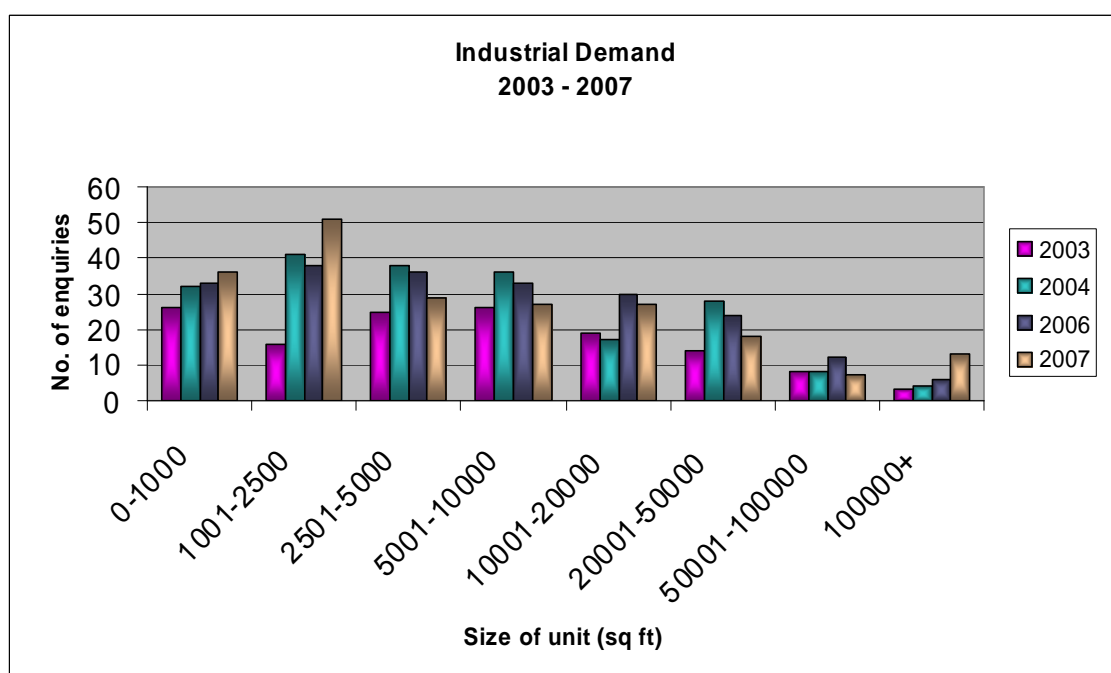
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<sup>3</sup> Due to unforeseen circumstances, data was not collected in 2005.

2007, overall the Borough experienced a 44% increase in demand for industrial properties which suggests that demand for industrial properties in Redditch has consistently increased. However from 2004 to 2007 the rate of increase became more acute, increasing by just 2% during this period, which suggests that demand is beginning to plateau and may have reached its peak. Using these figures, the graph below shows the demand for industrial property by size for the years 2003-2007 (excluding, as previously mentioned, 2005).

Generally, in the Borough, the most sought after industrial unit size lies in the range of 1001 to 2500sq ft, with a negative correlation between the number of enquiries and unit size such that as the size of the unit increases, demand decreases. This pattern is replicated in the years 2006 and 2007 and largely in 2004, apart from an anomaly in the demand for units of 20001 to 50000sq ft. Only in 2003 does the pattern grossly vary, with a more even spread of enquiries than in successive years as well as a slump in demand for units of 1001 to 2500sq ft – the most requested size in subsequent years.

**Graph 2**



Considering the demand for different sized units from 2003 to 2007, enquiries at every size range have increased from 2003 to 2007 except in the ranges of 10001 to 20000 and 50001 to 100000sq ft, although the enquiries in 2004 and 2006 do not necessarily concur. For instance, whilst the number of enquiries for units greater than 100000sq ft showed a consistent increase across the four years, enquiries for units of 2501 to 5000sq ft increased from 2003 to 2007 but in 2004 and 2006 enquiries were greater than in 2007. The biggest

increase occurred in the number of enquiries for units in the size range 1001 to 2500sq ft which experienced a 218% increase from 2003 to 2007, although the most consistent increase across the four years was in the enquiries for units of up to 1000sq ft. In all size ranges, excluding 10001 to 20000sq ft, demand for units was greater in 2004 and 2006 than in 2003. In a number of size ranges, enquiries in 2004 and 2006 were also greater than those in 2007; this is particularly evident for units of 2501 to 5000, 5000 to 10001 and 20001 to 50000sq ft. Although demand fell from 2004 to 2007 in these unit sizes, demand in 2007 was still greater than in 2003 and the level of overall demand has generally grown with each successive year. The main changes in demand that have occurred throughout the monitoring period are an increase in the smallest sized units, with a significant proliferation experienced for units of 1001 to 2500sq ft, as well as a surge in the number of units required in the uppermost range of 100000+ sq ft.

The findings suggest that industry in Redditch is in a healthy and progressive state as demand for units has increased yearly. It appears that businesses are continually being attracted to Redditch and are seeking to establish themselves in the Borough. Enquiries for smaller size units indicate that the majority of businesses wishing to move to Redditch are small enterprises. Although enquiries for units in the mid-ranges have fallen from 2004 to 2007, they are all still greater than in 2003, suggesting that demand has grown. However, the results do suggest that demand for these units is falling and this may be an issue. In contrast, demand for units in the upper size ranges has increased which suggests that larger businesses are seeking to setup in Redditch. This indicates that Redditch is attracting a diversity of businesses that will contribute to expanding and securing the Borough's industrial portfolio.

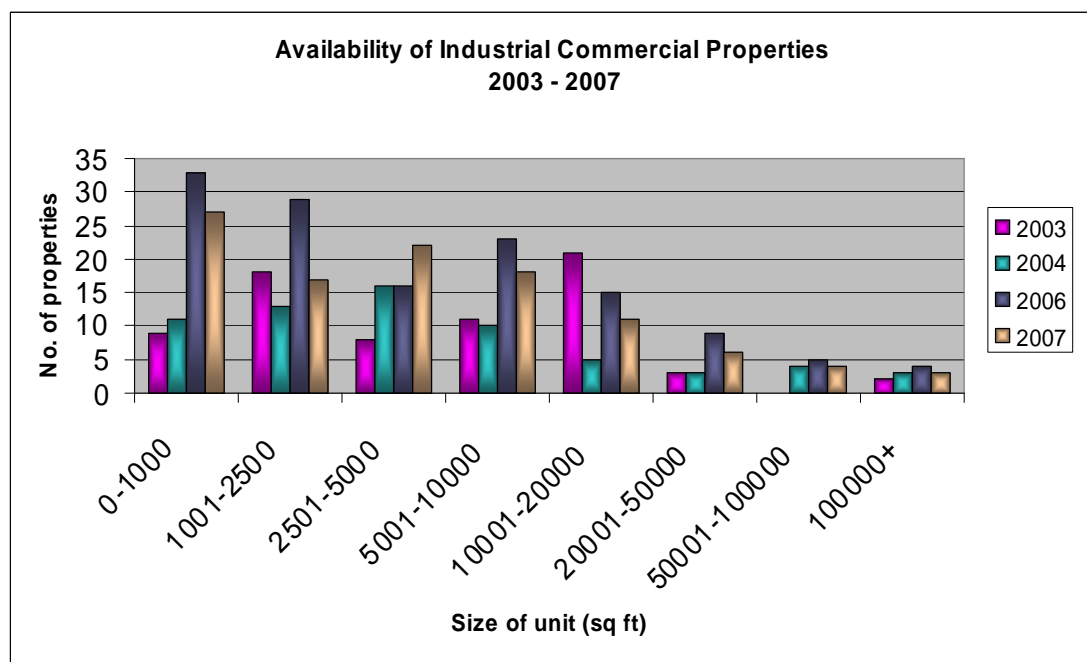
### ***Industrial Supply***

As well as identifying industrial demand, each year the Council calculates industrial supply in terms of the properties available for all or part of the year. This enables the Council to compare demand figures with those of supply to see how the Borough is performing in terms of satisfying industrial demand and maintaining a vibrant economy. Figures from the Evolutive database recorded that the number of available premises in 2003 totalled 72, whilst in 2004 this number fell by 10% to 65. Supply rose significantly in 2006 on the previous figure by 106% to 134 available premises, before a slight fall of 19% to 108 units in 2007. Overall, supply has experienced an increase across the monitoring period of 50%, indicating that the number of units available in the



Borough for industrial operations has doubled. However, in 2006, supply had increased by 86% on that of 2003.

**Graph 3**



Generally in the Borough, the most available units have been in the ranges of 0 to 1000sq ft and 1001 to 2500sq ft. However, in 2003, the most sought-after developments were of 10001 to 20000sq ft, whilst in 2004 they were in the range of 2501 to 5000sq ft. In general, the least available unit sizes were in the range of over 100000sq ft, although in 2003 units of 50001 to 100000 sq ft, and in 2004 units of 20001 to 50000sq ft, were the least available. This would suggest that Redditch is more capable of catering for smaller rather than larger industries which militates against attracting these bigger businesses to the area. The graph shows a negative correlation between unit size and the number of available properties, such that as unit size increases the number of available units decreases. Although there is variation, this pattern has generally been replicated since 2004. In 2004, the number of available units increased in the ranges up to 5000sq ft before a steady fall in the availability of units from 5001 to 10000sq ft. In 2006 and 2007, the negative correlation occurs across the whole data, with availability of industrial premises decreasing from a maximum at 0 to 1000sq ft to a minimum at over 100000 sq ft. The data for 2003 shows more variable levels of demand with no consistent pattern, however availability was concentrated in the lower size ranges whilst the higher ranges were significantly less represented, if at all.

Considering the availability of different sized units, the number of available premises has increased from 2003 to 2007 at all size ranges, although results in 2004 and 2006 do not necessarily concur. Only with regard to units of 2501 to 5000sq ft has availability increased progressively with each year. More typical is an increase in the availability of units from 2003 to 2004, followed by a further increase to 2006 and concluding with a decrease from 2006 to 2007. The biggest increase has occurred in the availability of units of 0 to 1000sq ft which equated to a rise of 200% from 2003 to 2007 and even more significantly a rise of 267% from 2003 to 2006. The only instance of which availability has fallen across the monitoring period is in the range of units of 10001 to 20000sq ft, which experienced a 48% decrease in the number of available industrial properties. These figures suggest that whilst there were twice as many units available of 0 to 1000sq ft in 2007 from 2003, there were half as many units of 10001 to 20000sq ft; this would have determined and restricted the type, size and number of businesses that could have moved to the Borough<sup>4</sup>.

In terms of the correlation between the levels of demand and supply, the overall number of available premises has failed to satisfy the number of enquiries in each year. In 2003, there were 144 enquiries for industrial premises, whilst only 72 units were available – a ratio of 2:1. In 2004, there was a shortage of 139 units, after demand increased to 204 enquiries and supply fell to its lowest across the monitoring period to 65 units. In 2006, Redditch experienced its best correlation between supply and demand with 134 available units which equated to satisfying 63% of the 212 enquiries. This figure fell in 2007 to just under 50%, with 218 industrial enquiries and 108 suitable premises. The pattern in the Borough has thus been one in which the supply of industrial property has been unable to fulfil demand, at its worst this has equated to a ratio of 3:1 – 3 enquiries to every available unit in 2004 – and at its best the Borough has achieved a ratio of 1.6:1 – 1.6 enquiries to every available unit in 2006. Nevertheless, there has always been a deficit in the supply of industrial units that is detrimental to the economic growth and prosperity in the Borough, after all in this four-year window there have been 399 prospective businesses seeking to move to Redditch for whom there has not been the available premises.

Looking more specifically at the relationship between supply and demand, it is necessary to break down the data as follows.

**Table 7: Breakdown of supply and demand data**

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<sup>4</sup> The supply figures for the 2003 and 2004 report were as at a single point in time, i.e. 31/12 whereas the supply figures in the 2006 and 2007 report included all units that were available during the year. This accounts for the significant increase in the number of units available.

|              | 2003 |     |     | 2004 |     |     | 2006 |     |     | 2007 |     |     |
|--------------|------|-----|-----|------|-----|-----|------|-----|-----|------|-----|-----|
| Size         | Dem  | Sup |     | Dem  | Sup |     | Dem  | Sup |     | Dem  | Sup |     |
| 0-1000       | 26   | 9   | -17 | 32   | 11  | -21 | 33   | 33  | 0   | 36   | 27  | -9  |
| 1001-2500    | 16   | 18  | +2  | 47   | 13  | -28 | 38   | 29  | -9  | 51   | 17  | -34 |
| 2501-5000    | 25   | 8   | -17 | 38   | 16  | -22 | 36   | 16  | -20 | 29   | 22  | -7  |
| 5001-10000   | 26   | 11  | -15 | 36   | 10  | -26 | 33   | 23  | -10 | 27   | 18  | -9  |
| 10001-20000  | 19   | 21  | +2  | 17   | 5   | -12 | 30   | 15  | -15 | 27   | 11  | -16 |
| 20001-50000  | 14   | 3   | -11 | 28   | 3   | -25 | 24   | 9   | -15 | 18   | 6   | -6  |
| 50001-100000 | 8    | 0   | -8  | 8    | 4   | -4  | 12   | 5   | -7  | 7    | 4   | -3  |
| 100000+      | 3    | 2   | -1  | 4    | 3   | -1  | 6    | 4   | -2  | 13   | 3   | -10 |

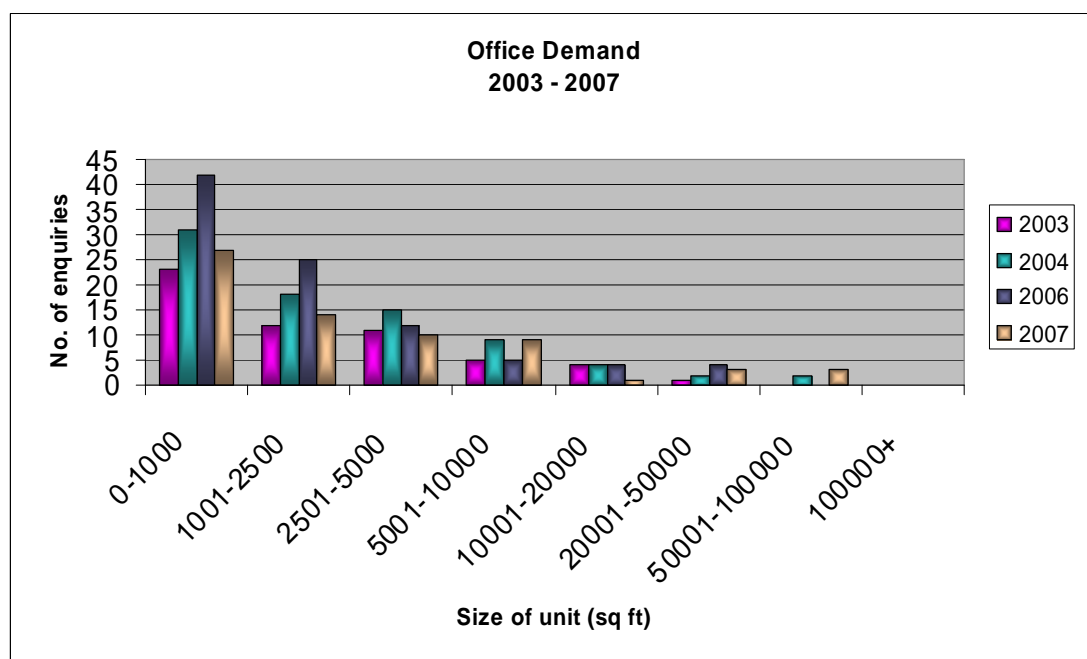
Different sized units have different levels of demand. Ideally, in order to create the best economic situation supply should match demand, indeed if supply is too high this creates redundant units which are not economically sustainable, whereas if supply is too low this does not maximise economic potential. There was only one instance across the four years where supply did indeed equal demand; in every other case supply was either higher than demand or, more commonly, lower than demand. Whilst it is viable for supply to not tally exactly with demand, large surpluses or shortages are disadvantageous. In 2004 and 2007 shortages were experienced at all commercial property sizes, although in 2004 these shortages were larger. The only year which experienced a surplus in a given property range was 2003. Whilst the relationship between supply and demand has improved for a number of size ranges across the years – indeed supply of units of 2501 to 5000, 5001 to 10000, 20001 to 50000 and 50001 to 100000sq ft has become more responsive to demand from 2003 to 2007 – supply of arguably the most important properties has worsened. Given that it has already been established that the most sought after property size was in the lower ranges of 0 to 2500sq ft, it is notable that the deficit between the supply and demand of properties of 1001 to 2500sq ft increased from a manageable surplus of +2 units in 2003 to an unfavourable shortage of -34 in 2007 – the biggest shortage experienced at any size range across the whole monitoring period. This would suggest that rather than tailoring supply to meet demand, the Borough has failed to deliver the industrial property its stakeholders require. Similarly, as demand has increased for the largest properties, the Borough has been unable to keep up

in terms of supply which suggests that the Borough is missing out on enlisting big companies. Furthermore, from 2003 to 2007, Redditch has gone from having a mixture of shortages and surpluses in terms of their commercial supply to just having shortages, many of which are large and, therefore, unprofitable. As industrial demand is continuing to grow in the Borough there is not only a need to increase supply but more specifically to tailor this supply to the distinct industrial demands of the area.

## Office Demand

As with the data on industrial demand, each year the Council receives enquiries for companies seeking office property within the Borough which are logged onto the Evolutive database. In 2003, the Council received 62 enquiries into office accommodation, this figure increasing by 39% to 86 enquiries in 2004. In 2006, 92 enquiries were made, which equates to a 7% increase on the previous figure for demand. However, in 2007, the demand for office property experienced a decline of 22% with only 67 enquiries received. Despite the fall in demand in 2007, overall the number of enquiries for office property increased by 8% for the period 2003 to 2007. In 2006, however, demand was up by 48% on 2003 suggesting that at this time demand had reached its maximum. Using these figures, the graph below shows the demand for office property by size for the years 2003-2007 (excluding, as previously mentioned, 2005).

**Graph 4**



Across all four years, the most sought after office size in the Borough lies in the smallest range of 0 to 1000sq ft, with a negative correlation between the number of enquiries and office size as such that as the size of the office space increases the demand decreases. This pattern is consistent across the four years. Similarly, there has been no demand for offices exceeding 100000sq ft in any of the years, and the lowest demand has always been for office space in the upper ranges of 20001 to 100000sq ft.

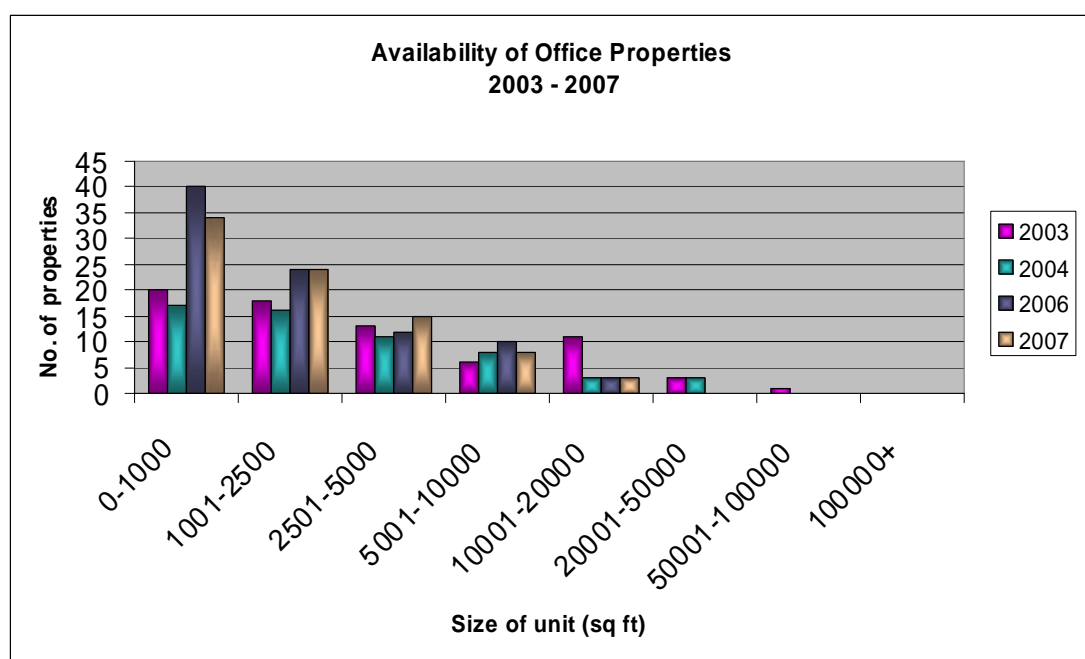
Considering the demand for different sized offices from 2003 to 2007, enquiries have generally increased, except in the ranges of 2501 to 5000 and 10001 to 20000sq ft. However, whilst the comparison between 2003 and 2007 shows an increase in demand, data for 2004 and 2006 disrupts the trends. Indeed, whilst it may be anticipated that demand should consistently grow across the four successive periods, in reality most growth occurred between 2003 and 2006. This pattern is exemplified for demand for offices of 0 to 1000 and 1001 to 2500sq ft, whereby the number of enquiries steadily increased from 2003 to their peak in 2006 before witnessing a slump in 2007. At all size ranges both in 2004 and 2006, demand was equal to, or higher than, the level of 2003. Whilst 2006 was the principal year in terms of experiencing the greatest demand for offices at the majority of sizes, the greatest demand for offices of 2501 to 5000sq ft occurred in 2004. In terms of the growth of demand, the biggest increase occurred in the number of enquiries for units of 0 to 1000sq ft which experienced a 17% increase during the period from 2003 to 2007, however an increase in demand of 83% occurred for the same size range from 2003 to 2006. The main changes in demand for office accommodation that have occurred from 2003 to 2007 are an increase in the number of enquiries for offices in the lowest and highest size ranges. More notable perhaps are the changes that have occurred between 2006 and 2007, most significant of which are a decrease in the demand for the smallest sized offices but an increase in the number of enquiries for offices of 50001 to 100000sq ft.

The findings suggest that although Redditch attracted more interest from office-based companies in 2007 than in 2003, demand may in fact be falling given the discrepancy between the figures for 2004 and 2006 and those for 2007. It appears that after 2006, businesses have not been as likely to move to Redditch. Enquiries for the smallest sized units indicate that the majority of businesses wishing to move to the Borough are small enterprises, whilst demand for larger offices has remained low.

## Office Supply

As well as identifying the demand for offices, the Council also has annual figures detailing the amount of office accommodation available. In 2003, the number of available offices in the Borough totalled 72, this figure decreased by 19% to 58 in 2004. There was an increase of 24% in the number of available offices in 2006 which took the level of supply to 89 properties. In 2007, there was a slight decrease of 6% from the previous year to 84 available office properties. Overall from 2003 to 2007, supply increased by 17%, although more accurately, looking at the individual years that comprise this period, there has been a fluctuating and variable market.

**Graph 5**



In every year, the most available office properties have been in the range of 0 to 1000sq ft. Similarly, the least available office properties have consistently been those that exceed 100000sq ft, of which there have been no properties on the market throughout the monitoring period. This would suggest that Redditch caters more for small companies and is not so accommodating for larger businesses seeking greater office space. The graph shows a negative correlation between office size and the number of available properties, such that as office size increases the number of available units decreases. Despite the variance between the individual years, this pattern is replicated in each year, although more exaggerated and proportional in 2006 and 2007.

Considering the availability of different sized units, the number of available office properties has increased from 2003 to 2007 in terms of the supply of

properties at the lower end of the size scale but has decreased for larger accommodations exceeding 10000sq ft. However, results in 2004 and 2006 do not show a consistent rise from 2003 to 2007, indeed there has been no linear progression for the supply of any office properties across the four years, rather availability tends to decrease from 2003 to 2004, before a sharp increase in 2006 and a slight fall in 2007. This pattern is exemplified for the availability of units of the smallest sizes, whilst elsewhere supply varies. The biggest increase has occurred in the availability of offices of 0 to 1000sq ft which experienced an increase of 70% from 2003 to 2007, although a 100% increase was achieved in the same range from 2003 to 2006. The only instances in which availability has fallen are for properties of 50,001 to 100000sq ft and, more noticeably, in the range 10001 to 20000sq ft where there was a decrease of 73%.

In terms of the correlation between the levels of supply and demand, the overall number of available office properties managed to satisfy the number of enquiries in two out of the four years, whilst in the other two years this pattern reversed, with demand overwhelming supply. In 2003, there were 62 enquiries for office accommodation and 72 available premises – a surplus of 10 properties. In 2004, the Borough experienced a shortage in office accommodation, with 86 enquiries and only 58 available properties resulting in a deficit of 28 properties. Although a similar shortage occurred in 2006, the discrepancy between the demand and supply of office accommodation was cut to a shortage of only 3 properties, with the number of enquiries totalling 92 and the available premises 89. Finally in 2007, the Borough experienced its biggest surplus of office accommodation of 17 excess units, having received 67 enquiries and possessing 84 premises. Although it would appear that the relationship between supply and demand has improved since 2004 from its biggest deficit of office accommodation to its biggest surplus in 2007, the current status does not necessitate improvement. Indeed, an excess of 17 units would suggest that Redditch is not maximising its economic potential, whereas a shortage of three units in 2006 is more profitable as all properties are in demand.

To take a more in-depth look at the relationship between the supply and demand of office property, it is necessary to break down the data as follows.

**Table 8: Supply and demand of office property breakdown**

|           | 2003 |     |    | 2004 |     |     | 2006 |     |    | 2007 |     |     |
|-----------|------|-----|----|------|-----|-----|------|-----|----|------|-----|-----|
| Size      | Dem  | Sup |    | Dem  | Sup |     | Dem  | Sup |    | Dem  | Sup |     |
| 0-1000    | 23   | 20  | -3 | 31   | 17  | -14 | 42   | 40  | -2 | 27   | 34  | +7  |
| 1001-2500 | 12   | 18  | +6 | 18   | 16  | -2  | 25   | 24  | -1 | 14   | 24  | +10 |

|              | 2003 |    |    | 2004 |    |    | 2006 |    |    | 2007 |    |    |
|--------------|------|----|----|------|----|----|------|----|----|------|----|----|
| 2501-5000    | 11   | 13 | +2 | 15   | 11 | -4 | 12   | 12 | 0  | 10   | 15 | +5 |
| 5001-10000   | 5    | 6  | +1 | 9    | 8  | -1 | 5    | 10 | +5 | 9    | 8  | -1 |
| 10001-20000  | 4    | 11 | +7 | 4    | 3  | -1 | 4    | 3  | -1 | 1    | 3  | +2 |
| 20001-50000  | 1    | 3  | +2 | 2    | 3  | +1 | 4    | 0  | -4 | 3    | 0  | -3 |
| 50001-100000 | 0    | 1  | +1 | 2    | 0  | -2 | 0    | 0  | 0  | 3    | 0  | -3 |
| 100000+      | 0    | 0  | 0  | 0    | 0  | 0  | 0    | 0  | 0  | 0    | 0  | 0  |

Across the four years, there was only one instance (excluding those cases in which demand was 0) where supply of a given office property equalled demand – 2501 to 5000sq ft properties in 2006. In 44% of instances supply was lower than demand, whilst in 38% of instances it was greater than demand. Whilst it is unfeasible for supply and demand to exactly match, large shortages or surpluses are economically disadvantageous. In 2003, surpluses were experienced in the majority of office property sizes, however this pattern was reversed in 2004 and, since then, in 2006 and 2007 the trend has been variable across the different size ranges. There has been no obvious trend in terms of the relationship between supply and demand from 2003 to 2007, indeed although a number of unit sizes have shifted from having a surplus of office properties to having a shortage throughout this period (20001 to 50000sq ft), other unit sizes have furthered their surplus. The only unit size to have shifted from having a deficit to a surplus is that of 0 to 1000sq ft – the most sought after property size. Furthermore, the biggest deficit was experienced in properties in the range of 0 to 1000sq ft in 2004. In terms of the biggest surplus this was experienced in 2007 for properties of 1001 to 2500sq ft. Whilst the relationship between the demand and supply of offices at the smaller end of the scale has generally been responsive across the four years, the supply of larger sized offices has not reacted to changing levels of demand. Indeed, although demand for offices of 20001 to 100000sq ft has increased in 2006 and 2007 from that of 2003 and 2004, the availability of properties has not reflected this change. These findings would suggest that the fluctuating levels of demand for different sized offices make providing an economically progressive and sustainable level of supply difficult. Even though it is possible to identify both the most and least sought after office properties, it is impossible to predict demand and to regulate the number of available properties. Overall, from 2003 to 2007, the Borough has been more capable of satisfying demand although not necessarily at its most profitable level. Whilst the demand for office property grew from 2003 to 2006, a slump in 2007 suggests that the Borough may be experiencing a decline in office-

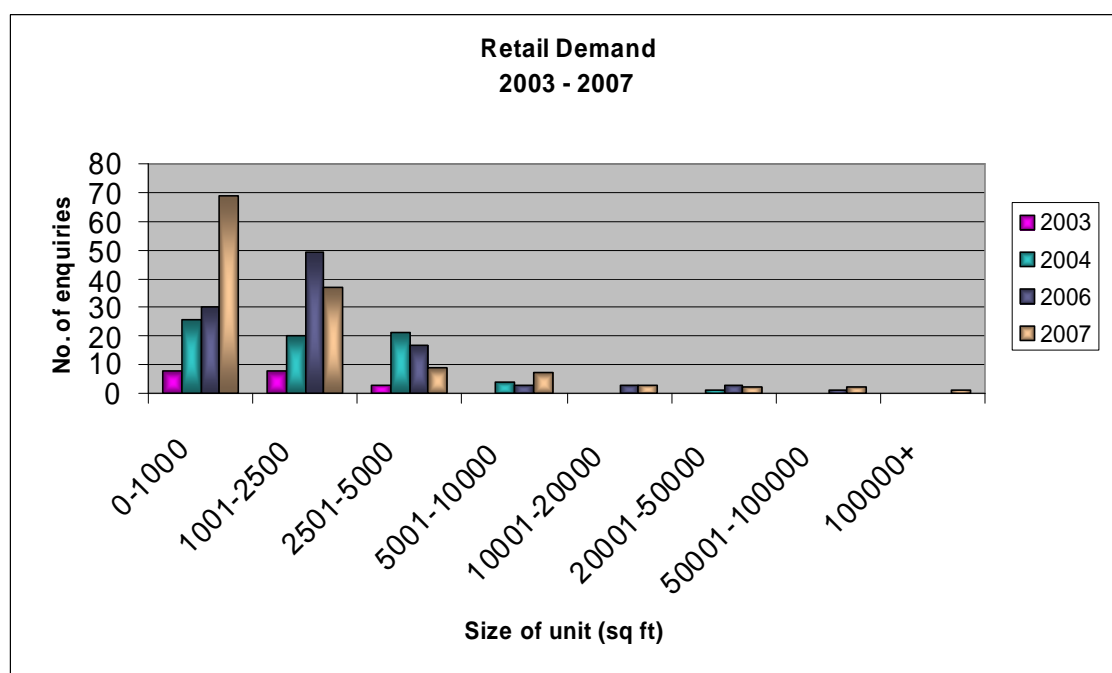


based industry. As the number of available office premises is still high, the Borough needs to ensure that demand is improved in order to maximise Redditch's economic sustainability.

## ***Retail Demand***

The final type of enquiry that the Council receives is for retail property; this information is again logged into the Evolutive system and serves to provide an annual overview of demand within the Borough. In 2003, 36 enquiries were received for retail properties in Redditch, this figure increasing by 106% to 74 enquiries in 2004. In 2006, demand was up by 43% on the previous year, with 106 enquiries. Demand continued to rise in 2007, this time by 23% to 130 enquiries. From 2003 to 2007, the Borough witnessed a 261% increase in the number of enquiries for retail property. Demand for retail property has undergone a consistent and progressive increase across the monitoring period, suggesting that the retail industry in the Borough is growing. Using the data, the graph below shows the demand for retail property by size for the years 2003 to 2007 excluding 2005.

**Graph 6**



The graph indicates that generally in the Borough, the most sought after retail units are those in the range of 0 to 1000sq ft, with a negative correlation between the number of enquiries and unit size such that as unit size increases, demand decreases. This pattern is replicated most consistently in 2003 and 2007 and largely in 2004, apart from an anomaly in the demand for

units of 2501 to 5000 sq ft that disrupts the linear correlation. Only in 2006 does the pattern dramatically differ. In this year the highest demand was for retail units of 1001 to 2500sq ft which consequently disrupted any linear relationship between demand and unit size. Nevertheless, the graph demonstrates that each year retail demand is concentrated at the lower end of the size scale.

Considering the demand for different sized retail units from 2003 to 2007, enquiries at every size range have increased. Usually, demand for different units has increased with each successive year as demonstrated in terms of the increasing number of enquiries for units of 0 to 1000sq ft. However, in other instances, demand in 2007, although greater than that of 2003, has been overshadowed by demand in 2004 or 2006. Indeed, for units of 1001 to 2500sq ft demand increased from 2003 to 2006 before falling in 2007. Another distinctive pattern occurs for units of 2501 to 5000sq ft whereby demand increases from 2003 to its peak in 2004 before steadily falling in the remaining two years. The biggest increase in enquiries between 2003 and 2007 occurred for units of 0 to 1000sq ft for which demand increased seven-fold. The main changes in demand over the monitoring period include an increase in the number of enquiries for the two smallest sized retail units and a more even spread of demand for the larger sized retail premises.

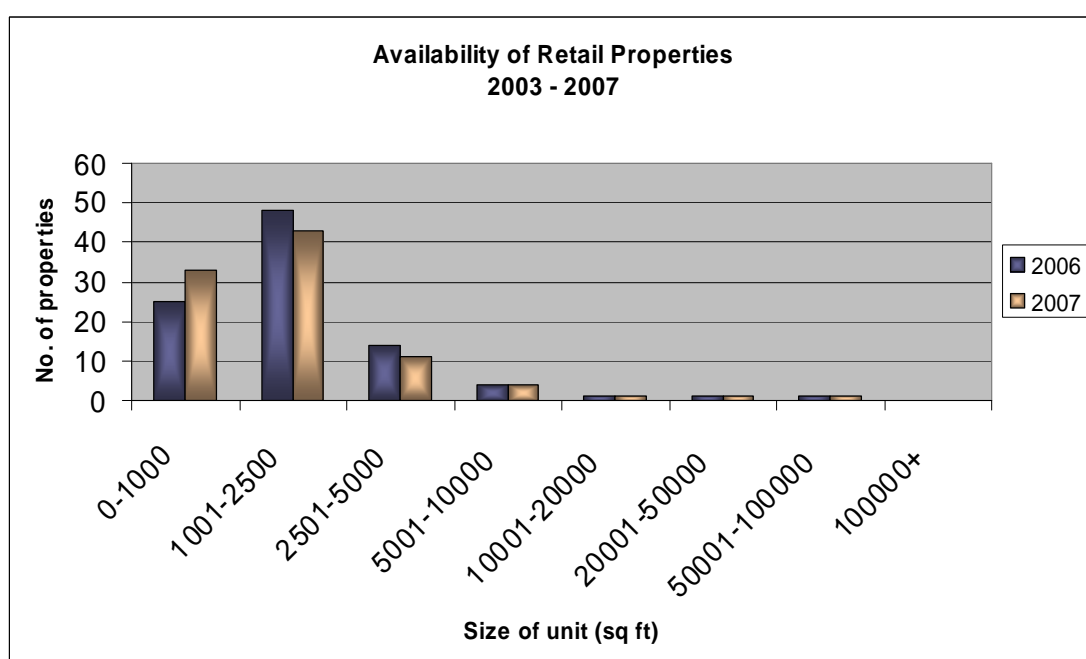
The findings suggest that retail in Redditch is in a healthy and expanding state as overall demand for units has increased yearly. From 2003 to 2007 the number of enquiries from companies seeking retail units within the Borough has more than trebled suggesting both that retailers are continually being attracted to the area and that the retail industry in the Borough is in a process of maturation. The level of enquiries for smaller sized retail units indicates that Redditch tends to attract smaller retailers, however in 2006 and 2007 demand for larger retail units has been on the increase suggesting that Redditch's retail portfolio is diversifying.

### ***Retail Supply***

Data is also gathered concerning the annual retail supply in terms of the number of available properties in the Borough. Information has only be supplied for the last two years, thus a direct comparison will be made between 2006 and 2007. In both 2006 and 2007, the number of available retail units totalled 94. Without data from the previous years it is difficult to gain any insight into the development of retail supply in the Borough, however that the number of available properties has remained consistent suggests that the retail property market in Redditch has been stable.

The graph shows that beginning with units of 1001 to 2500sq ft, there is a negative correlation between unit size and the number of available properties, such that as unit size increases demand decreases. In the last two years the most available retail units have been in the range of 1001 to 2500sq ft followed by those in the range of 0 to 1000sq ft. The concentration of available properties falls within the smaller size ranges, with larger units of 10001 to over 100000sq ft being the least available. This would suggest that Redditch has a greater capacity to cater for small-scale shops and that accommodating larger retail projects is difficult.

**Graph 7**



Whilst overall availability has remained the same from 2006 to 2007, the availability of different sized units has experienced some change. For the larger sized retail units exceeding 5001 sq ft, the number of available premises at the various size ranges has been consistent. However, in terms of the availability of units in the ranges of 1001 to 2500 and 2501 to 5000sq ft, the number of available retail premises has decreased from 2006 to 2007 by 5 and 3 units respectively. There has only been one instance in which availability has increased and that has been in the range of 0 to 1000sq ft, which experienced an increase of 8 units.

In terms of the correlation between the levels of supply and demand, comments can only be made with regard to 2006 and 2007. In these years the overall number of available retail premises has failed to satisfy the level of demand and the problem worsened from 2006 to 2007. Indeed, in 2006, there

were 106 enquiries for retail premises, whilst only 94 units were available equating to a shortage of 12 units. In 2007, this deficit increased to 36 units, after receiving 130 enquiries but only having 94 available properties. In the last two years, therefore, the pattern in the Borough has been one in which the supply of retail premises has increasingly been unable to fulfil demand. Whilst demand for retail units has been on the increase from 2003 to 2007, supply has remained static for the last two years. In this two year window there have been 48 businesses seeking to move to Redditch for whom there has not been the available retail premises. It is anticipated from the data that retail demand will continue to grow and therefore in order to maximise economic opportunities supply needs to be responding to the growth in the market.

Looking more specifically at the relationship between supply and demand, it is necessary to break down the data for the last two years as follows.

**Table 9: Relationship between supply and demand 2006-07**

|              | 2006 |     |    | 2007 |     |     |
|--------------|------|-----|----|------|-----|-----|
| Size         | Dem  | Sup |    | Dem  | Sup |     |
| 0-1000       | 30   | 25  | -5 | 69   | 33  | -36 |
| 1001-2500    | 49   | 48  | -1 | 37   | 43  | +6  |
| 2500-5000    | 17   | 14  | -3 | 9    | 11  | +2  |
| 5001-10000   | 3    | 4   | +1 | 7    | 4   | -3  |
| 10001-20000  | 3    | 1   | -2 | 3    | 1   | -2  |
| 20001-50000  | 3    | 1   | -2 | 2    | 1   | -1  |
| 50001-100000 | 1    | 1   | 0  | 2    | 1   | -1  |
| 100000+      | 0    | 0   | 0  | 1    | 0   | -1  |

There are different levels of demand for different sized retail premises within the Borough. In terms of the relationship between supply and demand, it is most economic for the two components to match, however realistically this is not very often achieved. Indeed, there was only one instance in which supply matched demand; this was in the size range 50001 to 100000sq ft in 2006. In 69% of instances, supply did not meet demand, whilst in 19% of instances supply was greater than demand. In 2007, changes occurred in the dynamics between the number of enquiries for, and the availability of, retail properties at all size ranges from those of 2006. Further deficits occurred in the availability of properties in the ranges of 0 to 1000sq ft, whilst availability of properties of 50001 to 100000 and 100000sq ft shifted from equilibrium in 2006 to a shortage in 2007. With regard to properties of 5001 to 10000sq ft, a surplus in

2006 was reduced to a deficit in 2007. Elsewhere, shortages of retail units of 1001 to 2500 and 2501 to 5000sq ft in 2006 were turned into surpluses in 2007. Both the biggest deficit and the biggest surplus in the availability of retail properties were experienced in 2007, at 0 to 1000 and 1001 to 2500sq ft respectively. Given that the greatest demand has generally been concentrated in these smaller unit sizes, it is noticeable that the deficit in the supply of properties of 0 to 1000sq ft has increased from an acceptable -5 units to a disadvantageous -36 units, which indicates that in 2007 the Borough was losing out on gaining 36 retail businesses which was over 7 times the amount in 2006.

## ***Conclusion***

In conclusion, the Borough has experienced a varied history of commerce and industry during the period of 2003 to 2007. In terms of demand, the most turbulent market has been that of office-based industry which has experienced both significant growth from 2003 to 2007 but more importantly a major decline from 2006 to 2007. Industrial demand has generally increased in the Borough across the monitoring period suggesting that the market is healthy. The most progressive market in the Borough has been that of retail which has experienced the most consistent and large increase in demand. Demand has been characterised by a concentration of interest for the smallest industrial, office and retail units which indicates that the majority of businesses in Redditch are small enterprises. With regard to the development of supply within the Borough, industrial supply has generally increased across the monitoring period but nevertheless has failed to meet demand. The supply of retail properties has remained consistent, however as demand has increased, the Borough has become increasingly less capable of fulfilling demand. Finally, office supply has been the most fluctuating. Data for demand within the Borough suggests that generally the Borough is continually attracting business to the area; however the supply of commercial property indicates that the Borough is not functioning at its most economically sustainable level.

## **Section 3: Summary of Responses to Employment Land Review questionnaire**

### ***Introduction***

This section provides a summary of the responses to the Employment Land Review questionnaire undertaken with local industries in the Borough. In total 730 questionnaires were sent out and 184 were received back - a response rate of 25%. Therefore this section does not cover the whole industrial constitution of the Borough, however the information can be seen as representative of this community. The purpose of the section is to provide additional baseline information for the Employment Land Review and build upon existing economic data for the Borough. The questionnaire is provided in Appendix 4. This section solely focuses on the Employment related responses and not those questions relating to the views of the Council<sup>5</sup>. Once responses were received they were grouped into the following locations:

- Arrow Road (Total responses = 4)
- Enfield (Total responses = 27)
- Hunt End (Total responses = 3)
- Lakeside (Total responses = 46)
- Moons Moat (Total responses = 42)
- Oakenshaw (Total responses = 2)
- Park Farm (Total responses = 33)
- Ravensbank (Total responses = 2)
- Washford (Total responses = 25)

As part of the Redditch Borough Structure Plan requirement of 65 hectares of employment land (1996 – 2011), a component of this was to be provided in Bromsgrove District. This component was to be met in Ravensbank, for this reason Ravensbank has been included within this survey. Each of the above locations has a sub-section, provided in Appendix 5, which illustrates all of the responses to the questions, with the exception of the positive factors of locating in the Borough and satisfaction of the Council. In addition to this Appendix 6 provides sub-sections which relate to the responses for each question in order. The positive factors of locating in the Borough have been excluded because there were no clear comparisons between the responses and therefore it was not possible to meaningfully group any of the data. The

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<sup>5</sup> Where there were queries which the Council needed to respond to the relevant company was contacted.

responses made with regard to the satisfaction with the Council have been excluded because this is solely for internal purposes.

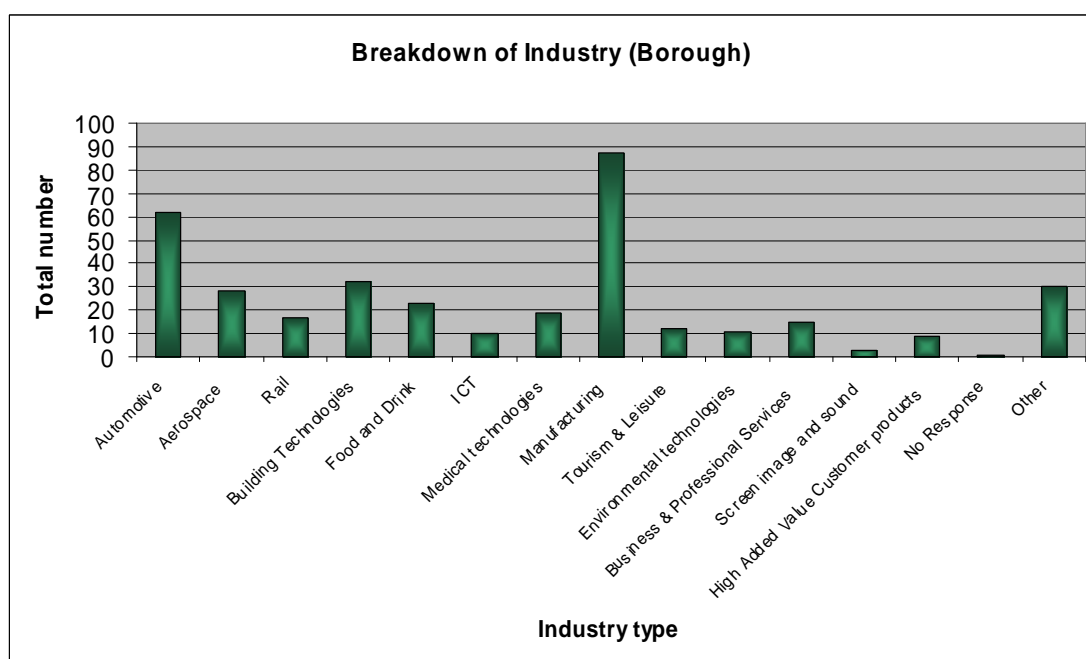
This section sets out the overall responses for the Borough and highlights any significant differences or any major issues within specific employment locations.

## ***Analysis***

### **Employment sectors**

The questionnaire sought to establish the existing industrial sectors and their proportionality within Redditch Borough. It should be noted that respondents were not restricted to selecting one business sector.

**Graph 8**

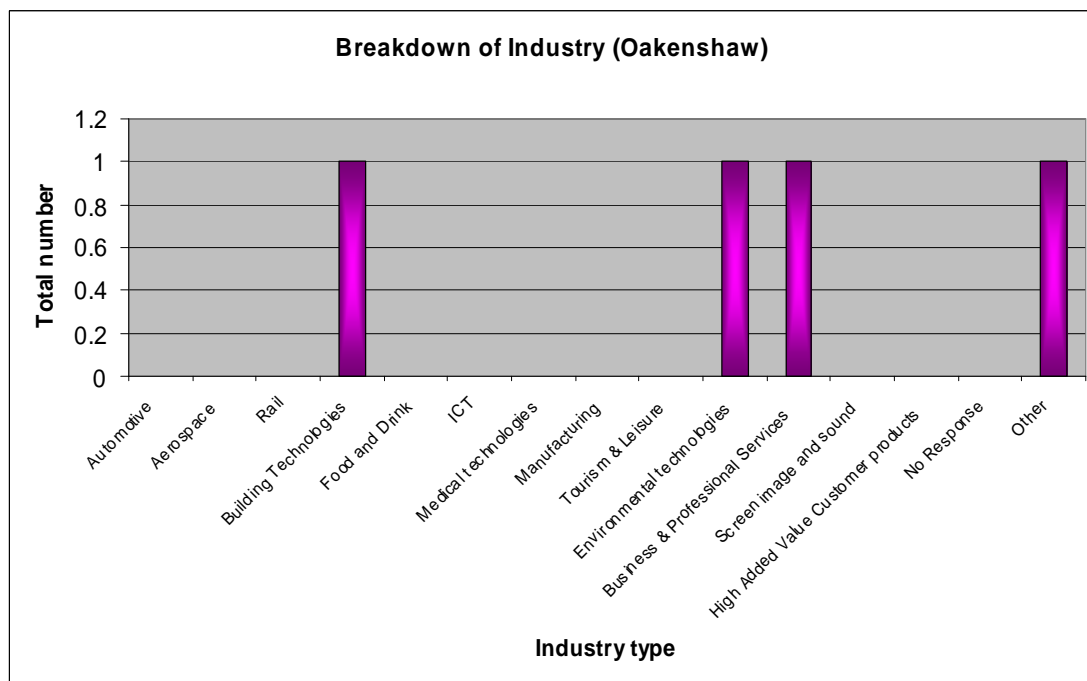


The graph above illustrates that the predominant industry within the Borough is manufacturing. The Borough also demonstrates a high amount of automotive and building technology industries. However, the Borough does not specialise in ICT or high-added value customer products, and the smallest sector, and the only industry with less than ten respondents, is that of screen, image and sound.

These responses are reflected in each of the employment areas across the Borough. The only exception is Oakenshaw, as illustrated below, in which

industry is dominated by building technologies, environmental technologies and business and professional services rather than manufacturing. This is not surprising given that the commercial area of Oakenshaw is an office development. However, there were only two responses received for Oakenshaw and therefore it is not considered to be a suitable sample size nor a true representation of the employment area.

**Graph 9**



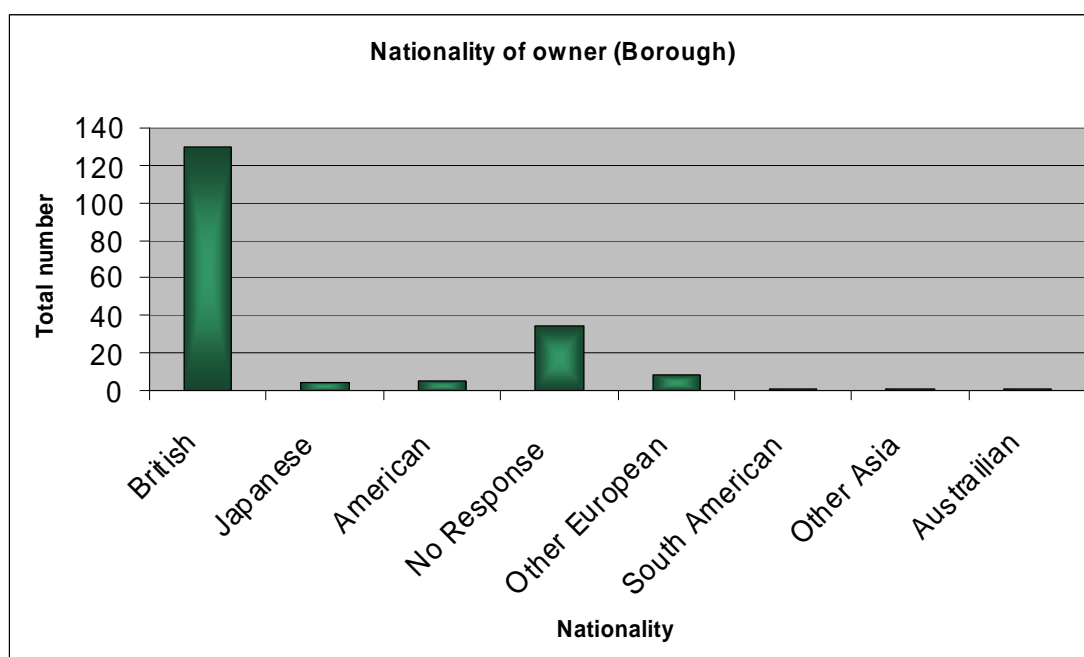
## Ownership

The questionnaire asked respondents to specify the nationality of the companies' owner in order to identify the sources of industry within the Borough.

The graph shows that the predominant nationality of owners within the Borough is British, with a limited number of owners from a variety of other nations. Arguably this indicates that there is limited inward investment within the Borough, particularly from international sources, this also correlates with the lack of enquires from international sources detailed in the previous section.



**Graph 10**



## Employment

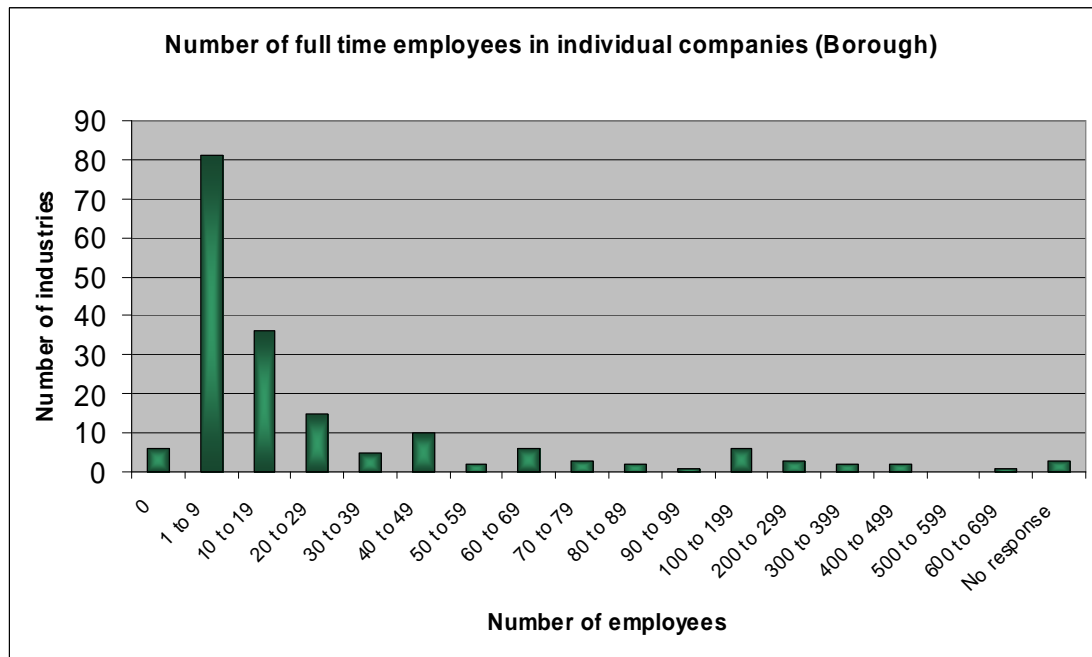
In terms of considering the size and status of the various industries within Redditch borough, the number of full and part time employees was established.

In relation to full and part time employees within the Borough, the questionnaire established that most companies only employ between 1 and 9 staff members. This indicates that the bulk of industries within the Borough are small enterprises. This is not necessarily an issue as this pattern is reflected nationally; the Federation of Small business states that “over 97% of businesses employ less than 20 people and often rely heavily on temporary and agency workers to cover unexpected gaps in employment.”<sup>6</sup>

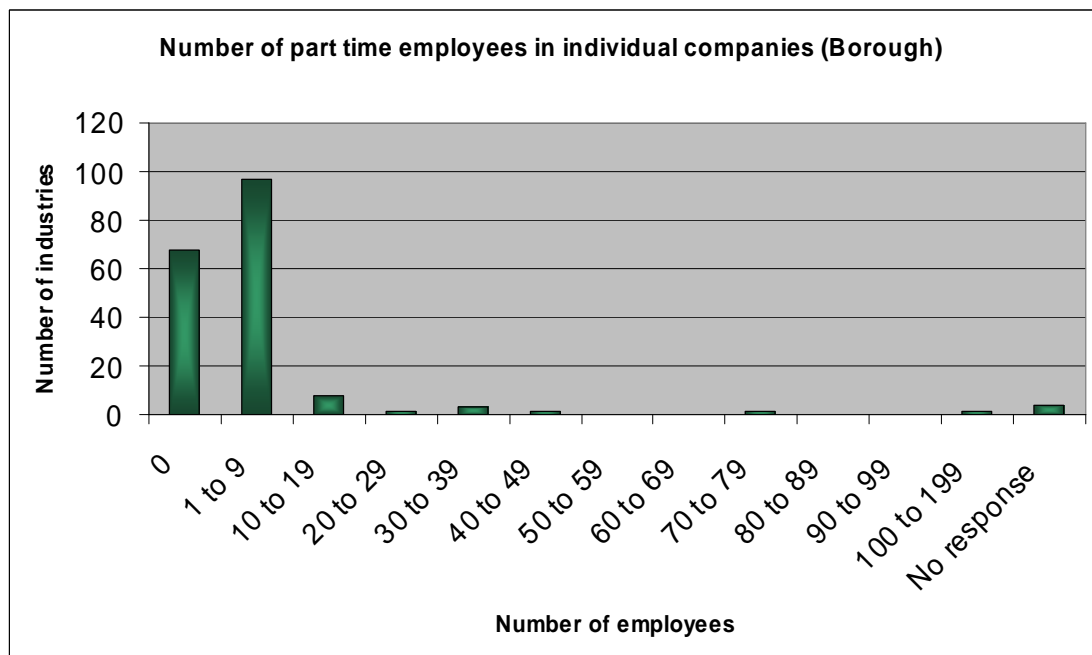
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<sup>6</sup> <http://www.fsb.org.uk/news.asp?REC=4625> (FSB News Release - PR/2008/30 - Issue date: Tuesday May 20 2008)

**Graph 11**

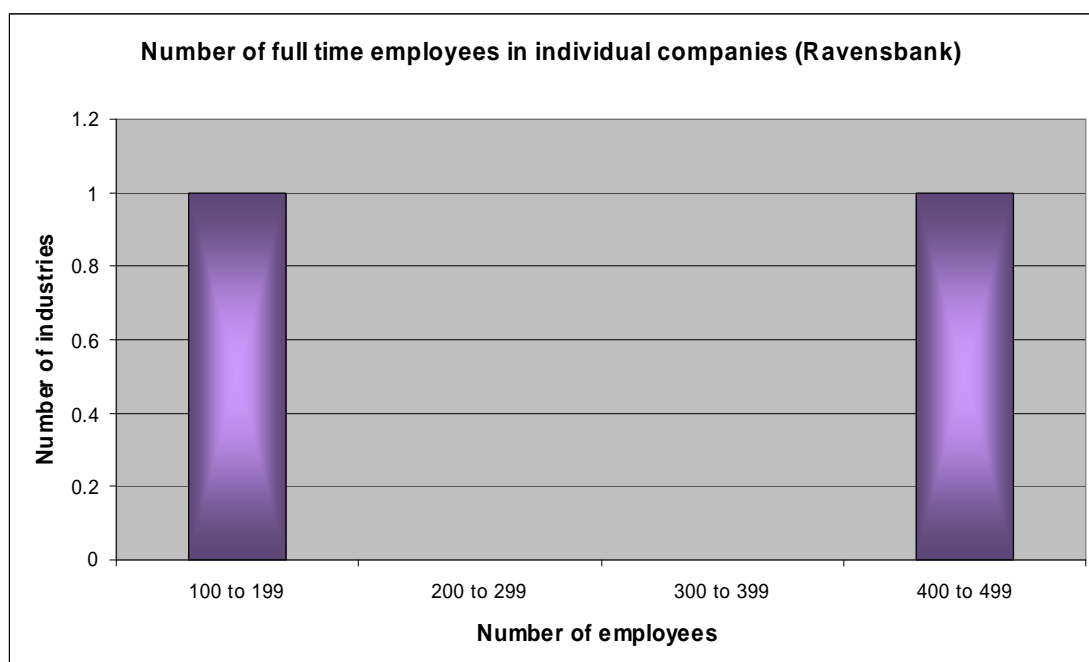


**Graph 12**



Although Park Farm shows a slight difference in this trend, with companies more likely to employ between 10 and 19 full time staff members, generally, throughout the Borough, company size is small, with a high proportion of industries in Washford, Moons Moat, Lakeside and Park Farm employing no part time staff. The only employment area that is significantly different is Ravensbank which has both a large full time workforce, as illustrated below, and part time workforce. This is to be expected given that the smallest property on Ravensbank is 17,000 sq ft and Ravensbank is the location of the largest commercial property in the Borough.

**Graph 13**

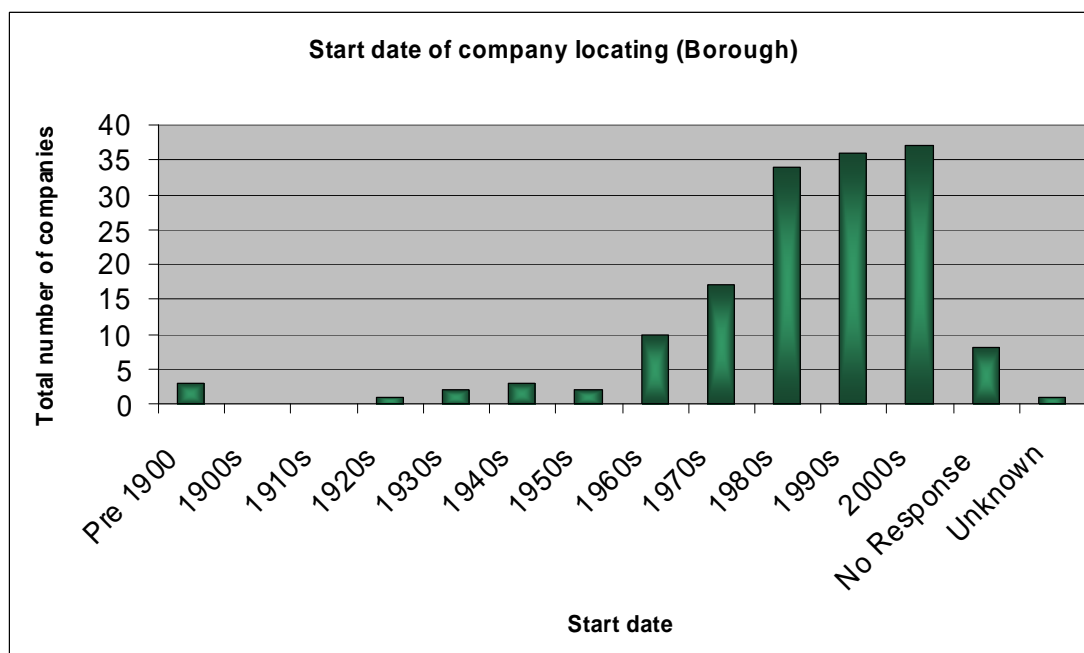


Overall, businesses within the Borough were identified as small in terms of their personnel. This may be advantageous as smaller firms are often more dynamic and the potential for growth in jobs is generally higher than in larger companies.

### **Company Set-up**

The employment questionnaire was used to assess the employment history and development of industries within the Borough by ascertaining the period in which a company located in Redditch.

**Graph 14**



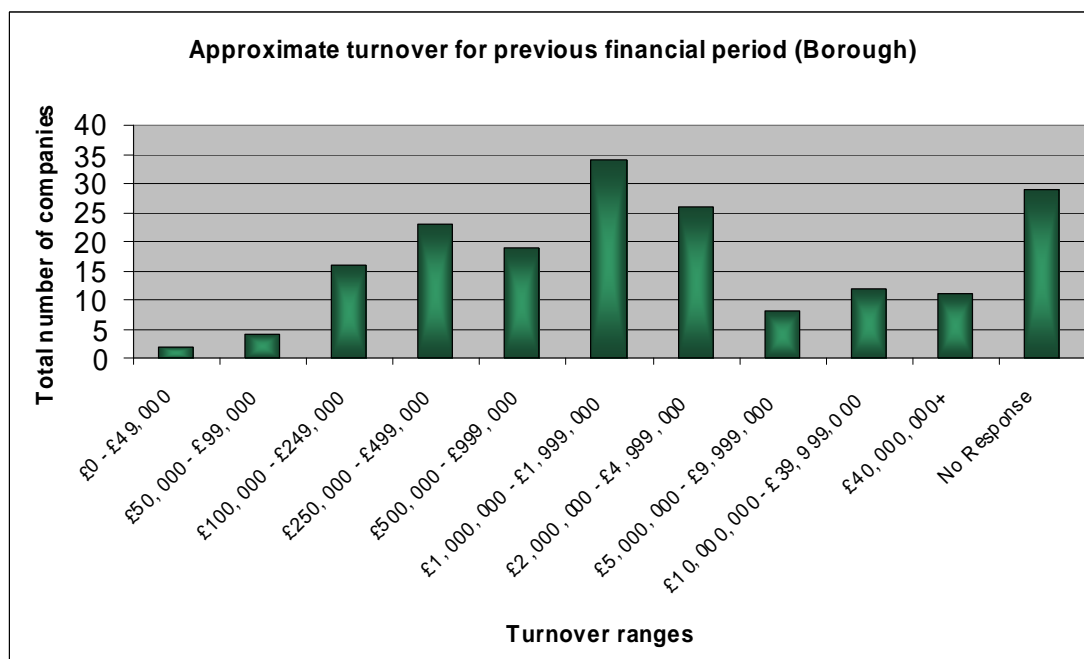
The above graph illustrates the continued expansion of Redditch's industrial portfolio. Whilst the development of industry was sporadic and slight in the early 1900's, from 1950 development has been progressive and significant. Thus it follows that the highest proportion of industries started their operations in Redditch in the 2000s, whilst the 1980s and 1990s also witnessed high proportions of industries locating in the Borough. The fact that Redditch has a high proportion of industries locating in the Borough in the 2000s is not to be deemed an issue. Indeed, it demonstrates both that the Borough is growing economically and that it has the ability to attract companies to the area. It should also be noted that because the question specifically related to locating in Redditch Borough and not the start date of the firm some of the firms locating in the Borough would be well-established companies.

Whilst some of the employment areas in the Borough are more traditional and have companies dating back to the pre-1900s, for example Lakeside, generally the pattern of a developing industrial profile is reflected in all of Redditch's employment areas, with the 1990s and 2000s particularly dominant in terms of companies starting up in Redditch.

## Turnover

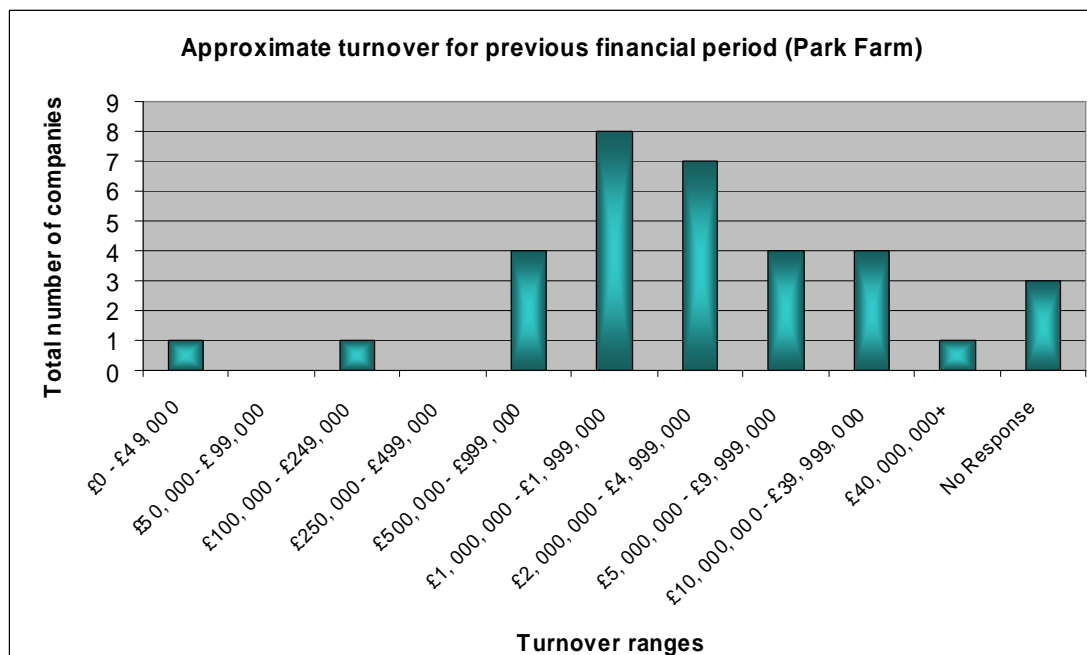
As part of the Employment Land Review, the turnover for local businesses was also assessed in the questionnaire and the feedback is summarised in the graph below.

**Graph 15**



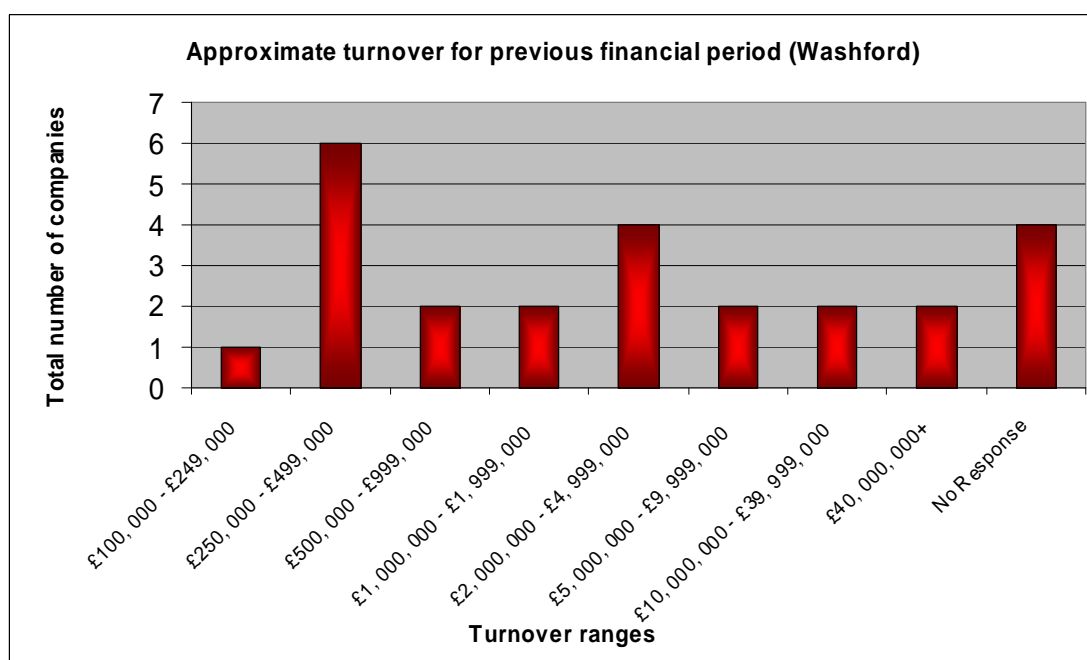
The turnover ranges across the Borough are very varied, and it should be noted that a high proportion of those businesses that did respond preferred not to disclose their turnover for the previous financial period. The graph indicates that the most common turnover range for companies in the Borough is £1, 000, 000 to 1, 999, 000. The majority of local businesses occupy the mid-range for turnover, whilst only a few companies fall in the highest and lowest brackets. This pattern is duplicated in a number of the employment areas in the Borough, most notably Enfield and Moons Moat. However, there are also a number of areas that show distinctly different turnover compositions from the Borough norm. Whilst the patterns in Hunt End, where the turnover consists only of 250,000 to 499,000 and 500,000 to 999,000, Ravensbank where turnover occupies only the maximum range of 40,000,000+ and Oakenshaw where the turnover is equally distributed between the 2,000,000 to 4,999,000 and 40,000,000 ranges, can be explained by the low response rate of the businesses in the area, more telling patterns emerge in Park Farm and Washford.

**Graph 16**



In Park Farm, whilst the most common turnover for businesses correlates with the Borough norm of 1,000,000 to 1,999,000, the overall pattern differs, with a concentration of businesses in the upper parameters of turnover and a dearth of businesses in the lower parameters.

**Graph 17**



In terms of the composition of Washford, the entire pattern varies from that dominant in the Borough. Indeed, there were no recorded businesses with a turnover less than 100,000 and, apart from slight peaks in 250,000 to 499,000 and 2,000,000 to 4,999,000; the area shows a more evenly spread of turnovers than is demonstrated Borough-wide. Overall, industries within the Borough tend to produce a healthy turnover that is conducive to economic stability.

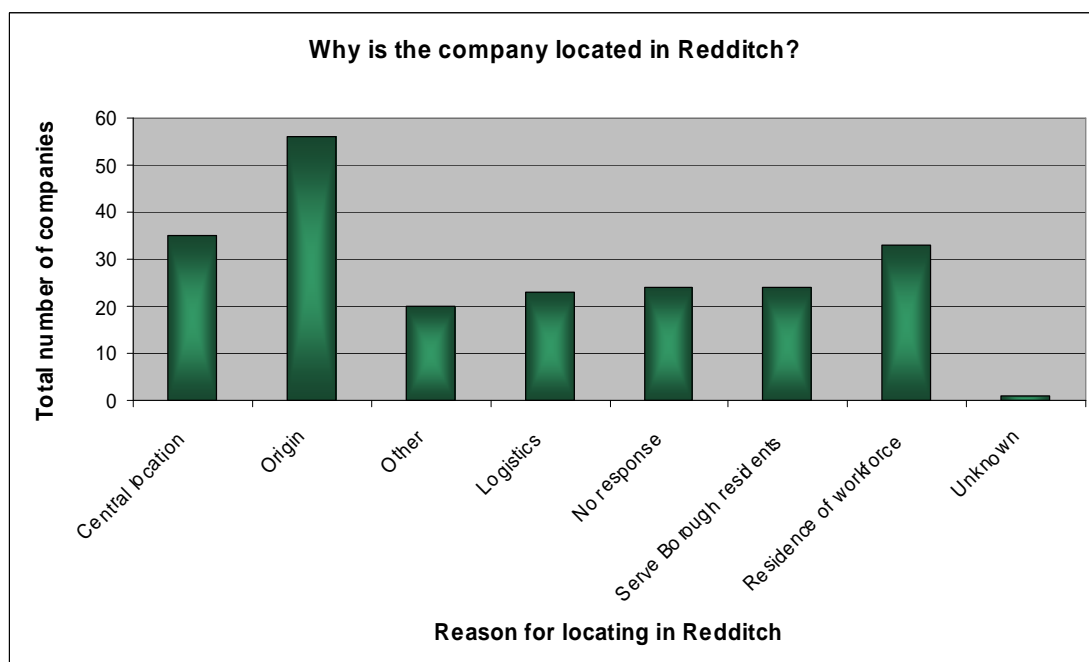
## **Location**

In order to ascertain the appeal for businesses in locating in Redditch, the questionnaire posed why a company chose the area for their operations.

The graph below details the responses relating to why each company decided to locate in Redditch Borough. It should be noted that each respondent could provide as many reasons as they deemed necessary. There were no set responses therefore, based on the most common themes, the responses were grouped into categories. The response relating to 'unknown' signifies that the respondent did not know why they had located in the Borough. As the graph illustrates, the most common response for the Borough related to the origin of the company. Other key responses were the central location of Redditch and the residence of the workforce. This pattern was generally reflected in the individual employment areas with the majority of these areas citing origin as the most important reason for their location. Although there were slight differences in some areas which could be accounted for by response rate to the questionnaire (Oakenshaw and Ravensbank), a notable difference emerged in Moons Moat in which logistics, a relatively insignificant factor across the Borough, was deemed the equal most important factor with origin.

Arguably, these results suggest that many companies do not necessarily choose to locate in Redditch but often their choice is dictated by history or circumstance. This suggests that Redditch has few "push factors" which would prompt businesses that are located here to relocate elsewhere. This is reflected in the high levels of satisfaction with Redditch as a business location expressed by the respondents. However, it appears that the Borough currently relies on companies starting up in Redditch rather than attracting companies from elsewhere. Therefore, Redditch needs to be promoted and made more appealing to outside companies and investors if employment is to continue to grow.

**Graph 18**



## **Satisfaction of site**

A series of questions were asked about the satisfaction levels of the site where the company is located. These related to:

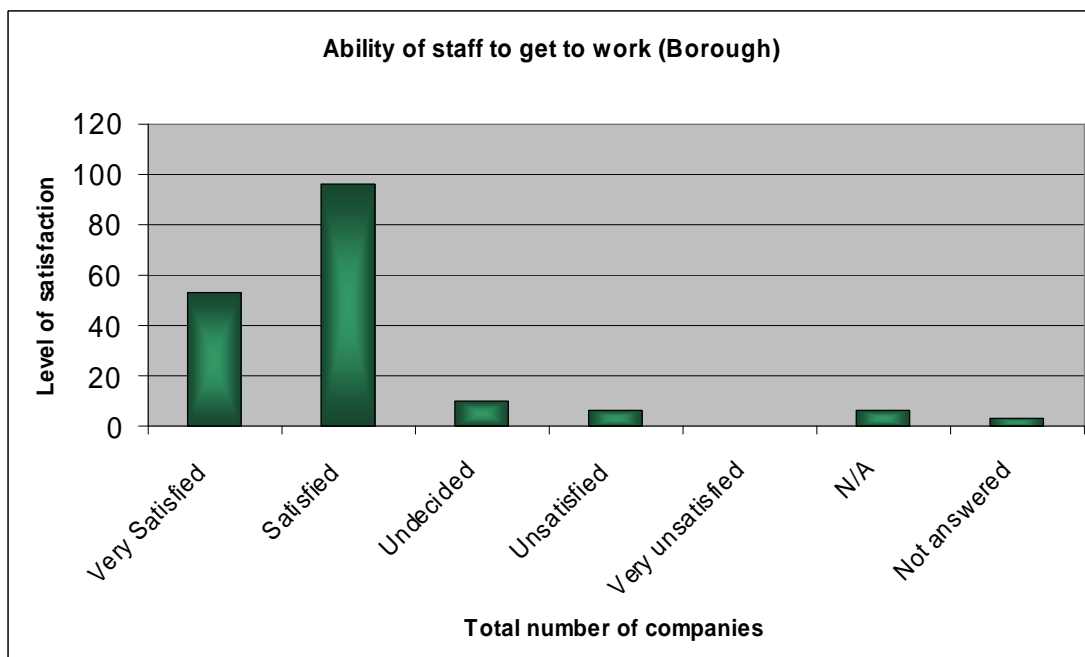
- Ability of staff to get to work
- Ability to recruit new staff
- Quantity of parking space
- Access to road/transport network
- Security of site
- Proximity to customers/suppliers
- Quality of utilities and telecommunication links
- Nearby amenities

Results for each of these individual measures of satisfaction are collated in the various graphs below.

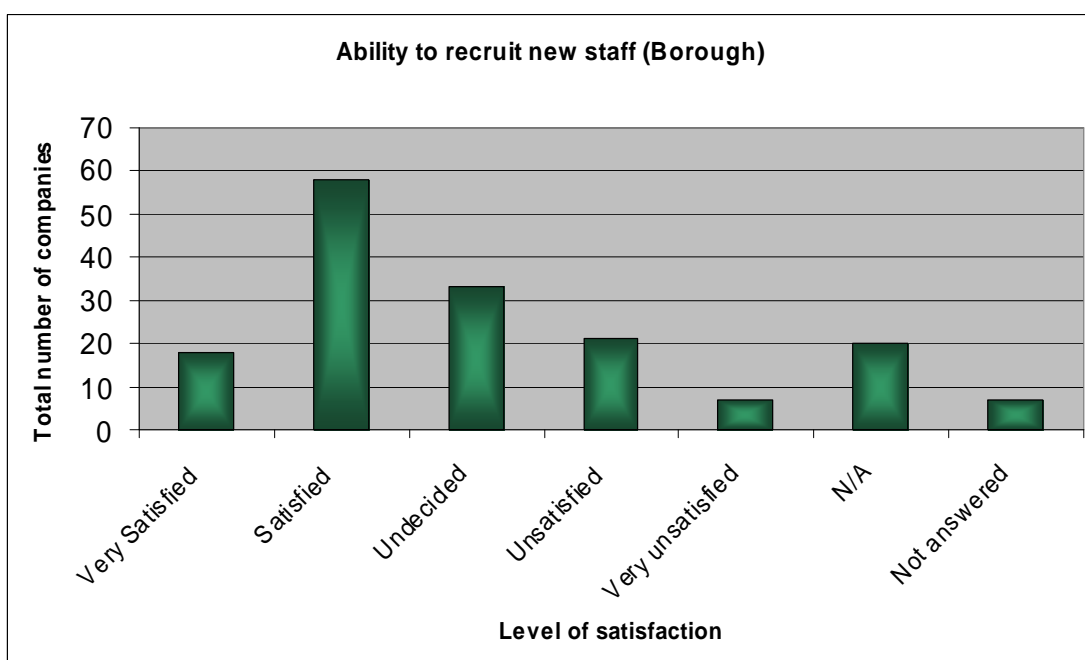
In terms of the ability of staff to get to work, the responses from across the Borough indicate that the majority of companies (over 85%) are satisfied or very satisfied with the location of their site. This pattern is reflected in the feedback from individual employment areas.



**Graph 19**



**Graph 20**



In terms of the ability to recruit new staff, companies within the Borough are generally satisfied that the location of their site facilitates recruitment. However, there are also a number of mixed responses both of a more positive and negative manner. Indeed, whilst 46% of respondents claimed to be satisfied or very satisfied with the site, a comparative 37% of respondents

were undecided, unsatisfied or very unsatisfied, suggesting that there is a need to improve recruitment opportunities within the Borough's employment areas. Moons Moat and Park Farm showed particularly mixed responses, with 43% of respondents in Moons Moat satisfied or very satisfied and 40% undecided, unsatisfied or very unsatisfied with recruitment, whilst in Park Farm 48% of respondents were satisfied or very satisfied and 39% were undecided, unsatisfied or very unsatisfied. Thus it follows that these areas need particular attention with regard to improving recruitment.

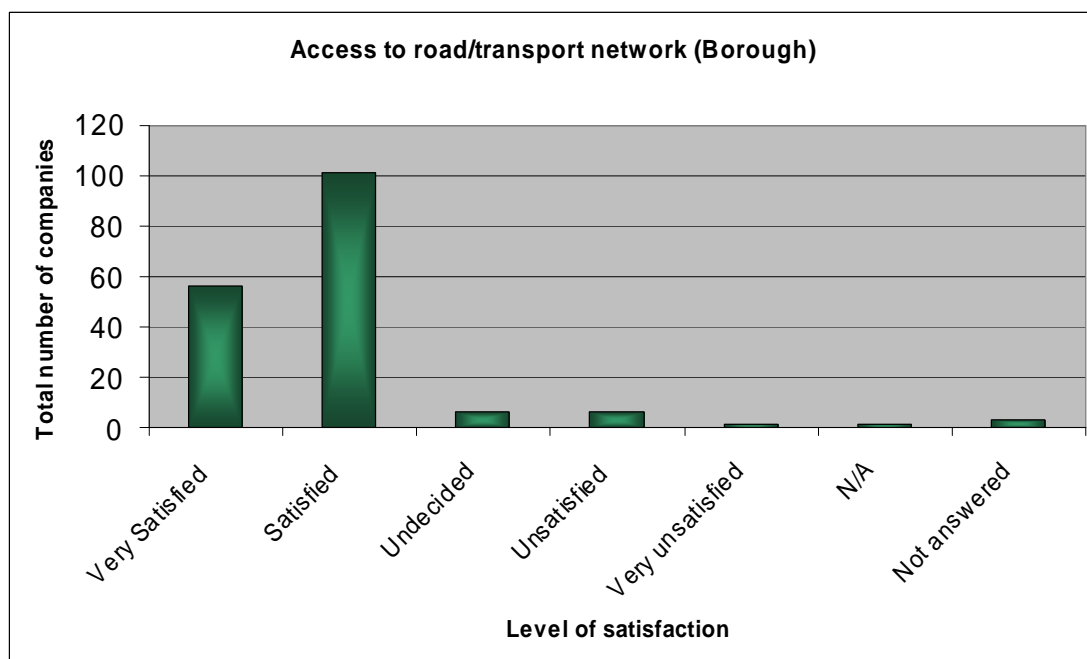
**Graph 21**



With regard to the quantity of parking space, Borough-wide responses tended to show general satisfaction with the site location of companies. This pattern was replicated in the individual employment areas.

In terms of access to the road or transport network, over 90% of responses from across the Borough show that companies are satisfied or very satisfied with their site location. The most common response for the individual employment areas saw companies considering themselves as satisfied with accessibility, in Washford 72% of respondents were very satisfied with accessibility and the remaining 28% satisfied. All of the negative responses towards accessibility came from three particular areas - Enfield, Lakeside and Park Farm – and although these responses were relatively insignificant in the general overview of the Borough, it does suggest that in terms of these specific sites accessibility is an issue.

**Graph 22**



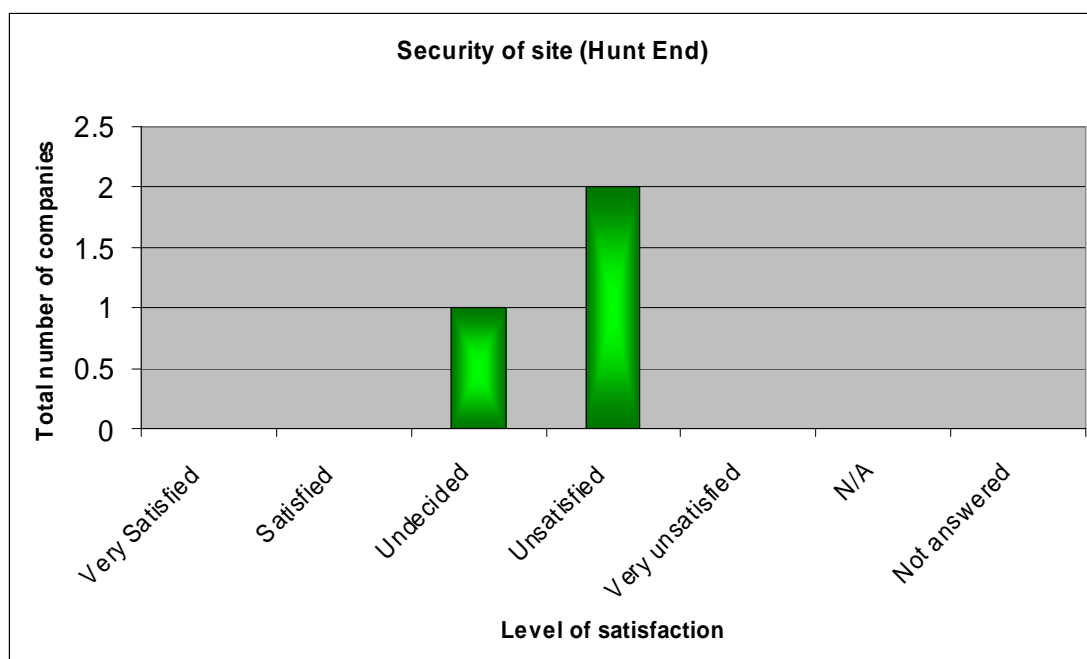
In terms of site security, although respondents were predominantly satisfied across the Borough, the graph illustrates that there was a high level of respondents who were undecided, unsatisfied and very unsatisfied. Therefore this is an issue within the Borough.

**Graph 23**



Within individual employment areas, whilst some areas including Enfield and Lakeside had higher proportions of respondents who were satisfied with security, in other areas this pattern was reversed with a higher proportion of respondents dissatisfied by security. In Hunt End this phenomenon was exemplified, with no respondents being satisfied with security.

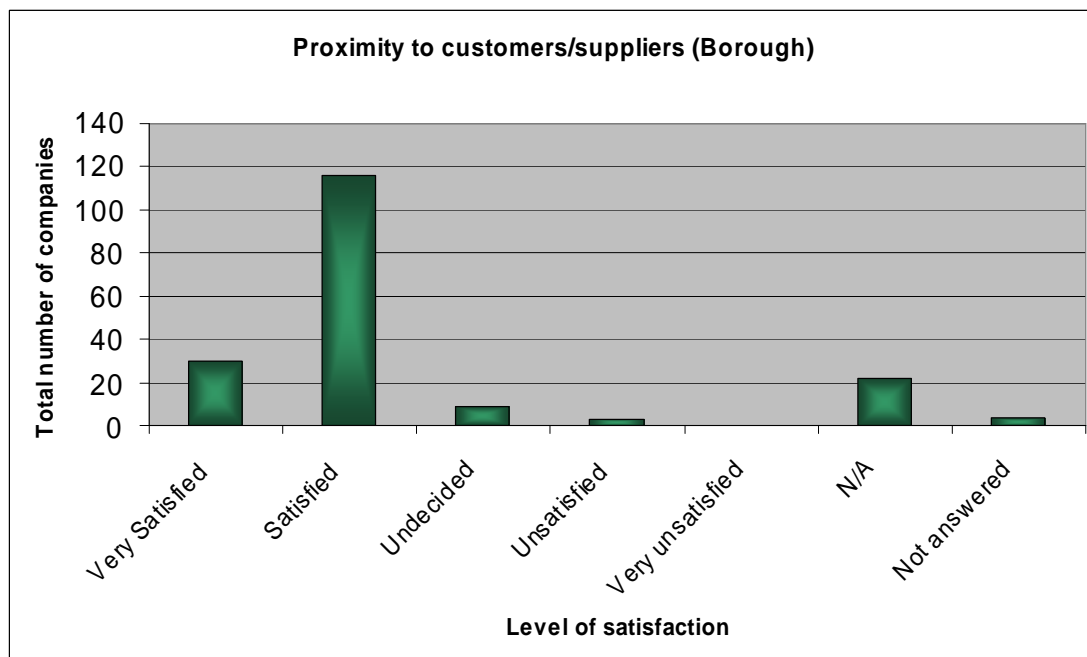
**Graph 24**



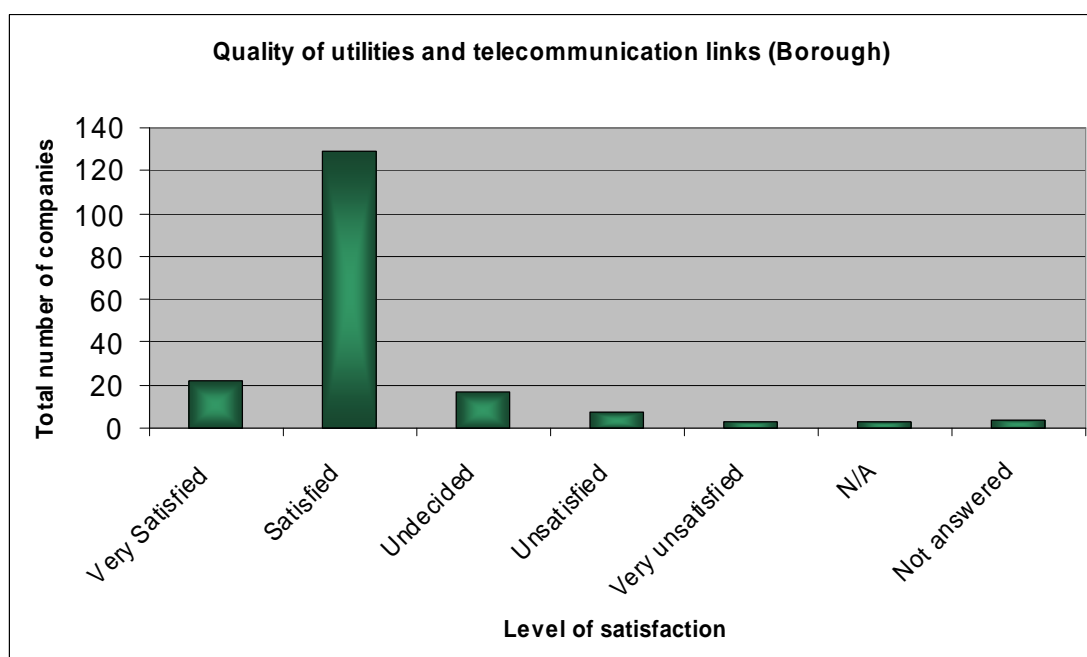
The issue was also prevalent in the responses from Washford, Moons Moat and Park Farm, all of which had a greater proportion of dissatisfied to satisfied respondents: 60% dissatisfied compared to 36% satisfied in Washford, 57% compared to 38% in Moons Moat and 55% compared to 45% in Park Farm. Therefore whilst it is important to consider the issue of security at a Borough-wide level, it is also necessary to focus on improving these individual employment sites.

With regard to the proximity of the employment area to customers and suppliers, the majority of companies in the Borough were satisfied with their site. Indeed, this pattern was reflected in the responses for individual employment sites, with Park Farm, Arrow Road, Oakenshaw and Ravensbank recording no dissatisfied responses.

**Graph 25**

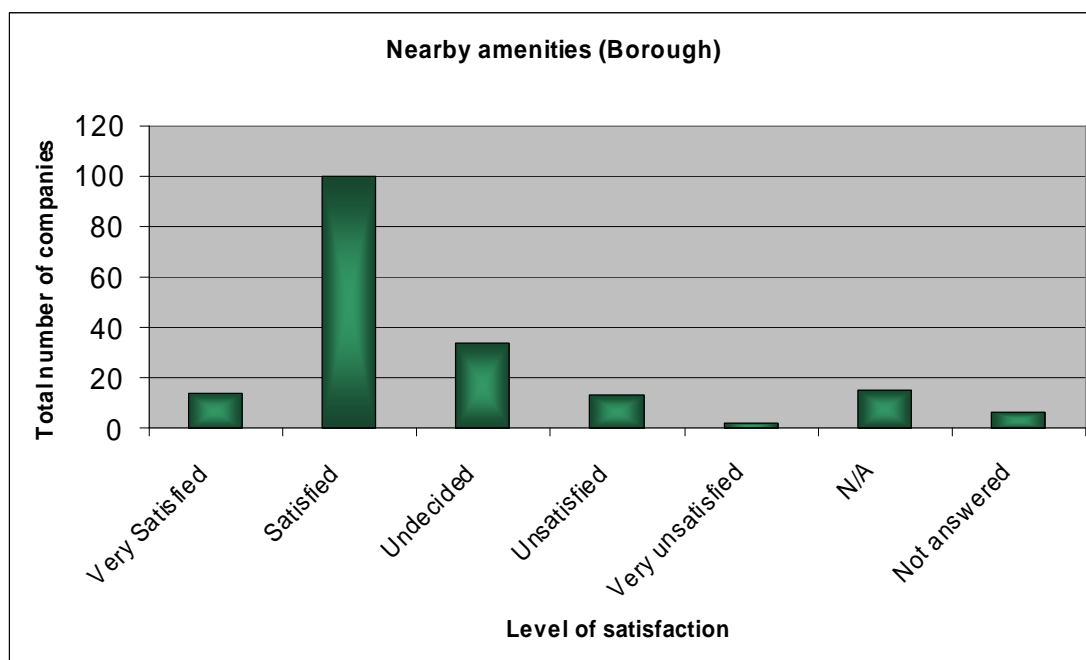


**Graph 26**



In terms of the quality of utilities and telecommunication links, the predominant response across the Borough shows companies to be satisfied with their employment site. These results are replicated in each of the individual employment areas.

**Graph 27**



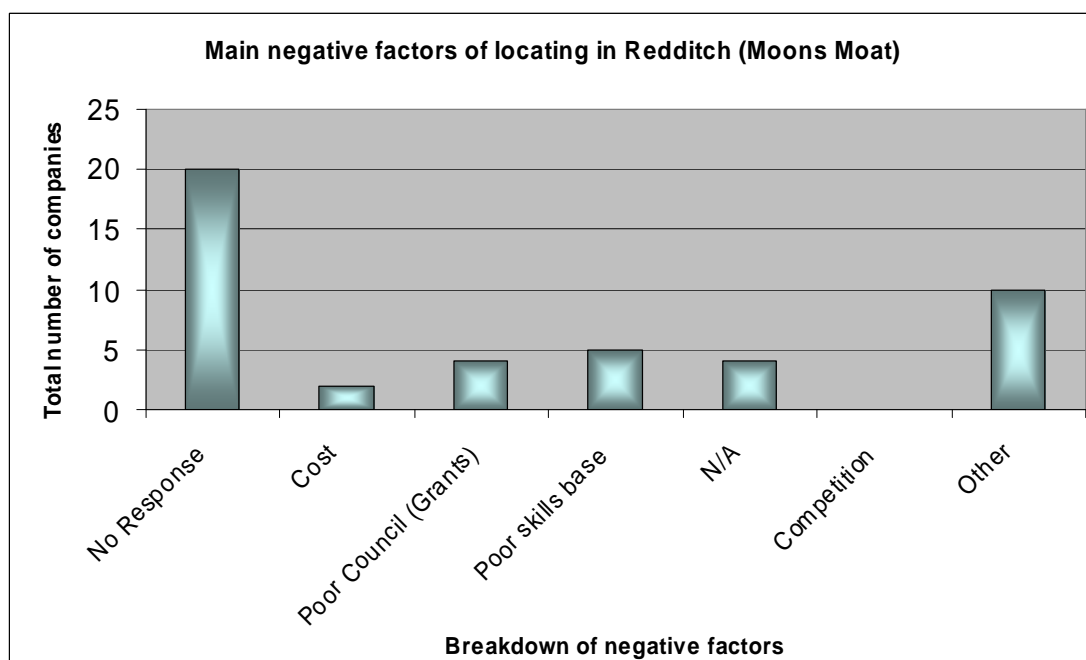
Companies within the Borough tended to express satisfaction towards their location in terms of nearby amenities. Most of the individual employment areas replicated this trend, however in Moons Moat responses were the most diverse, with 45% of respondents satisfied with nearby amenities, whilst a comparative 38% of respondents were dissatisfied.

In relation to all of the indices of satisfaction that were measured by the questionnaire, responses generally suggested that, both in the Borough as a whole and in the individual employment zones that comprise the area's industrial provision, companies are satisfied with the various factors. Whilst it can be assumed that satisfaction levels are high, the responses highlight specific anomalies relating to individual sites. Indeed, responses from Moons Moat suggest the site has various issues that need addressing, whilst respondents from Park Farm also raised a number of concerns and companies in Washford showed a particular dissatisfaction towards security. Borough-wide the main concern with the employment sites appears to be security and this warrants action. However, individual sites also have their own specific issues that should not be overlooked.

### **Disadvantages of Location**

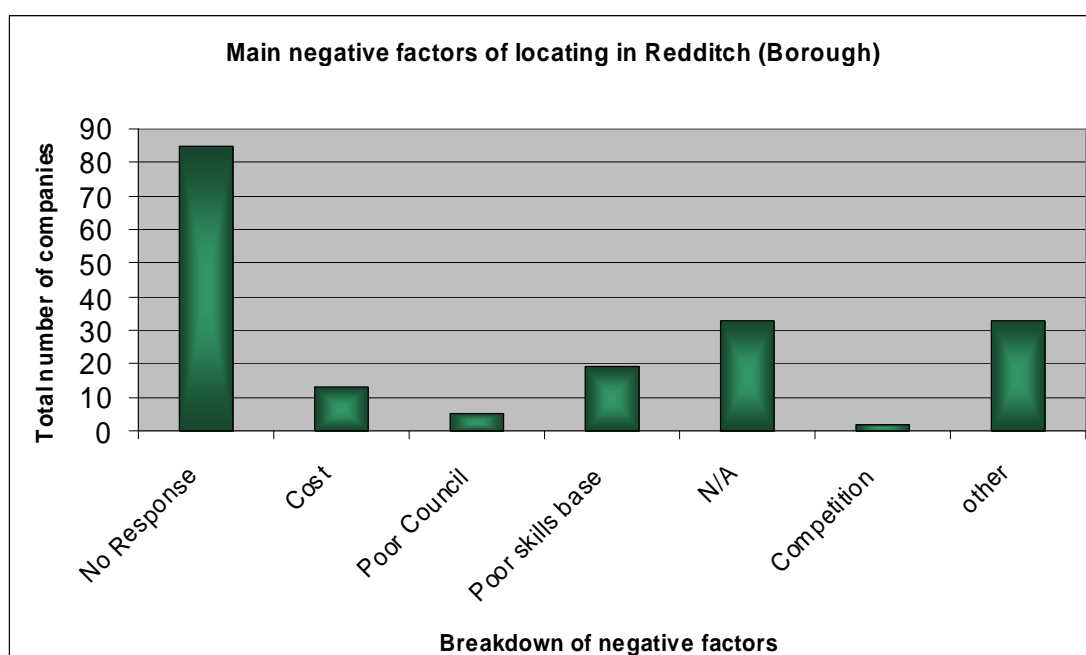
Having identified the satisfaction levels of companies in the Borough on a number of indices, the questionnaire sought to establish the main disadvantages of locating in Redditch.

**Graph 28**

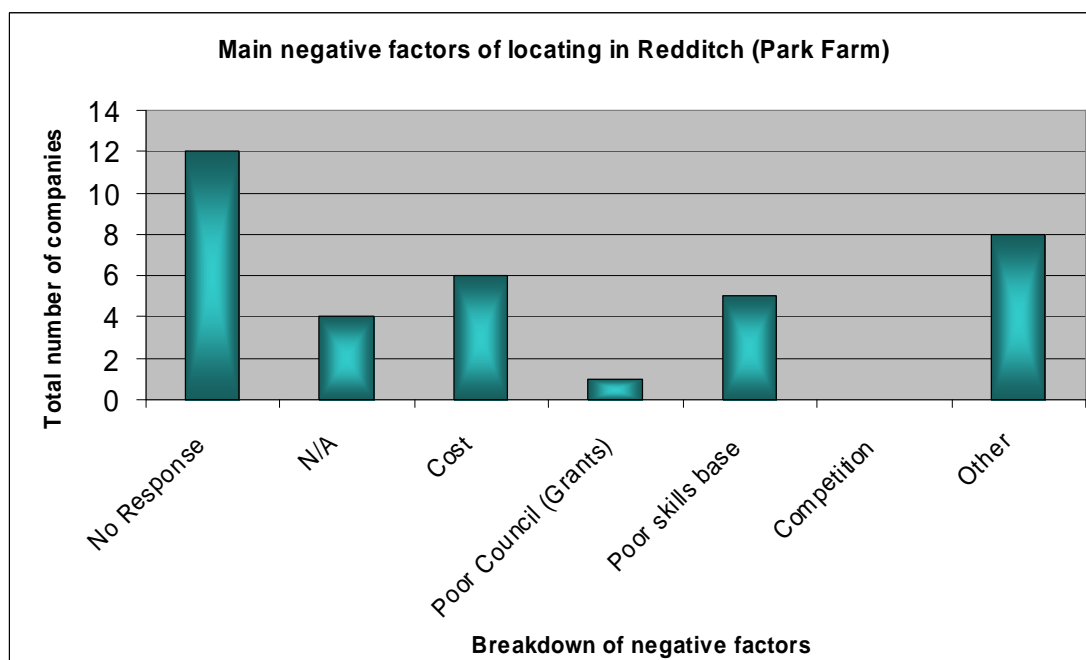


The above graph details the responses relating to the negative factors of locating in Redditch Borough. It should be noted that each respondent could provide as many reasons as they deemed necessary. There were no set responses therefore, based on the most common themes, the responses were grouped into categories. The most recurrent issue related to the Borough's skills base; a pattern that was replicated in the responses from Washford and Lakeside. However, Moons Moat and Park Farm were particularly noticeable for the variety of responses.

**Graph 29**



**Graph 30**



The graphs show that both of these sites differ from the Borough pattern. In Moons Moat, although a poor skills base was the most common categorised response, other negative factors were prevalent and included poor links with public transport and proximity to other amenities. There is also less of a differentiation between the various indices than was portrayed across the Borough. Indeed, in Moons Moat there were 5 votes for a poor skills base, 4 votes for poor council input and 2 votes for cost.

In Park Farm, not only were results mixed, but, also, in contrast to the Borough norm, the main negative factor to emerge was that of cost. Like Moons Moat, Park Farm also gained a high number of other responses.

The high rate of no responses is also worth consideration. In the Borough, almost 45% of respondents did not identify a negative factor for locating in Redditch, and this would suggest that such respondents are generally satisfied. Therefore, whilst it is indicated that there are generic problems with skills and cost in the Borough that could be improved, relatively speaking negative factors were not prevalent amongst respondents.

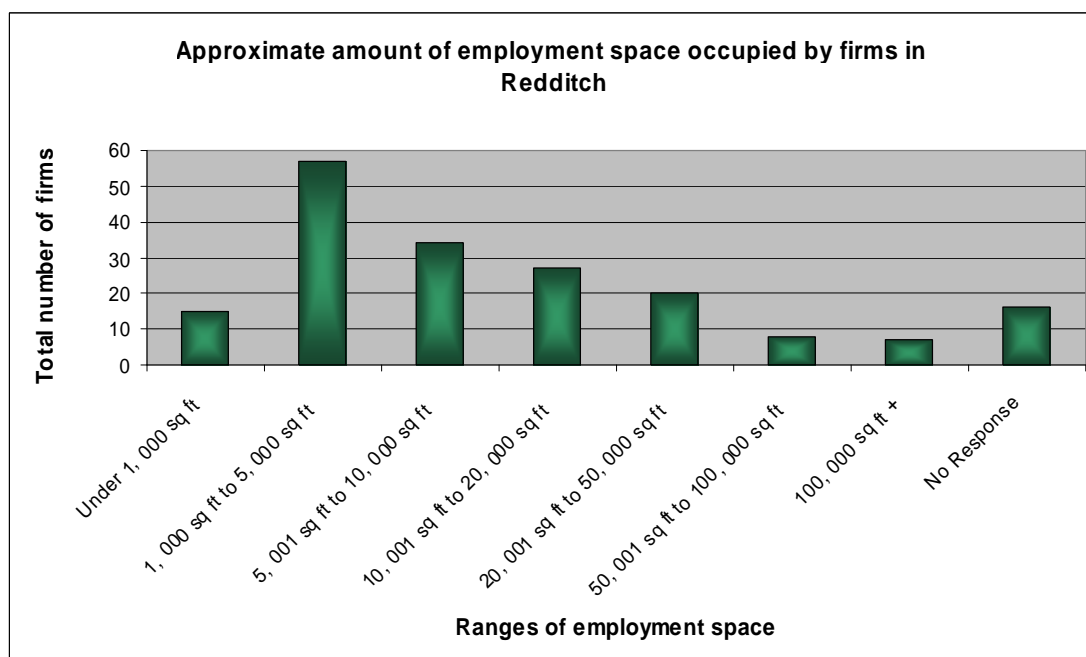
## Size

In order to assess the Borough's existing employment requirements and to cater for future delivery, consideration was given to floorspace.



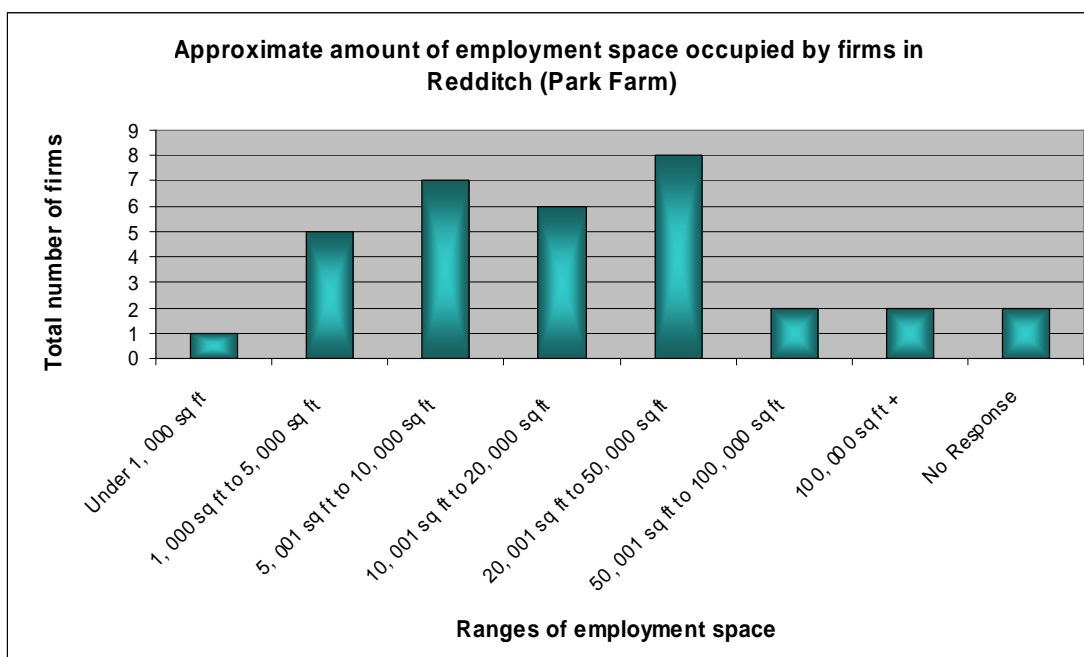
According to the results outlined in the graph above, the most common range of employment space occupied by companies in Redditch is 1,000 to 5,000 sq ft. From a floorspace of 5,001 sq ft to 100,000+ sq ft there is a negative correlation, as such that for each increasing employment space range there are fewer units within the Borough. Indeed, companies tend to occupy the lower middle ranges in terms of size, with only few businesses in the highest and lowest parameters. This would suggest that business operations in Redditch are generally of a small scale.

**Graph 31**

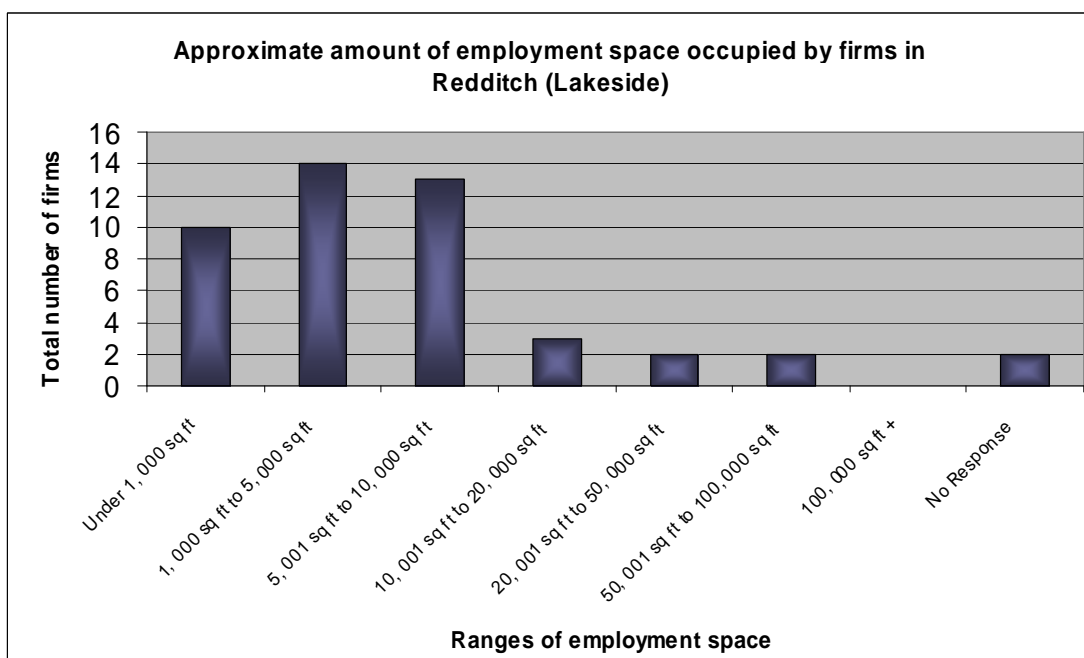


As individual employment areas have different types and statuses of companies, the range of employment spaces is specific to individual sites. In Arrow Road and Washford, the pattern of floorspace is comparative with that of the Borough. In Oakenshaw, the only floorspace ranges are 5,001 to 10,000 sq ft and 100,000+ sq ft, whilst in Ravensbank all responses fell in the range of 50,001 to 100,000 sq ft. Although these results suggest that Oakenshaw and Ravensbank are particularly incongruent with the Borough norms, only two responses were provided from each site, therefore more information would need to be accrued in order to establish whether these rudimentary findings are indeed representative of the areas as a whole. More pertinent findings were gained from Park Farm and Lakeside, as illustrated below.

**Graph 32**



**Graph 33**



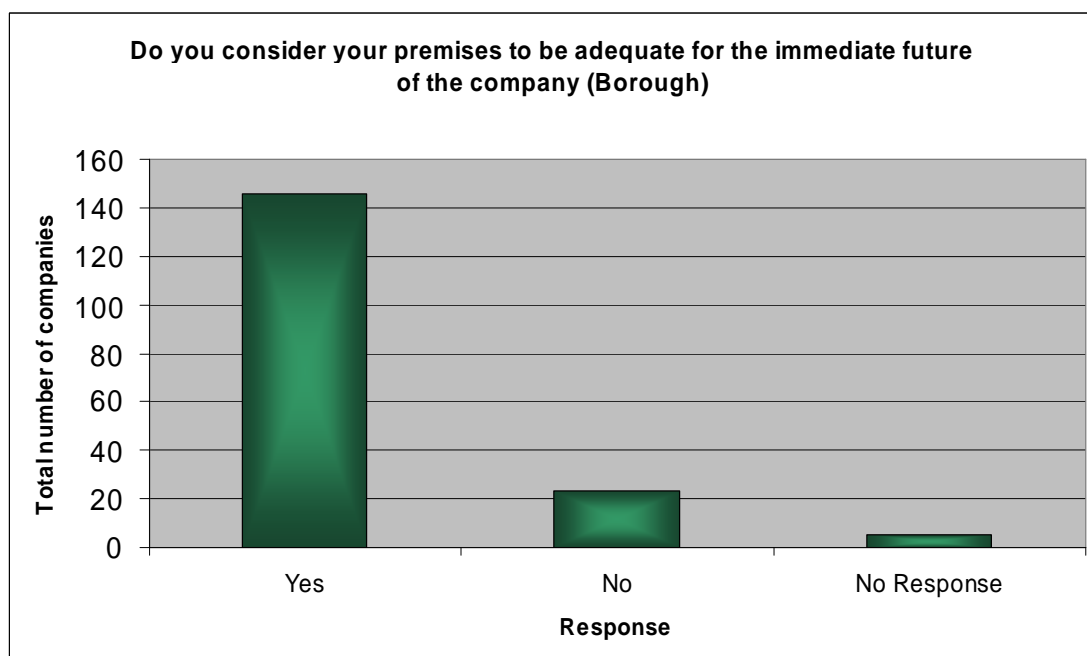
In Park Farm, unlike the tendency within the Borough for the number of units to decrease as floorspace increases, there is a positive correlation as such that generally as employment space increases from 1,000 sq ft to 50,000 sq ft so too does the number of companies. In contrast to the Borough findings, in Lakeside there is a concentration of companies occupying the lower scale of employment space, with 80% of all respondents identifying their premises sizes as less than 10,001 sq ft.

Although it has been identified that floorspace is unique to the individual employment areas in Redditch, arguably in the Borough as a whole findings have indicated that companies run small scale operations.

## Premises

The questionnaire asked companies whether they considered their current premises to be adequate for their future, and results are depicted in the graph below.

**Graph 34**

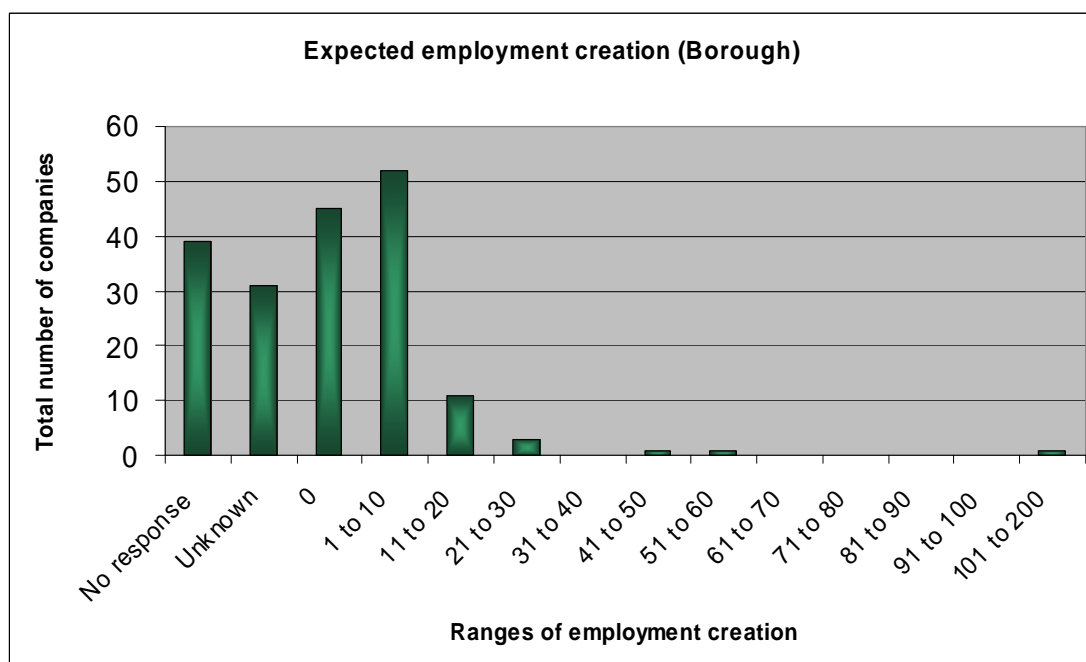


The graph indicates that across Redditch the general consensus amongst the Borough's companies is that their premises are sufficient for the future. Indeed, 84% of respondents replied positively. In all but one of the employment zones percentages equilibrated to that of the Borough, ranging from 81% in Park Farm to 100% in Arrow Road, Oakenshaw and Ravensbank. In Hunt End, the majority of respondents also considered their premises to be adequate for the immediate future of the company, however at 67% the percentage was considerably lower, although this is affected by the limited number of respondents.

## Employment Creation

Continuing with the assessment of the Borough's future employment needs, the questionnaire sought to establish expected employment creation.

**Graph 35**

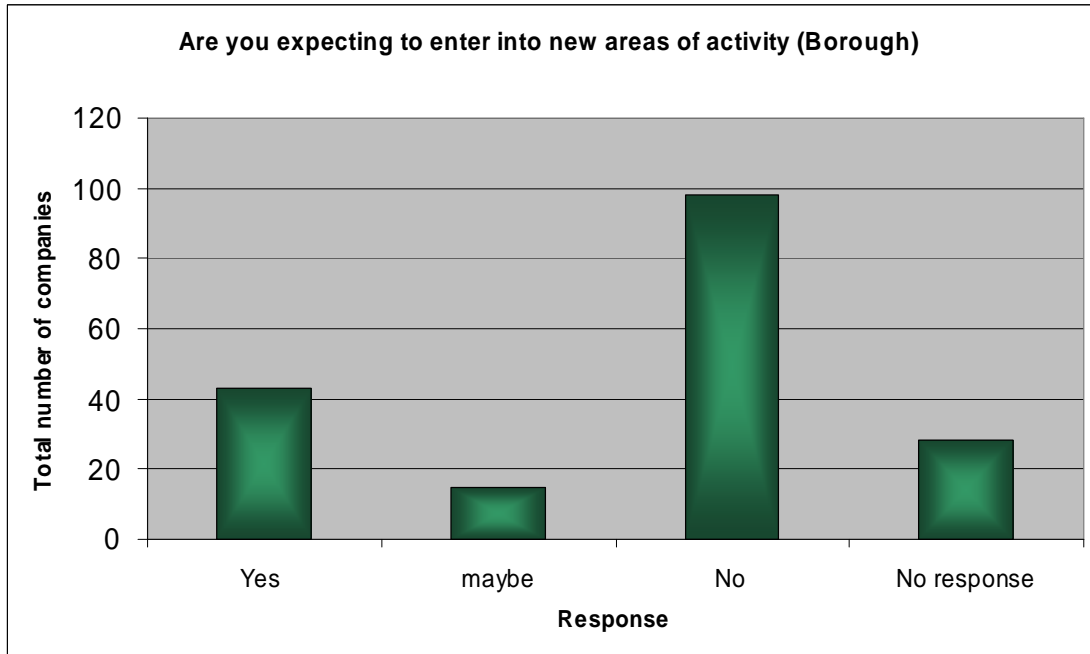


Whilst a number of respondents were unable to anticipate employment creation, the graph highlights that the most expected ranges of employment creation were 1 to 10 opportunities and no opportunities. This suggests that in general across the Borough only minimal employment creation is anticipated and this pattern was echoed within the individual employment areas. However, the actual amount of employment creation is difficult to predict given the uncertainty of future economic and industrial patterns and the results are offered just as a guideline. It is possible to suggest from the findings however, that given that there were few responses at the middle or higher end of the scale, it should be expected that employment creation in the Borough will be progressive and modest rather than drastic.

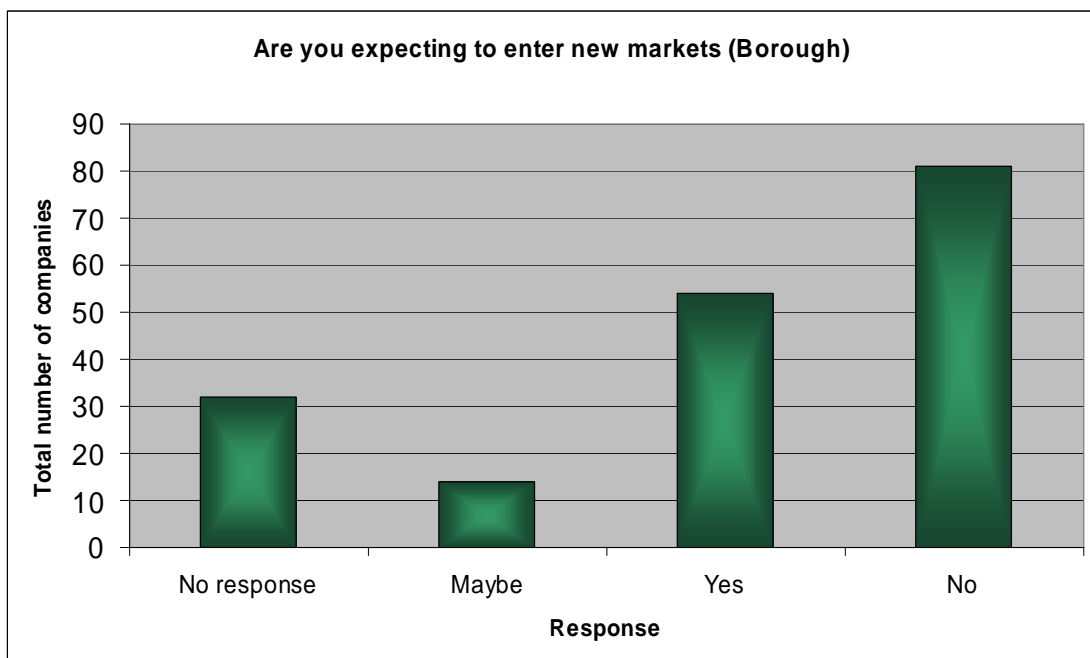
## Company Future

Companies were also questioned as to their future plans in terms of their business activities and markets.

**Graph 36**



**Graph 37**

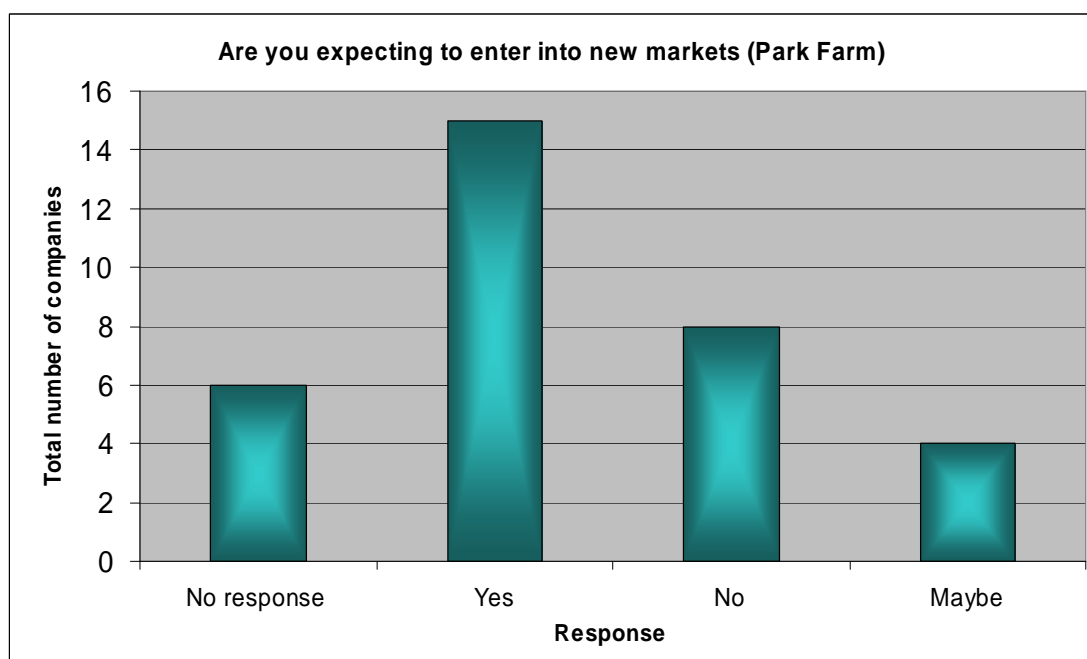


These graphs show that, both in terms of entering into new areas of activity and new markets, the predominant response for companies within the Borough is negative. This response is more accentuated with regard to

entering new areas of activity and companies in Redditch find it more viable to enter new markets.

These responses are reflected in the majority of employment areas across the Borough. However, in Oakenshaw all respondents replied positively to the possibility of entering into new areas of activity which contrasts with the Borough norm, however as only two responses were received the sample may be unrepresentative of the area. With regard to the possibility of entering into new markets, results were more telling. In Washford and Lakeside the discrepancy between positive and negative responses was only 5, with 7 yes and 12 no responses and 13 yes and 18 no responses in the two areas respectively. This suggests that in these employment zones the prospect of entering new markets is less clear-cut than that demonstrated generally in the Borough. However, the most distinctive results came from Park Farm (shown below), which was the only employment area within the Borough in which positive responses towards entering new markets outweighed negative responses.

**Graph 38**

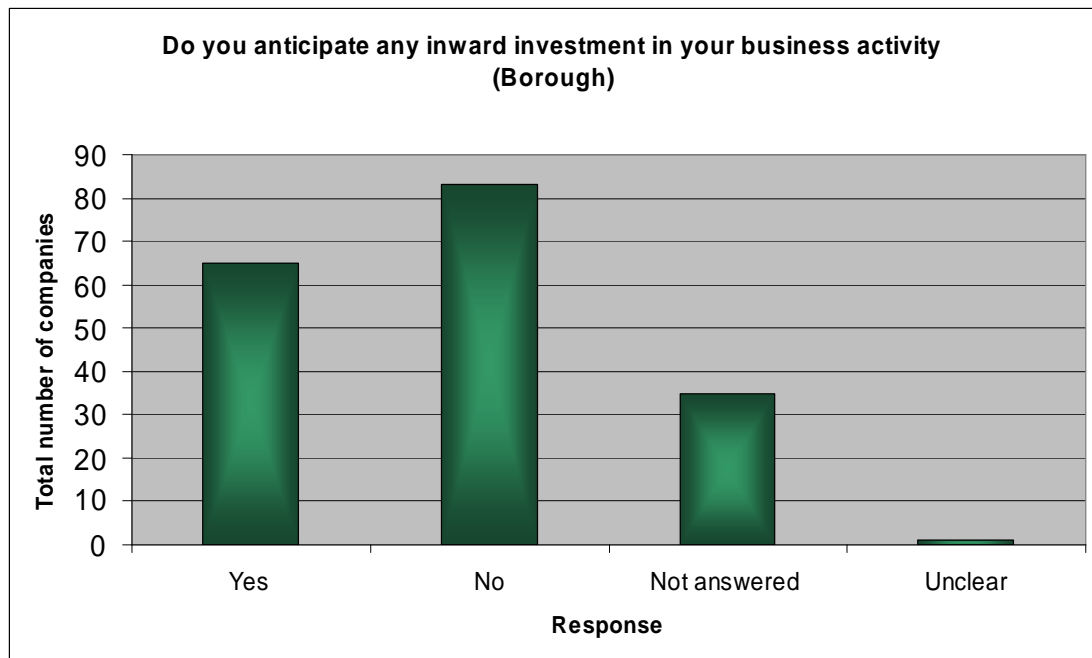


Arguably, the findings in the Borough indicate that companies plan to continue their current operations rather than broaden their portfolios. This may be an issue if the current activities and markets that they specialise in are declining as over-reliance on low value added manufacturing is generally perceived as a problem for the Borough. It does suggest that companies in Redditch may be limiting their prospects by not seeking out relevant opportunities.

## Inward Investment

Inward investment plays an important role in the development of businesses, thus the potential impact of inward investment for businesses within Redditch Borough was estimated and is summarised by the graph below.

**Graph 39**

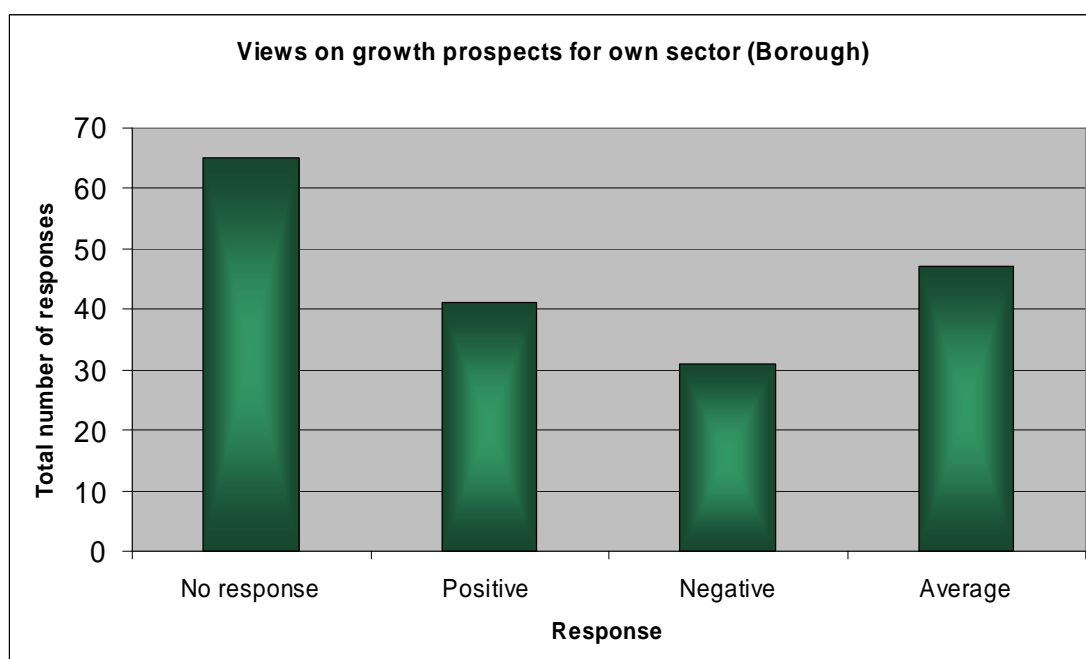


Whilst a number of companies were unable to offer a conclusive response with regard to the potential for inward investment, the number of positive (65) and negative (83) responses obtained for the Borough were relatively similar with the negative responses slightly higher. This relationship was apparent in the responses from a number of the area's employment zones, with the main exceptions being Washford and Lakeside in which the positive responses narrowly outweighed the negative responses. Generally, the findings suggest that investment for a number of companies in the Borough may be an issue.

## Growth Prospects

Companies were also questioned on their attitudes towards growth prospects in order to create a vision of the potential development of the Borough's existing employment portfolio.

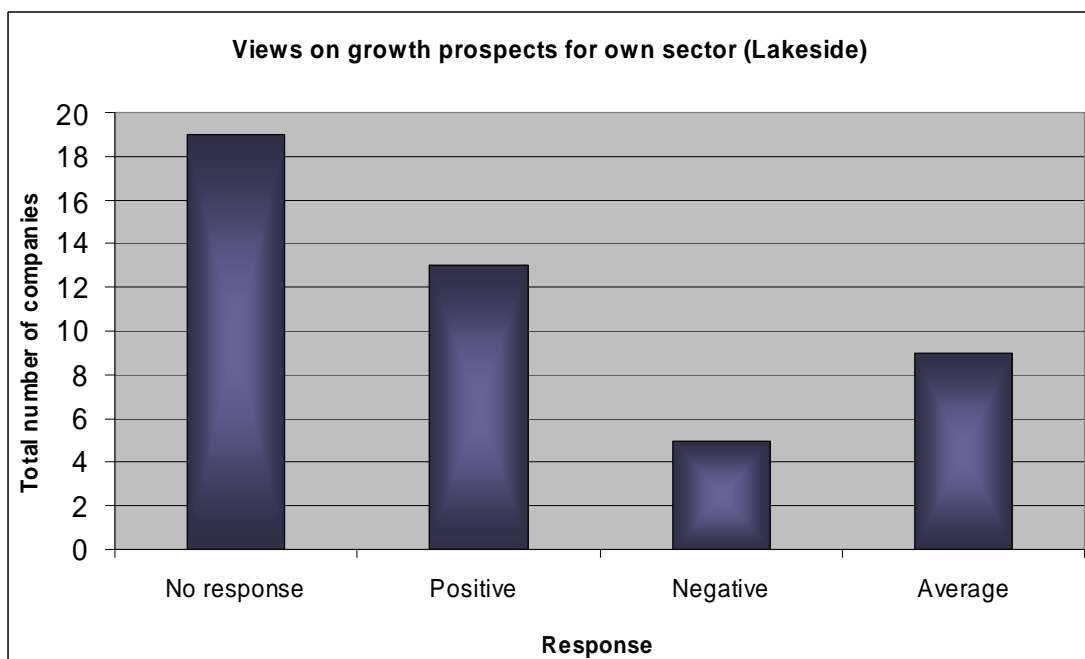
**Graph 40**



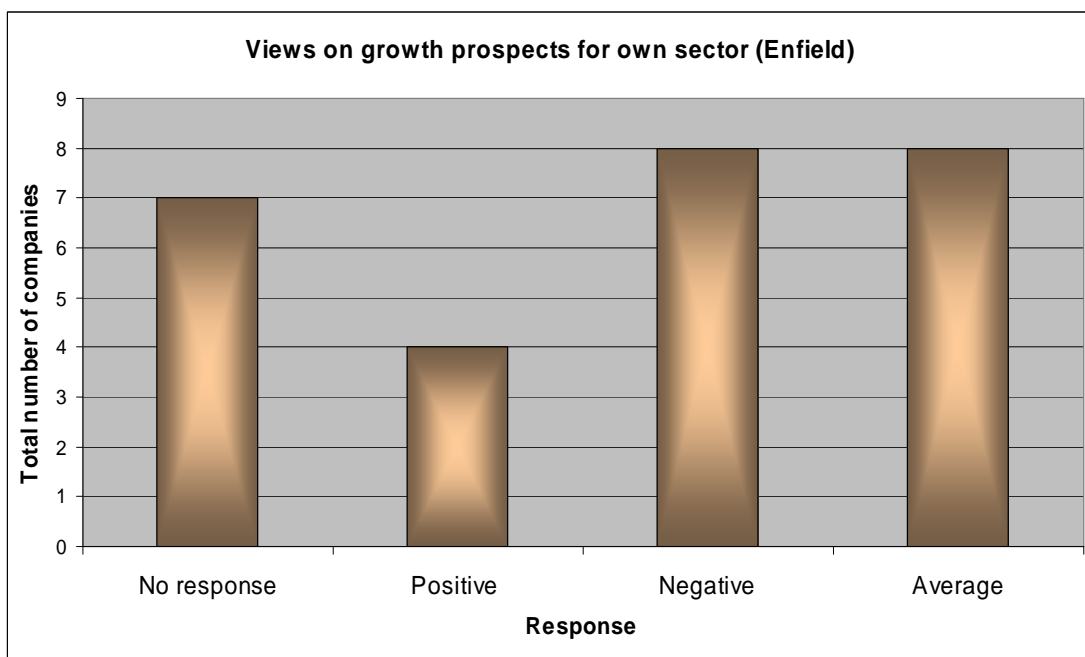
The graph demonstrates that across the Borough there was no clearly dominant response with regard to growth. Although the most common response from businesses towards growth was average, positive responses were not far behind and subsequently neither were negative responses. Indeed, attitudes towards growth were characterised in the Borough by their variation. The general pattern of responses, as shown in the graph, were replicated in a few of the employment areas in Redditch, however for other areas decidedly different results were obtained. For example in both Oakenshaw and Ravensbank only positive responses were received, however as it has been suggested elsewhere due to the limited response rate in these areas a more representative sample is needed before a definitive conclusion can be made on their attitudes towards growth. In both Lakeside and Enfield, which had greater feedback, results were more noticeable.



**Graph 41**



**Graph 42**



The graphs highlight a greater discrepancy between positive and negative responses in Lakeside than was demonstrated Borough-wide. Meanwhile, in Enfield, the entire pattern of responses is in contrast to that generally experienced in Redditch, with negative responses matching average responses and both doubling the number of positive responses. This may suggest that businesses in Enfield are particularly limited in terms of growth

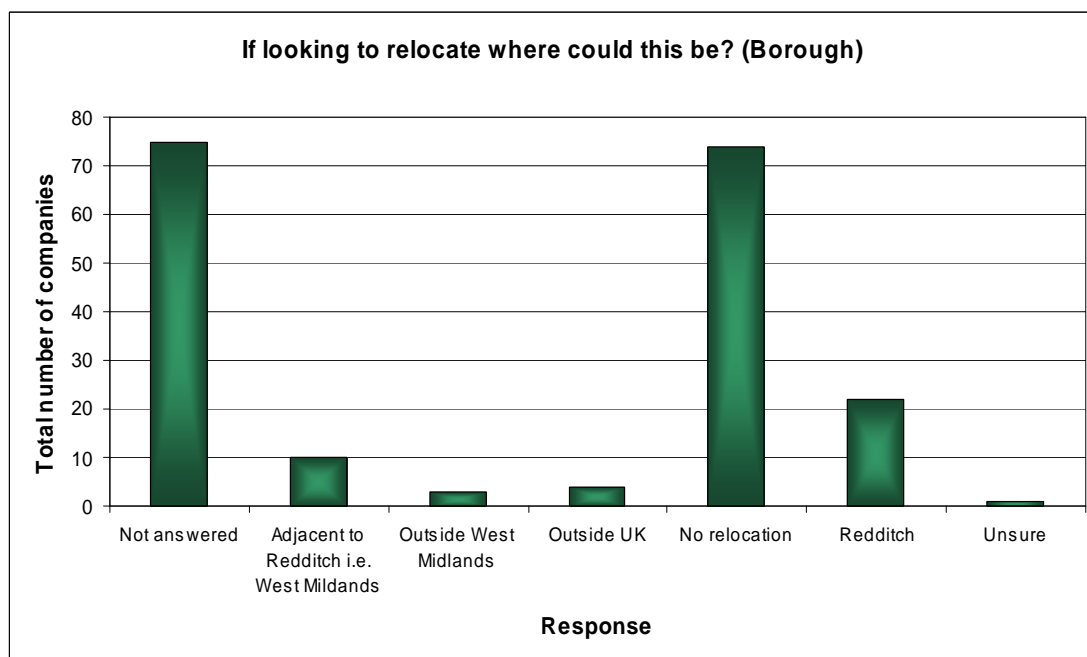
opportunities and therefore sustainability. That positive responses to growth opportunities outweighed negative responses across the Borough is promising. However, that such a significant number of responses were negative does suggest that growth is not a prospect for all of the Borough's businesses and as such is an employment issue for in the area.

## Relocation

In order to establish how companies perceive Redditch in comparison with other potential employment locations, the issue of relocation was raised in a series of related questions.

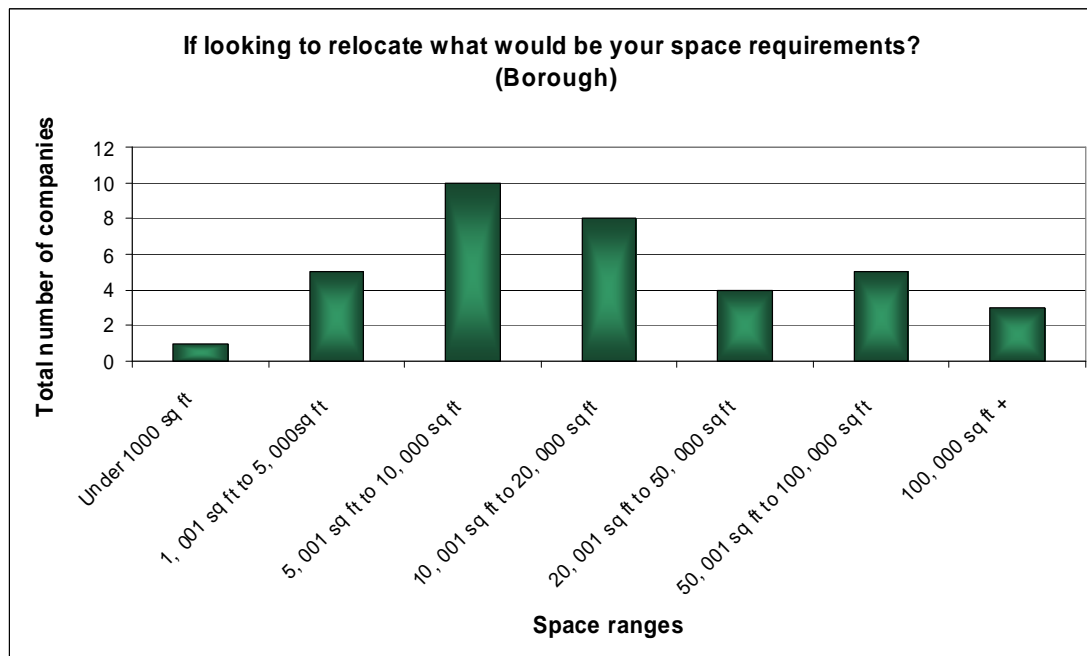
The graph illustrates that the majority of companies in the Borough are not considering relocation, which is promising for Redditch. For those companies considering relocation, Redditch was the most popular destination, which further suggests that companies are satisfied with the Borough as a location for their operations. These results were echoed throughout the individual employment areas.

**Graph 43**



Continuing with the theme of relocation, the spatial demands of companies considering moving from their current locations was ascertained and is useful in assessing Redditch's potential to attain and deliver such allocations.

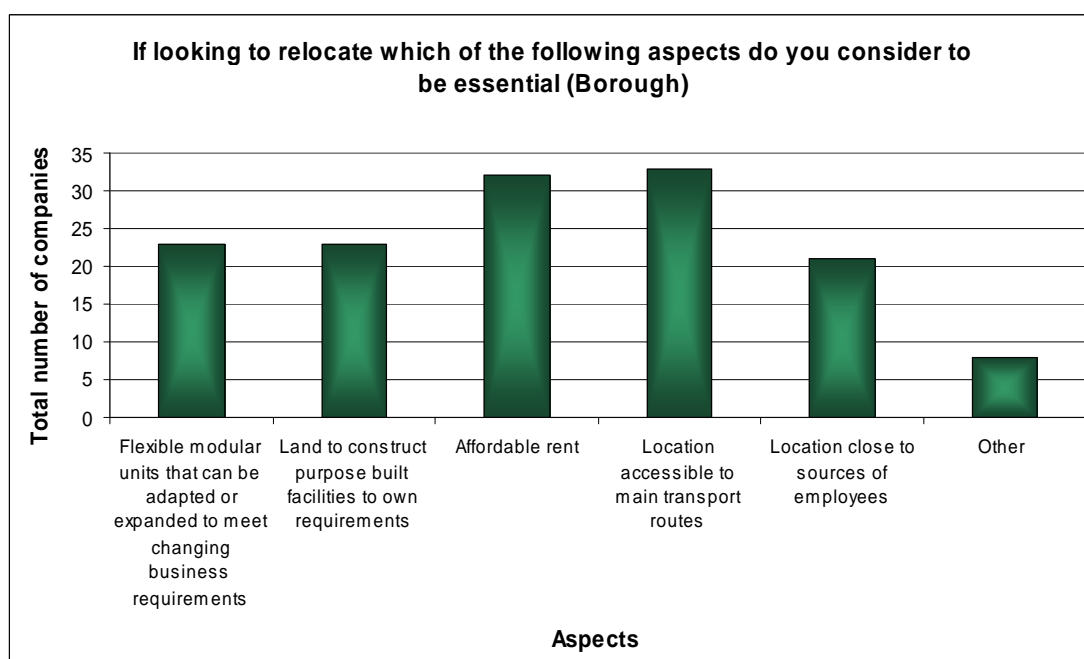
**Graph 44**



Whilst the graph above outlines the various spatial requirements of local companies, it is important to note that 138 respondents did not answer this question. From the feedback of the 36 companies who replied to this question, it is shown that units in the ranges of 5,001 to 10,000 sq ft and 10,001 to 20,000 sq ft are the most sought after. However, the requirements were very diverse and there was little discrepancy between the various space ranges, with only the requirement for units under 1,000 sq ft particularly low. This would suggest that in its delivery of employment spaces the Borough needs to cater for a wide range of spatial requirements to suit small, medium and large scale enterprises. Furthermore, working to a maximum requirement based on these responses, over 1,000,000 sq ft of employment space is sought after.

Having identified the spatial requirements for companies considering relocation, other factors were determined that would encourage relocation.

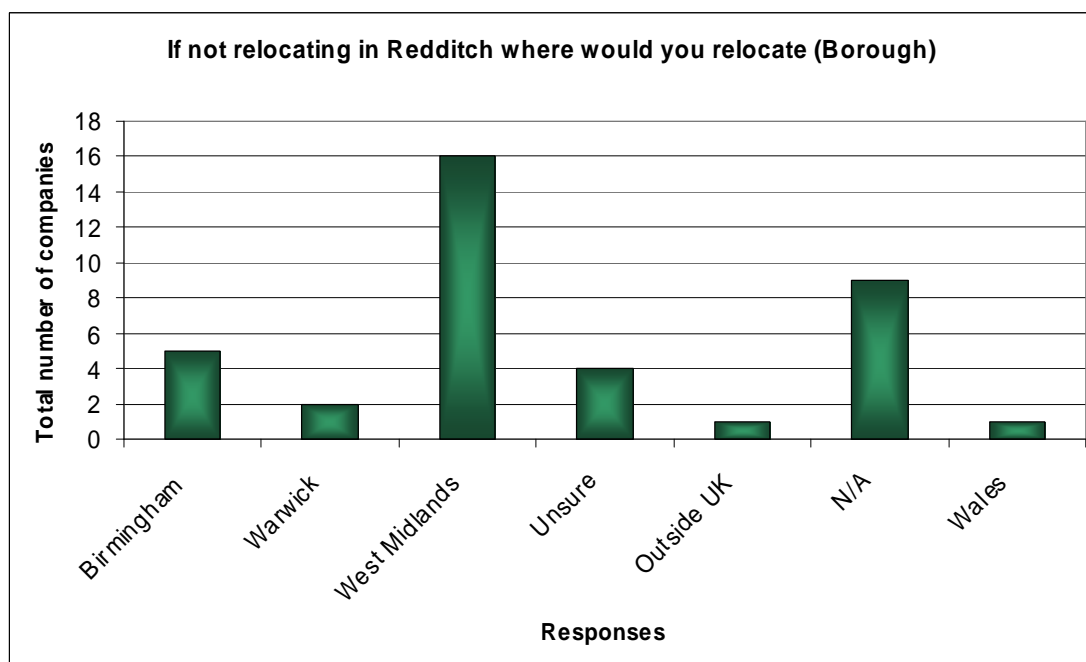
**Graph 45**



The graph shows the various aspects that would attract companies currently located in Redditch Borough to relocate. It should be noted that each respondent could provide as many reasons as they deemed necessary. The predominant reasons for relocating are affordable rent and an accessible location. However, all of the factors are well-represented. Whilst the responses from the individual employment areas tended to reflect the Borough pattern, in Moons Moat the most important factor was land to construct purpose built facilities to suit the firm's own requirements and in Lakeside the incorporation of flexible modular units was a particularly attractive feature when considering relocating. However, in general all of the factors are important to most companies in some degree and thus should be considered important to Redditch as a means of keeping existing companies from relocating and encouraging new companies to move to the Borough.

Building on the earlier question of possible areas suitable for relocation, a more specific breakdown of locations was sought.

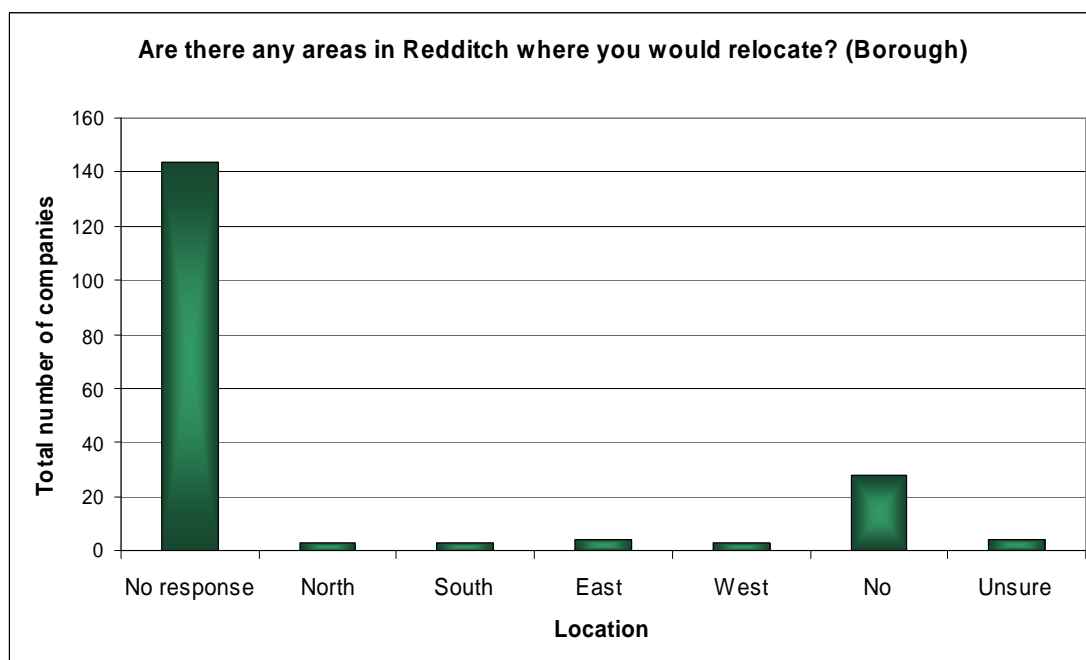
**Graph 46**



Although 145 respondents did not answer the question, it is clear from the results that the most popular destination outside of the Borough for relocation amongst companies in Redditch would be the West Midlands. Responses were characteristically low and homogenous across the individual employment areas. Indeed, only one respondent, a company located in the Washford employment area, opted for relocating outside of England in Wales and similarly only one respondent, located in the Park Farm area, chose relocation outside of the UK.

In order to establish the attractiveness of different locations within Redditch for businesses, respondents were asked to identify any areas that they would consider relocating to and the results are reproduced in the graph below.

**Graph 47**



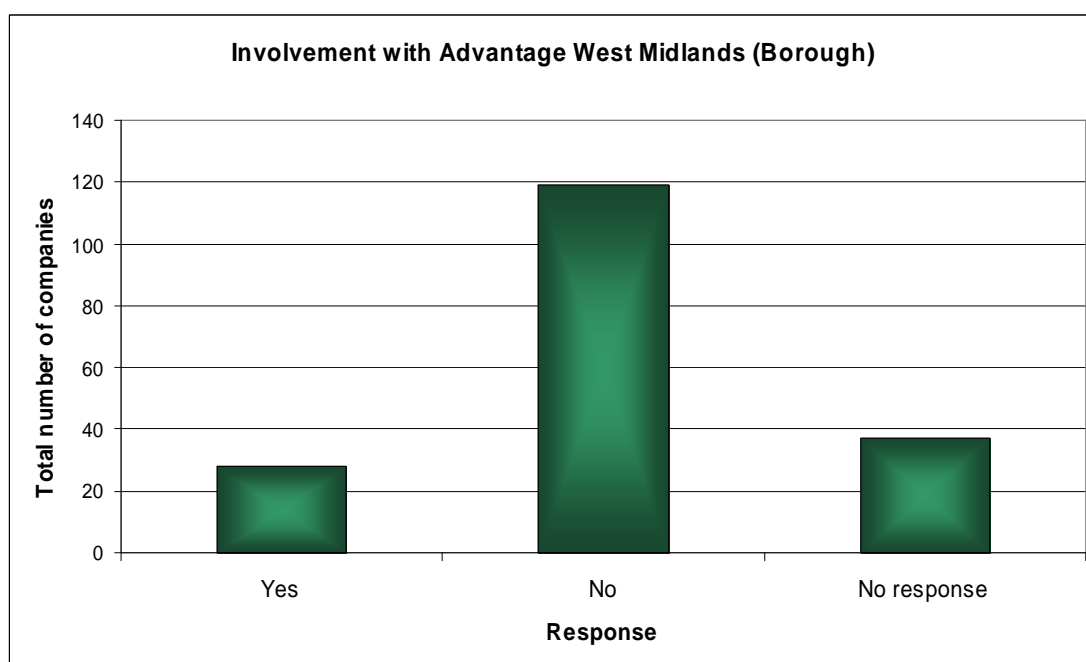
As with the other relocation questions, for the majority of respondents within the Borough relocation was not a consideration, thus the results were limited to 45 responses. From these results the resounding response was that companies within the Borough would not want to relocate to another employment area in Redditch. However, 13 companies expressed a desire to relocate within Redditch, with the different locations receiving similar, if not identical, interest. Moons Moat, Park Farm and Lakeside had the widest spread of results, which is indicative of the higher response rates in these areas. However, all of the industrial areas shared a similar breakdown of responses to that characterised in the Borough as a whole.

In terms of providing an overall assessment of attitudes to relocation amongst companies within the Borough based on the various issues raised in the questionnaire and subsequent feedback, it is apparent that for the majority of industries within Redditch relocation is neither an issue nor a priority. In the few instances where relocation was an option, Redditch itself remained the most popular location suggesting that Redditch has strong appeal for its current occupants. This is not to say that in the future companies will be detracted from the Borough, but at present Redditch appears to be fulfilling the needs of its industrial residents.

## Advantage West Midlands

Finally, the questionnaire reviewed the affiliations between businesses in Redditch and the region's development agency, Advantage West Midlands who work to support new and existing businesses by attracting investment, developing key industries, raising skills levels and providing financial and strategic support.

**Graph 48**



The graph shows that predominantly within the Borough, businesses are not involved with, and therefore not benefiting from the input of, Advantage West Midlands. Indeed, only 19% of respondents are involved with the development agency. The discriminate proportionality in the Borough between those companies affiliated with Advantage West Midlands and those not is replicated across the various employment zones and therefore is an issue. Concerns over a poor skills base in the Borough as well as cost and recruitment issues emerged in this consultation process and greater involvement with Advantage West Midlands could help to reduce the impacts of some of these problems.

## Conclusion

In conclusion, this section has sought to engage with feedback from consultation with the Borough's businesses to provide important background

information on Redditch's economic and industrial portfolio. It has generated a portrait of the activities and attitudes of industry within the Borough as a whole, as well as identifying key issues or variances within the constituent employment areas.



## **Section 4: Comparison with previous consultation**

### ***Introduction***

As part of the Overview and Scrutiny process, the report 'Jobs, employment and the economy' was completed in 2005 to identify the challenges and priorities in the Redditch economy as they affected employers, current employees and the future workforce. The report provides a historical basis to the assessment of employment opportunities and threats in the Borough and therefore offers an important point of comparison to inform the current Employment Land Review.

The 2005 report consulted with a number of local stakeholders who have an interest in the state of the Borough's economic status; these included representatives from the manufacturing sector, business support groups and training services. Issues covered surrounded job losses, recruitment and the appeal of the Borough for businesses. The previous section sets out the consultation undertaken as part of this Review, the consultation was undertaken with the Borough's local industries and consulted on a variety of issues. This section will compare the feedback from the two reports to highlight any points of interest between the perceptions of stakeholders in 2005 and in 2008 regarding the economic status of Redditch.

### ***Transport***

One of the main issues arising from the 2005 report 'Jobs, employment and the economy' concerned transportation. It was found that public transport posed a problem for local business as employees were unable to rely on any regular bus service or suffered from the buses running at inconvenient times. In consultation for this Employment Land Review, businesses were questioned on a comparative topic concerning the ability of staff to get to work. In contrast to the feedback for the 2005 report, it was found that over 85% of companies were satisfied or very satisfied with the ability of staff to get to work. Although the findings do not relate directly to the public transport issues raised previously, it is suggested in the consultation undertaken as part of this Employment Land Review that transport, be it public or private transport, is no longer an issue with regard to employment in the Borough.

## ***Recruitment***

Although the majority of companies interviewed for the 2005 review did not report a recruitment problem, an overarching concern was raised with regard to enticing new recruits, especially within the manufacturing sector. The manufacturing industry was considered to be an unappealing option for young people who were likely to favour jobs in new industries of IT and Commerce. Whilst there was no considerable issue regarding recruitment in the feedback for this Employment Land Review, over a third of companies were unsatisfied with their ability to recruit new staff which suggests that indeed there is a problem with enticing new recruits. Furthermore, manufacturing was found to be the predominant industry in the Borough, thus in relation to the concerns raised in the review of 'Jobs, employment and the economy', the move away from manufacturing industries to new industries may potentially problematise recruitment in the Borough, if not at present then in the future.

## ***Amenities***

There was a general consensus amongst Consultees in the 'Jobs, employment and the economy' review that Redditch had insufficient amenities to attract new workers and businesses to the area. It was felt that employers required better local amenities in order to improve their overall prospects. In contrast, it was found in the consultation undertaken as part of this Employment Land Review that companies within the Borough were generally satisfied with nearby amenities. Therefore, it is implied that amenities no longer pose a problem for employment in Redditch.

## ***Company future***

In the 2005 report, there was a significant concern reported regarding the threat to local businesses of international competition. Companies interviewed stressed their concern over losing contracts to the Far East and Eastern Europe and their inability to compete with these global powers in terms of cost. It was suggested that the future of these companies was threatened and that the only way to secure their long term future would be to diversify their market. Furthermore, it was identified that some sectors may be particularly vulnerable to a significant change in market forces. A number of questions were posed in the Employment Land Review Questionnaire regarding company future. The majority of companies stated that they did not expect either to enter new areas of activity or new markets, thus the intention expressed in the 2005 report to diversify has not materialised. However, the

threat to local businesses still appears to exist as generally companies did not expect significant employment creation nor inward investment. There were also a number of companies who were concerned about the growth prospects of their sector. The threats to company future as identified in 2005 are thus still relevant today.

### ***Advantage West Midlands***

The 'Jobs, employment and economy review' consulted with a representative of Advantage West Midlands as part of their employment evidence base. As a business support agency, Advantage West Midlands is responsible for assisting local businesses, and it was identified that Advantage West Midlands had been in contact with 864 businesses in Redditch, had assisted in starting up 16 new businesses in the area and, of 9 regional inward investment enquiries, Advantage West Midlands had presented Redditch as the preferred location to 5 businesses. Despite this involvement, local companies expressed a concern that they did not qualify for Advantage West Midlands funding and that the role of Advantage West Midlands was not effectively communicated to companies in Redditch. The role of Advantage West Midlands was followed up in the Employment Land review questionnaire in which it was found that only 19% of respondents are involved with the business development agency. It is therefore suggested that the concerns raised in 2005 are still evident today with only a minority of businesses taking advantage of the services offered by Advantage West Midlands.

### ***Conclusion***

Although a number of the opportunities and threats raised historically concerning employment have not materialised, other issues that were prevalent in the 'Jobs, employment and economy review' are borne out in the Employment Land Review. The two reports involved different methodologies and Consultees, nevertheless they show interesting areas of comparison and contrast. Whilst the situation with transportation and amenities has improved, recruitment, competition and funding are still problems within the Borough.

## Section 5: Site surveys of existing employment sites

### *Introduction*

A preliminary survey was conducted to establish the current status of existing employment sites and employment land. The survey site list consisted of Local Plan No.3 allocated sites, including all those sites which had been completed (completed sites), those with existing planning permission (committed sites) and those that have currently not been taken up (non-committed sites).

The criteria for carrying out the site surveys is set out in Appendix 2. The sites contained in the survey have been separated into three categories because of the different planning status.

### *Sites 1 – Completed sites*

The first lot of site assessments related to sites which had been completed i.e. developed. The purpose of including sites which had been completed was to assist in the analysis of employment land in the Borough, as part of the site appraisal there was consideration of the amount of vacant floor space. Therefore it is possible to identify where there are a lot of units being advertised as vacant. Appendix 7 contains the site proformas for each of the sites contained in the table below, the site proformas contain detail on the amount of vacant floor space being advertised.

**Table 10: Completed employment sites allocated under Local Plan No.3**

| Site Reference | Location                      | Size   | Suitability of taking forward to Stage 3 |
|----------------|-------------------------------|--------|--|
| IN 21          | Studley Road, Park Farm South | 6.50ha | Already developed                        |
| IN 23          | Albert Street                 | 1.76ha | Already developed                        |
| IN 27          | Paper Mill Drive              | 0.46ha | Already developed                        |
| IN 30          | Coldfield Drive – Clews Road  | 0.29ha | Already developed                        |

**Table 10: Completed employment sites allocated under Local Plan No.3**

| <b>Site Reference</b> | <b>Location</b>                          | <b>Size</b> | <b>Suitability of taking site forward to Stage 3</b> |
|-----------------------|--|-------------|--|
| IN 33                 | Opposite McDonalds, Moons Moat Drive     | 0.87ha      | Already developed                                    |
| IN 42                 | Tresscott Road, Smallwood                | 1.42ha      | Already developed                                    |
| IN 47                 | 501 Evesham Road                         | 0.04ha      | Already developed                                    |
| IN 48                 | 62 Birchfield Road                       | 0.05ha      | Already developed                                    |
| IN 49                 | 142 Enfield Road                         | 0.07ha      | Already developed                                    |
| IN 50                 | 75/77 Arthur Street, Lakeside            | 0.10ha      | Already developed                                    |
| IN 51                 | 85 Arthur Street.                        | 0.13ha      | Already developed                                    |
| IN 53                 | Former Quinton Hazel Site, Shawbank Road | 1.90ha      | Already developed                                    |
| IN 56                 | Adjacent to McDonalds, Moons Moat Drive. | 0.30ha      | Already developed                                    |
| IN 57                 | 58-59 Padgets lane, south Moons Moat     | 0.30ha      | Already developed                                    |
| IN 60                 | Bryants Garage, Washford Drive.          | 0.04ha      | Already developed                                    |
| IN 62                 | 5 Millsborough House, Ipsley Street      | 0.04ha      | Already developed                                    |
| IN 63                 | 66-70 Unicorn Hill                       | 0.02ha      | Already developed                                    |
| IN 64                 | Land at Heming Road/Claybrook            | 0.67ha      | Already developed                                    |

**Table 10: Completed employment sites allocated under Local Plan No.3**

| Site Reference | Location                                 | Size   | Suitability of taking site forward to Stage 3 |
|----------------|--|--------|---|
|                | Drive Washford                           |        |   |
| IN 65          | Dunstall Court, Astwood Lane, Feckenham. | 0.04ha | Already developed                             |
| IN 66          | 302 Birchfield Road, Webheath.           | 0.03ha | Already developed                             |
| IN 71          | Old library, Church Road.                | 0.04ha | Already developed                             |
| IN 72          | 128 Birchfield Road                      | 0.03ha | Already developed                             |

## ***Sites 2 – Committed sites***

The second category of sites relates to sites allocated under Local Plan No.3 which have planning permission but have not yet been completed. Sites with permission cannot be removed from the supply chain, therefore they already representative of the type and quantity of future employment land. Appendix 7 contains the site proformas for each of the sites contained in the table below.

**Table 11: Completed employment sites allocated under Local Plan No.3**

| Site Reference | Location                                 | Size                                  | Suitability of taking site forward to Stage 3  |
|----------------|--|---------------------------------------|--|
| IN 19          | Studley Road (Aeroquip), Park Farm North | 5.84ha (1.44ha still to be completed) | <b>Part completed site, awaiting for Phase 2 to commence, good location for employment purposes.</b> |
| IN 34          | Merse Road, North Moons Moat             | 0.65ha                                | <b>Unimplemented permission, considered</b>  |

| <b>Site Reference</b> | <b>Location</b>                                    | <b>Size</b> | <b>Suitability of taking site forward to Stage 3</b>                         |
|-----------------------|--|-------------|--|
|                       |  |             | <b>suitable for employment purposes</b>                                      |
| IN 52                 | Shawbank Road, Lakeside                            | 1.03ha      | <b>Unimplemented permission, considered suitable for employment purposes</b> |
| IN 55                 | Centech Park, Fringe Meadow Road                   | 0.11ha      | <b>Unimplemented permission, considered suitable for employment purposes</b> |
| IN 59                 | Adjacent Greenlands Business Centre, Studley Road. | 0.38ha      | <b>Unimplemented permission, considered suitable for employment purposes</b> |
| IN 61                 | Studley Road/Green lane, Park Farm South           | 0.43ha      | <b>Unimplemented permission, considered suitable for employment purposes</b> |
| IN 70                 | Barns at Whitehouse Farmhouse                      | 0.19ha      | <b>Unimplemented permission, considered suitable for employment purposes</b> |
| IN 73                 | Land off Union Street                              | 0.19ha      | <b>Unimplemented permission, considered suitable for employment purposes</b> |

### ***Sites 3 – Non-committed sites***

The final category of sites assessed in the survey were sites allocated under Local Plan No.3 which had no planning permission. Appendix 7 contains the site proformas for each of the sites contained in the table below.

**Table 12: Completed employment sites allocated under Local Plan No.3**

| <b>Site Reference</b> | <b>Location</b>                                   | <b>Size</b> | <b>Suitability of taking site forward to Stage 3</b> |
|-----------------------|---|-------------|--|
| IN 15                 | Woolaston Road, Park Farm North                   | 0.40ha      | <b>Considered suitable to be taken forward</b>       |
| IN 20                 | Old Forge Drive, Park Farm South                  | 1.32ha      | <b>Considered suitable to be taken forward</b>       |
| IN 24                 | Windsor Road Gas Works                            | 0.90 ha     | <b>Considered suitable to be taken forward</b>       |
| IN 37                 | Bartleet Road, Washford                           | 0.62ha      | <b>Considered suitable to be taken forward</b>       |
| IN 38                 | Heming Road, opposite unit 52                     | 0.22ha      | <b>Considered suitable to be taken forward</b>       |
| IN 54                 | Palmers Road, East Moons Moat.                    | 0.29ha      | <b>Considered suitable to be taken forward</b>       |
| IN 58                 | Land adjacent to Crossgate depot, Park Farm North | 1.10ha      | <b>Considered suitable to be taken forward</b>       |
| IN 67                 | Land at Brockhill                                 | 6.60ha      | <b>Considered suitable to be taken forward</b>       |
| IN 69                 | Land to Rear of Alexandra Hospital                | 2ha         | <b>Considered suitable to be taken forward</b>       |



## ***Conclusion***

Appendix 7 sets out the site survey proformas which are fundamentally important to this section. The analysis of sites which are non-committed concluded that these sites should be taken forward to stage 3 for further assessment as potential sites to meet the future employment land needs up to 2026. In addition to this the analysis of those sites which had been completed resulted in highlighting vacancy rates. It was an expectation for these sites to be marketing units and this is considered to be a normal operation of the market. The vacancy rates in the Borough of Redditch are not considered to be an issue. It should also be noted that employment monitoring only represents a snap shot in time and vacant premises could be taken up quickly after being monitored.

## Section 6: Conclusion

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

- Take up of employment land has not been reaching its annual targets outlined in the Structure Plan.
- However business enquires have generally increased which suggest that the market is growing.
- Business enquires have predominantly arisen from local sources.
- Enquires are largely industrial in nature, however in the last two years (monitored years) this has moved towards service, rather than manual, industries.
- Demand for employment land is increasing.
- In terms of demand, the most turbulent market has been that of office-based industry.
- Retail demand has been the most progressive.
- Demand has been characterised by a concentration of interest for the smallest industrial, office and retail units which indicates that the majority of businesses in Redditch are small enterprises.
- Industrial supply has generally increased across the monitoring period but nevertheless has failed to meet demand.
- Office supply has been the most fluctuating.
- Consultation with local businesses generated a portrait of the activities and attitudes of industry within the Borough as a whole, as well as identifying key issues or variances within the constituent employment areas.
- When comparing the consultation undertaken as part of this Employment Land Review and consultation undertaken as 'Jobs, employment and the economy' (2005) there are some interesting comparisons and contrasts. Whilst the situation with transportation and amenities has improved, recruitment, competition and funding are still problems within the Borough.
- In terms of site analysis those sites which are non-committed i.e. not taken up are considered suitable to be taken forward to Stage 3 of the Employment Land Review.

## **Appendix 1: Local Plan No.3 sites**

| Site No. | Site Name                                    |
|----------|--|
| IN 15    | Woolaston Road, Park Farm                    |
| IN19     | Studley Road (Aeroquip)                      |
| IN20     | Old Forge Drive (BACO)                       |
| IN21     | Studley Road (BACO)                          |
| IN23     | Albert St Phase 1 & 2 (part)                 |
| IN24     | Windsor Road, Gas Works                      |
| IN27     | Paper Mill Drive (part)                      |
| IN30     | Coldfield Drive (part)                       |
| IN33     | Adj. Avon Medicals, Moons Moat Drive         |
| IN34     | Merse Road, North Moons Moat                 |
| IN37     | Bartleet Road, Washford                      |
| IN38     | Adj. 47/52 Heming Road, Washford             |
| IN42     | Trescott Road, Smallwood                     |
| IN47     | 501 Evesham Road, Crabbs Cross               |
| IN48     | 62 Birchfield Road                           |
| IN49     | 142 Enfield Road                             |
| IN50     | 75/77 Arthur Street                          |
| IN51     | 85 Arthur Street                             |
| IN52     | Shawbank Road, Lakeside                      |
| IN53     | Former Quinton Hazell site, Lakeside         |
| IN54     | Palmers Road, Moons Moat (E)                 |
| IN55     | Centech Park, Fringe Meadow Road             |
| IN56     | Adj. McDonalds, Moons Moat Drive             |
| IN57     | 58-59 Padgetts Lane, Moons Moat (S)          |
| IN58     | Crossgate Road, Park Farm (N)                |
| IN59     | Adj. Greenlands Business Park, Park Farm (N) |
| IN60     | Bryants Garage, Washford Drive, Park Farm    |

(S)

|      |   |
|------|---|
| IN61 | Studley Road/ Green Lane, Park Farm (S)         |
| IN62 | Unit 5 Millsborough House, Smallwood            |
| IN63 | 66-70 Unicorn Hill, Town Centre                 |
| IN64 | Land at Heming Rd/ Claybrook Drive,<br>Washford |
| IN65 | Barns at Dunstall Court, Feckenham              |
| IN66 | 302 Birchfield Road, Webheath                   |
| IN67 | Land at Brockhill                               |
| IN69 | Land rear of Alexandra Hospital                 |
| IN70 | Barns at Whitehouse Farmhouse                   |
| IN71 | Old Library, Church Road                        |
| IN72 | 128 Birchfield Road                             |
| IN73 | Land off Union Street                           |

Date:  
Time:  
Officer:

## Appendix 2: Example of site survey proforma sheet

|                   |
|-------------------|
| <b>Site Ref:</b>  |
| <b>Address:</b>   |
| <b>Site Area:</b> |

|                   |
|-------------------|
| <b>Ownership:</b> |
|-------------------|

|                          |
|--------------------------|
| <b>Strategic access:</b> |
|--------------------------|

Site Plan

|   |
|---|
| <b>Current Site Status (including Planning policy history):</b> |
|---|

|   |
|---|
| <b>Level of car parking/public transport:</b> |
|---|

|                                     |
|-------------------------------------|
| <b>Development Control history:</b> |
|-------------------------------------|

Site Photograph

|   |
|---|
| <b>Description of Site and suitable uses:</b> |
|---|

|   |
|---|
| <b>Known constraints or infrastructure requirements (see site constraints checklist):</b> |
|---|

|                                     |
|-------------------------------------|
| <b>Adjacent land use/conflicts?</b> |
|-------------------------------------|

|                                   |
|-----------------------------------|
| <b>Floor space in use/vacant:</b> |
|-----------------------------------|

### **Market Attractiveness Factors**

### **Sustainable Development Factors**

## Appendix 3: List of Employment sites to assess

### *Local Plan No.3 sites*

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

### *Submitted Sites*

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

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

### ***Urban Capacity Study***

|          |   |   |
|----------|---|---|
| UCS 4.15 | Land at roundabout, opposite Rickyard Lane                          | ELR to assess   |
| UCS 4.17 | Land southwest of North Moons Moat                                  | ELR to assess   |
| UCS 4.30 | Adjacent to Oast House P.H / DSM land                               | ELR to assess   |
| UCS 4.47 | Land off Thornhill Road, North Moons Moat                           | ELR to assess   |
| UCS 4.49 | IN34  | ELR to assess   |
| UCS 4.51 | Part of IN4   | ELR to assess   |
| UCS 4.53 | IN6 and additional land (53a, 53b)                                  | ELR to assess   |
| UCS 4.54 | Land north of Istel fronting Ravensbank Drive                       | ELR to assess   |
| UCS 4.59 | Land off Fringe Meadow Road   | ELR to assess   |
| UCS 5.17 | Land off Fishing Line Road  | ELR to assess   |
| UCS 5.30 | Land rear of Sterling Save, Summer Street                           | ELR to assess   |
| UCS 6.16 | Land at Arthur Street / New Meadow Road                             | ELR to assess   |
| UCS 6.18 | Land off Broadground Road   | Open space. ELR to assess                               |
| UCS 6.43 | Land between Morrisons (ex-Safeways) superstore and Brooklyn Garage | ELR to assess   |
| UCS 6.45 | Dudleys, Brook Street   | ELR to assess   |
|          |   |   |
| UCS 7.5  | Land bound by Kingham Close and Far Moor Lane                       | Location / access unsuitable for housing; ELR to assess |
| UCS 8.25 | Land rear of Hospital   | ELR to assess   |
| UCS 8.26 | Land rear of Hospital (merged with 8.25)                            | ELR to assess   |
| UCS 9.6  | Land opposite The Griffin P.H.                                      | ELR to assess   |
| UCS 9.13 | Land off Woolaston Road   | ELR to assess   |
| UCS 9.16 | Land adjacent to Crossgate Depot                                    | ELR to assess   |
| UCS 9.19 | Land off Pipers Road  | ELR to assess   |
| UCS 9.20 | Land off Pipers Road  | ELR to assess   |
| UCS 9.47 | Land fronting Studley Road  | ELR to assess   |
| UCS 9.50 | Studley Road (Delsons)  | Land locked but ELR to assess                           |
| UCS 9.53 | Land fronting Claybrook Drive                                       | ELR to assess   |
| UCS 9.54 | Land off Heming Road  | ELR to assess   |
| UCS 9.55 | Land off Heming Road  | ELR to assess   |
| UCS 9.56 | Land off Bartleet Road  | ELR to assess   |
| UCS 9.57 | Land fronting Icknield Street                                       | ELR to assess   |



|          |                                |               |
|----------|--------------------------------|---------------|
|          | Drive                          |               |
| UCS 9.58 | Land fronting Matchborough Way | ELR to assess |
| UCS 9.59 | Land fronting Matchborough Way | ELR to assess |
| UCS 9.62 | Land fronting Matchborough Way | ELR to assess |
| UCS 9.63 | Land fronting Matchborough Way | ELR to assess |
| UCS 9.64 | Land fronting Claybrook Drive  | Developed     |
| UCS 9.68 | Old Forge Drive (BACO)         | ELR to assess |

## Appendix 4: Copy of the Employment Land Review Questionnaire sent to companies in Redditch Borough

### CONSULTATION QUESTIONNAIRE

**Company name** .....

**Address**

.....  
.....  
.....

Is this your main address?                      Yes    ☐                      No    ☐

Is this your Head Office?                      Yes    ☐                      No    ☐  
(For multi-site companies only)

**Contact name** ..... **Phone** .....

**Position** ..... **Email** .....

### Company details

**Main activity of company** .....

Please select any of the sectors listed that you work in:

Automotive                      ☐                      Aerospace                      ☐                      Rail                      ☐

Building Technologies                      ☐                      Food & Drink                      ☐                      ICT                      ☐

Medical Technologies                      ☐                      Manufacturing                      ☐                      Tourism & Leisure                      ☐

Environmental Technologies                      ☐                      Business & Professional Services                      ☐

Screen Image & Sound                      ☐                      High Added Value Consumer Products                      ☐

Nationality of Company Owner(s) .....

**No. of employees:-**

**Full Time** ..... **Part Time** .....

**Start date of company locating in Borough of Redditch**

.....

**Approximate turnover for previous financial period**

- £0 - £49,000 ☐  
 £50,000 - £99,000 ☐  
 £100,000 - £249,000 ☐  
 £250,000 - £499,000 ☐  
 £500,000 - £999,000 ☐  
 £1,000,000 - £1,999,000 ☐  
 £2,000,000 - £4,999,000 ☐  
 £5,000,000 - £9,999,000 ☐  
 £10,000,000 - £39,999,000 ☐  
 £40,000,000 + ☐

Preferred method of contact for non-statutory communication from Redditch Borough Council:

Email ☐ Telephone ☐ Post ☐ No Contact ☐

**Redditch Overview**

**Why is the company located in Redditch?**

.....

.....

.....

.....

.....

**With regard to your current site, please indicate how satisfied you are with the following factors?**

|  | Very Satisfied | Satisfied | Undecided | Unsatisfied | Very unsatisfied | N/A |
|--|----------------|-----------|-----------|-------------|------------------|-----|
| Ability of staff to get to work                  |                |           |           |             |                  |     |
| Ability to recruit new staff                     |                |           |           |             |                  |     |
| Quantity of parking space                        |                |           |           |             |                  |     |
| Access to road/transport network                 |                |           |           |             |                  |     |
| Security of site                                 |                |           |           |             |                  |     |
| Proximity to customers/suppliers                 |                |           |           |             |                  |     |
| Quality of utilities and telecommunication links |                |           |           |             |                  |     |
| Nearby amenities                                 |                |           |           |             |                  |     |

**Main positive factors of locating in Redditch**

.....  
.....  
.....

**Main negative factors of locating in Redditch**

.....  
.....  
.....

**Approximately, how much employment space do you occupy?**

- ☐ Under 1, 000 sq ft (under 100 sq m)
- ☐ 1, 000 sq ft to 5, 000 sq ft (between 100 – 500 sq m)
- ☐ 5, 001 sq ft to 10, 000 sq ft (between 501 – 1000 sq m)
- ☐ 10, 001 sq ft to 20, 000 sq ft (between 1001 – 2000 sq m)
- ☐ 20, 001 sq ft to 50, 000 sq ft (between 2001 – 5000 sq m)
- ☐ 50, 001 sq ft to 100, 000 sq ft (between 5001 – 10, 000 sq m)
- ☐ Over 100, 000 sq ft (over 10, 000 sq m)

If the actual figure is known, please state .....sq ft/sq m (please delete)

**Do you consider your premises to be adequate for the immediate future of the company?** Yes ☐ No ☐

**Future growth prospects**

**What is your expected employment creation**

.....  
.....

**Are you expecting to enter into new areas of activity**

.....  
.....

**Are you expecting to enter into new markets**

.....  
.....

**Do you anticipate any inward investment in your business activity**

.....  
.....

**Views on growth prospects for own sector**

.....  
.....

**If looking to relocate**

**Where**

.....  
.....

**Space Requirements**

- ☐ Under 1, 000 sq ft (under 100 sq m)
- ☐ 1, 000 sq ft to 5, 000 sq ft (between 100 – 500 sq m)
- ☐ 5, 001 sq ft to 10, 000 sq ft (between 501 – 1000 sq m)
- ☐ 10, 001 sq ft to 20, 000 sq ft (between 1001 – 2000 sq m)
- ☐ 20, 001 sq ft to 50, 000 sq ft (between 2001 – 5000 sq m)
- ☐ 50, 001 sq ft to 100, 000 sq ft (between 5001 – 10, 000 sq m)
- ☐ Over 100, 000 sq ft (over 10, 000 sq m)

If the actual figure is known, please state .....sq ft/sq m (please delete)

**If looking to relocate which of the following aspects do you consider to be essential? (please tick all that apply)**

- ☐ Flexible modular units that can be adapted or expanded to meet changing business requirements
- ☐ Land to construct purpose built facilities to own requirements
- ☐ Affordable rent
- ☐ Location accessible to main transport routes
- ☐ Location close to sources of employees
- ☐ Other (please state) .....

**If not in Redditch, where would you look to relocate?**

.....  
.....  
.....

**Are there any other areas within the Borough of Redditch where you would prefer to locate?**

.....  
.....  
.....

**If so, why?**

.....  
.....  
.....

#### **Other views**

**Views on Redditch Borough Council**

.....  
.....  
.....

**Planning matters**

.....  
.....  
.....

**Other matters**

.....  
.....  
.....

**Any involvement with Advantage West Midlands?**      Yes ☐      No ☐

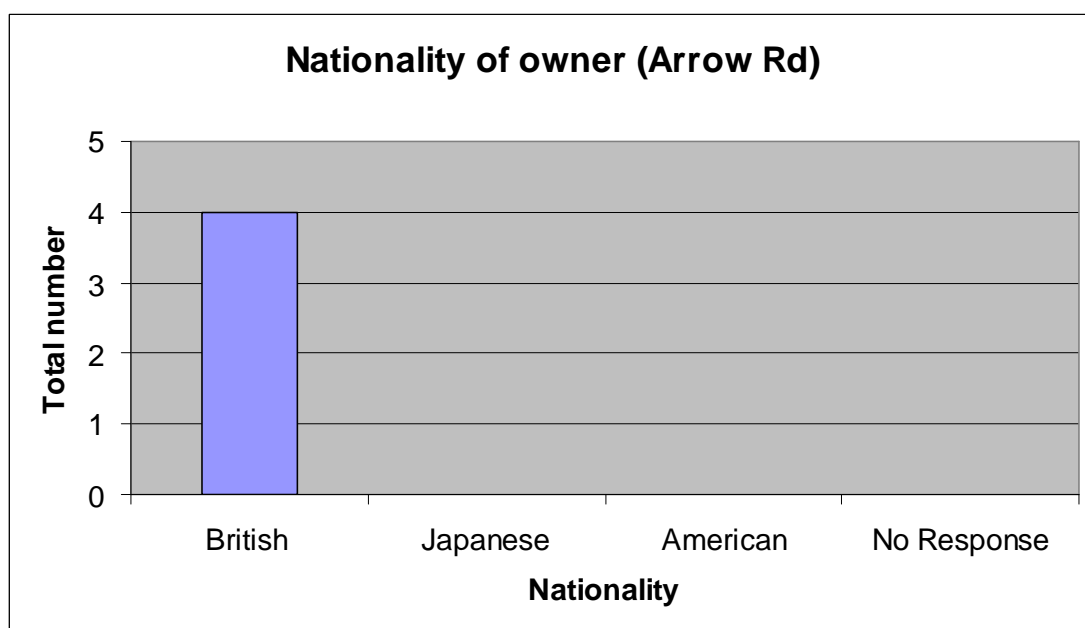
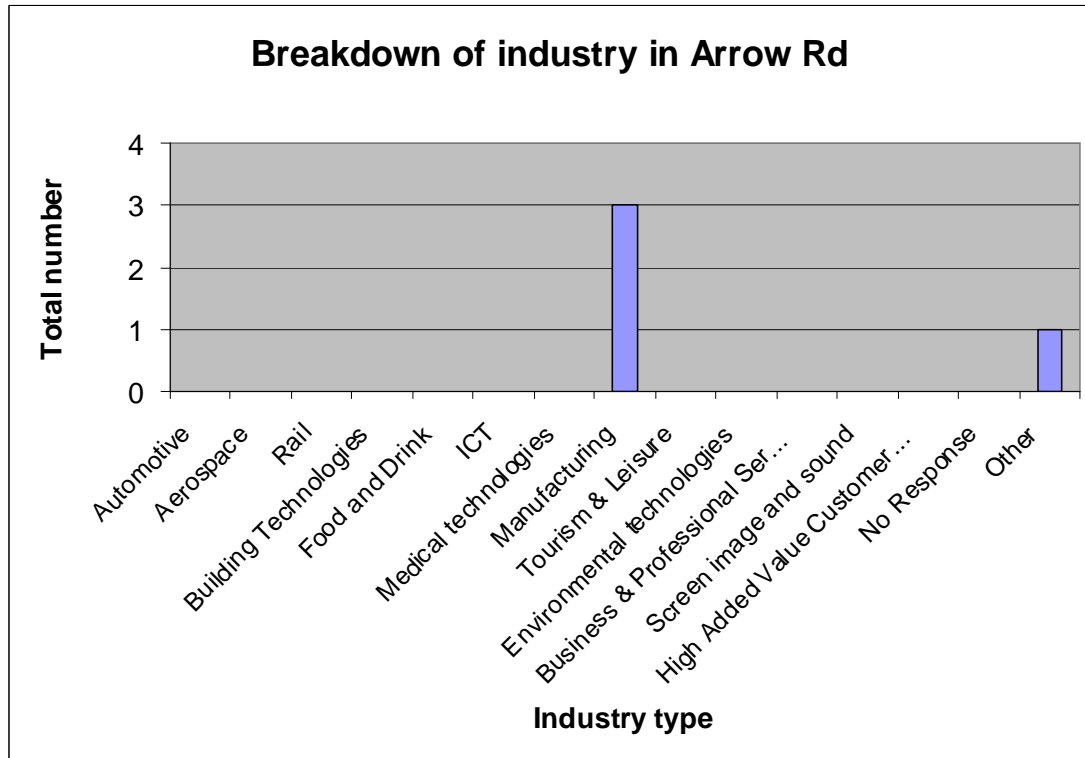
**Views on their performance**

.....  
.....  
.....

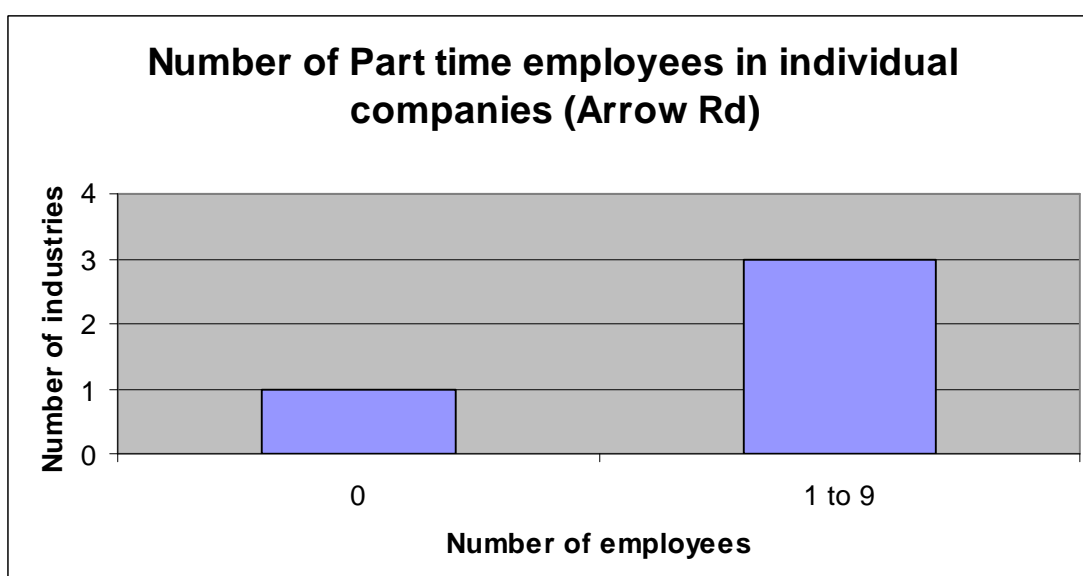
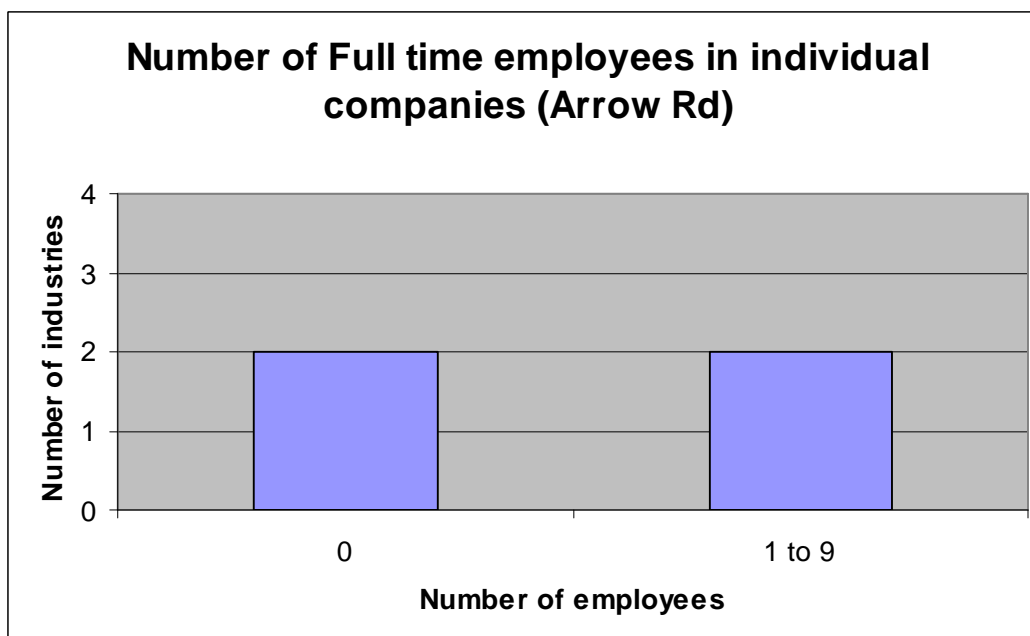
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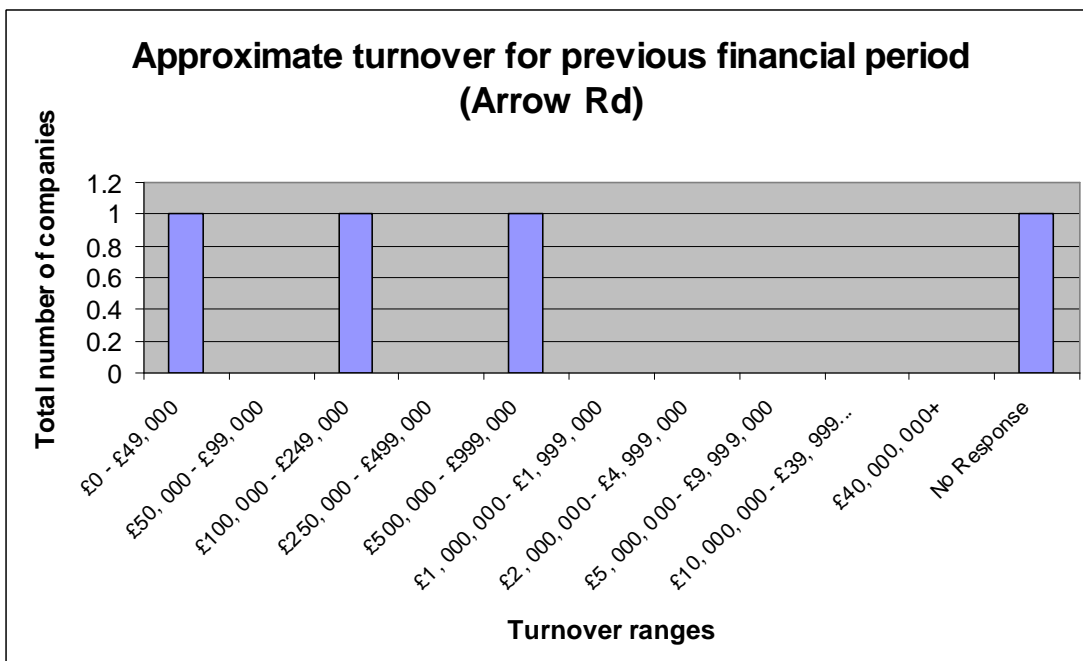
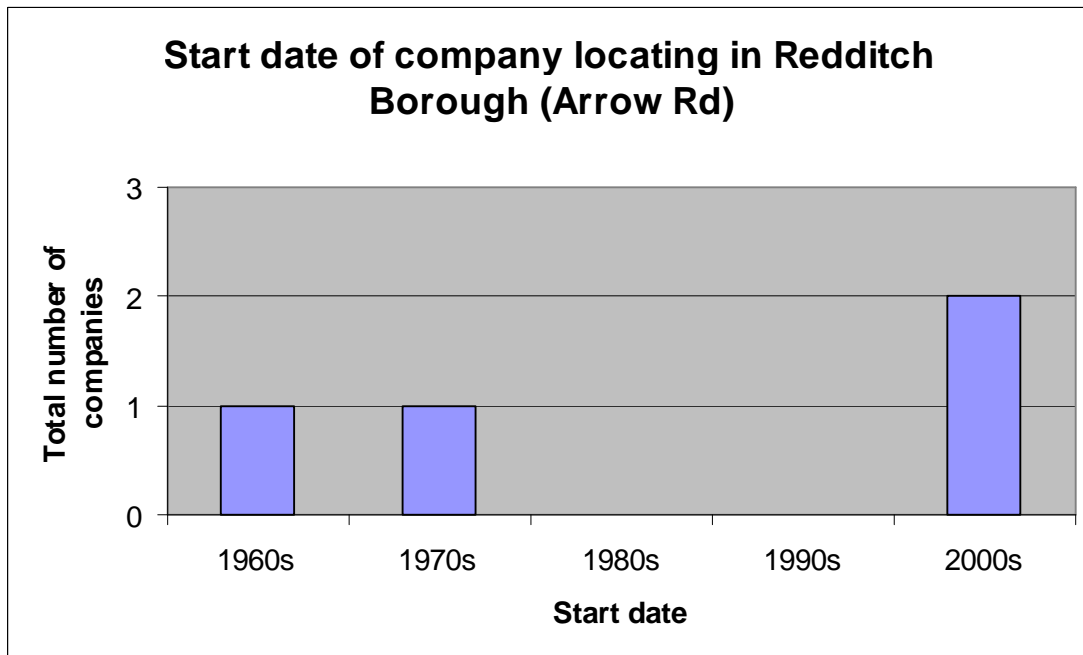
## Appendix 5: Results for all locations

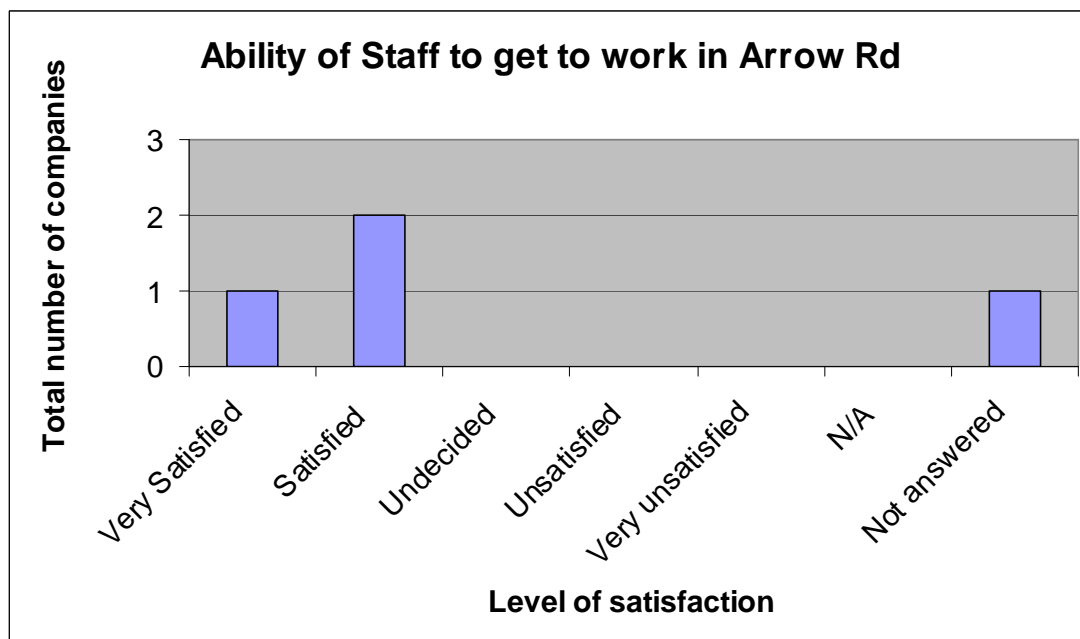
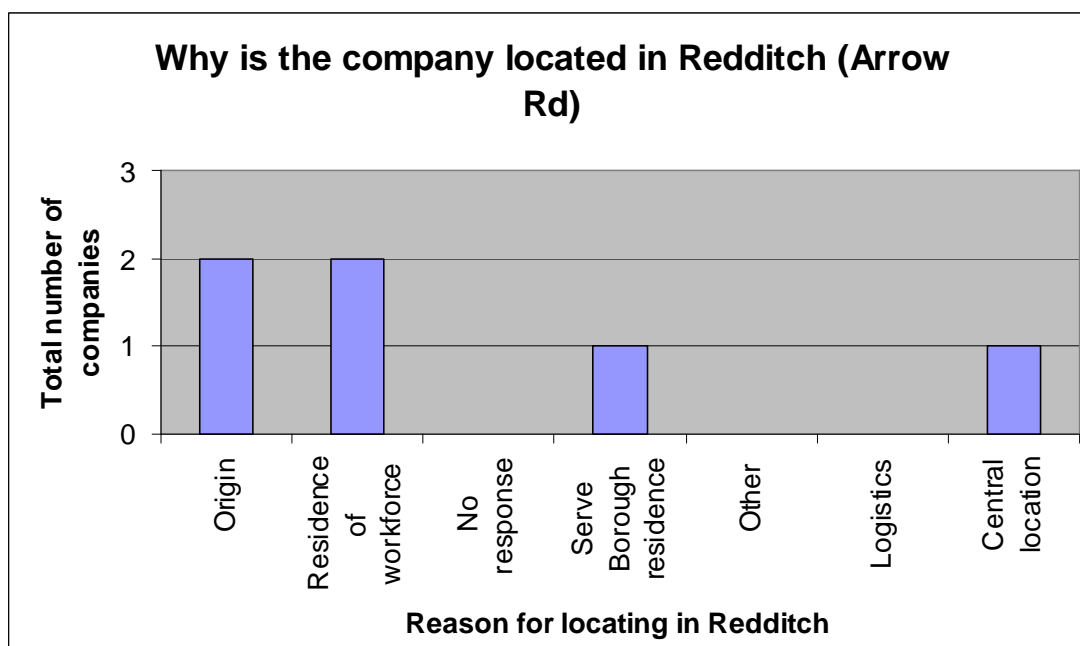
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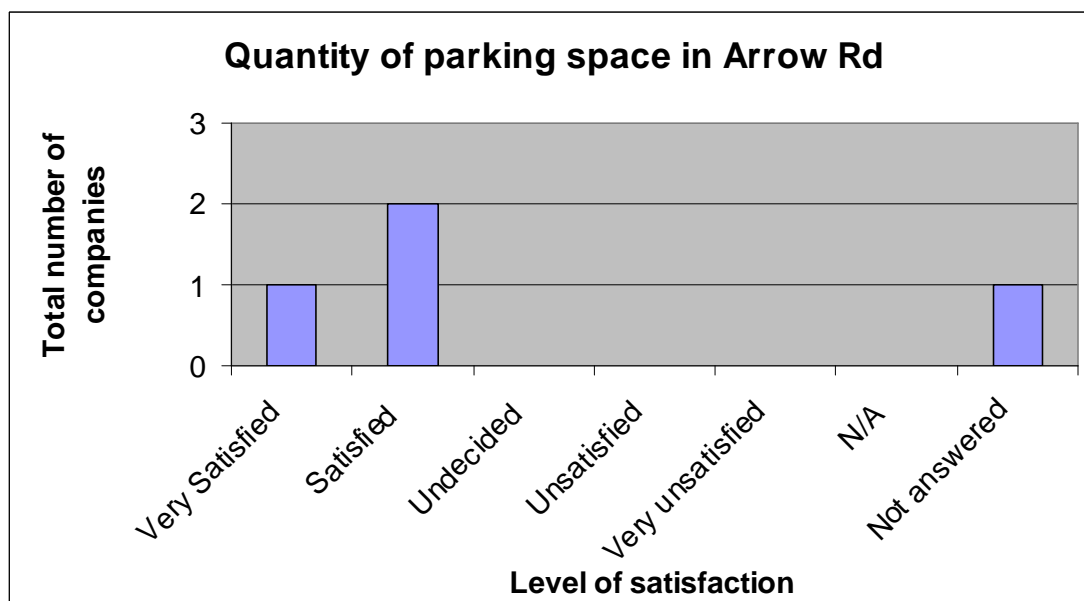
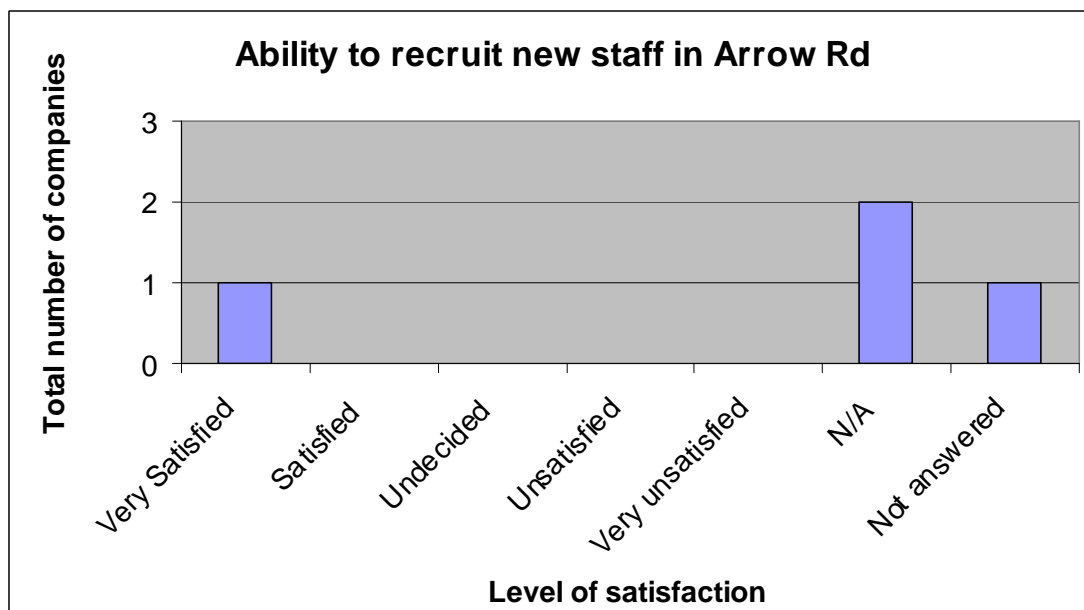


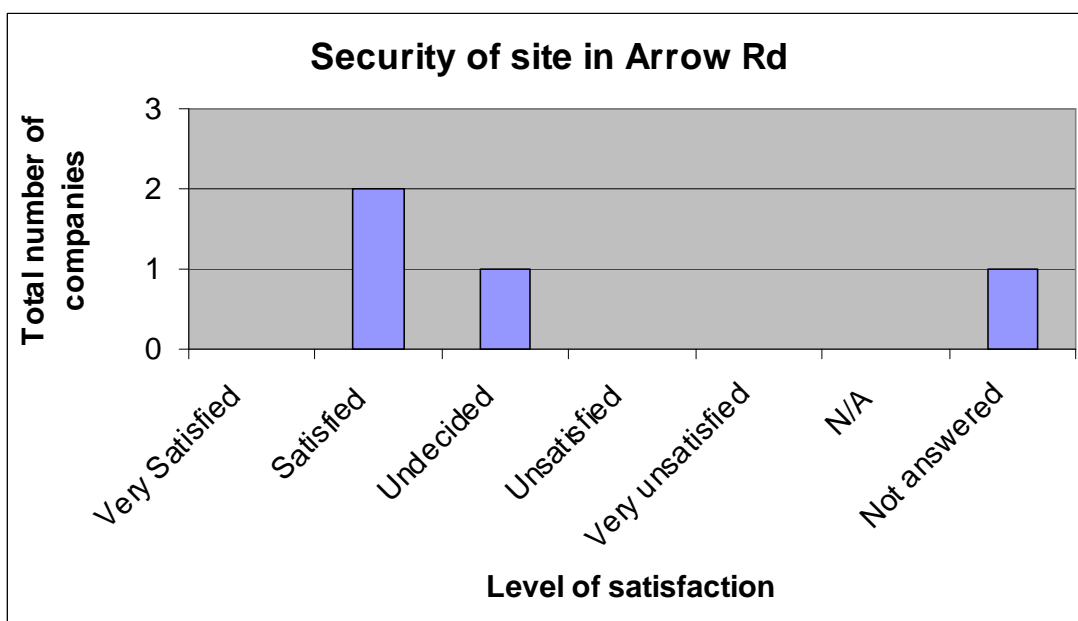
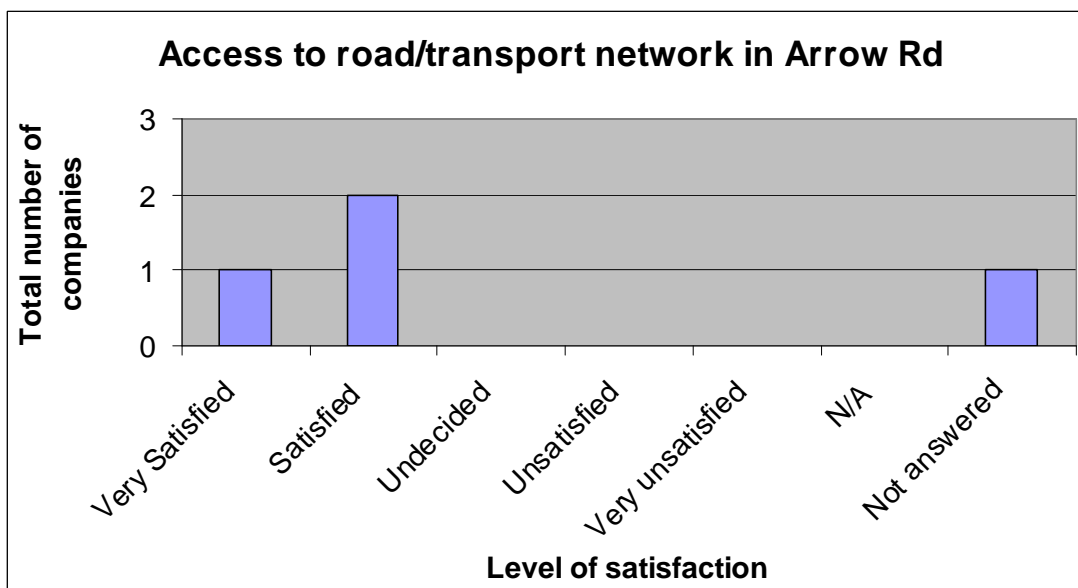


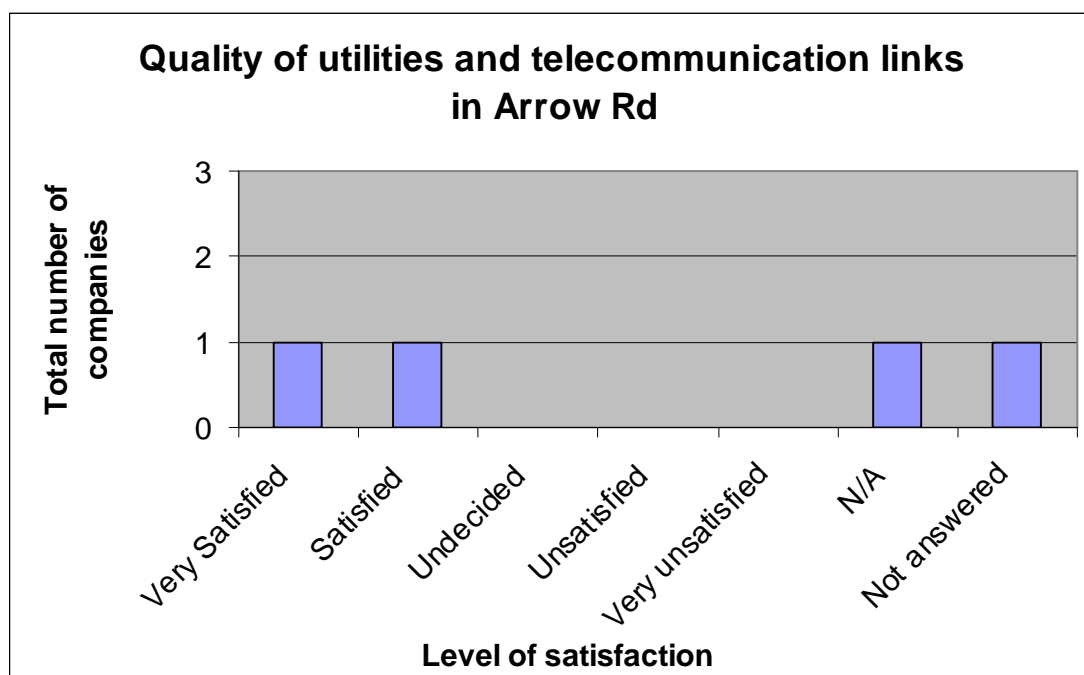
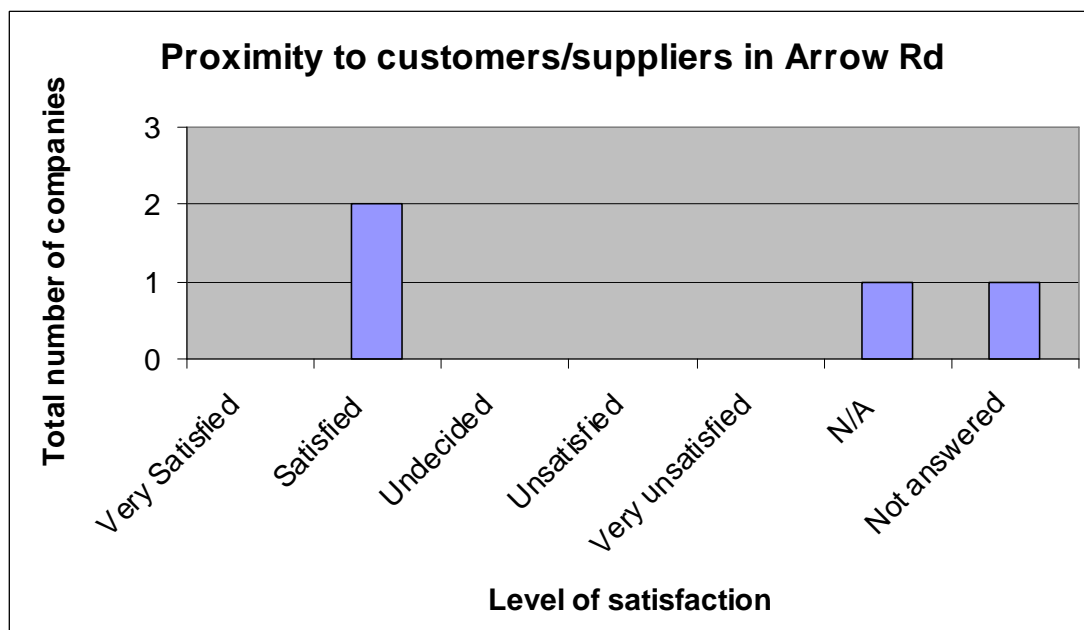


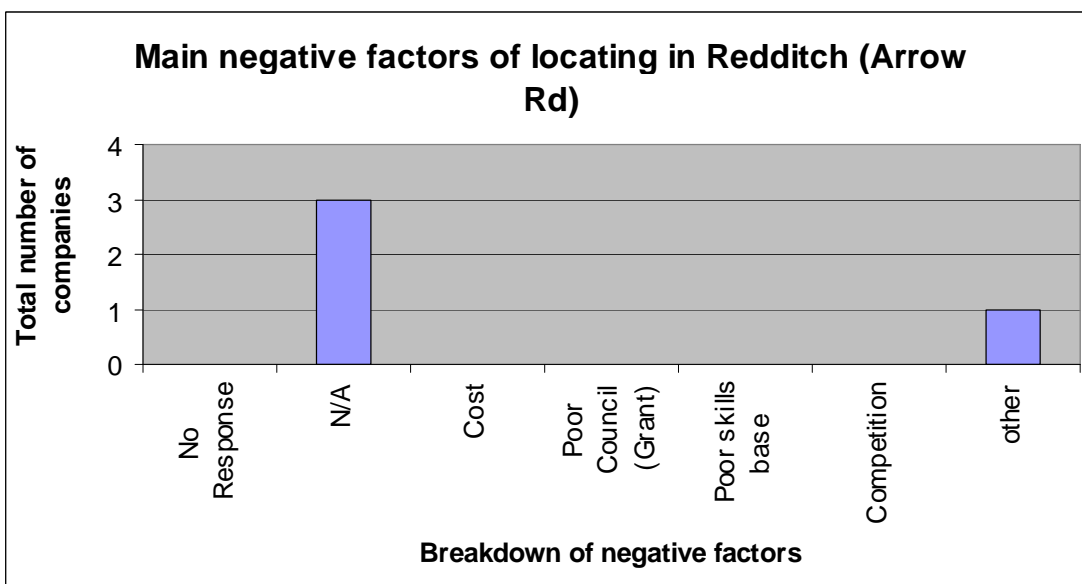
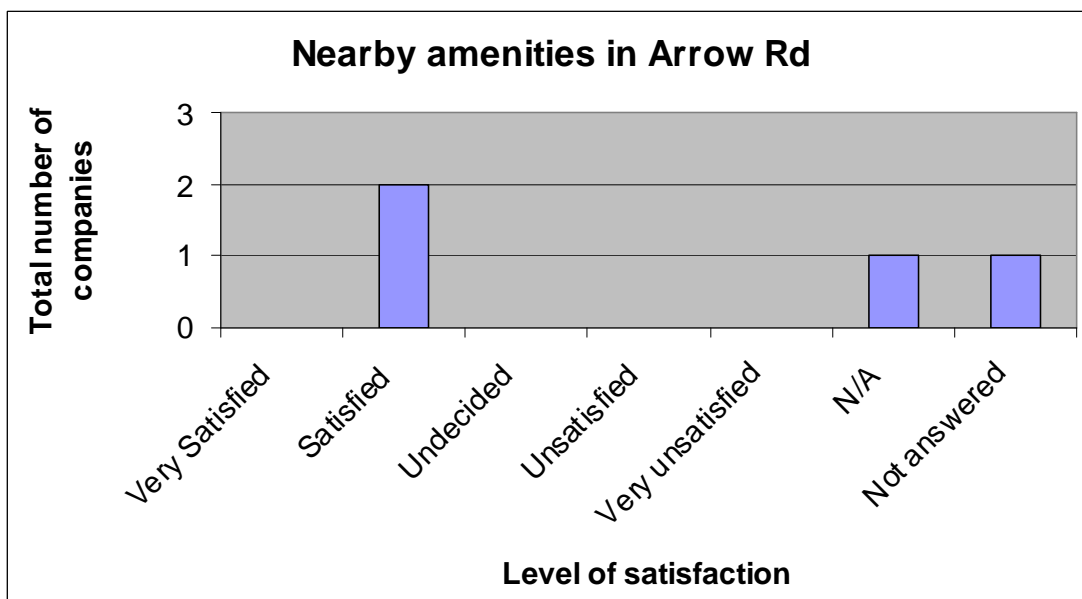


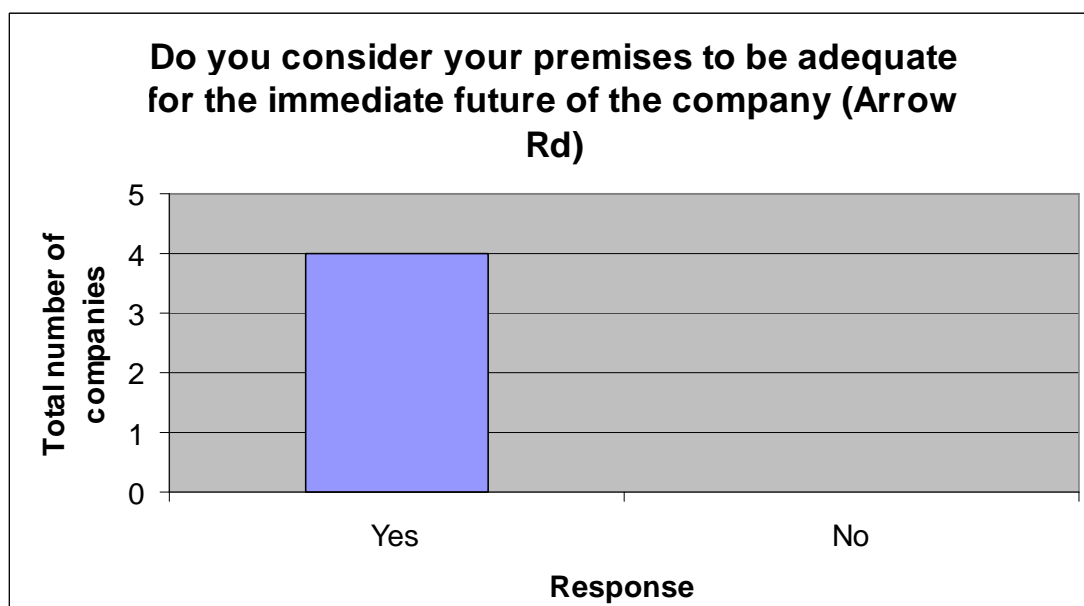
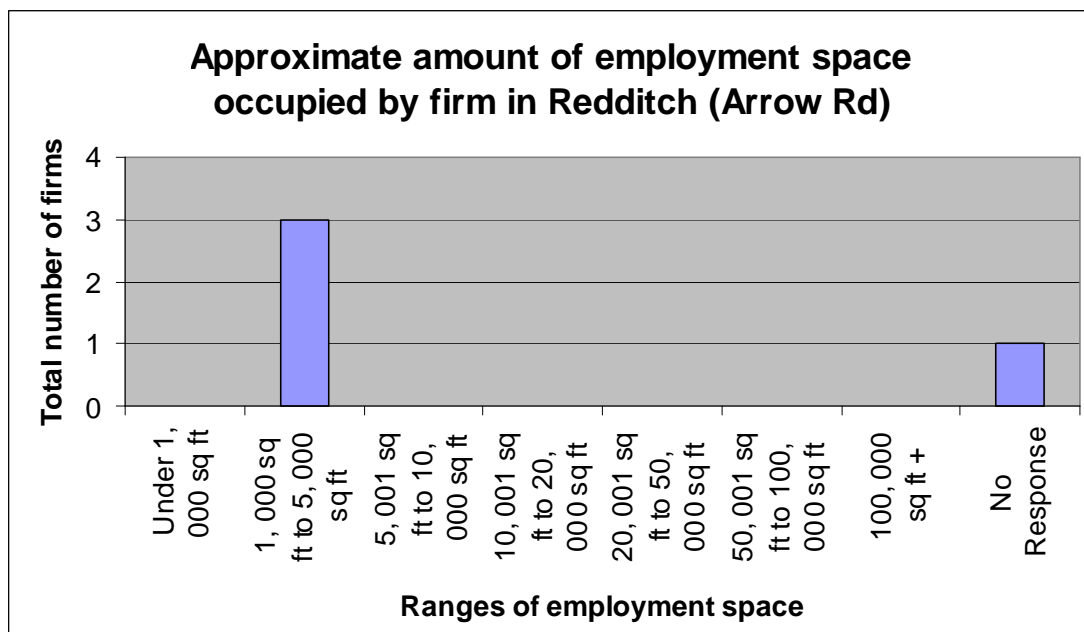




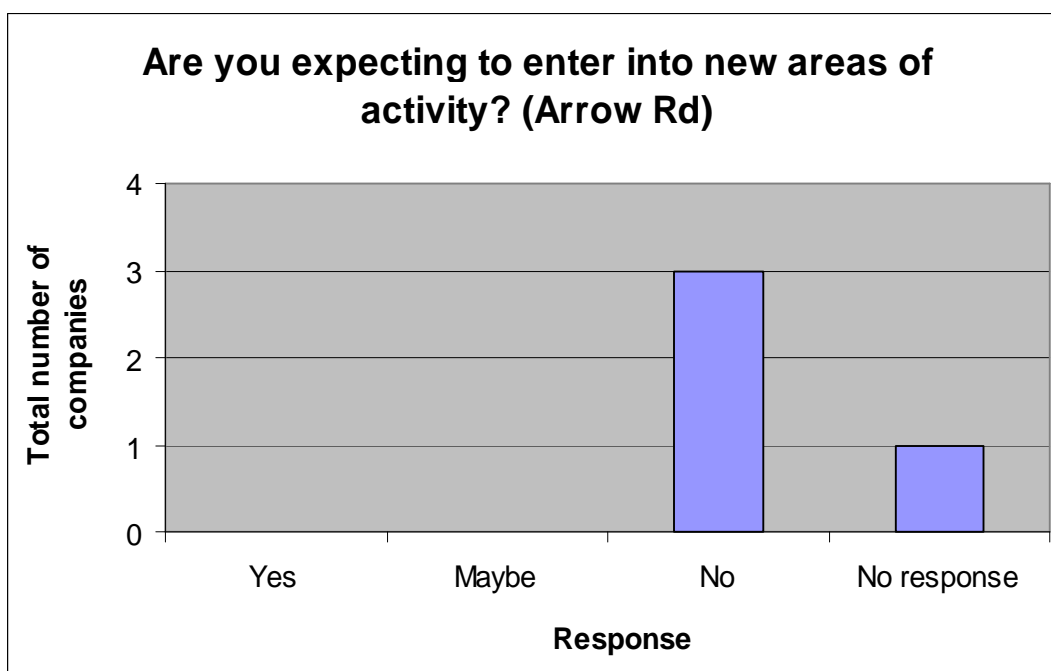
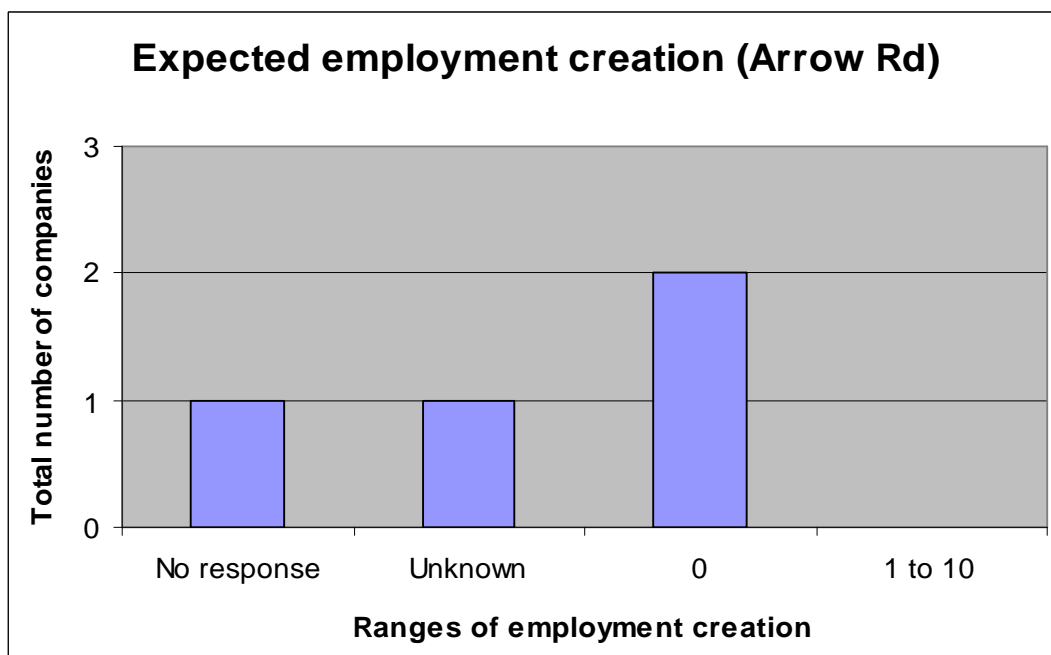


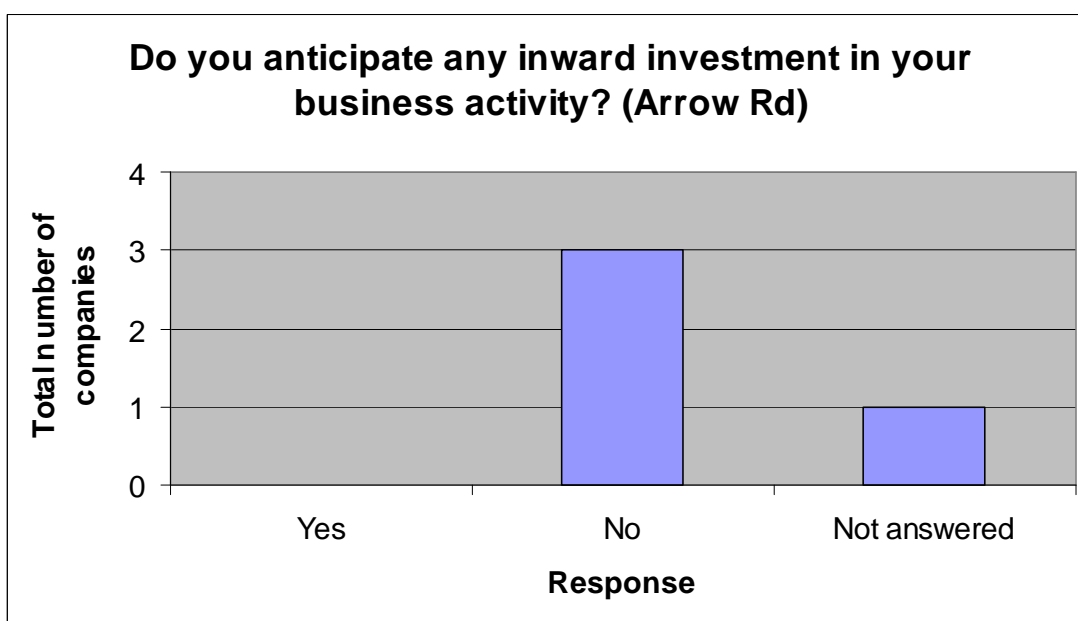
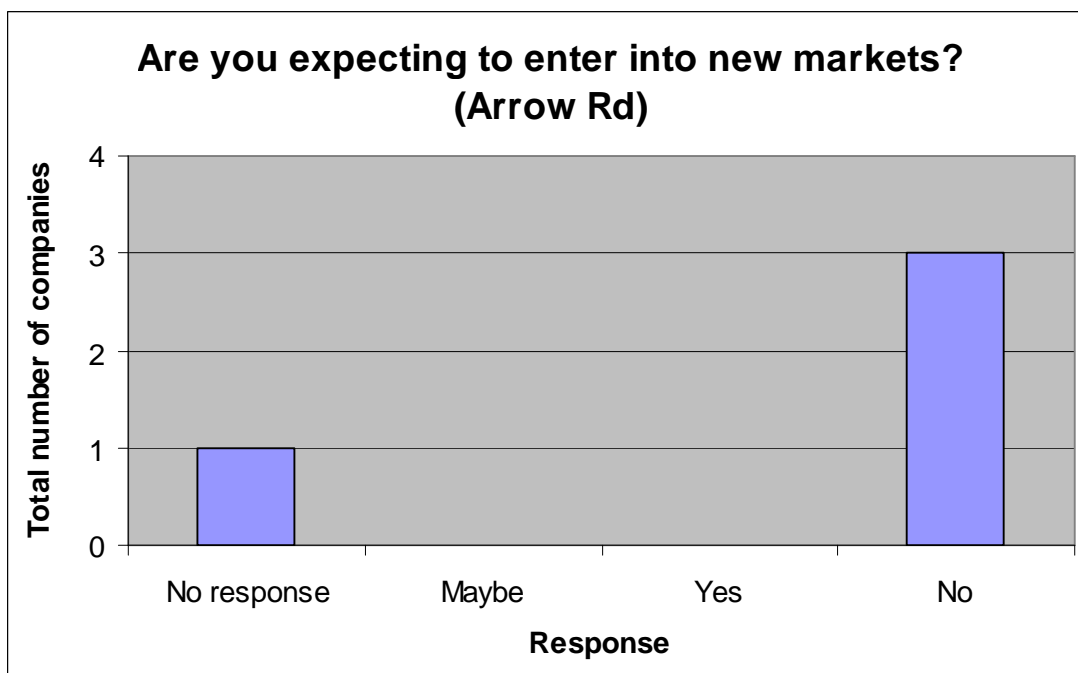


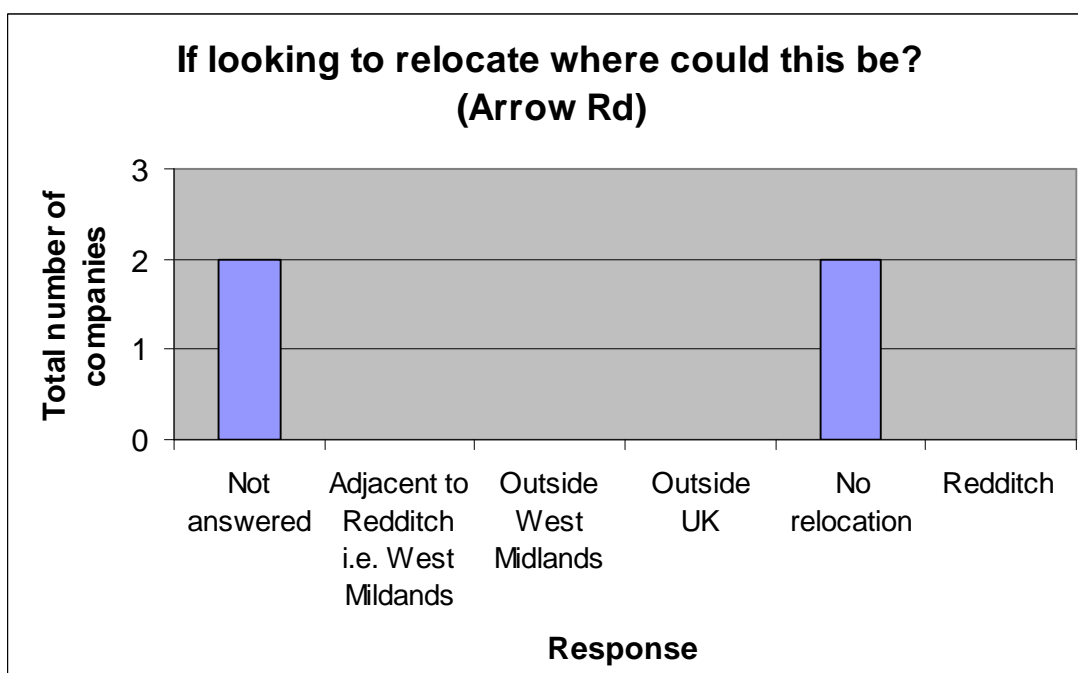
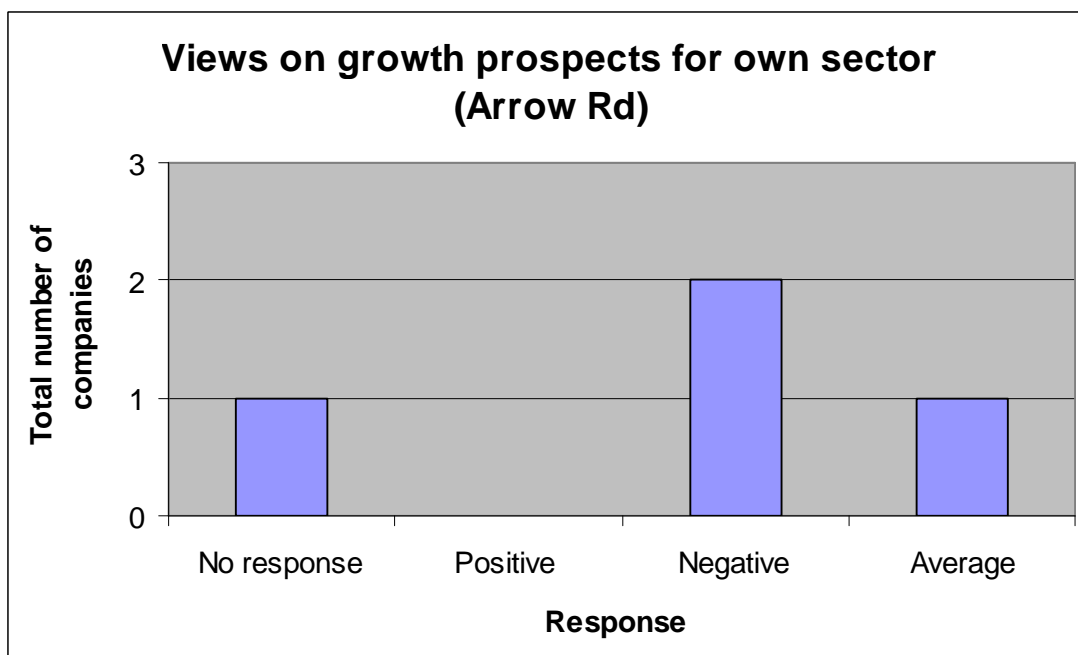


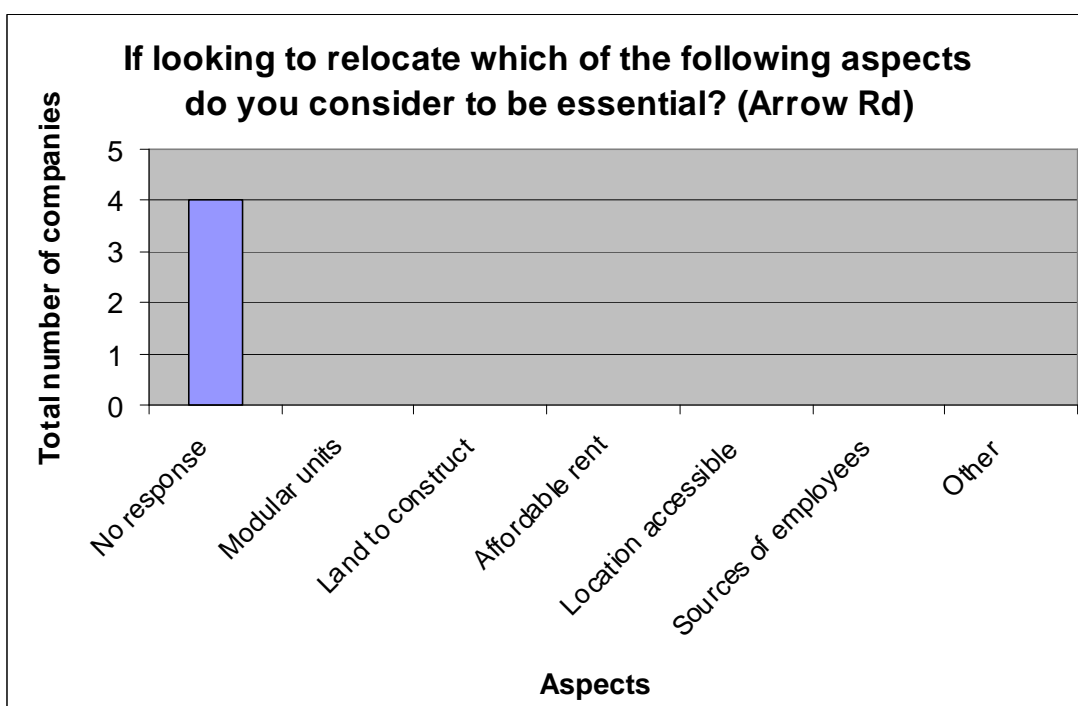
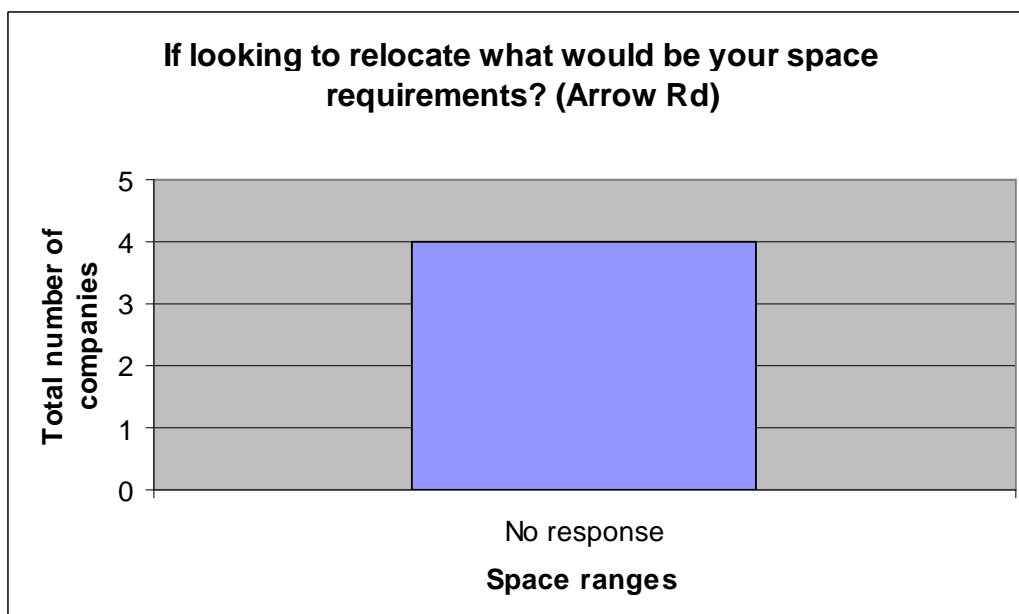


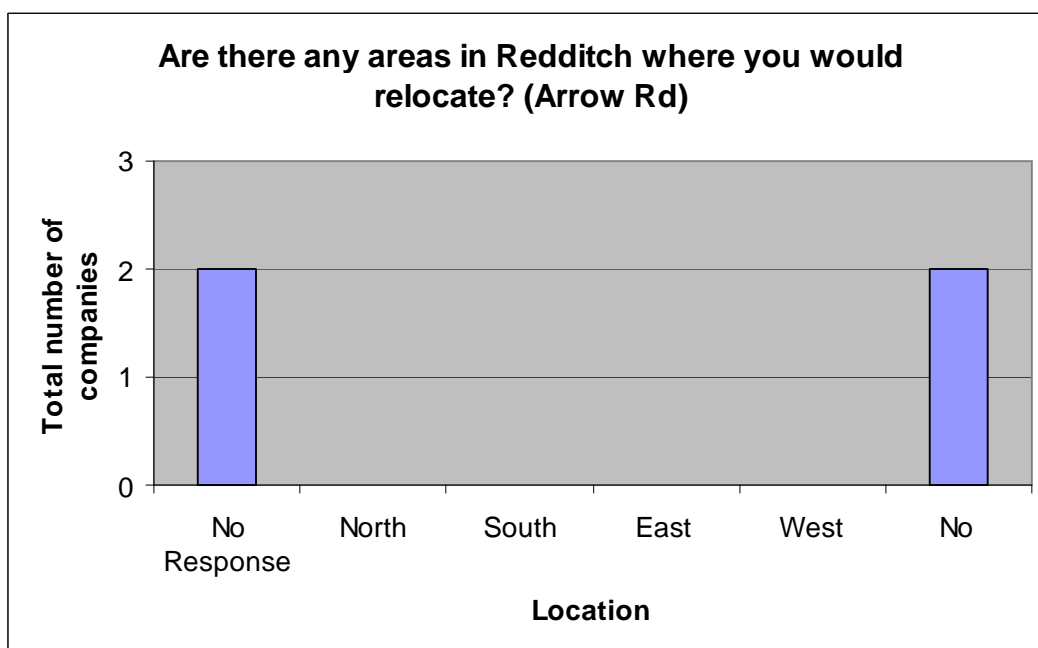
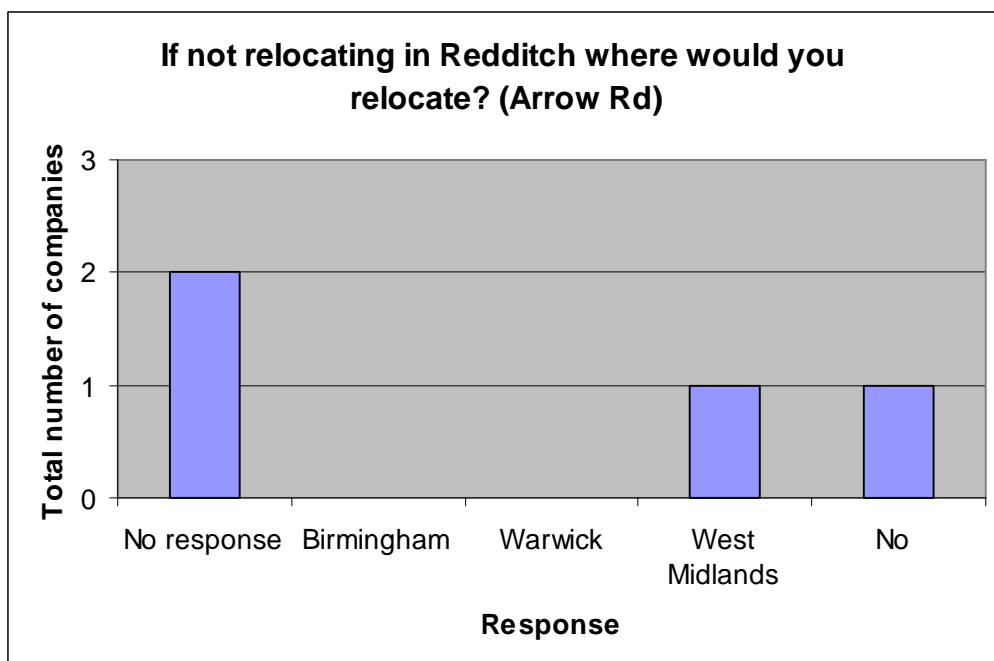


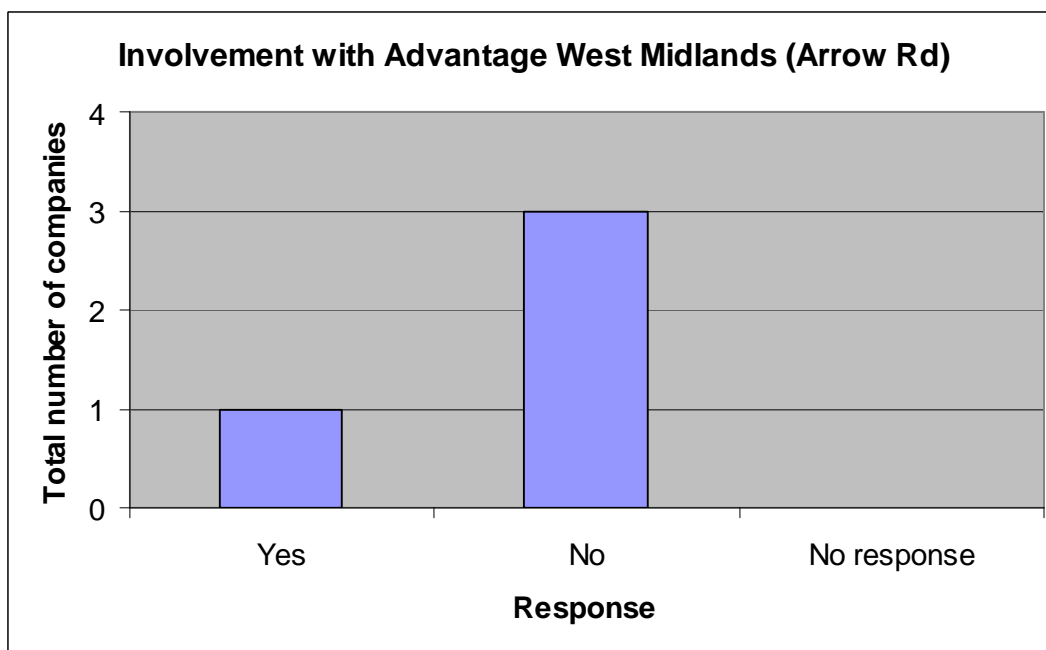




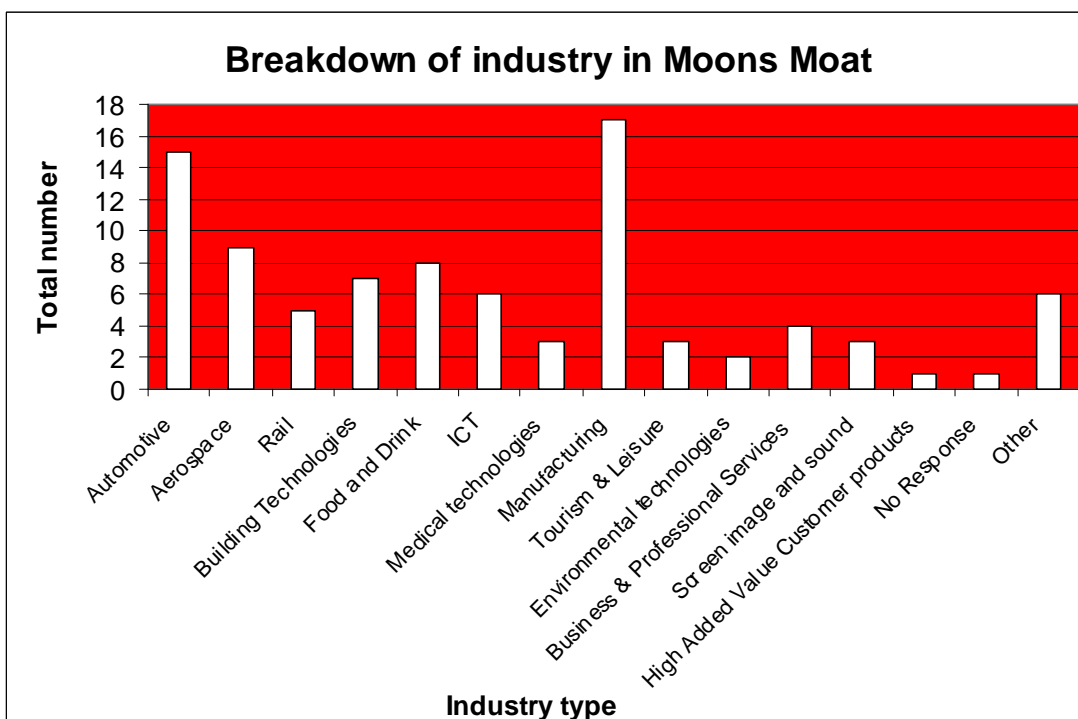


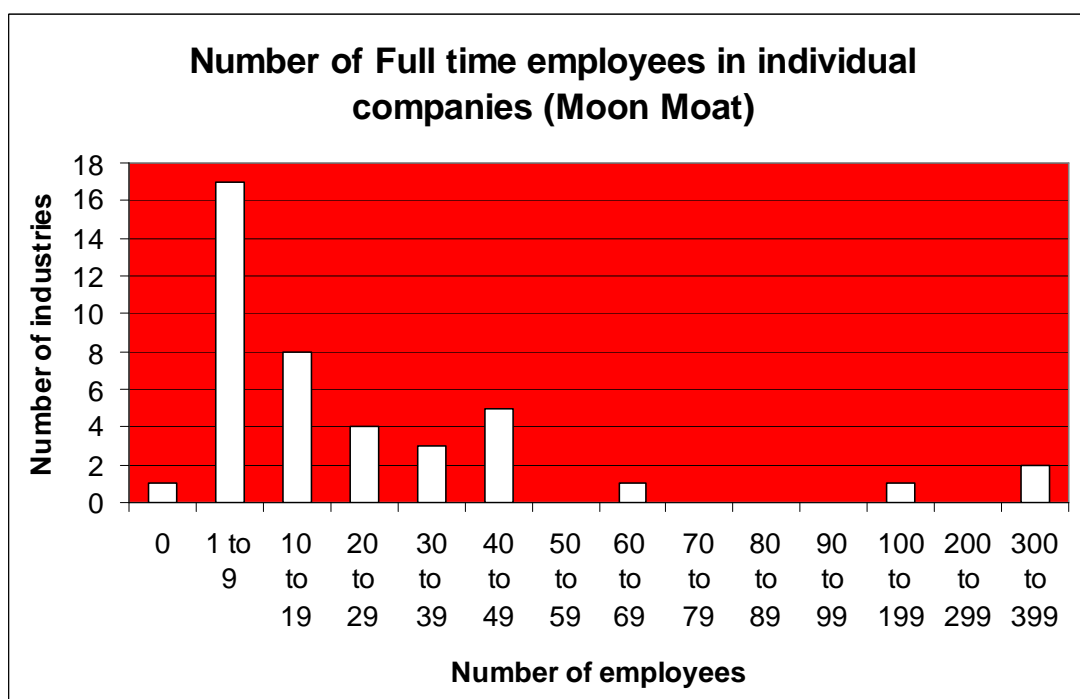
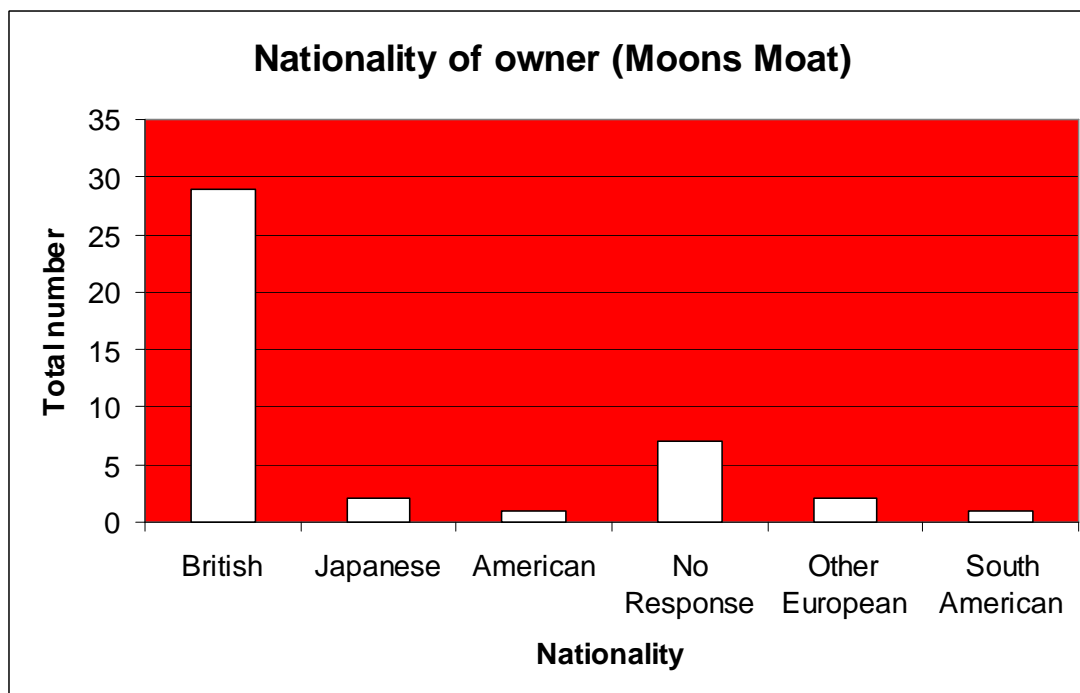


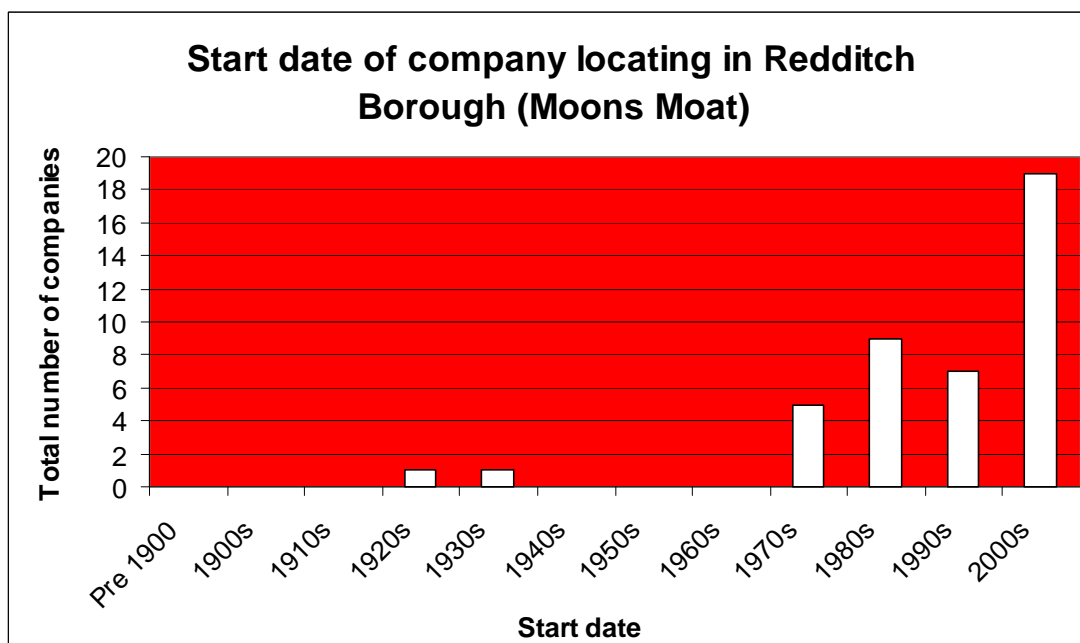
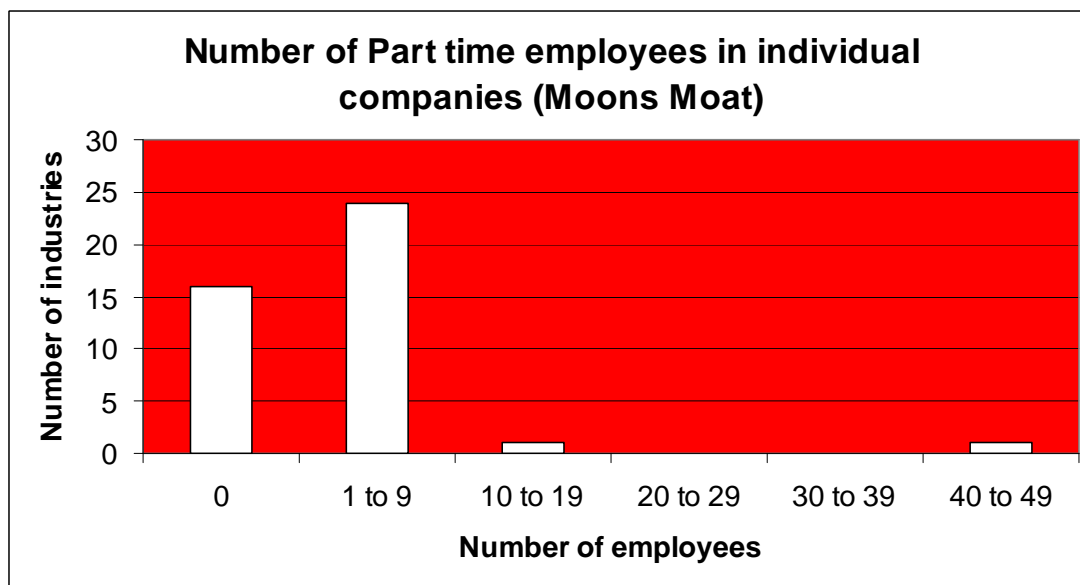




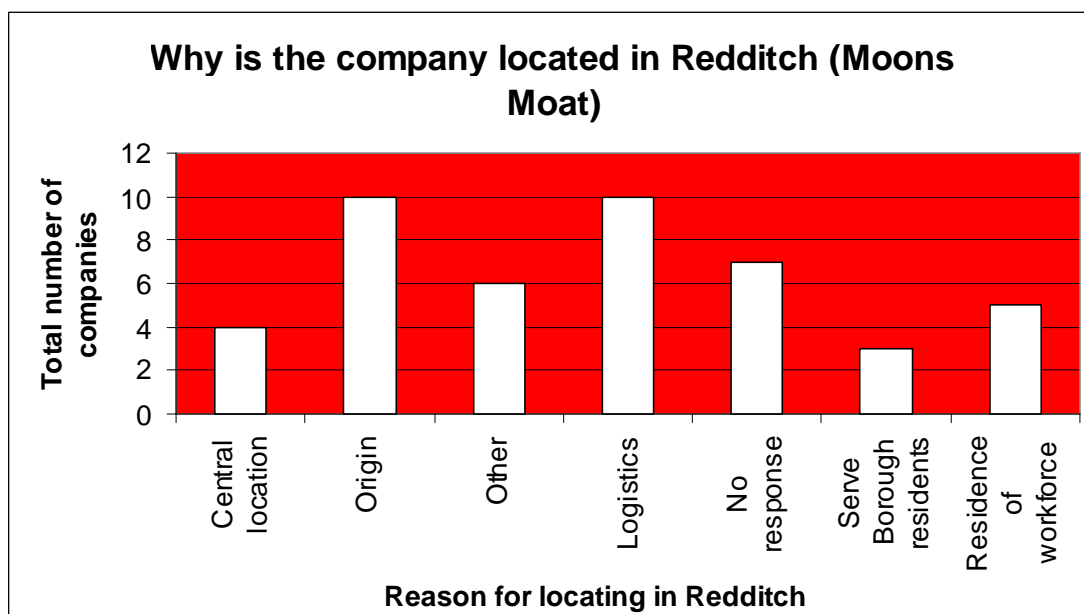
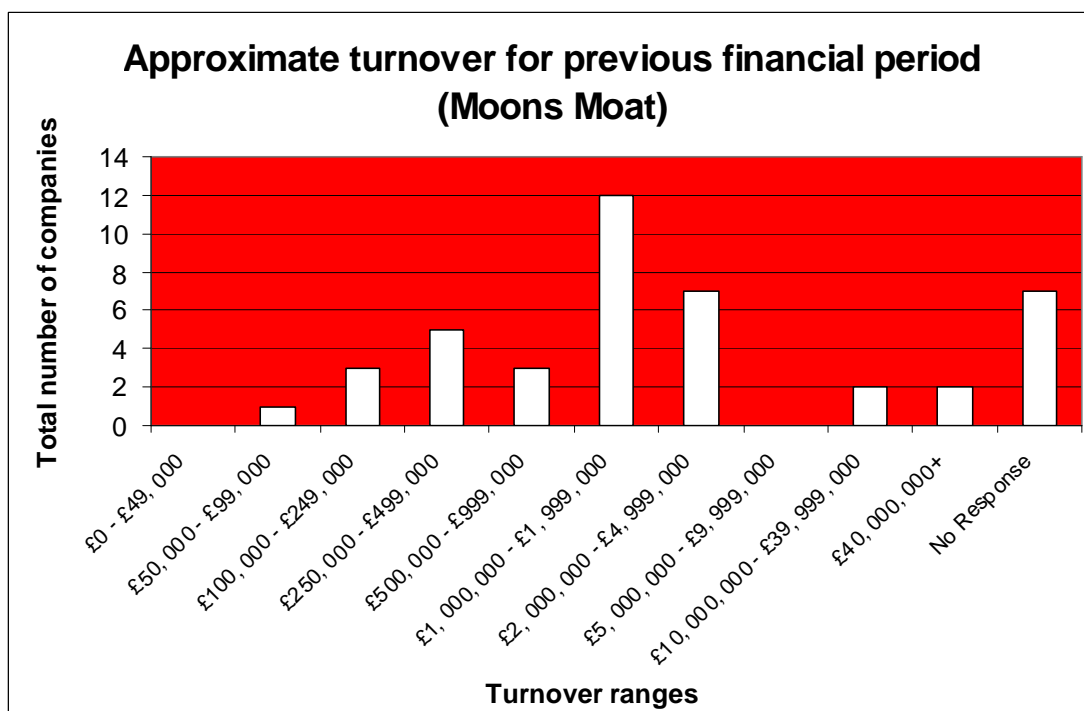
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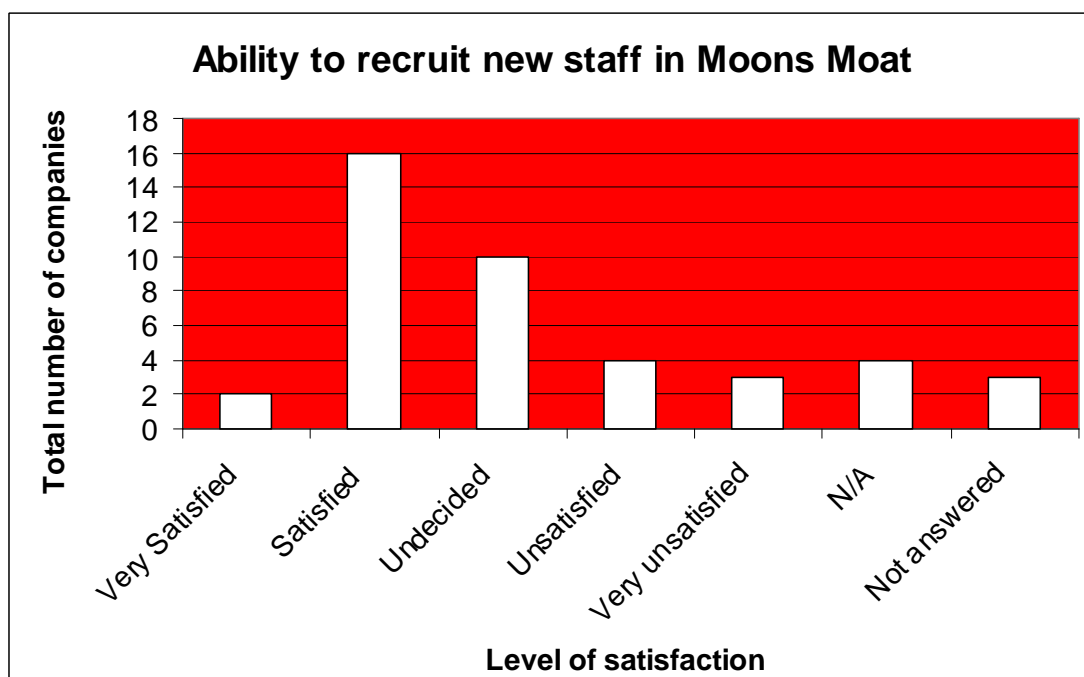


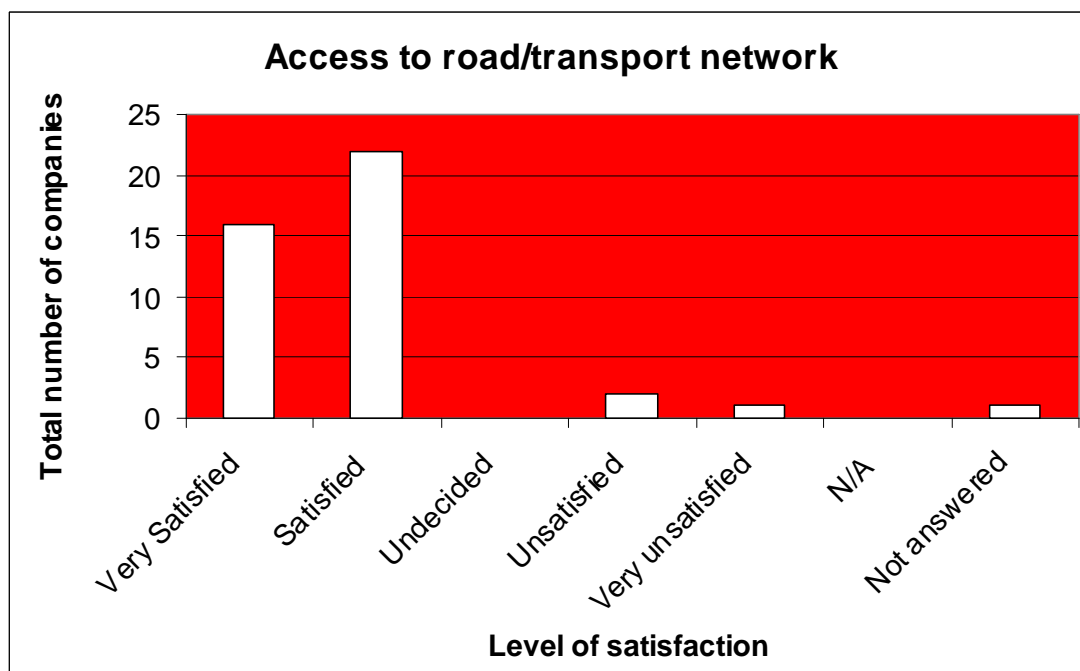
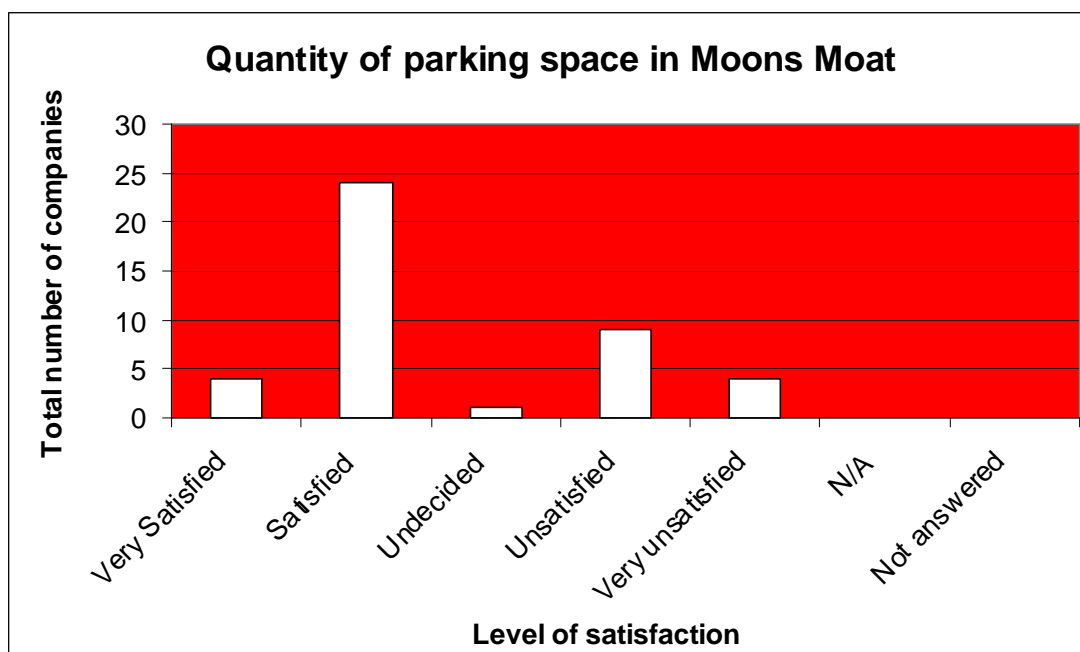


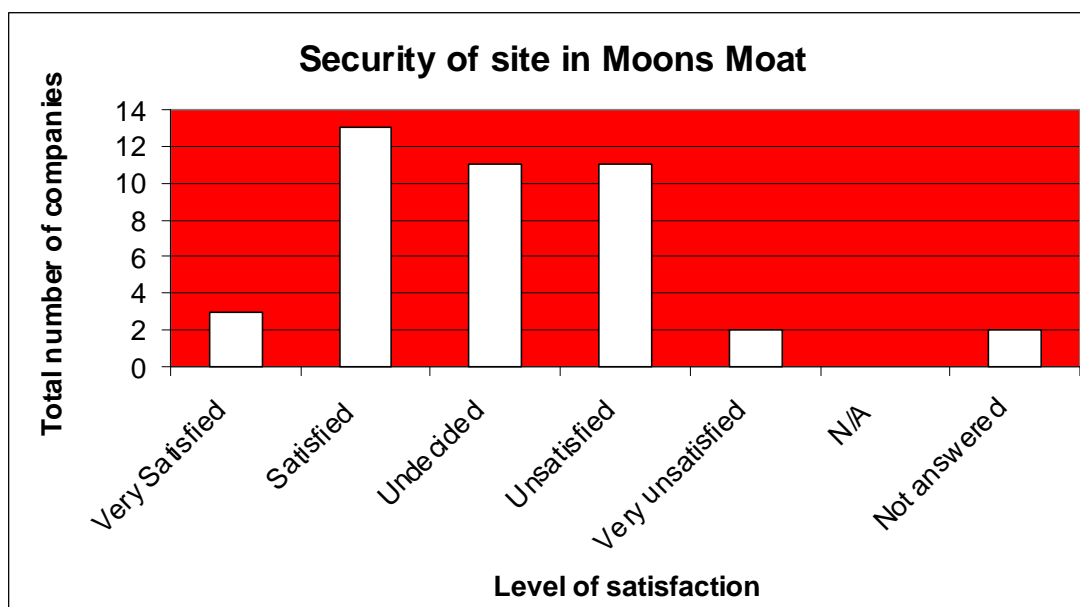


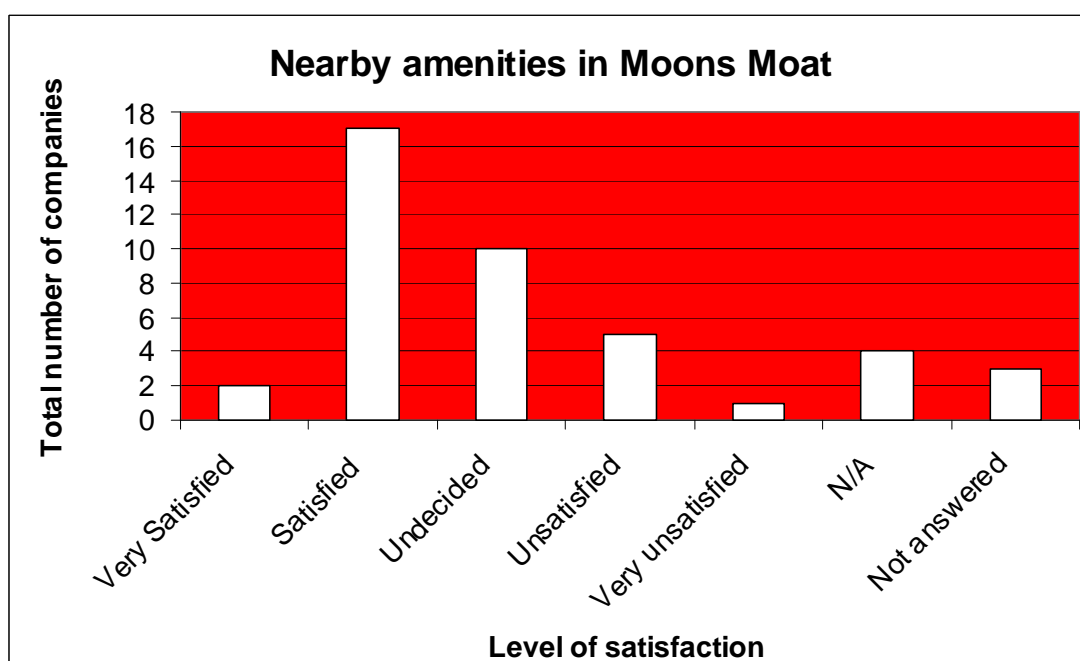
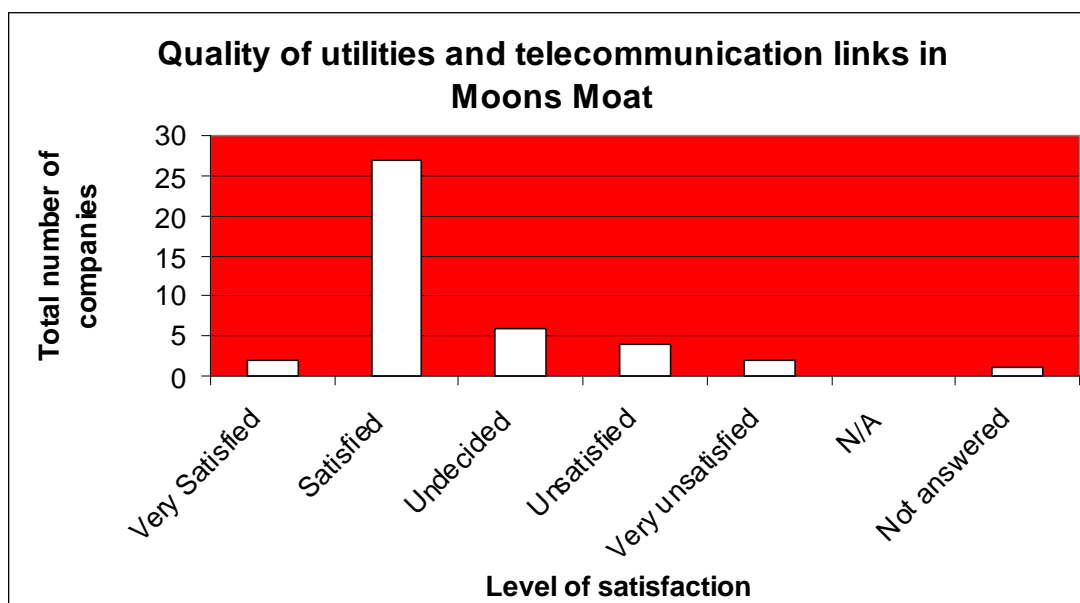


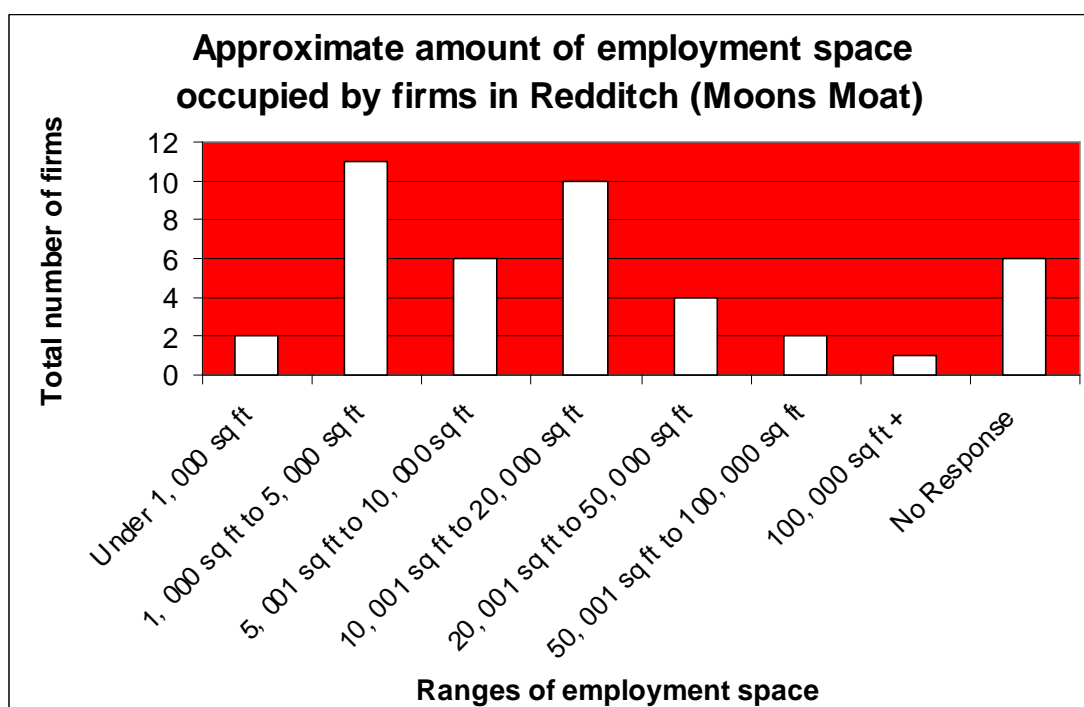
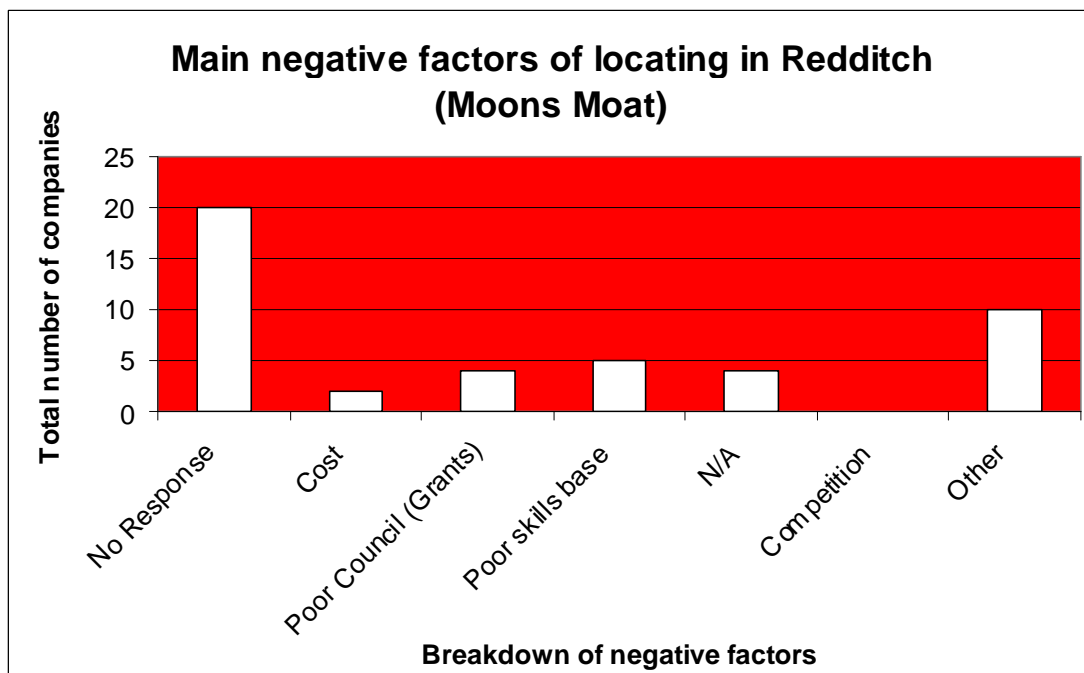


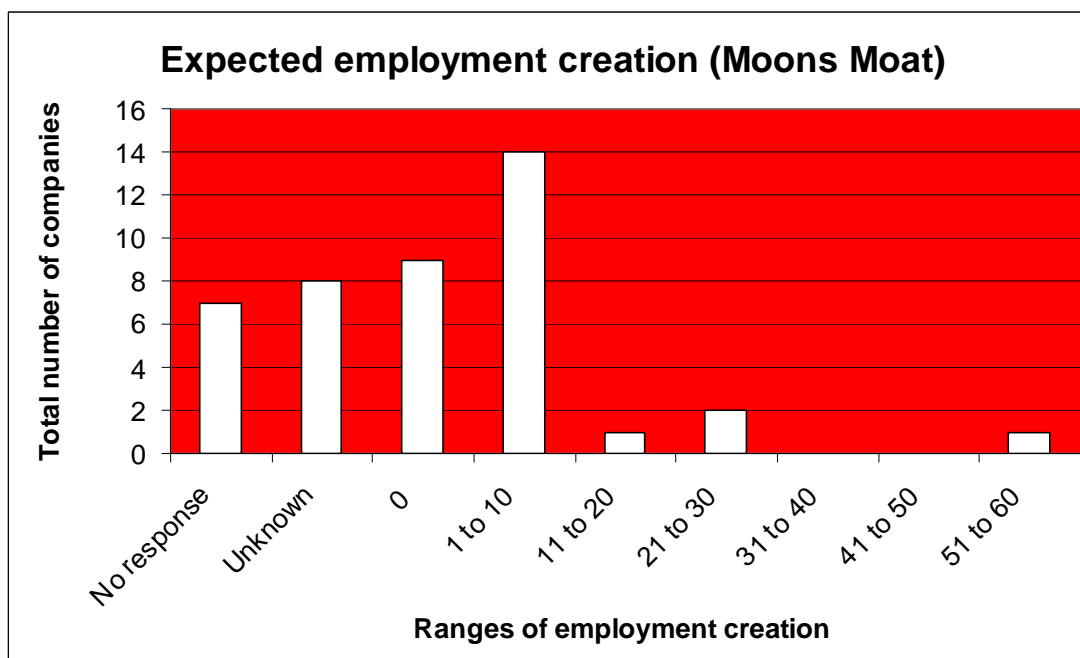


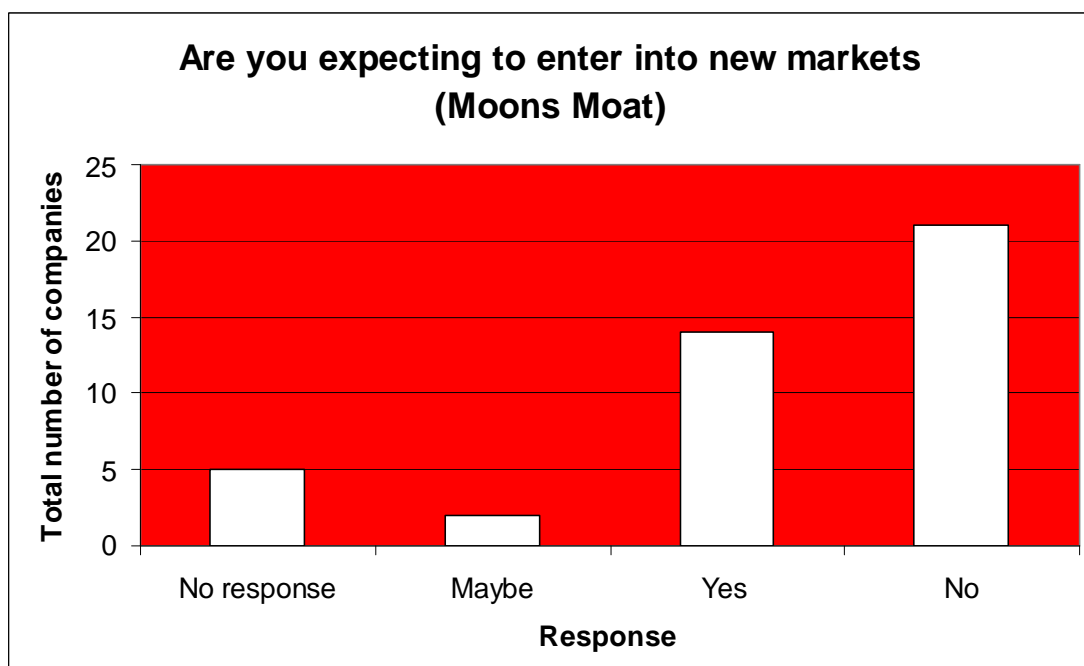
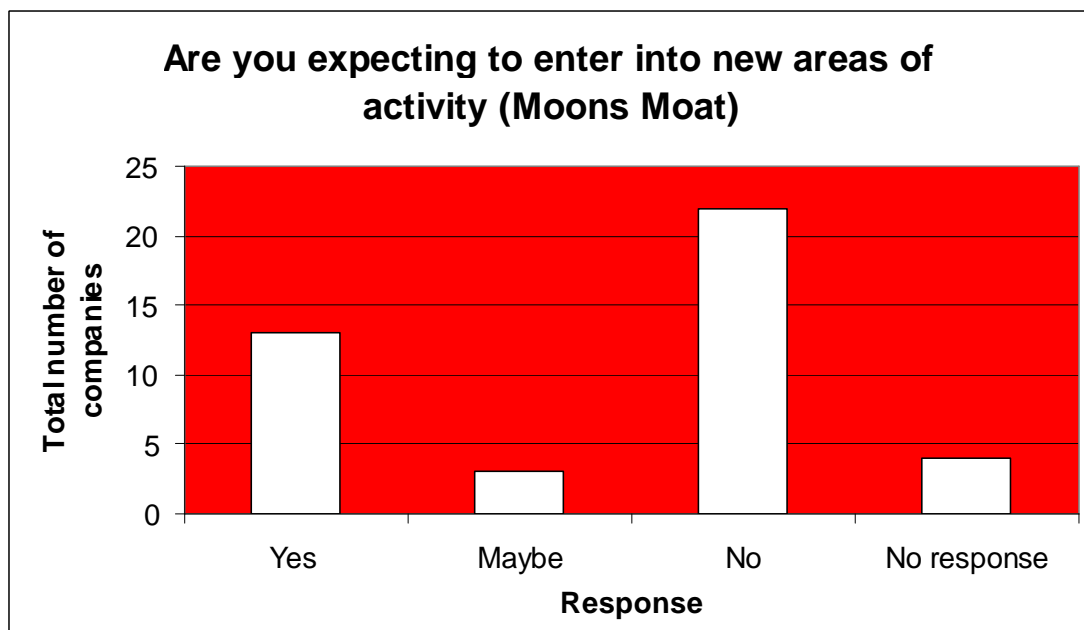




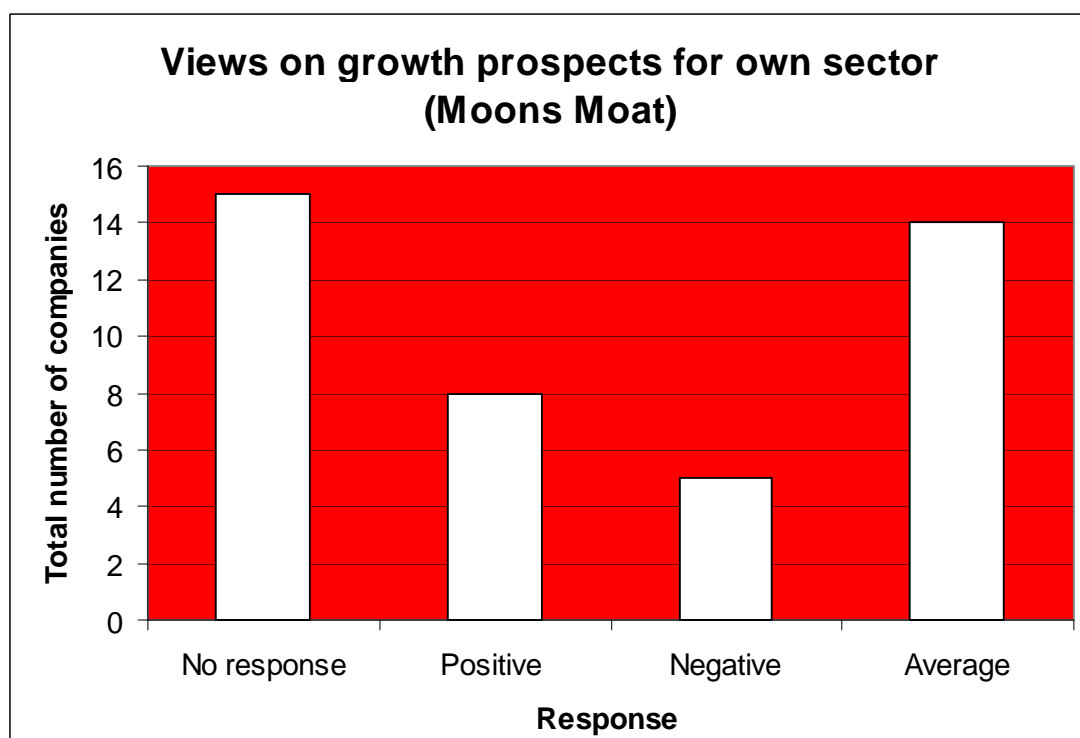


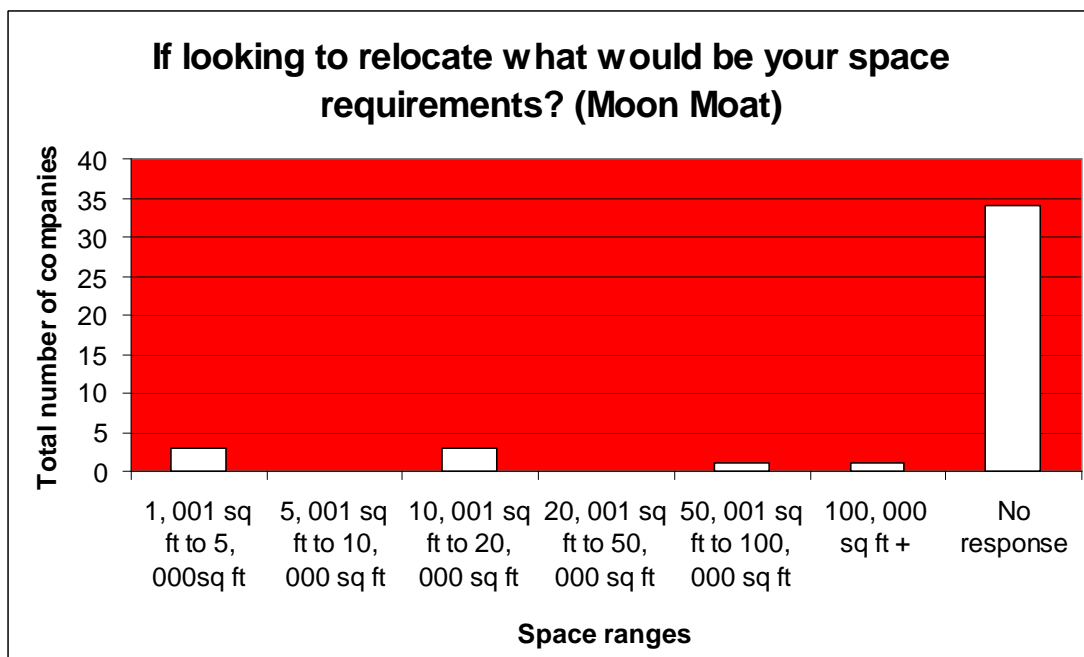
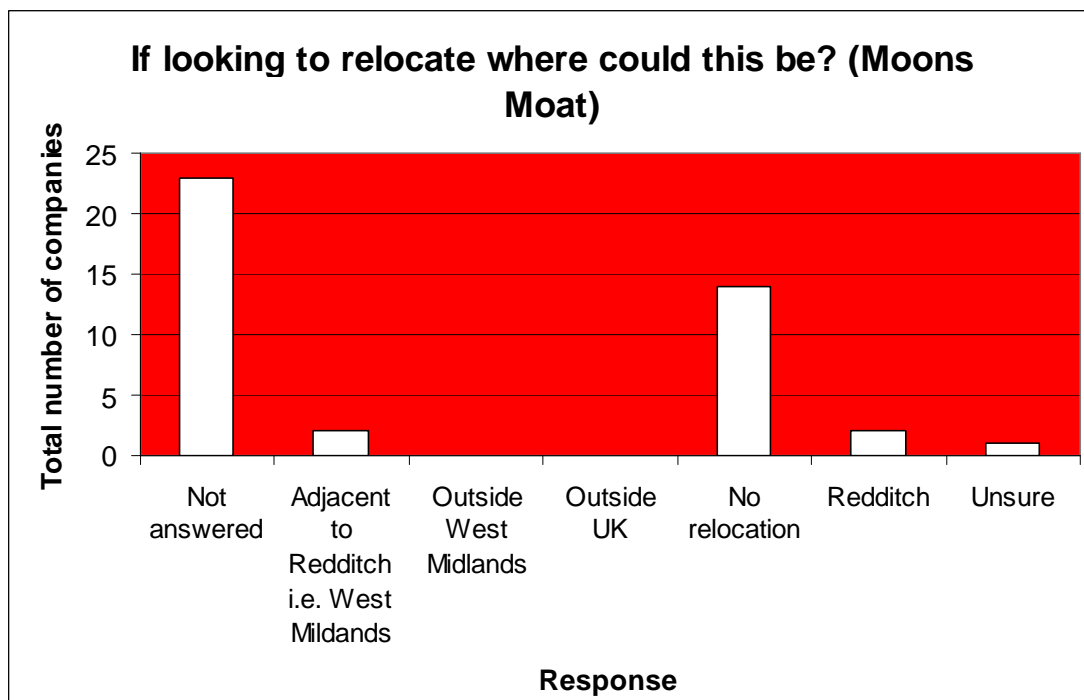


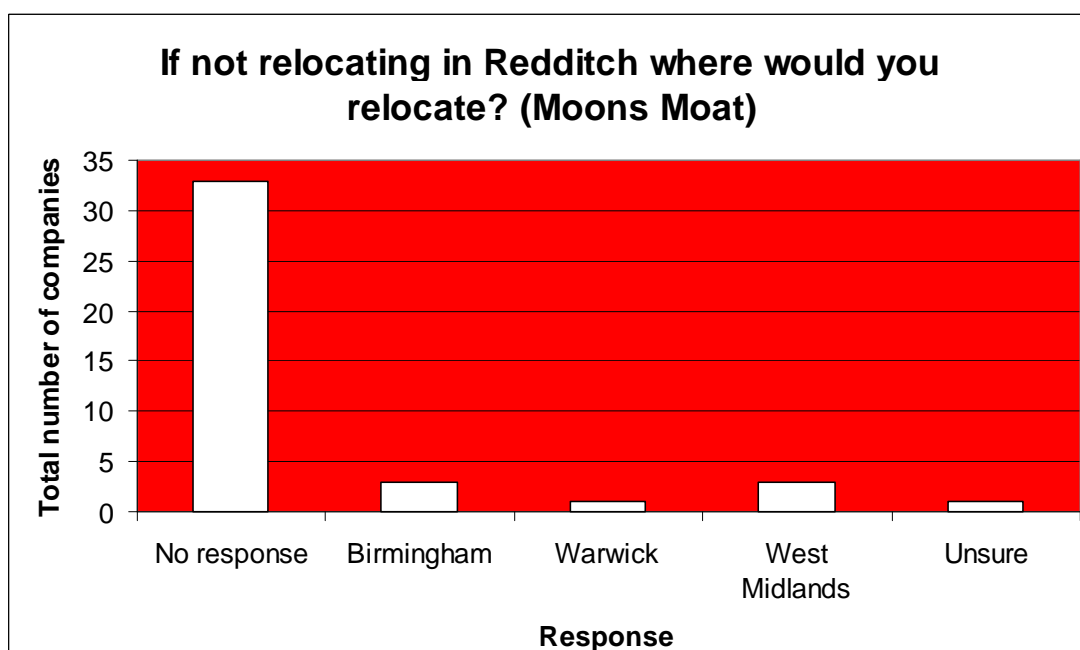


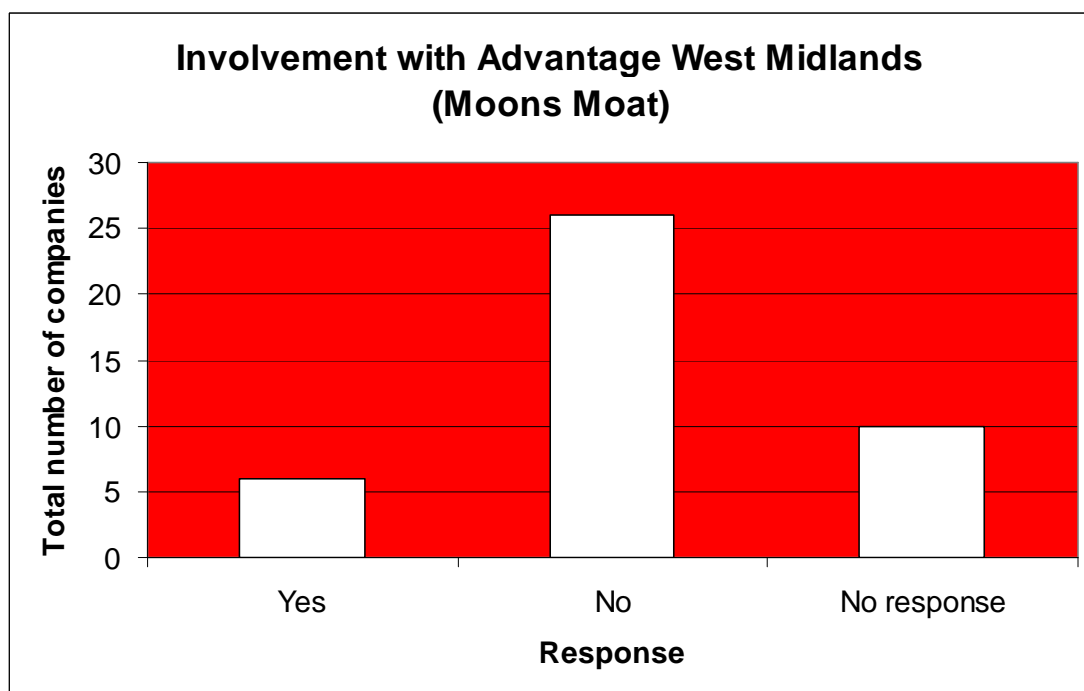
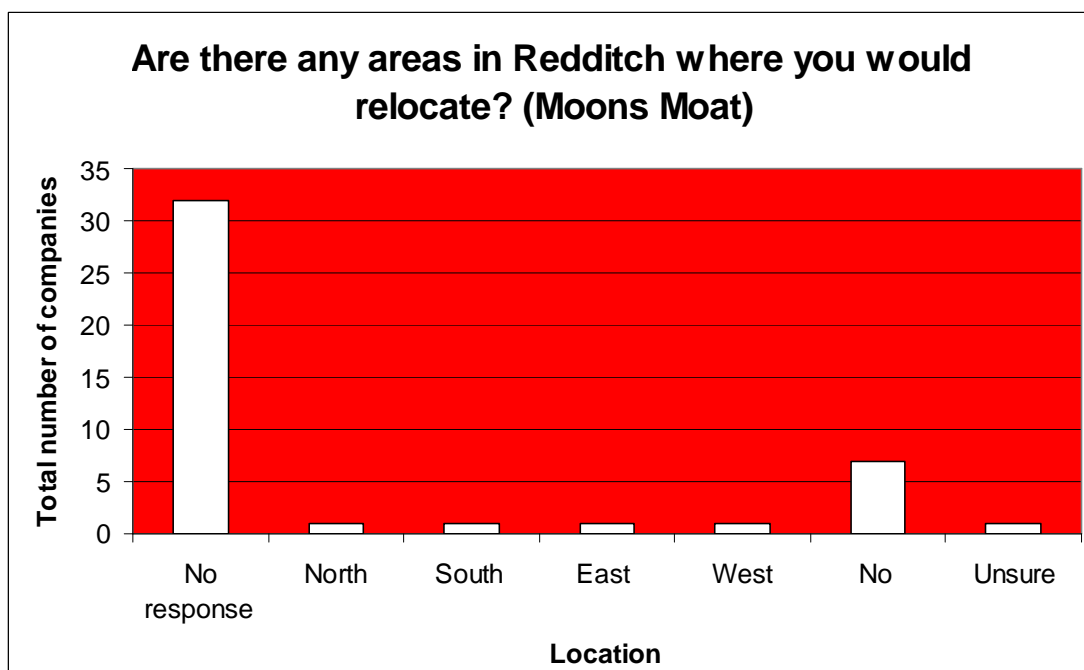




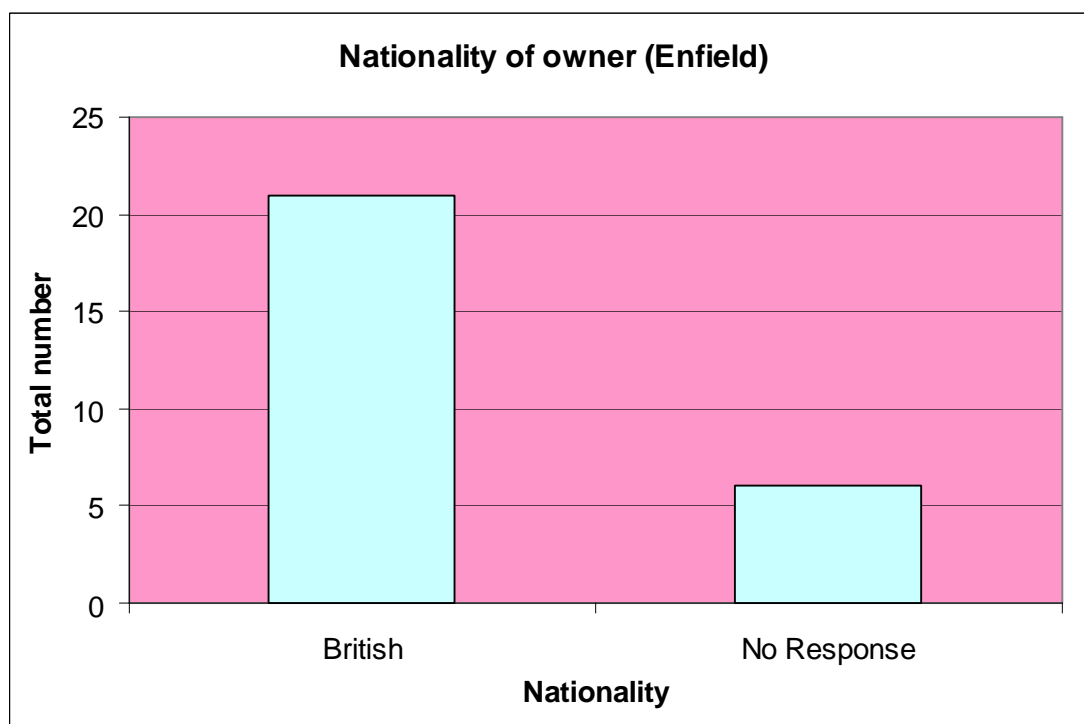
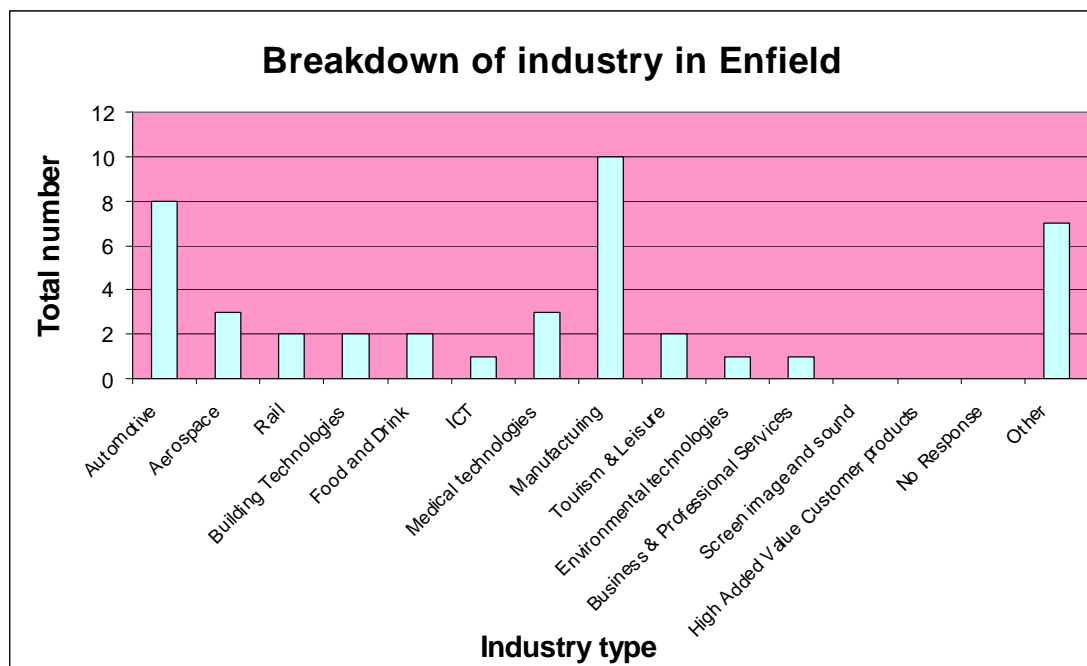


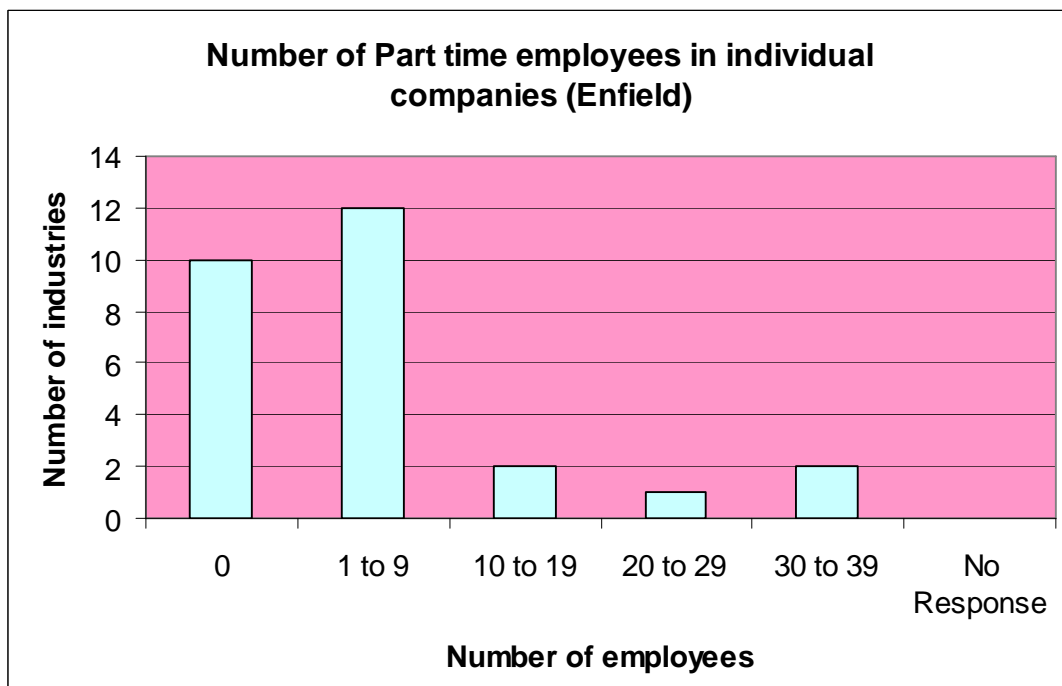
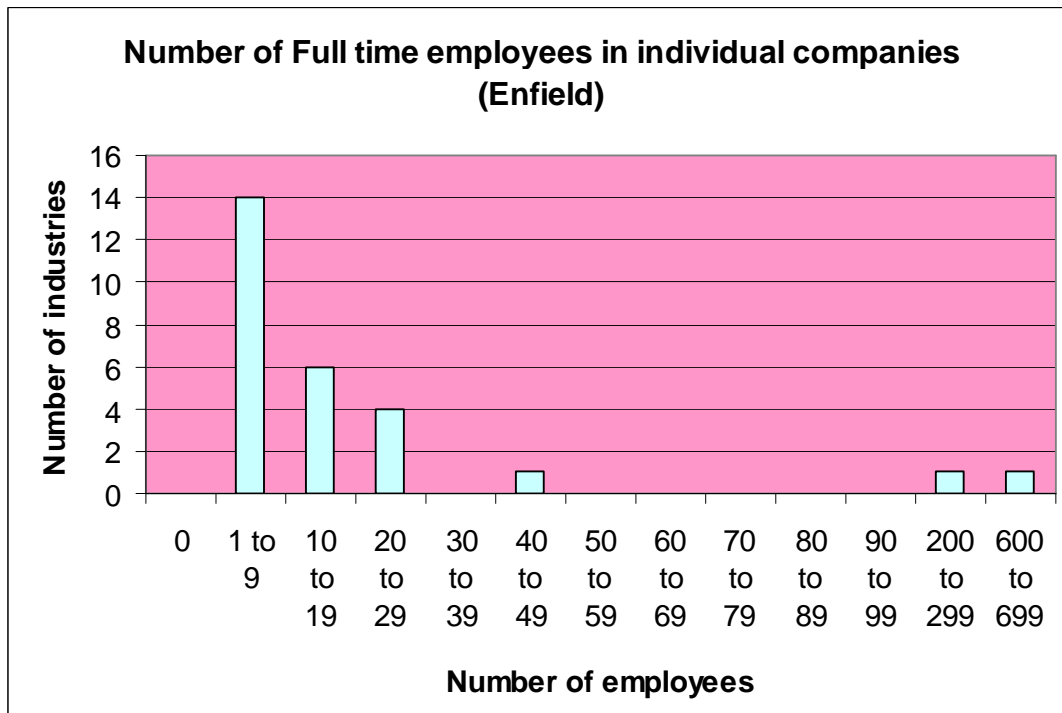


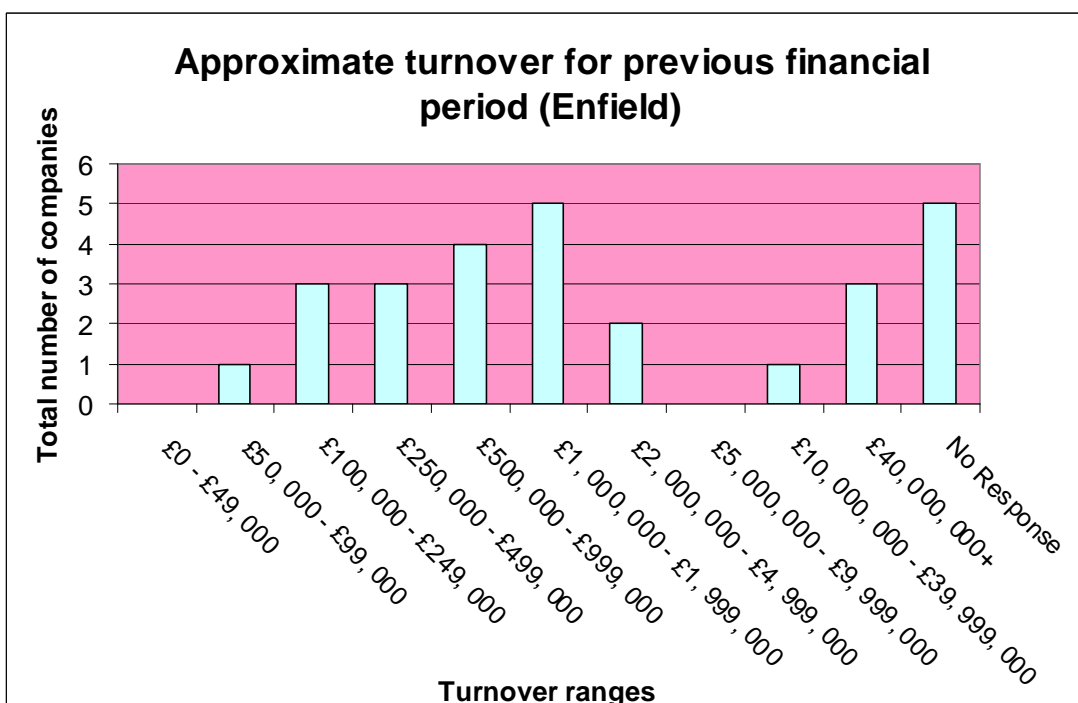
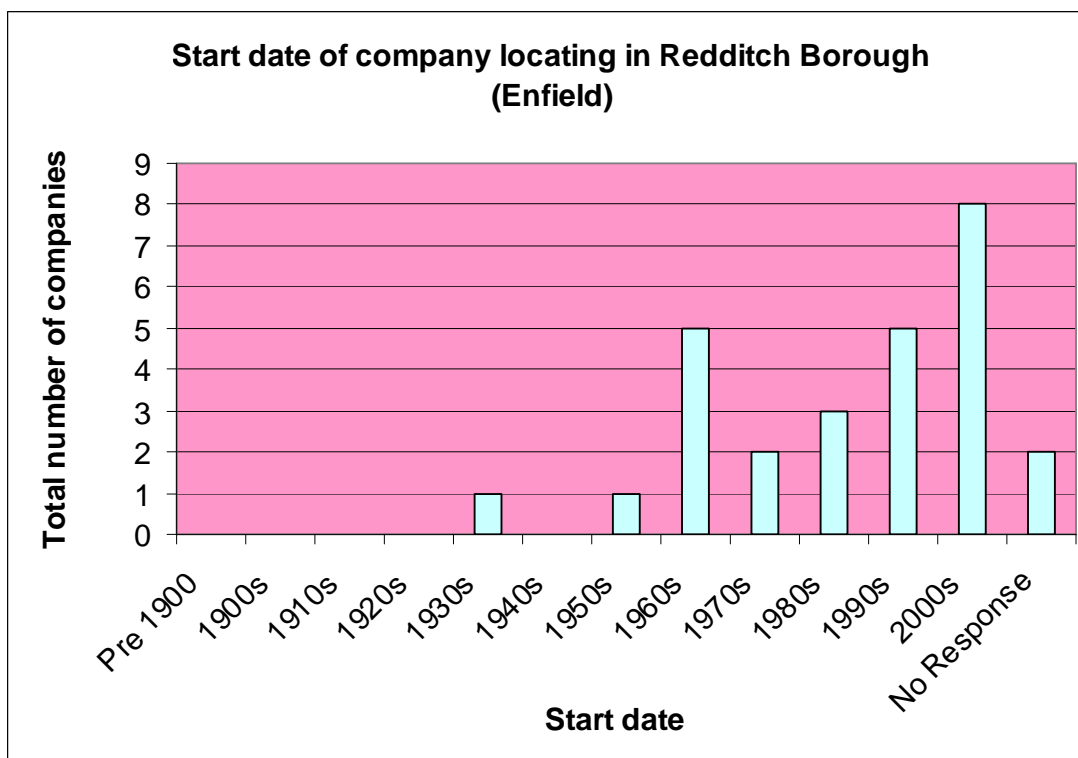


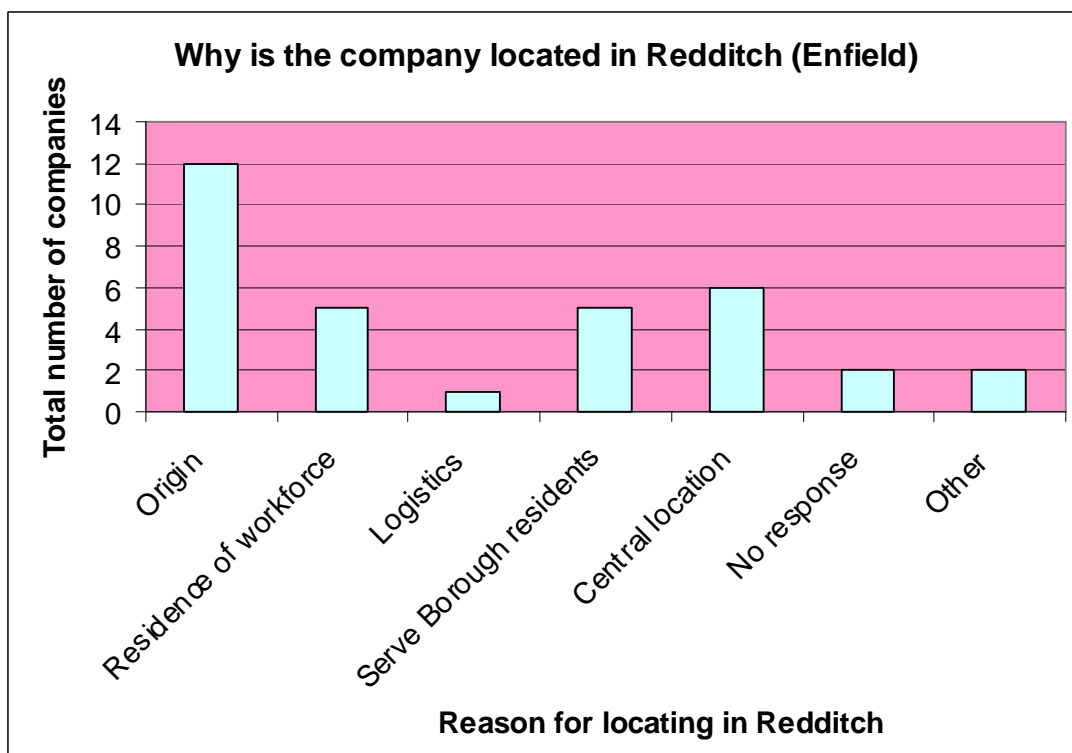


## Enfield

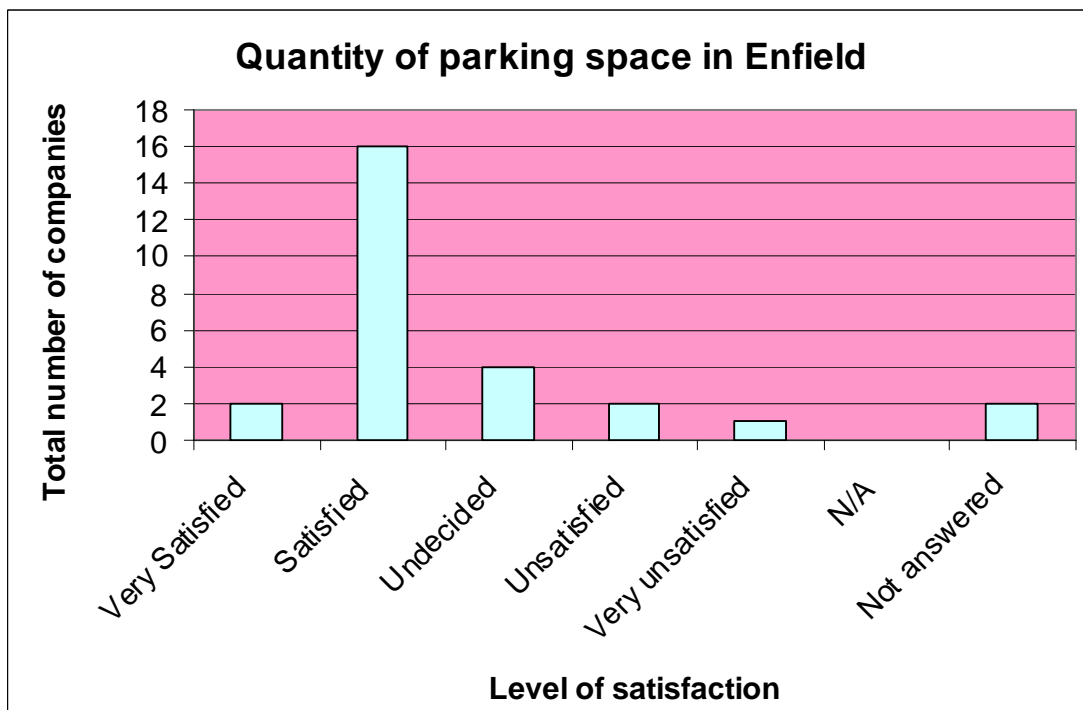


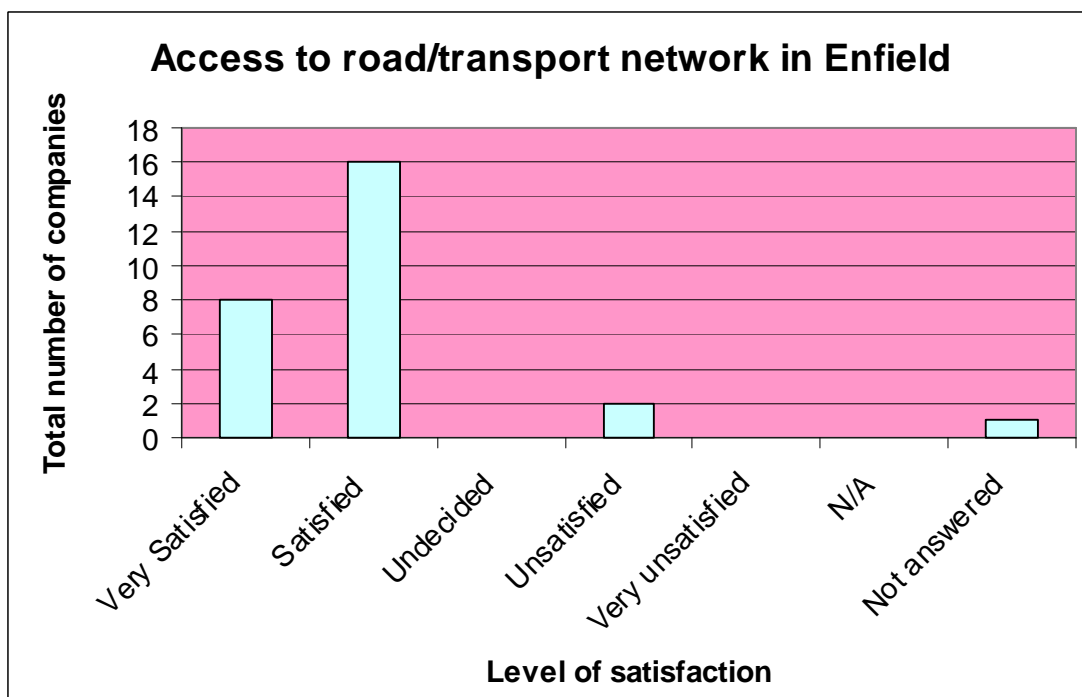


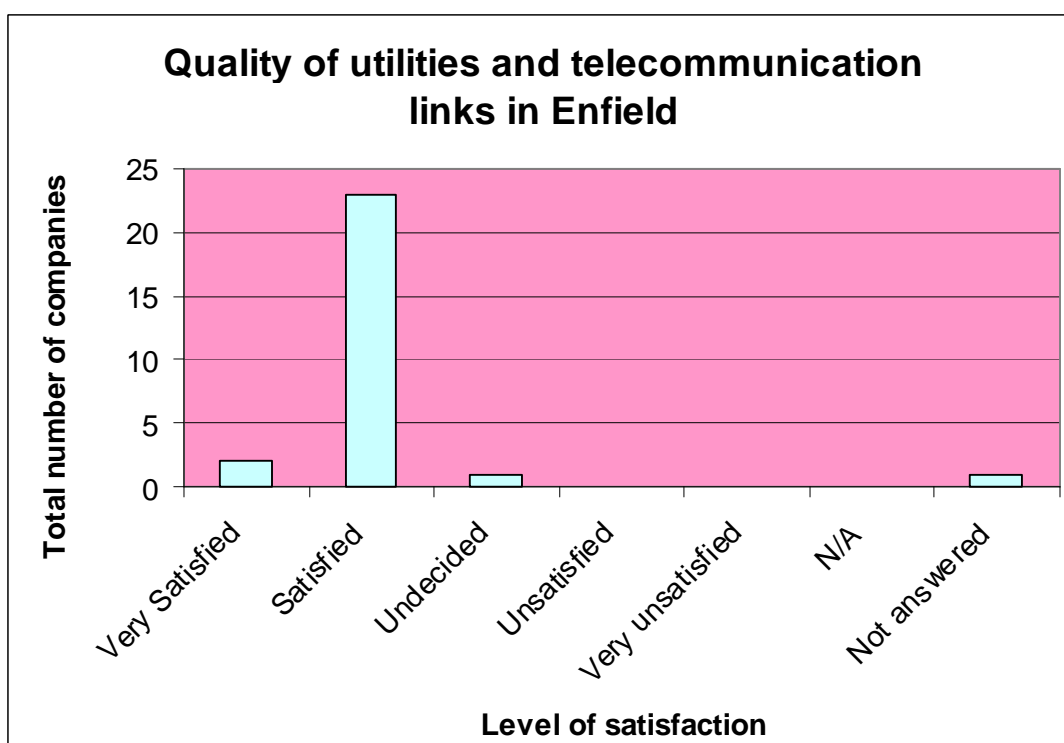
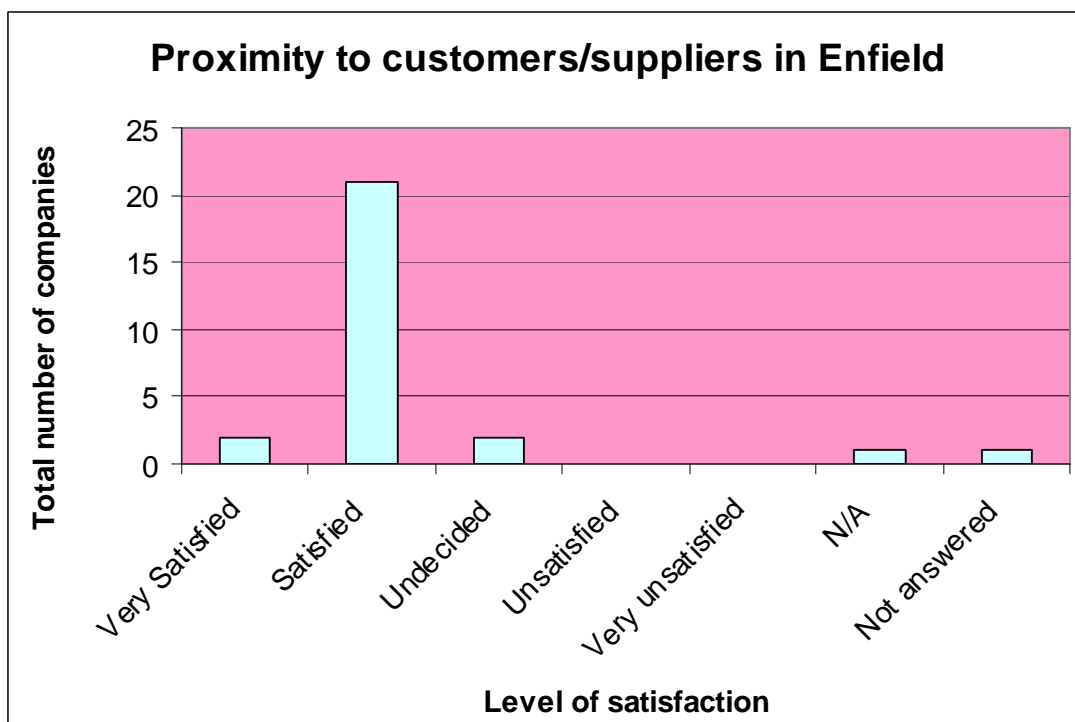


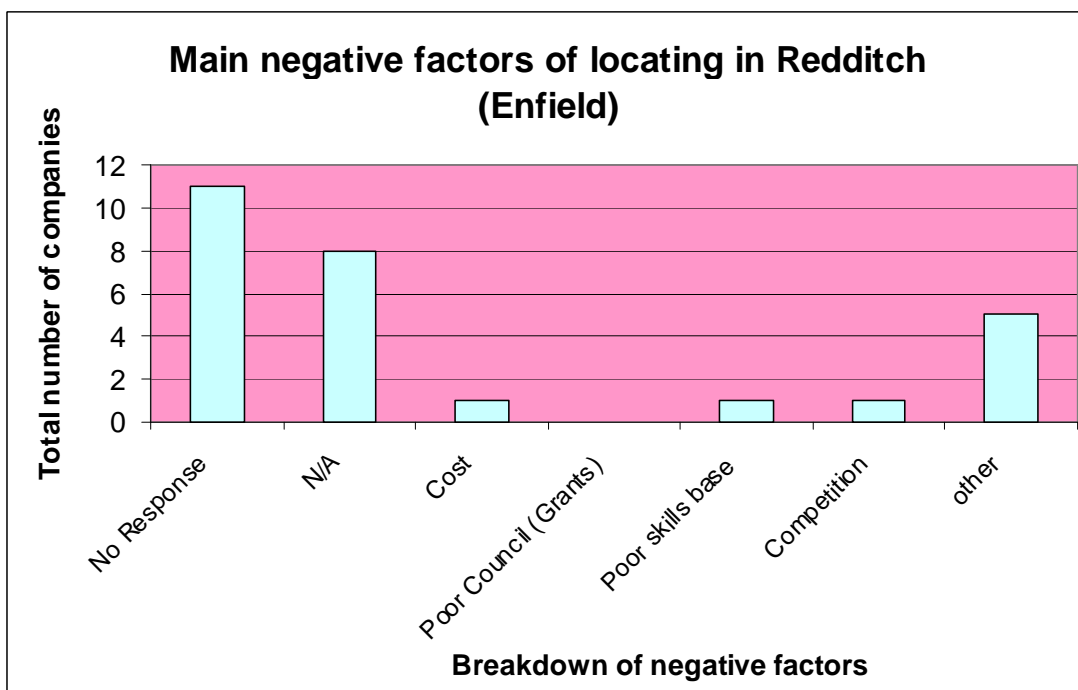
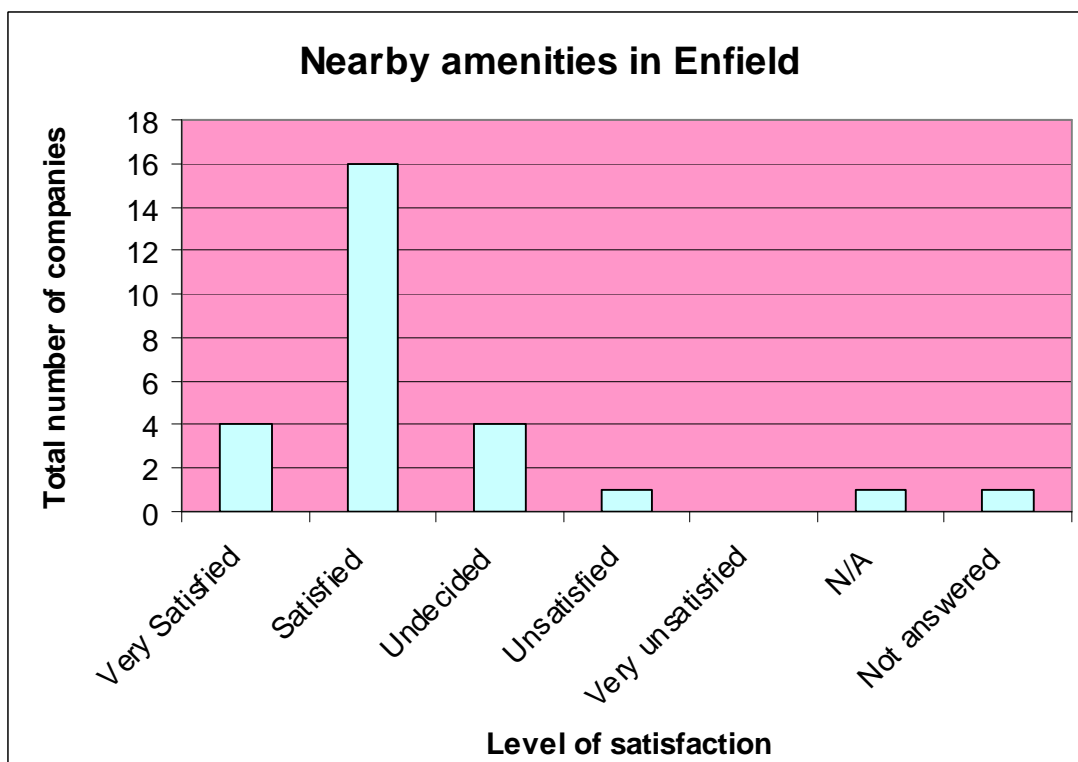


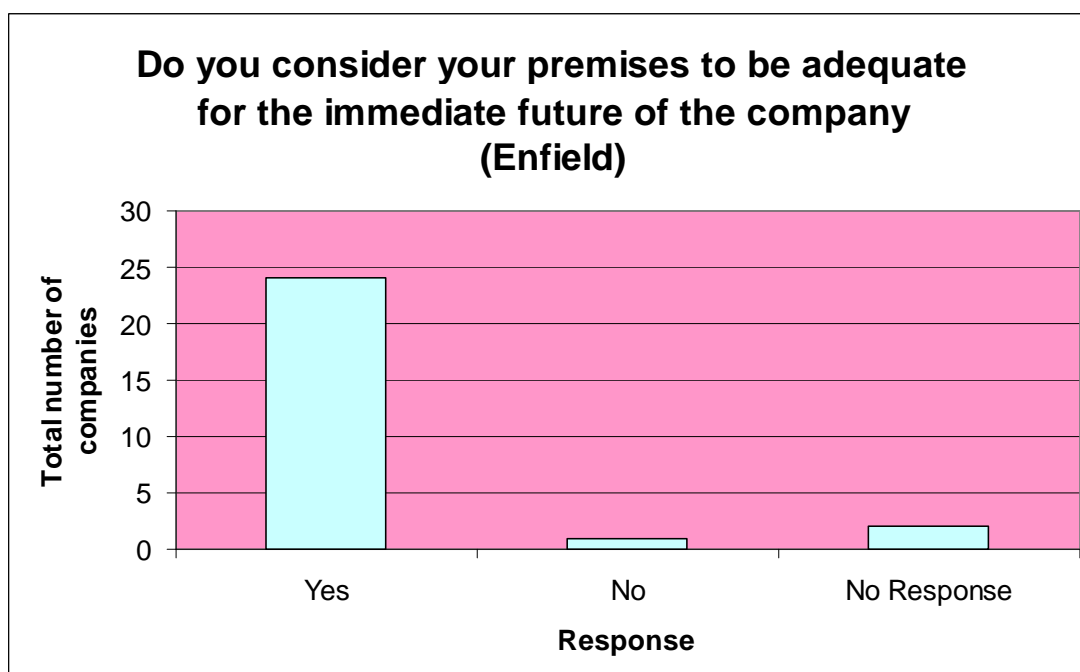
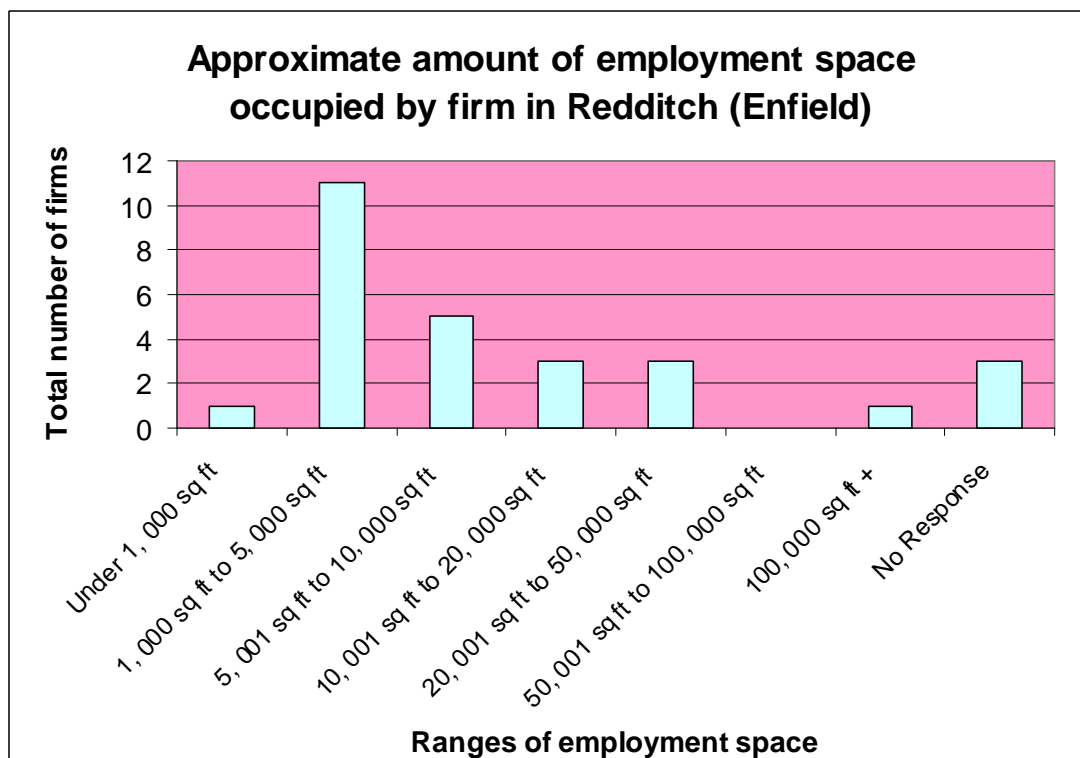


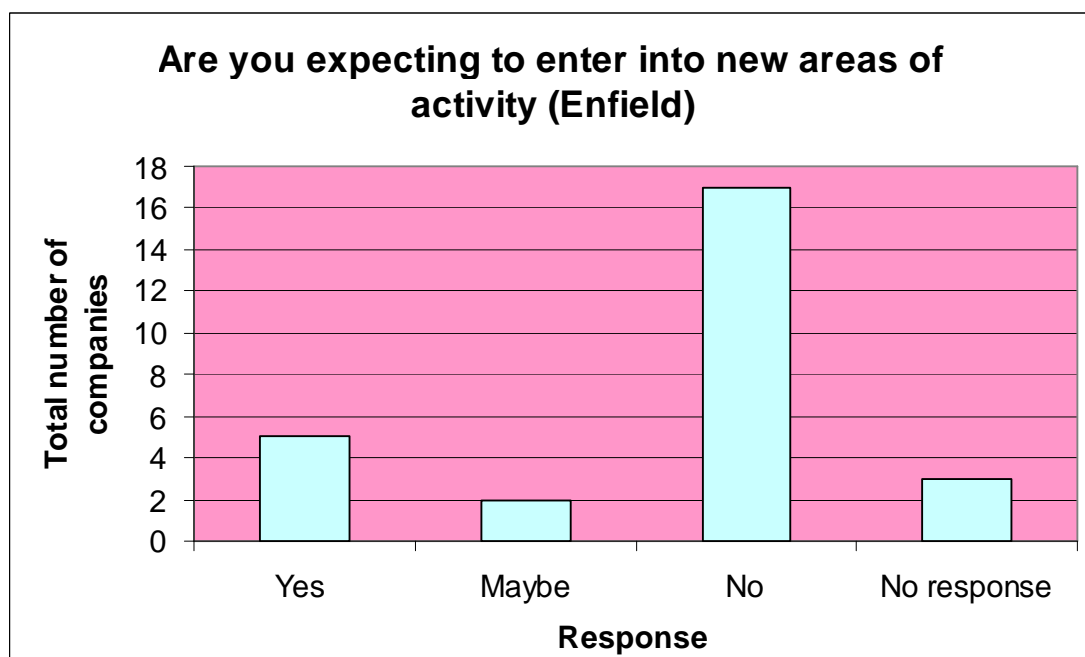
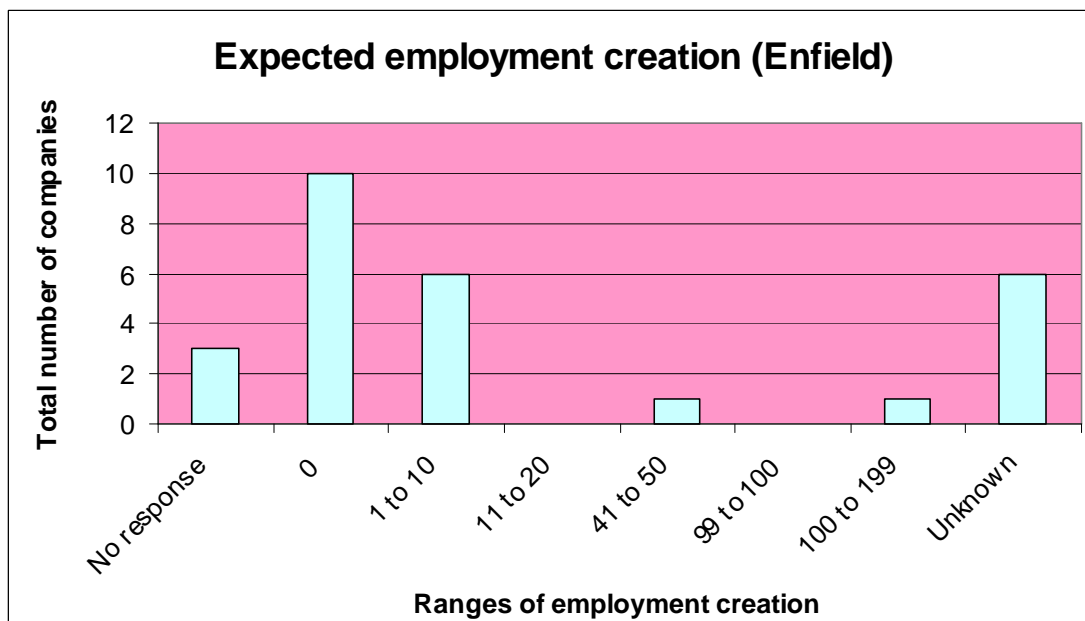


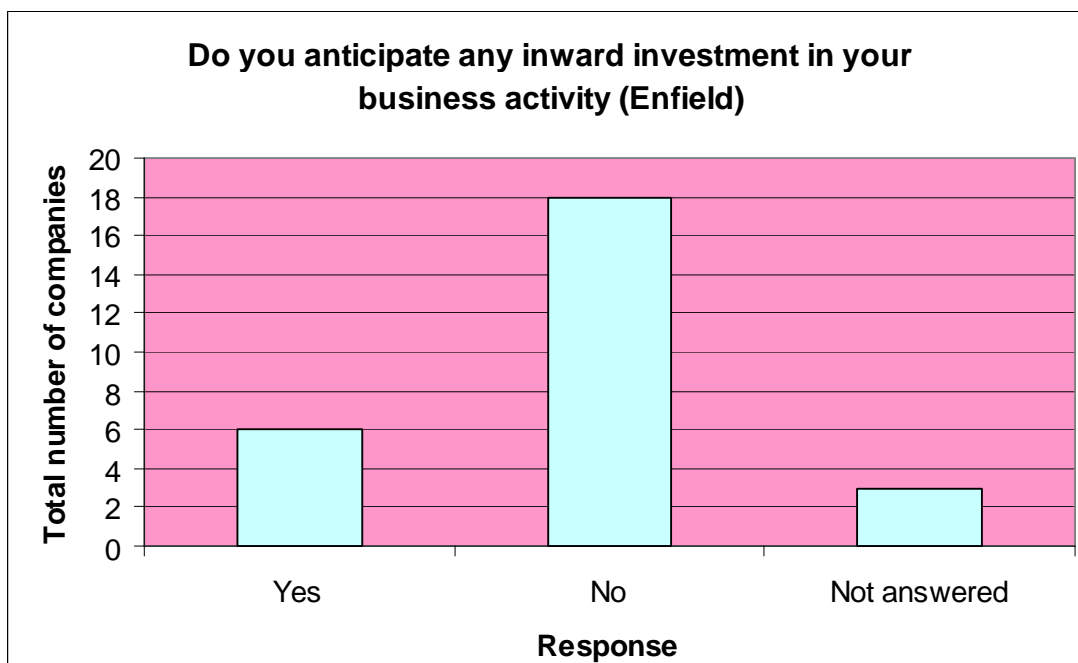
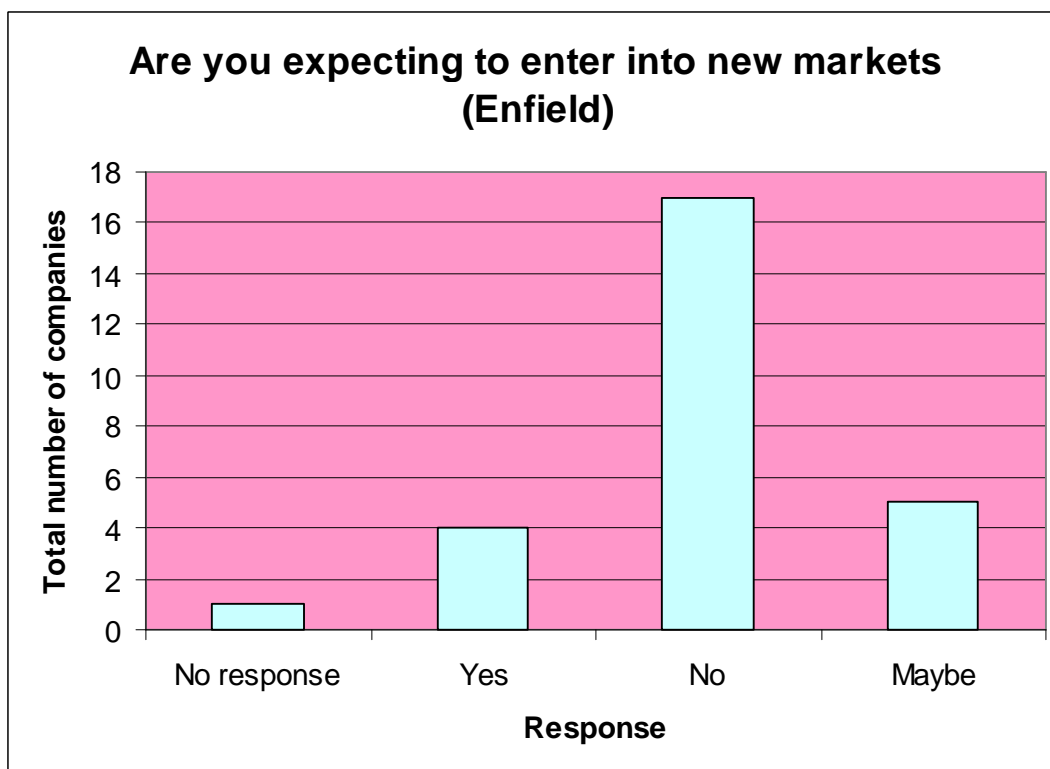


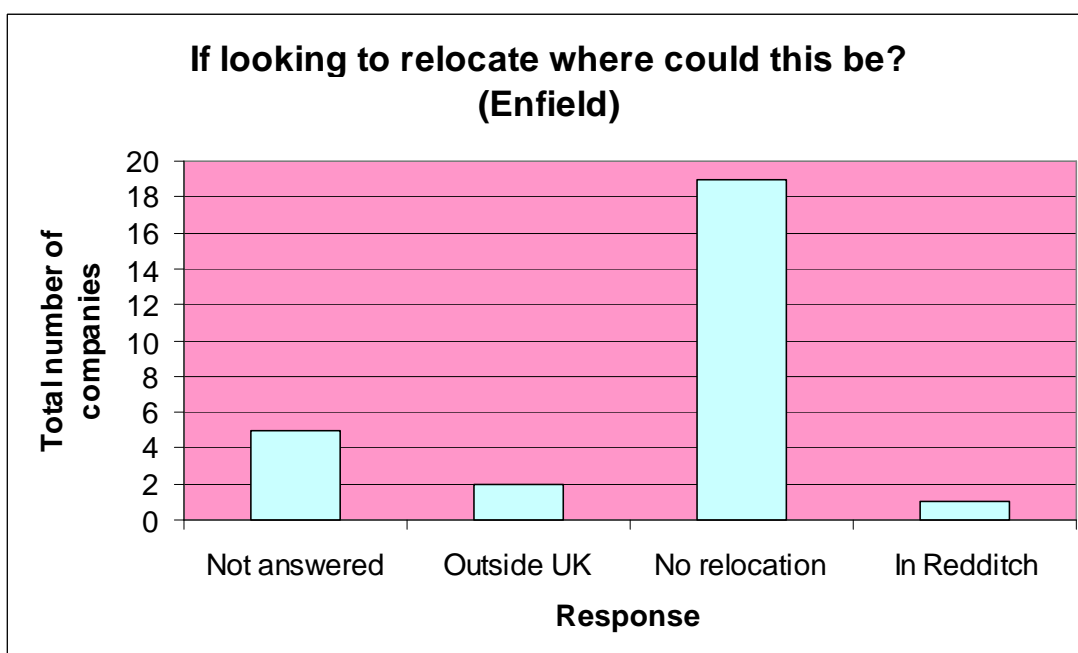
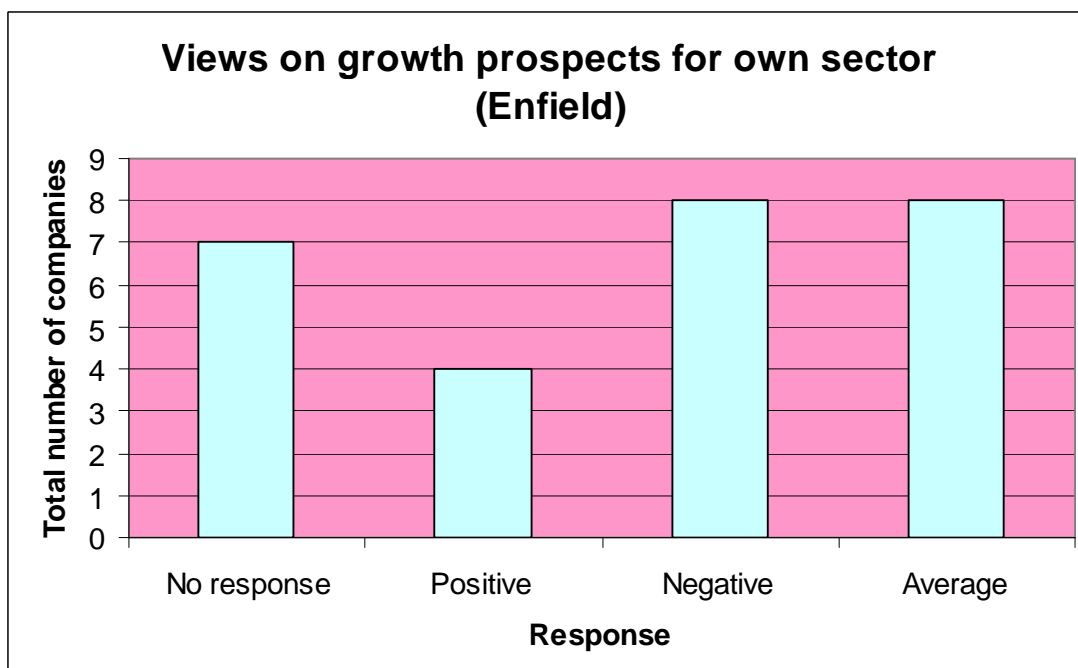




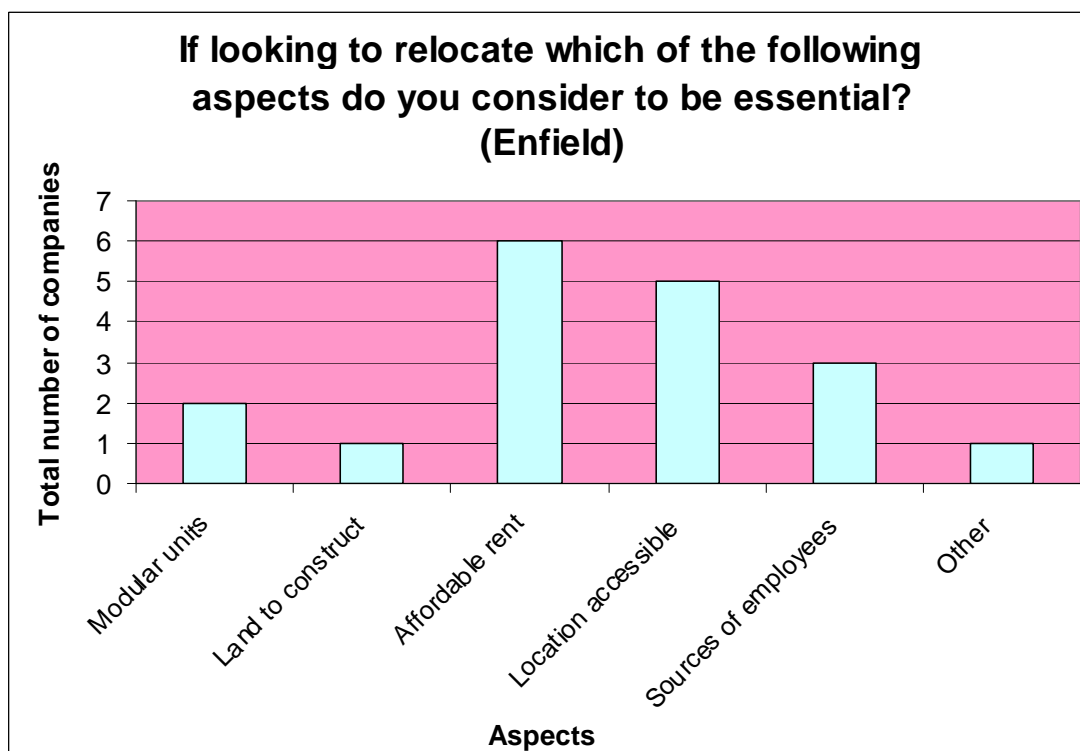
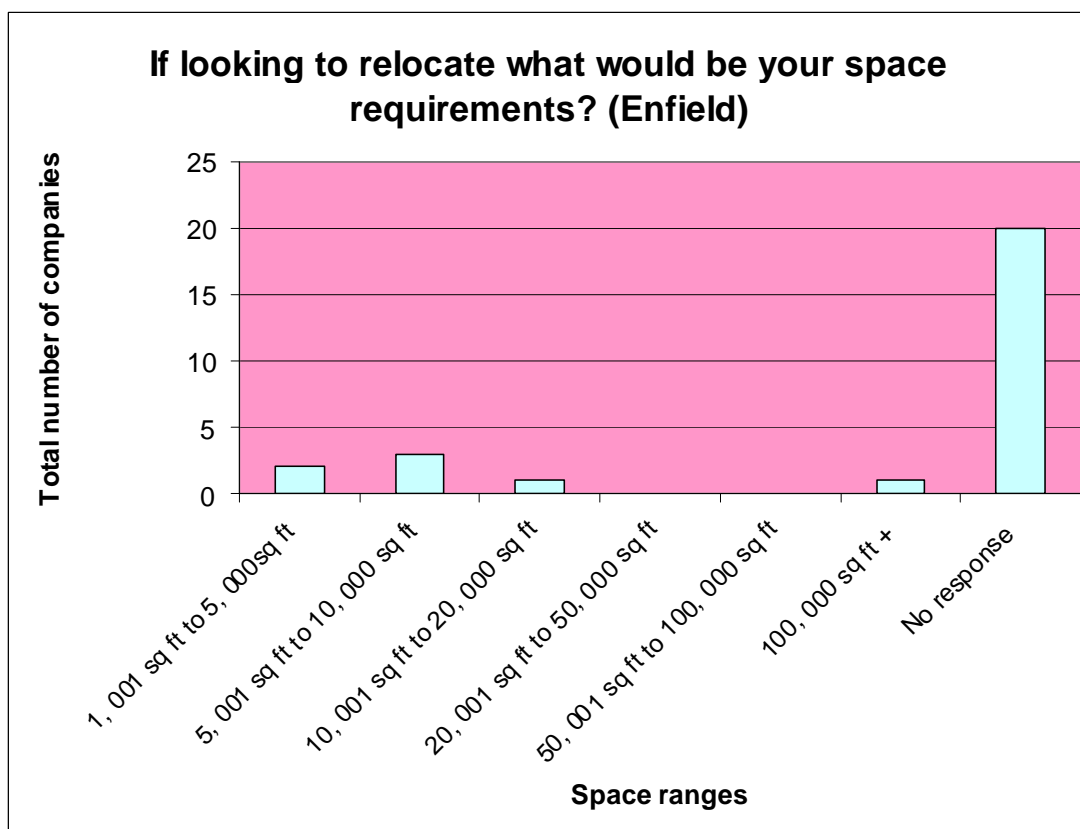


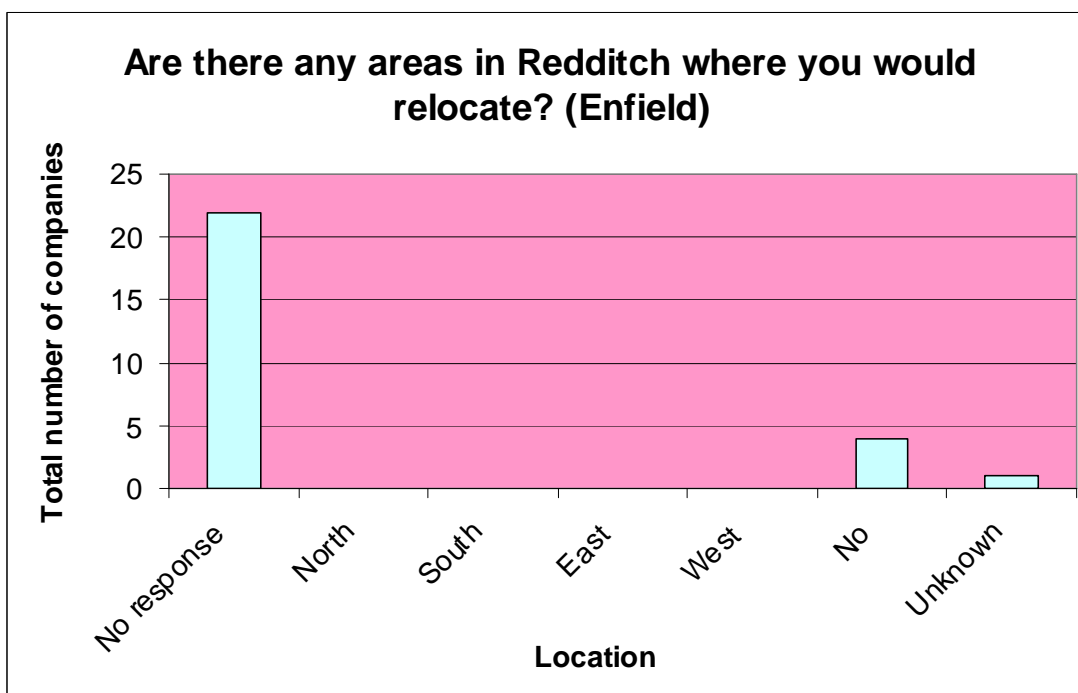
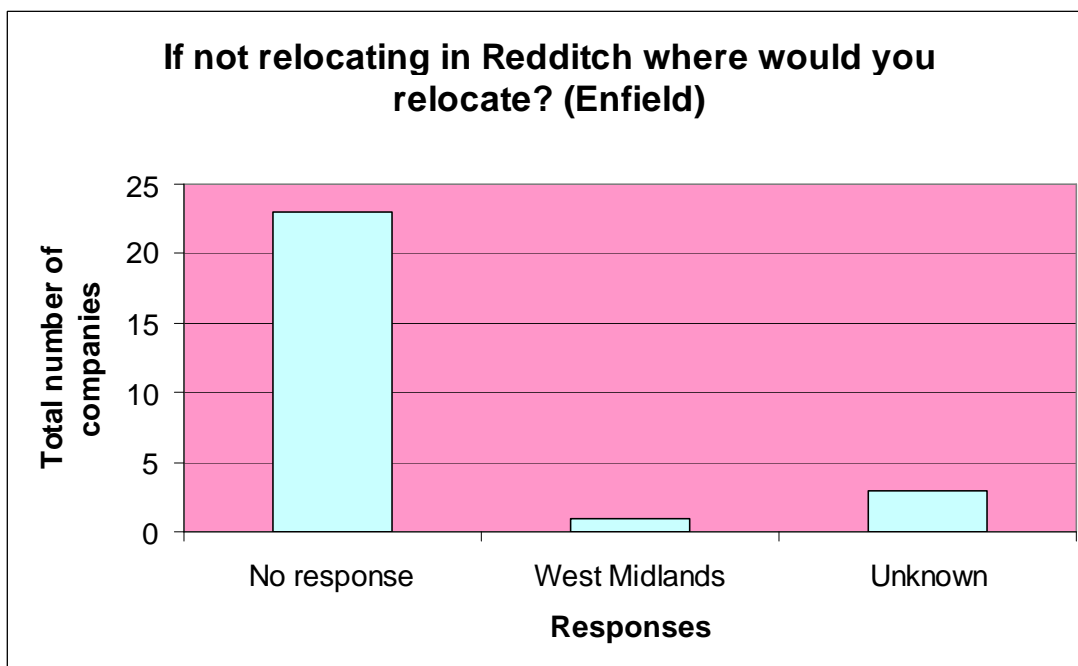


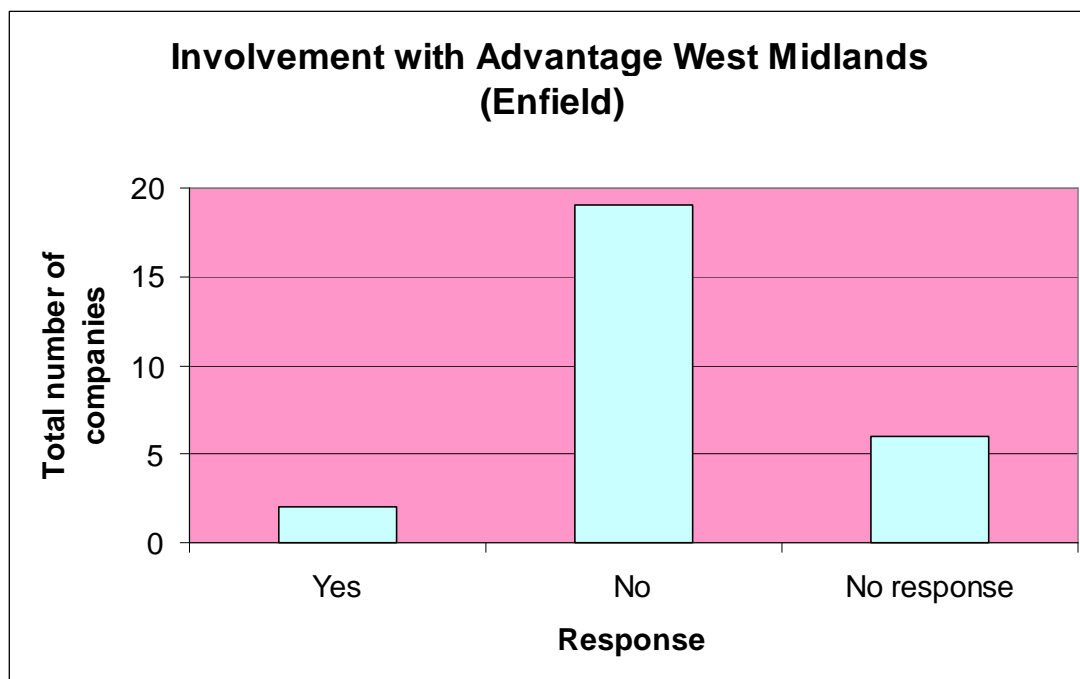




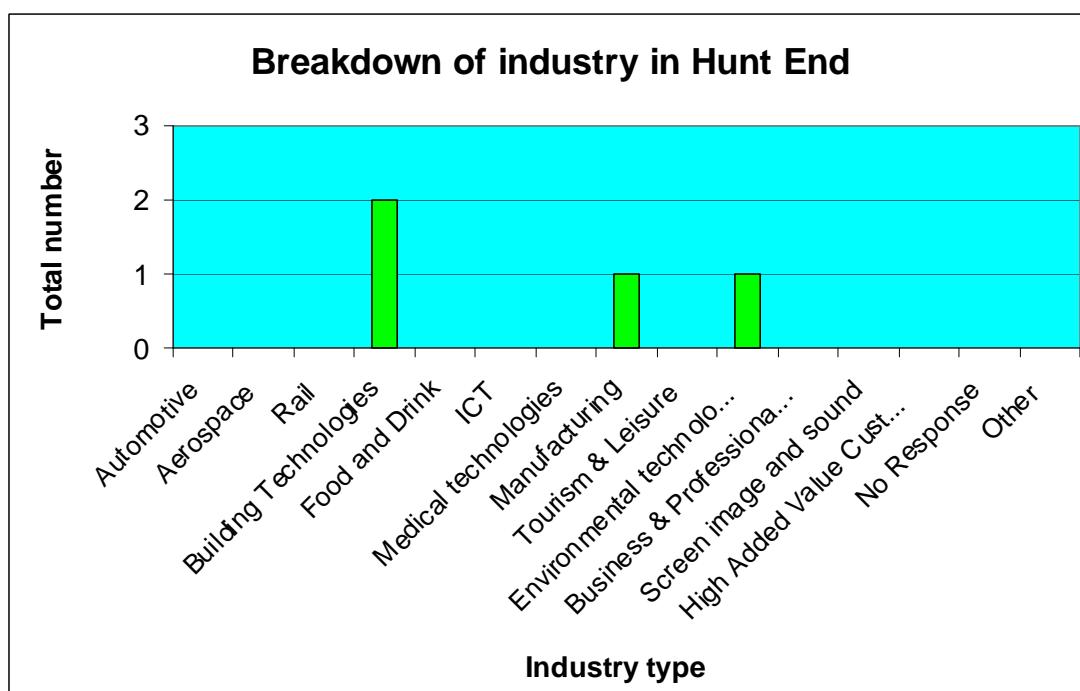


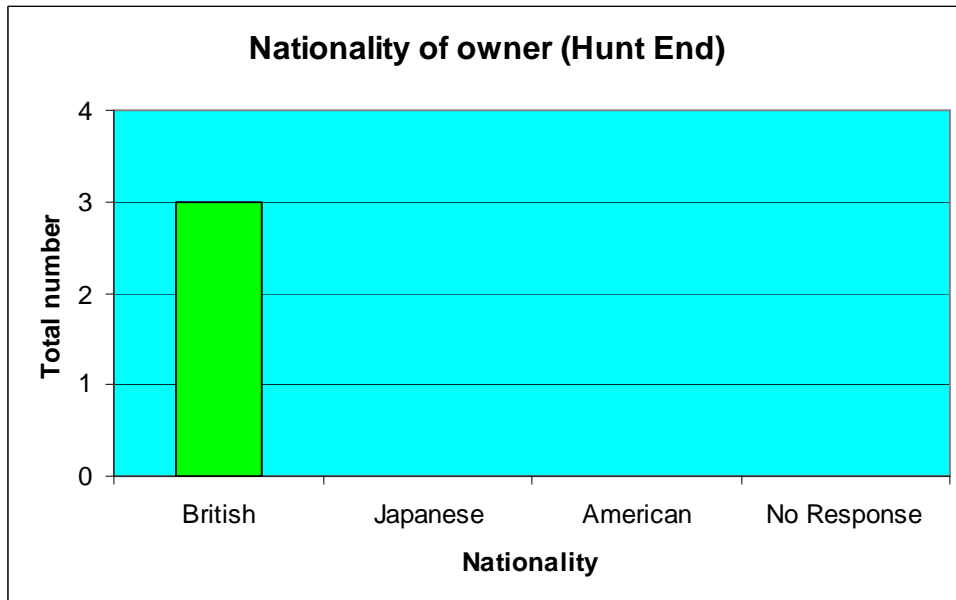
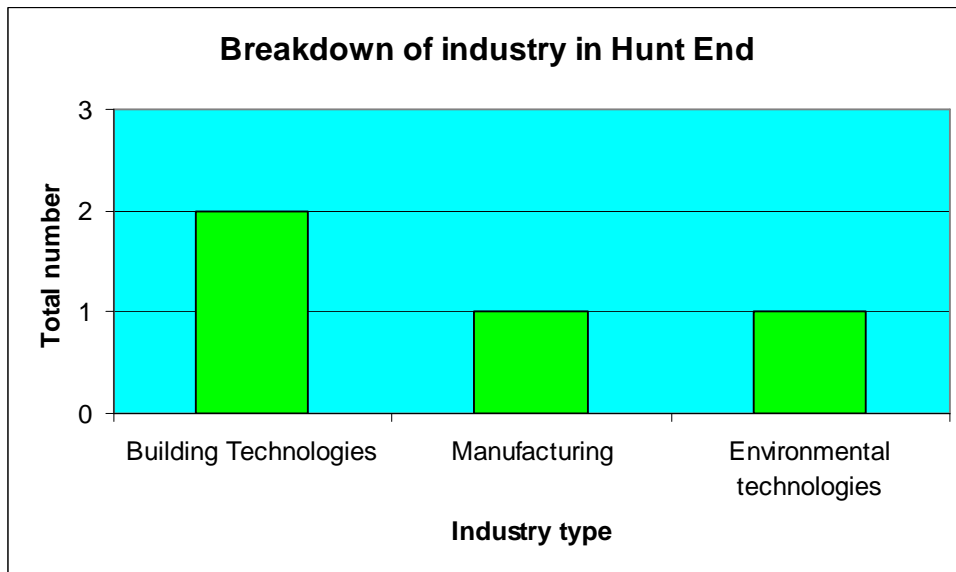


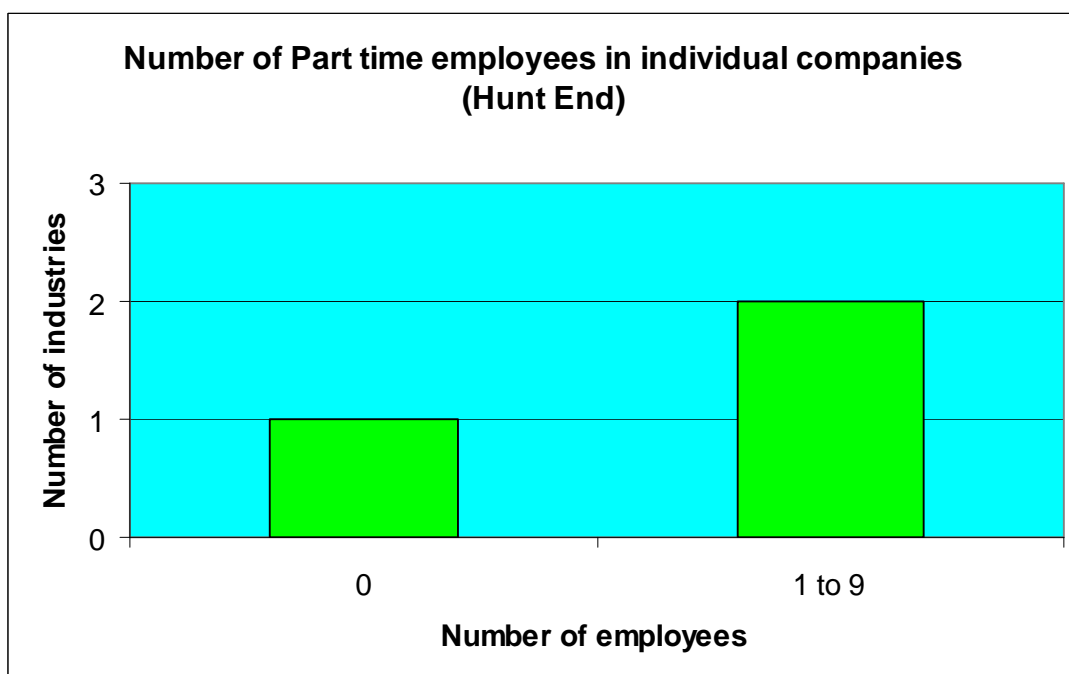
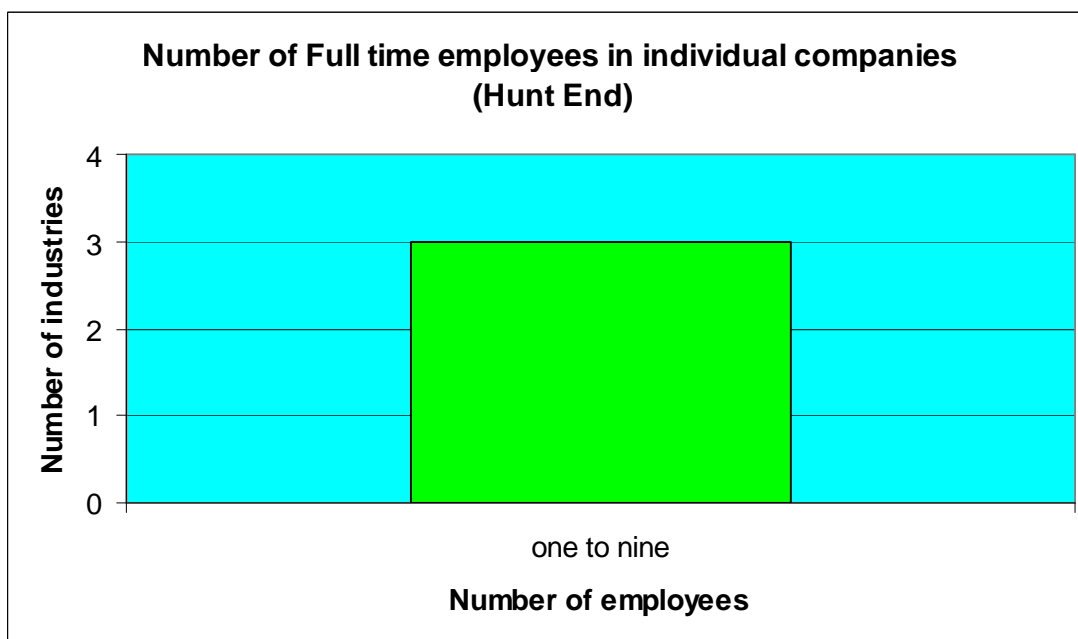


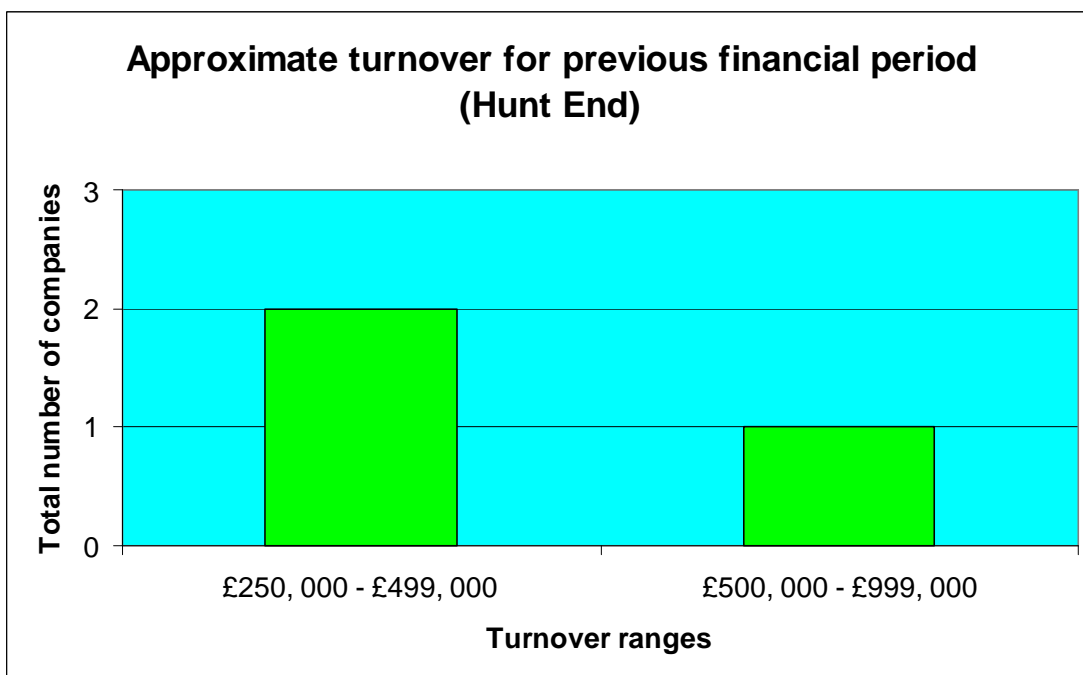
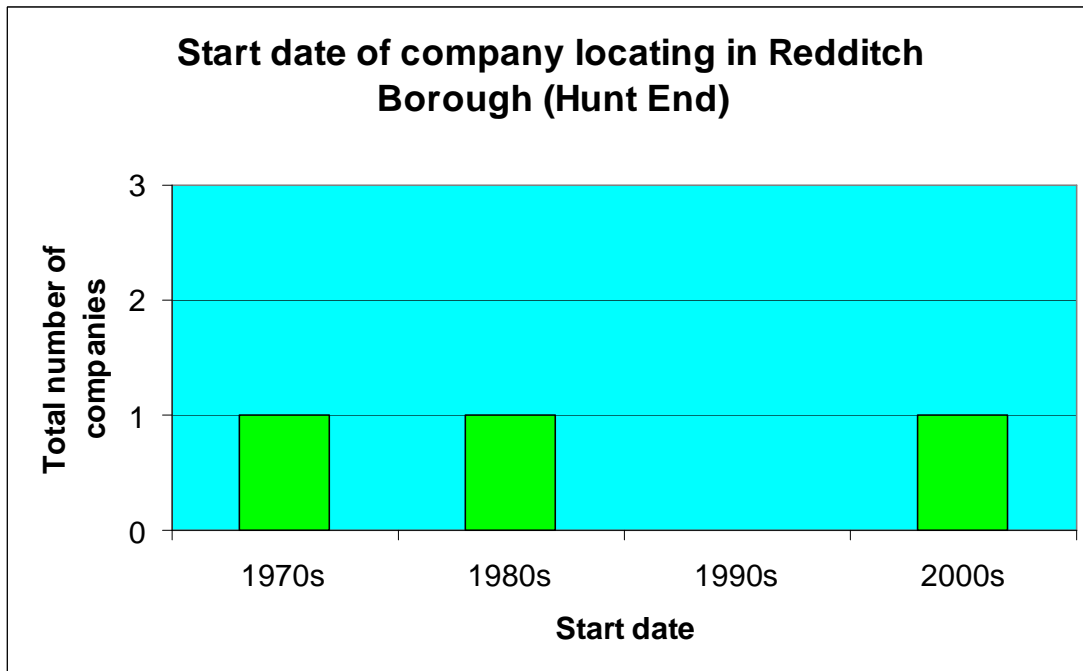


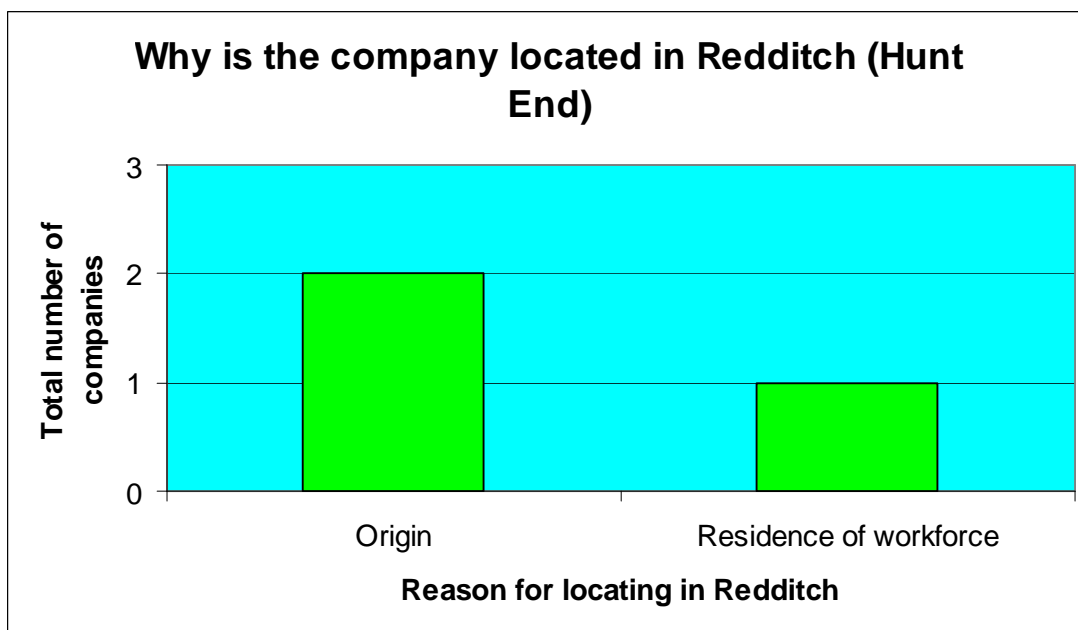
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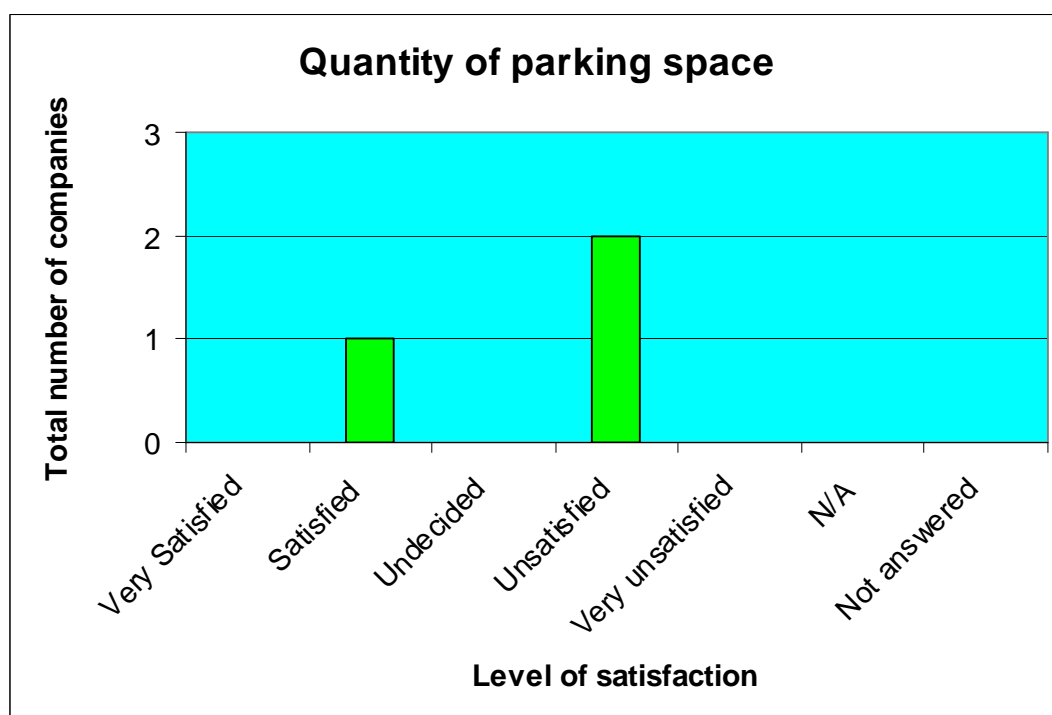
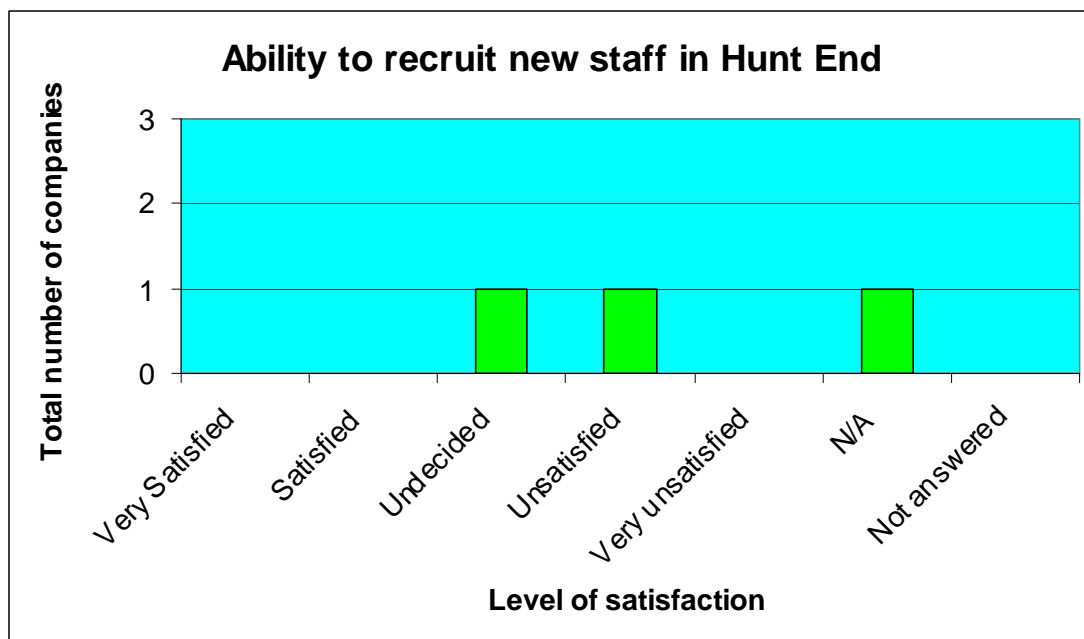




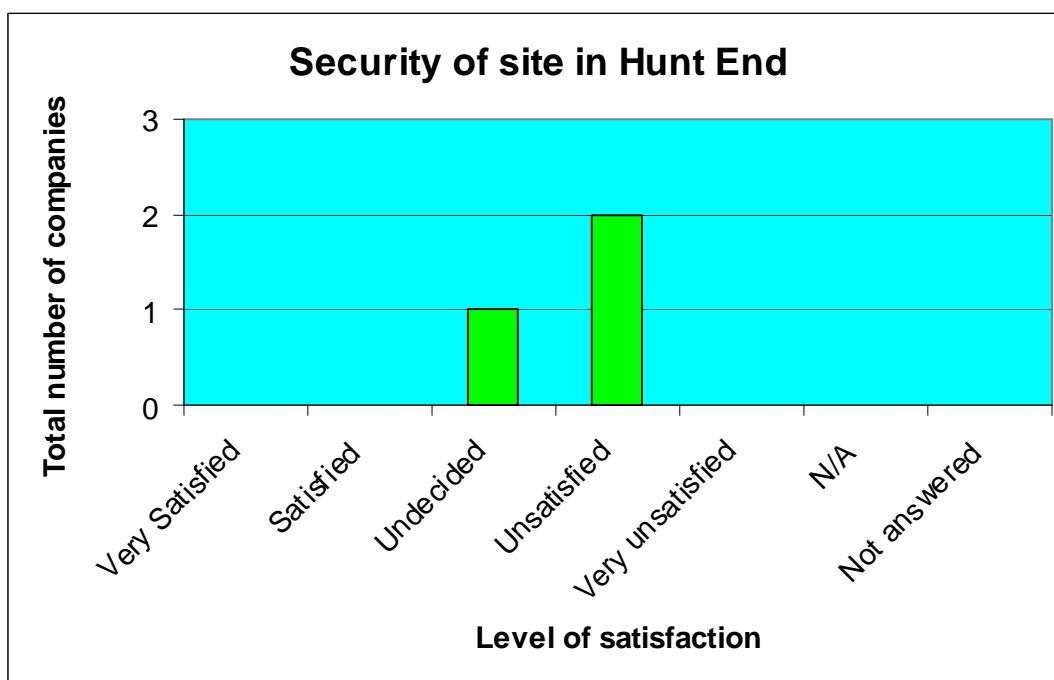
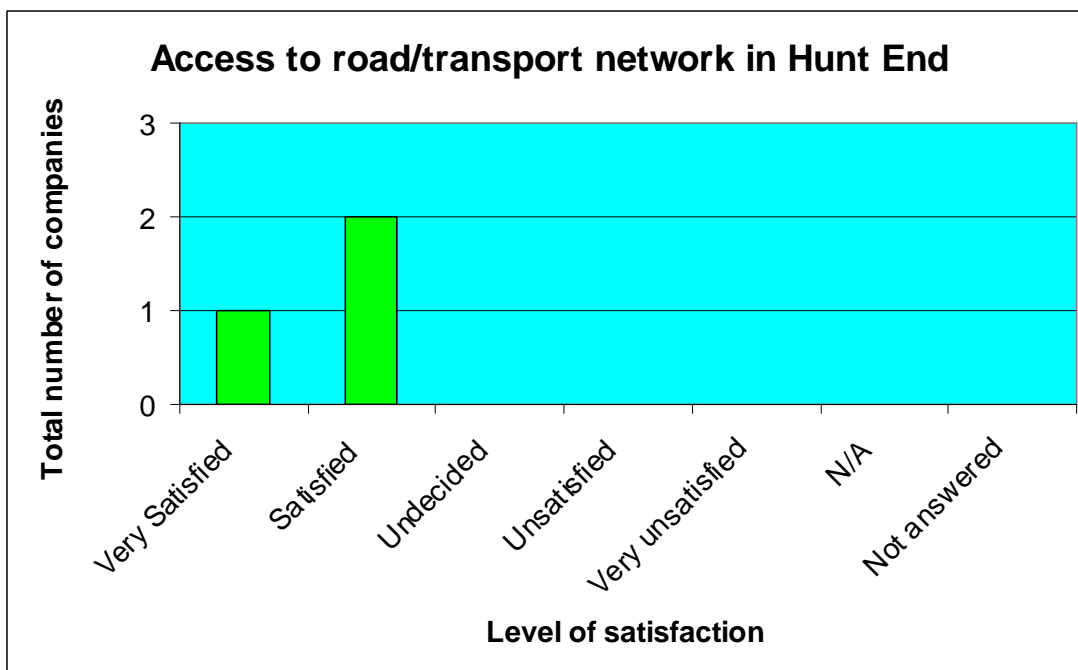


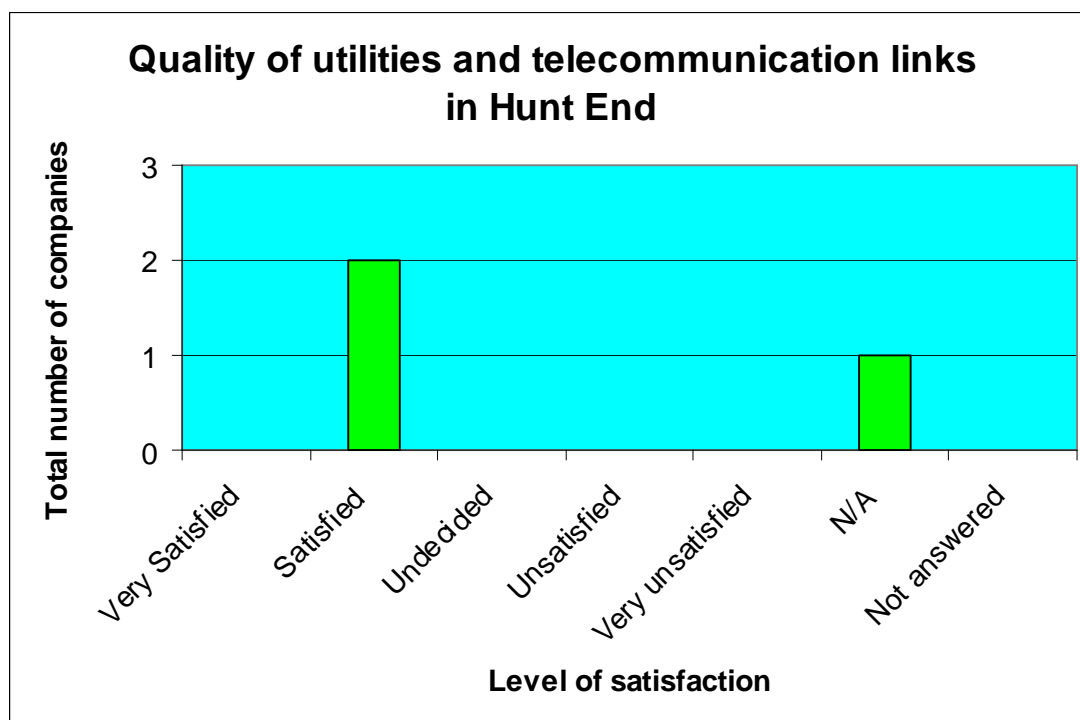
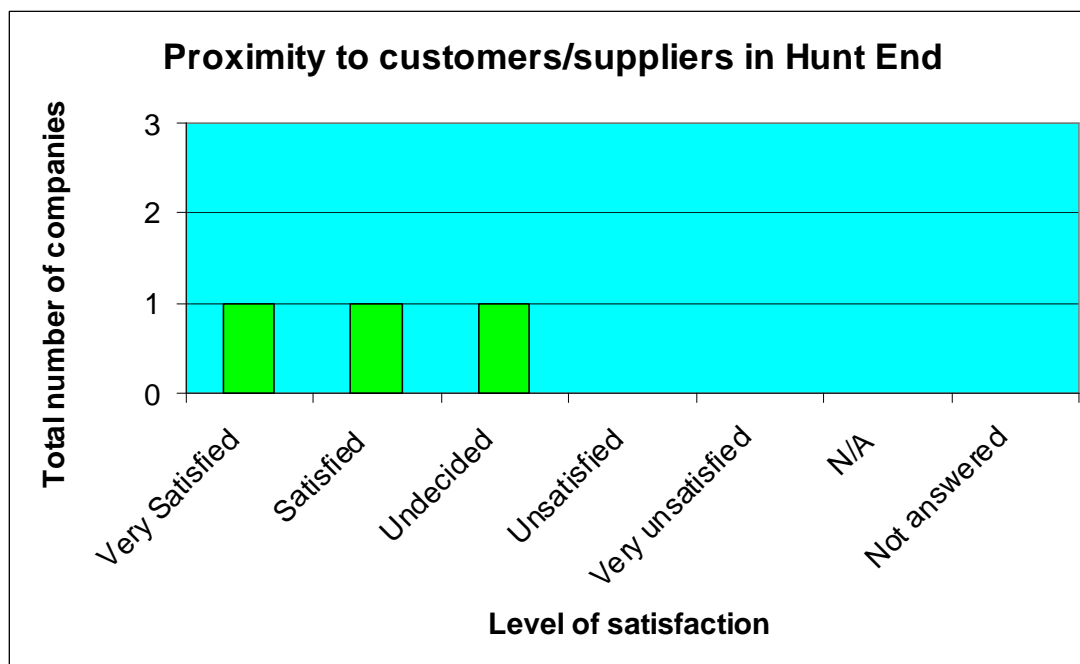


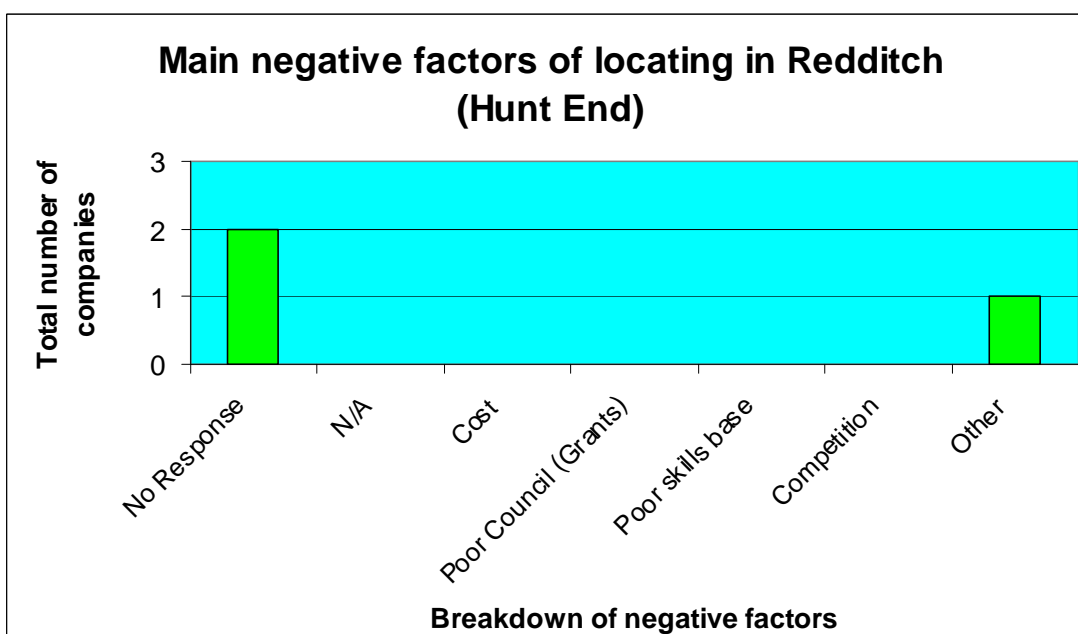
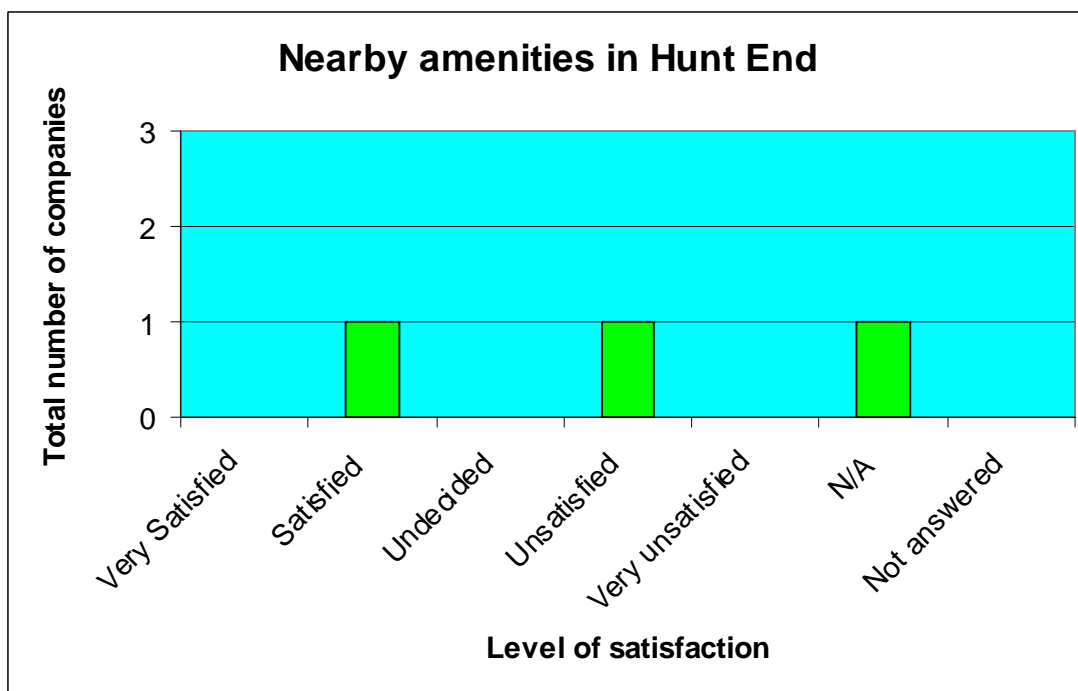


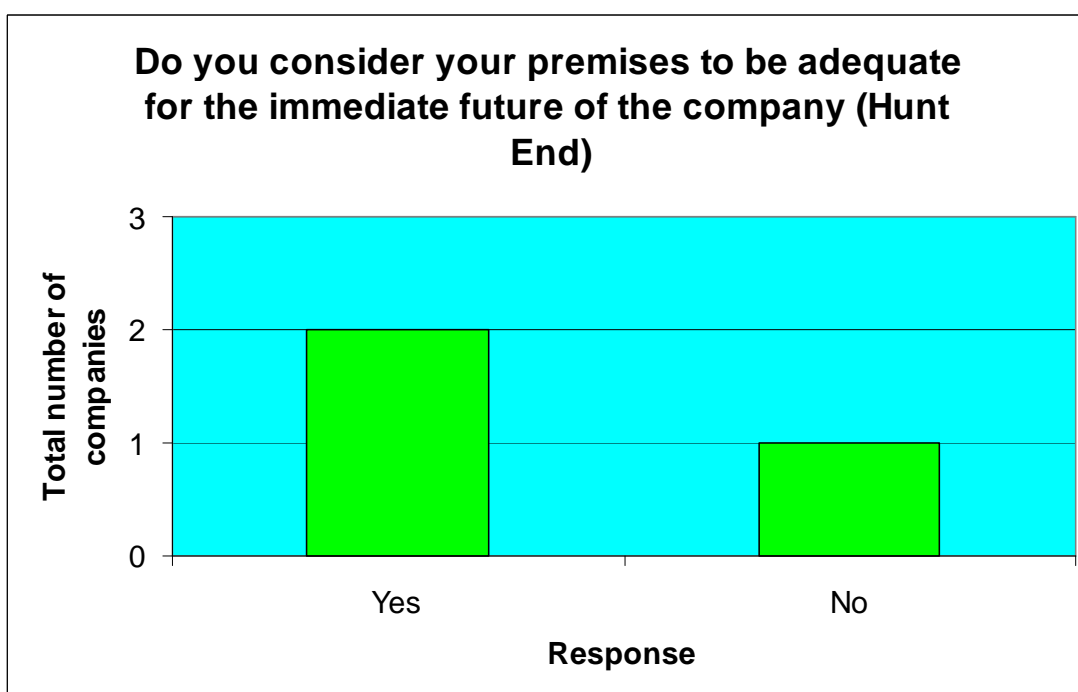
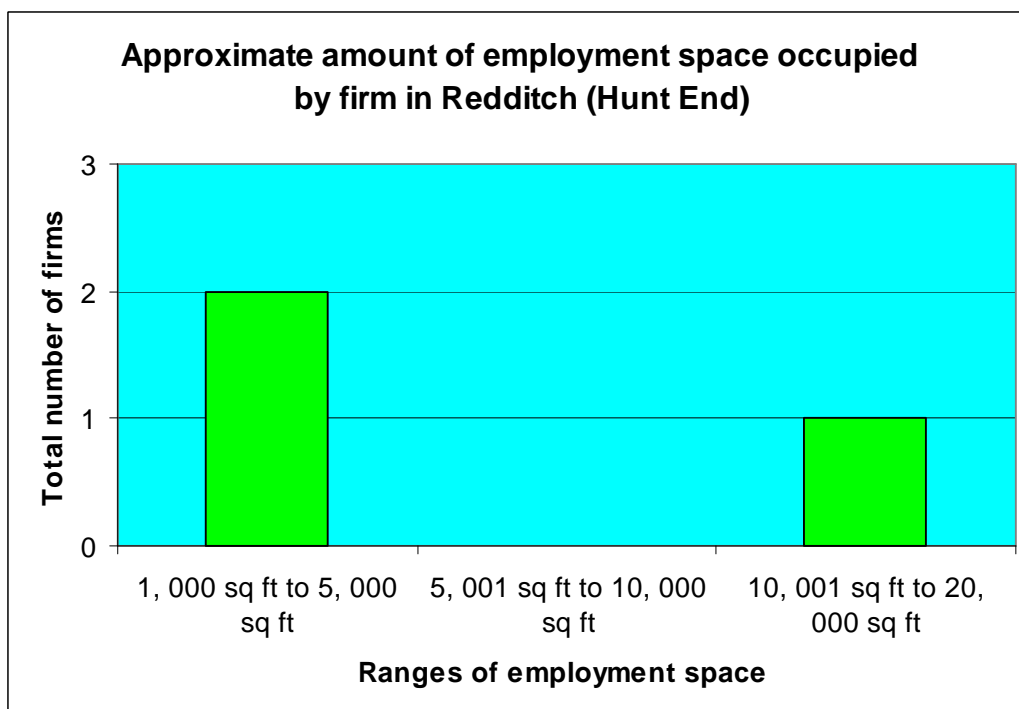


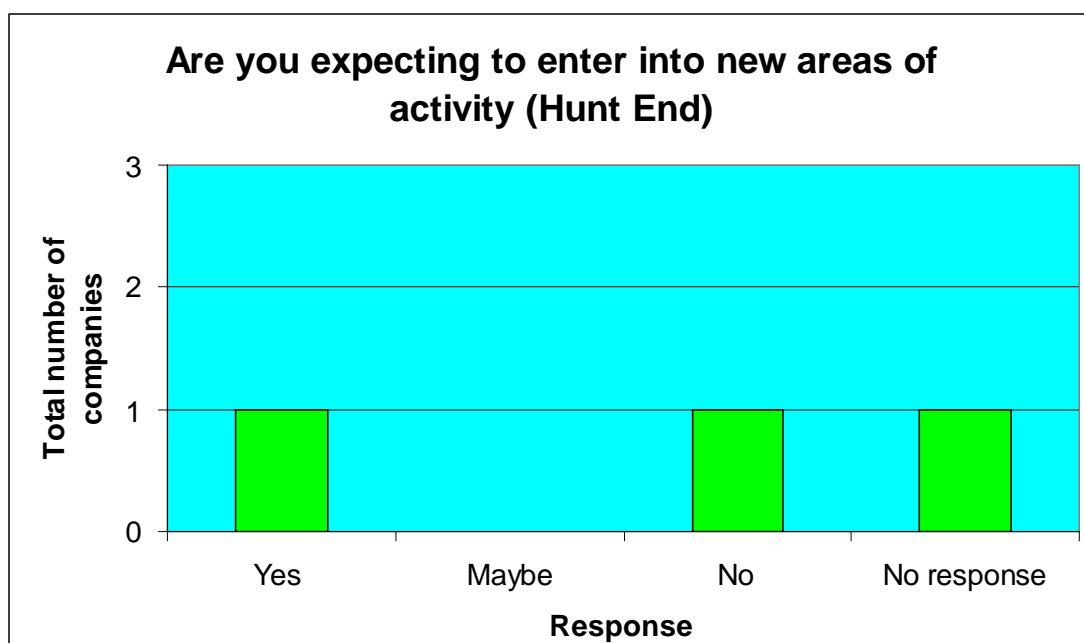


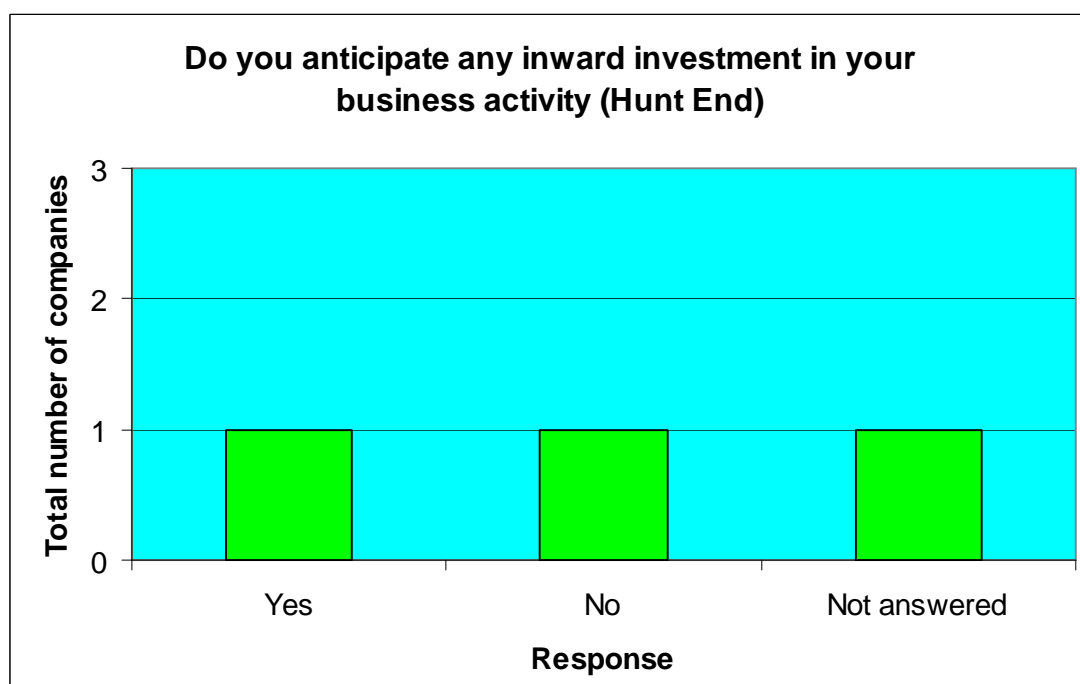
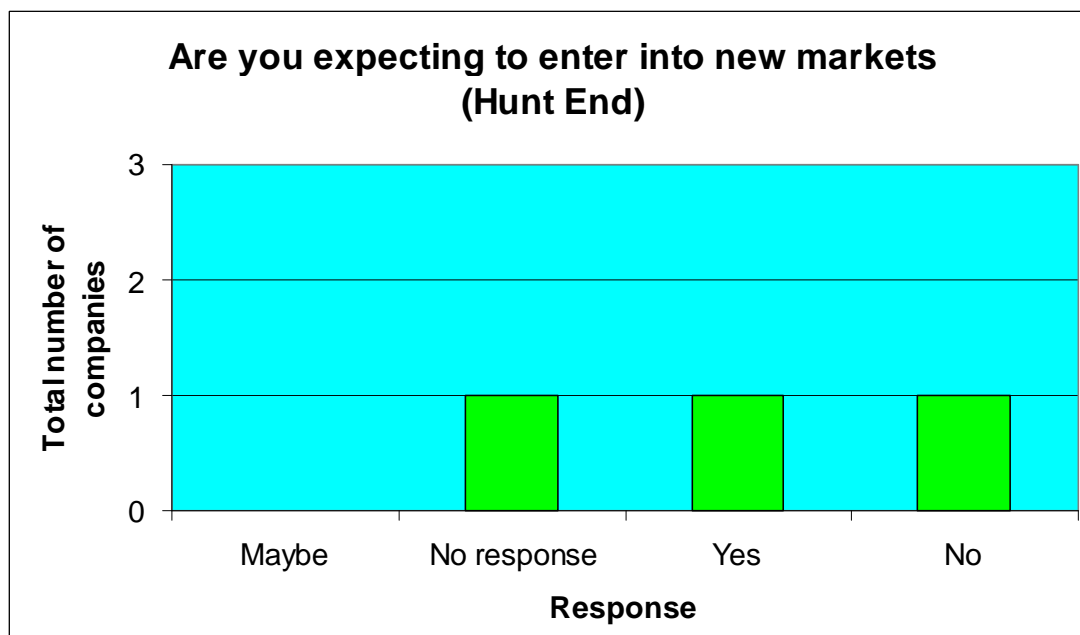


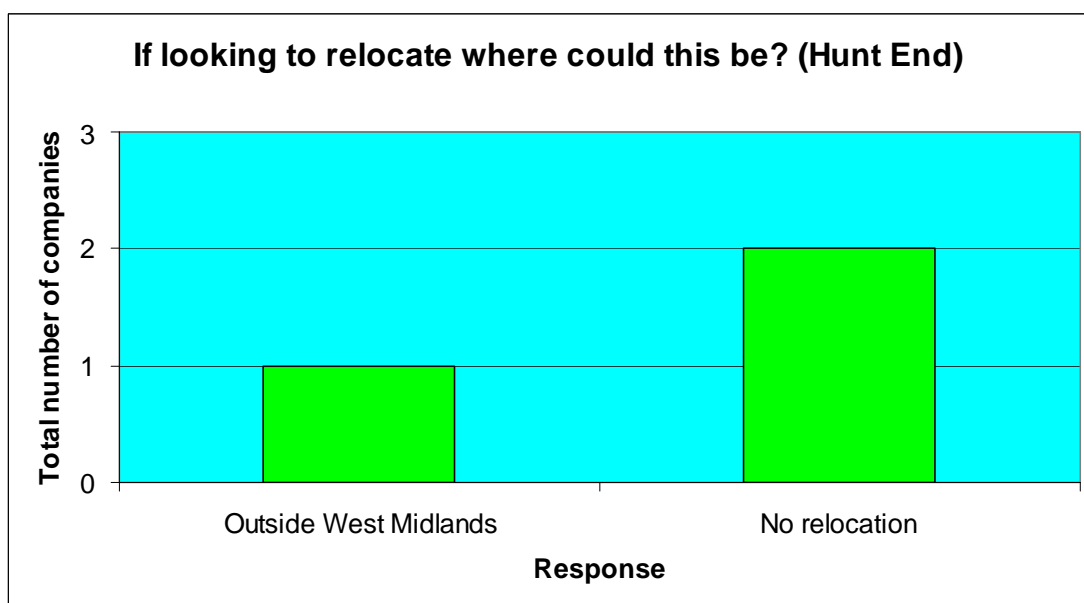
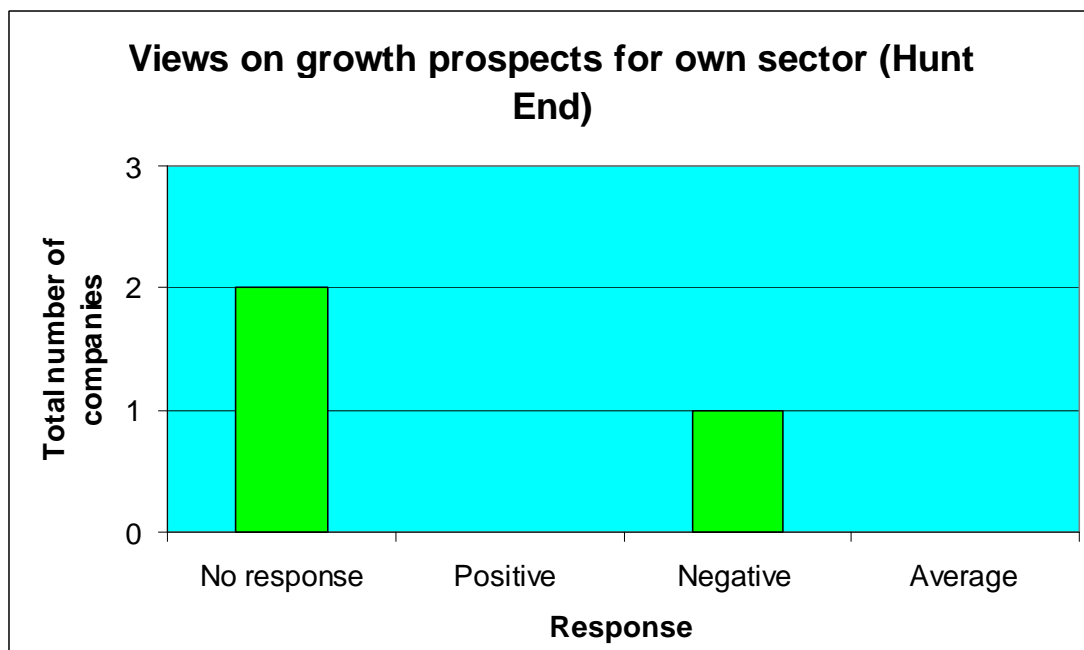


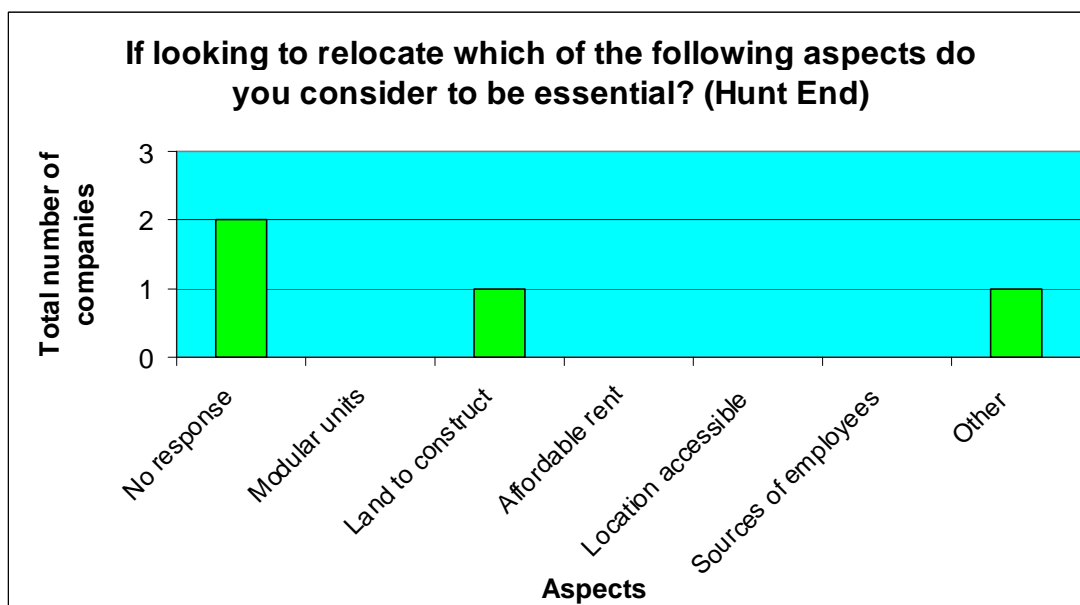
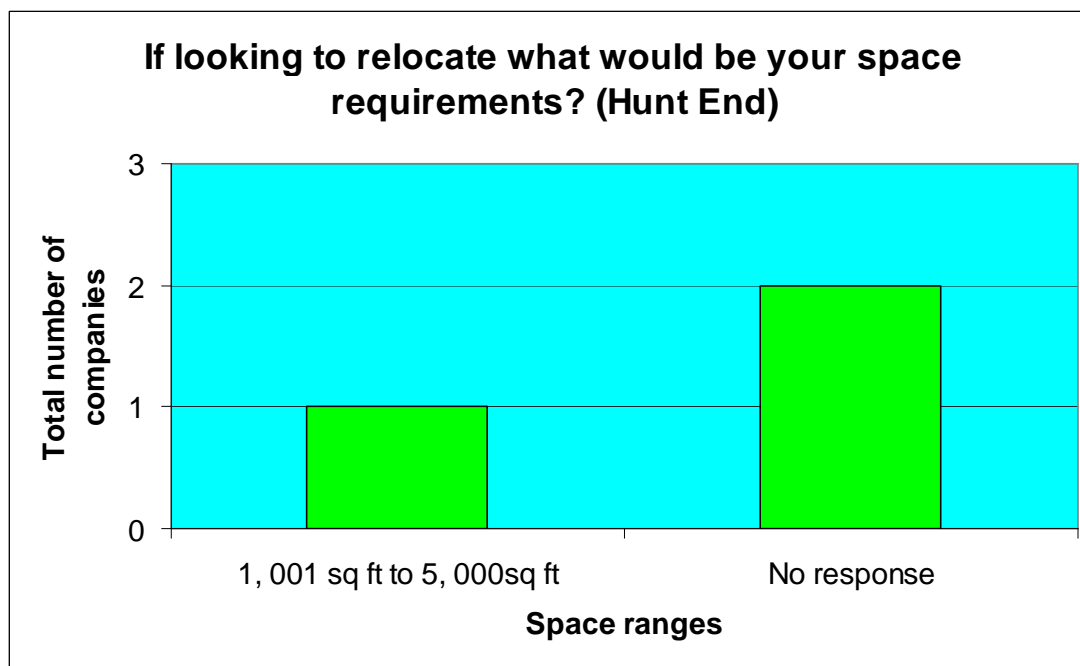




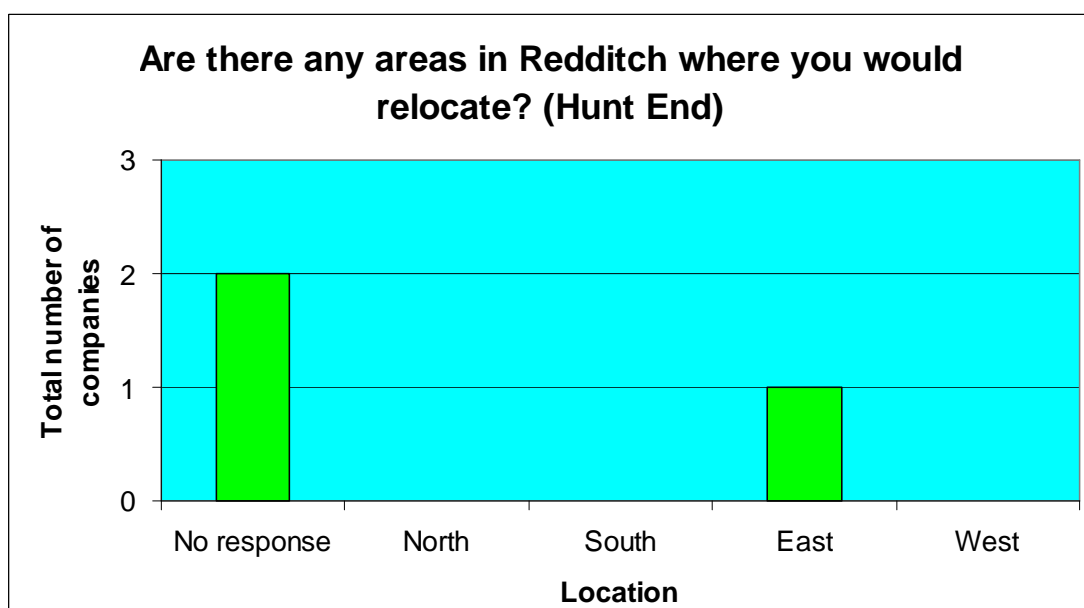
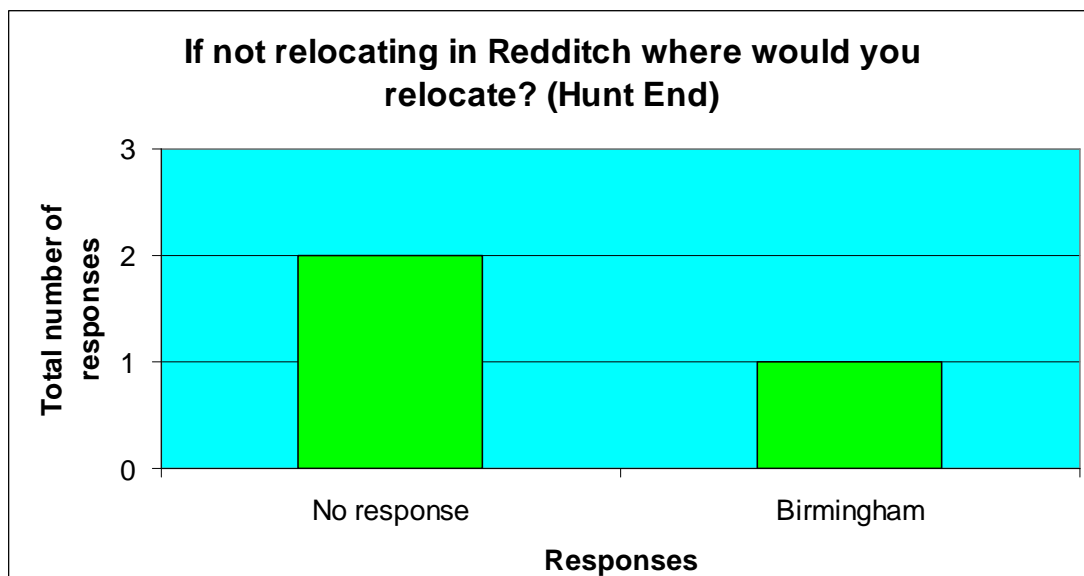


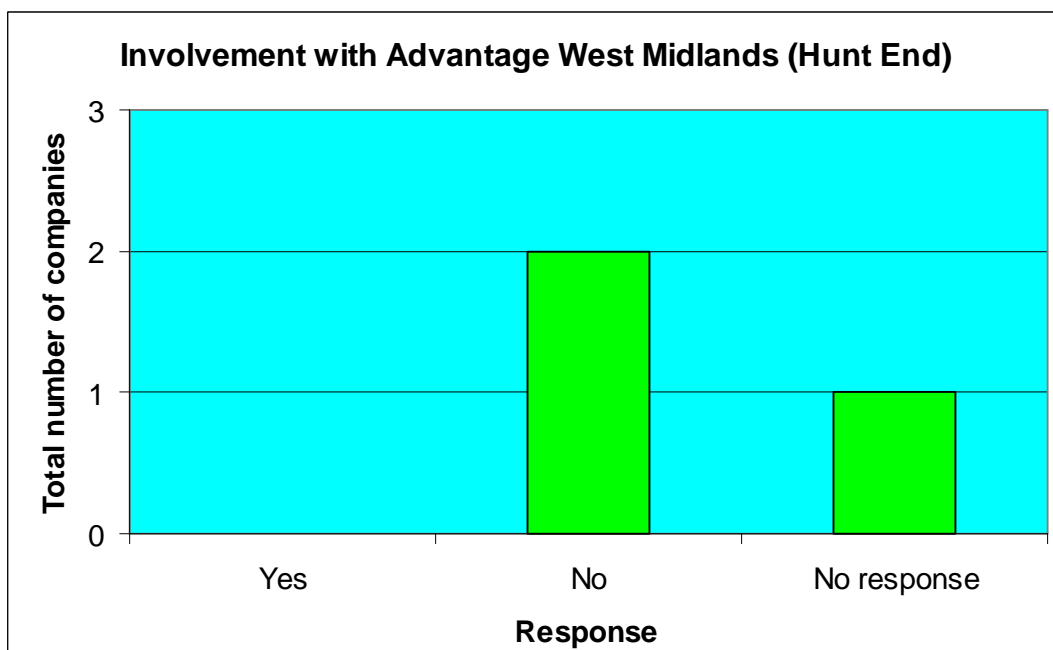




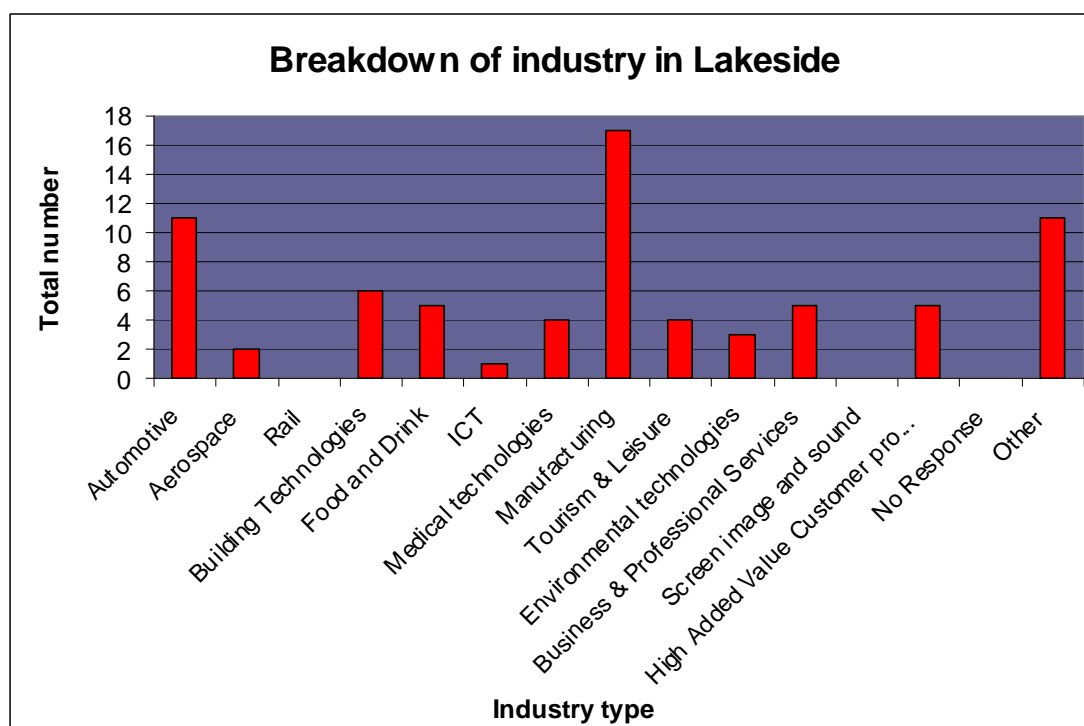


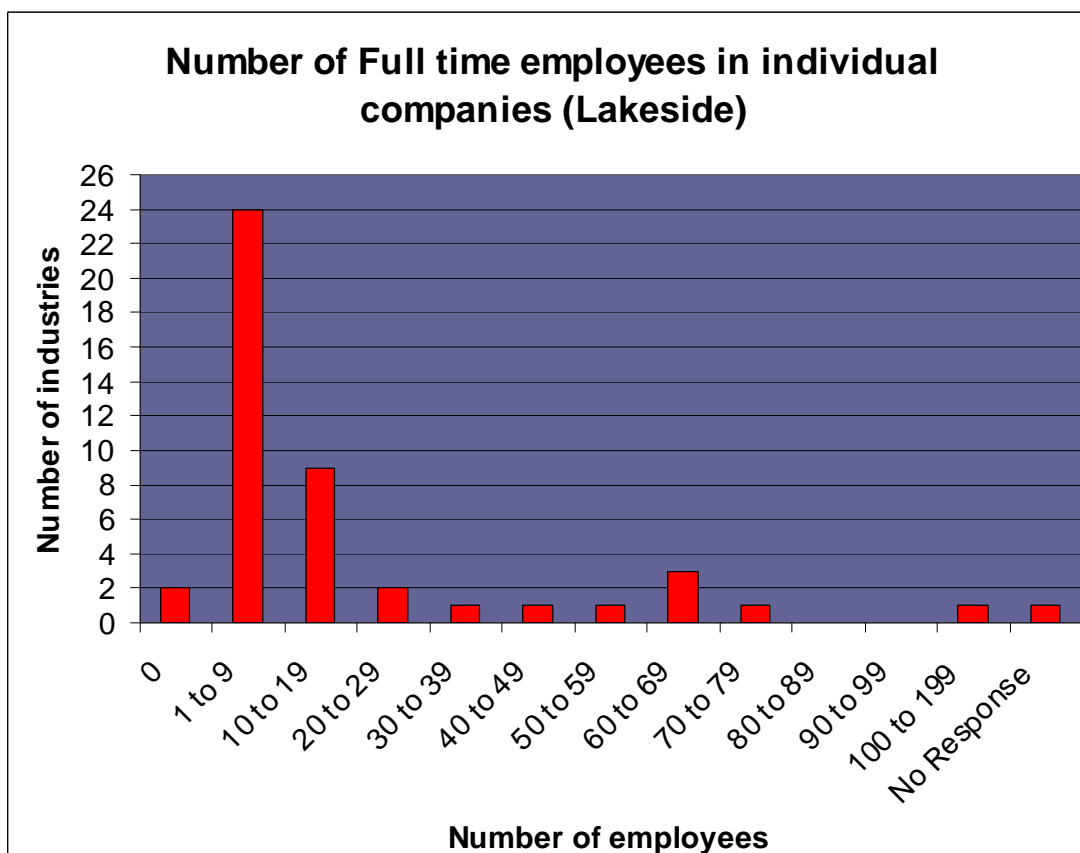
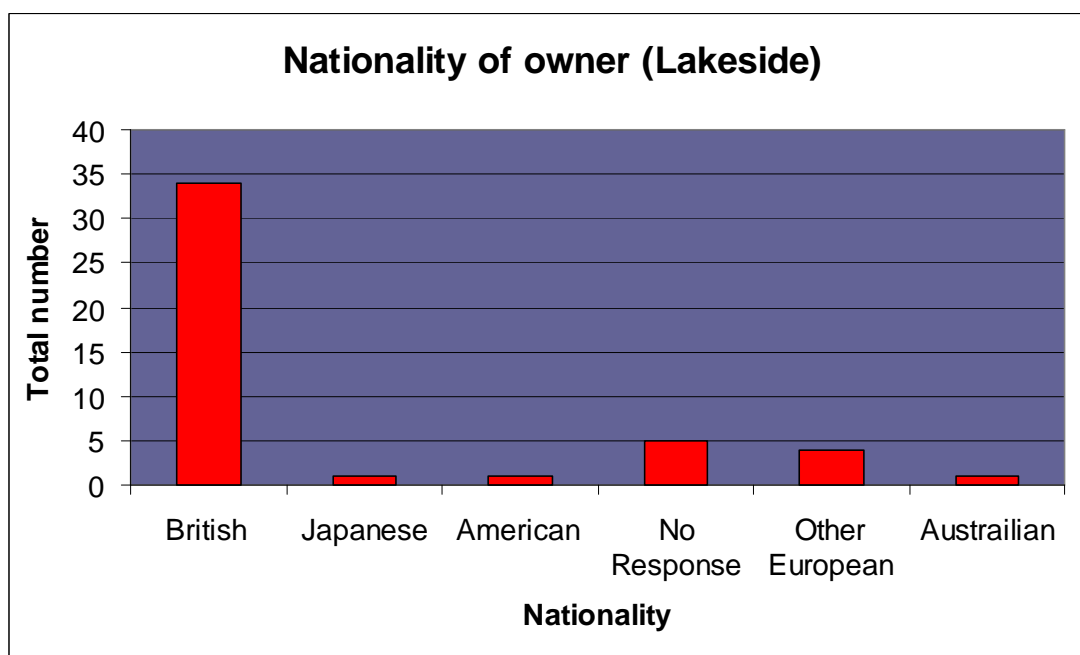


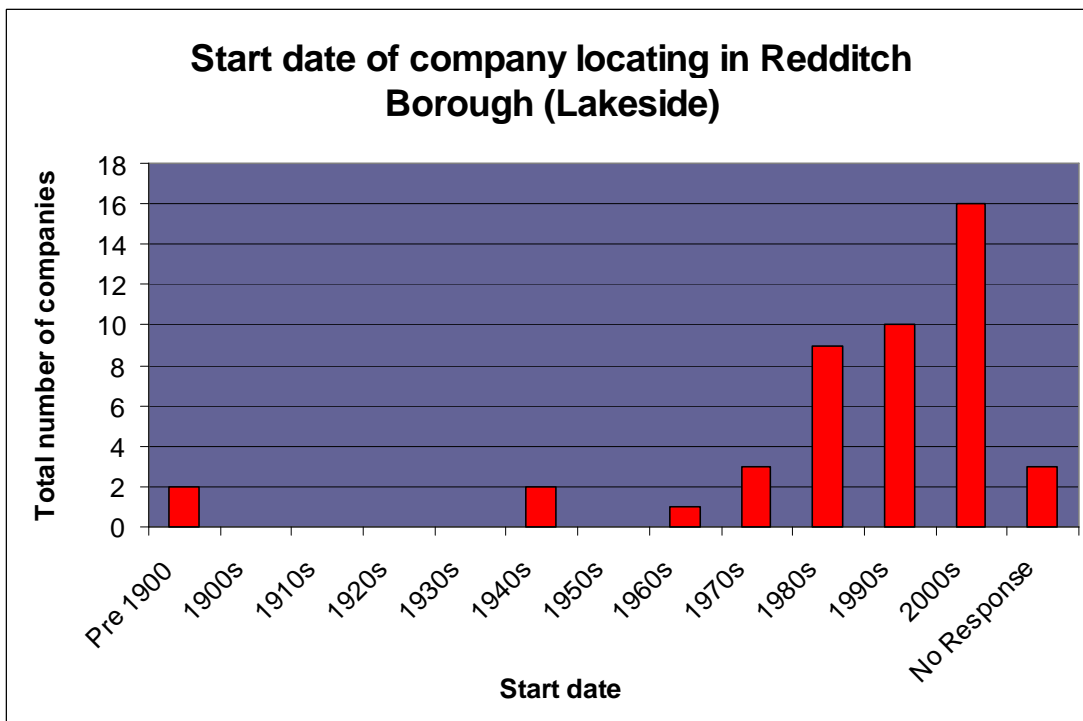
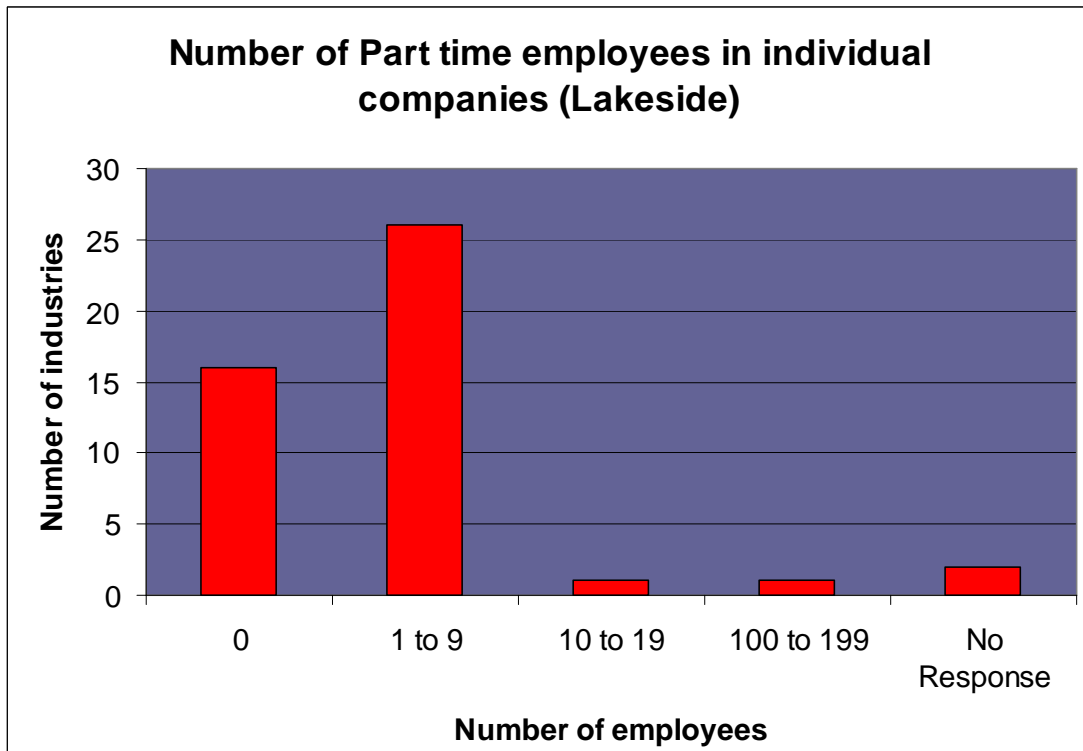


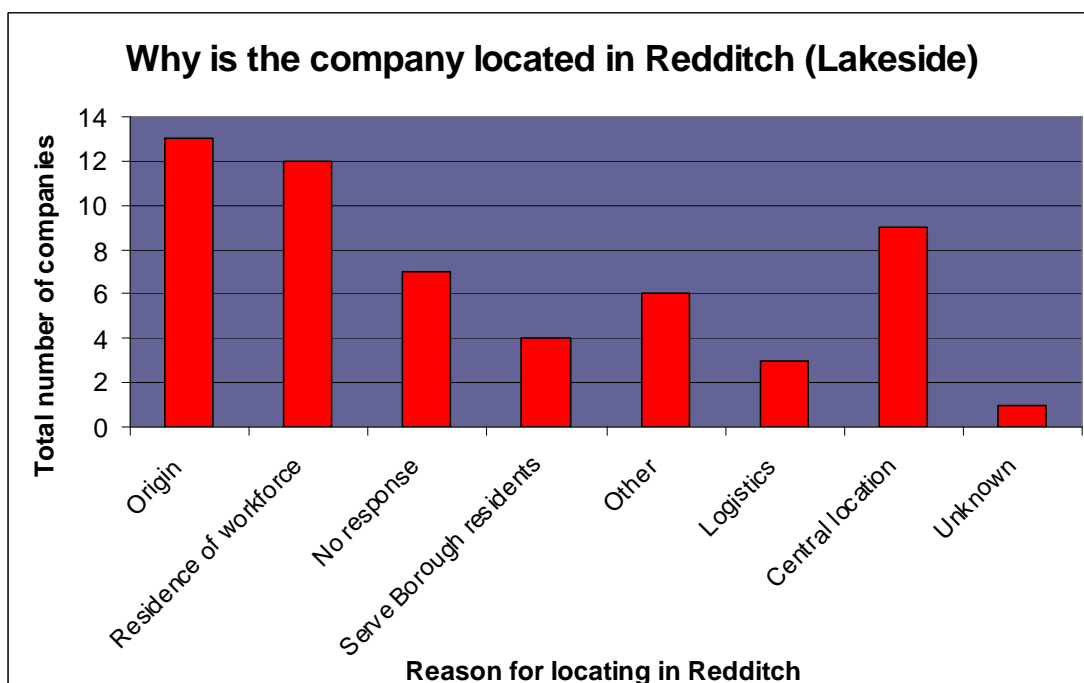
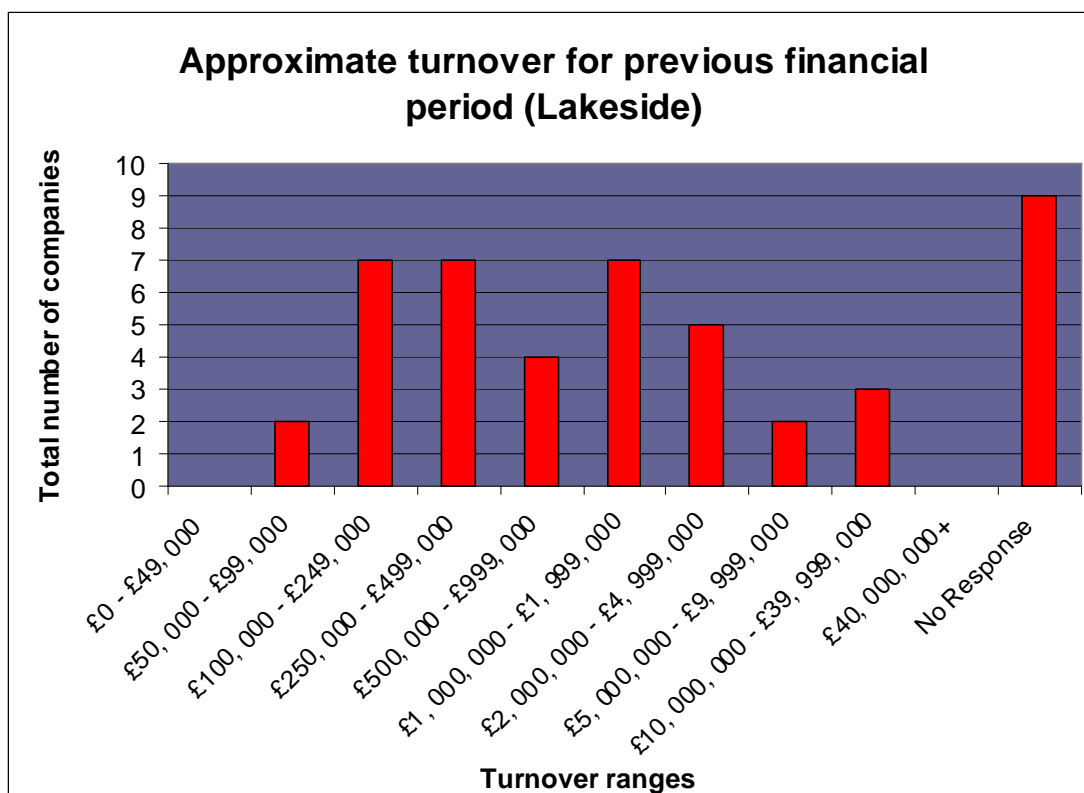


## ***Lakeside***

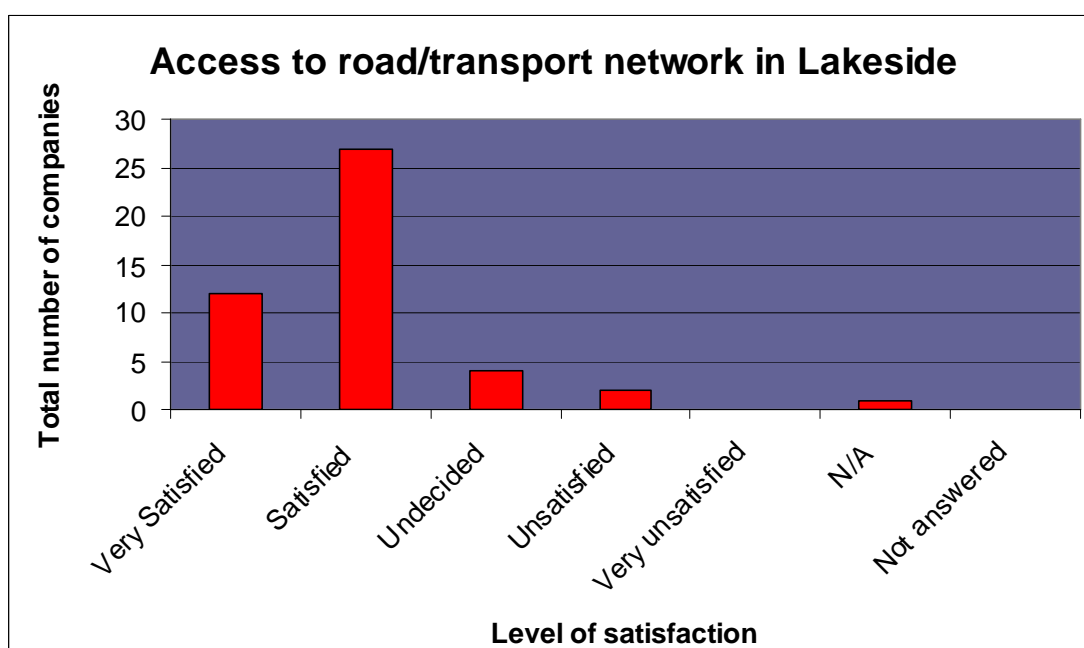
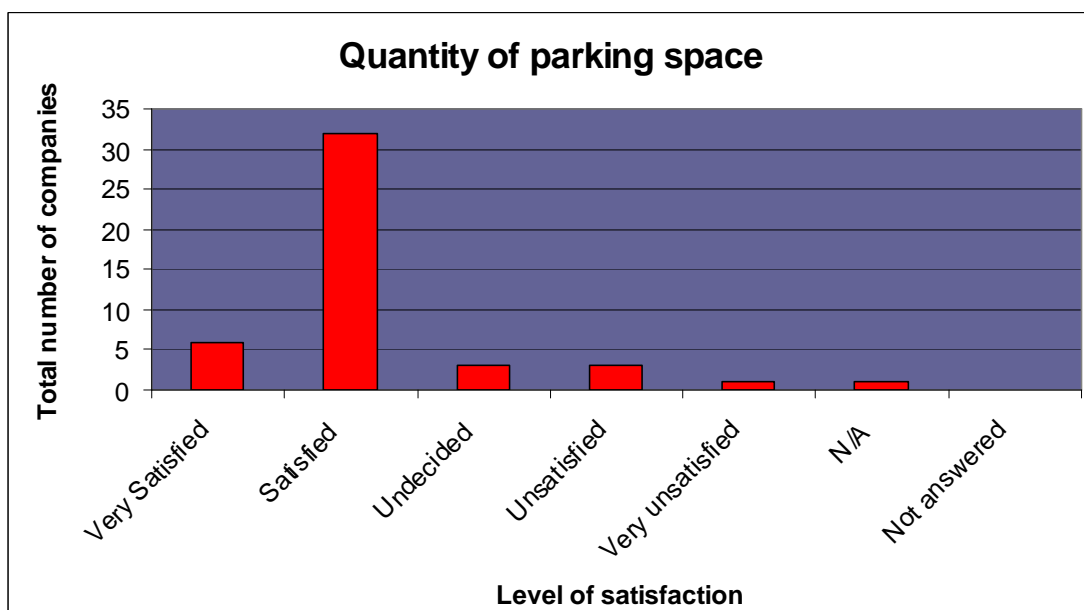


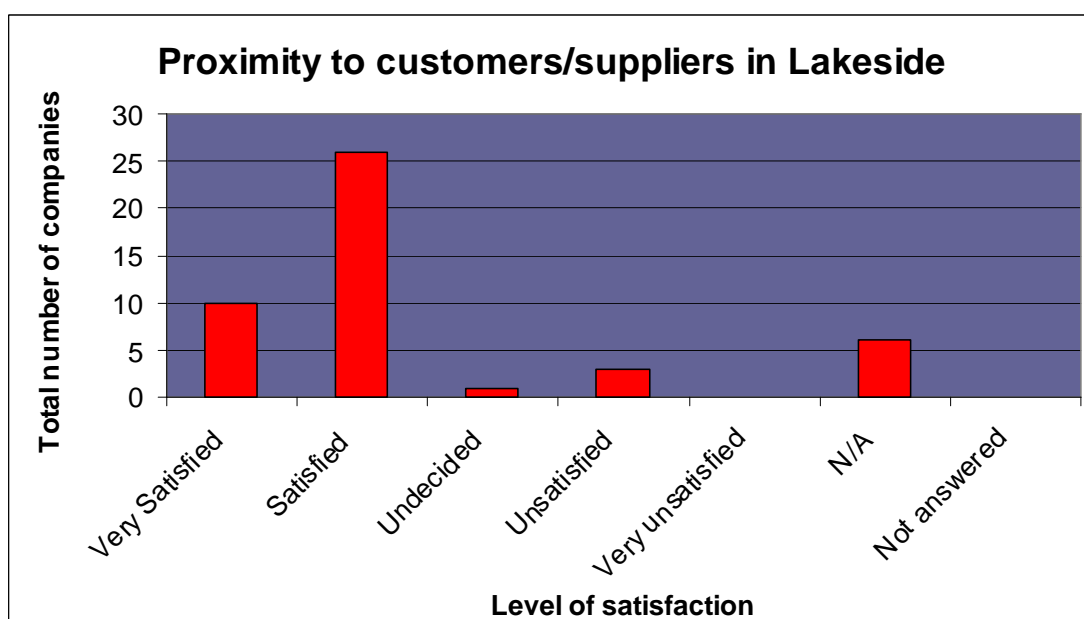
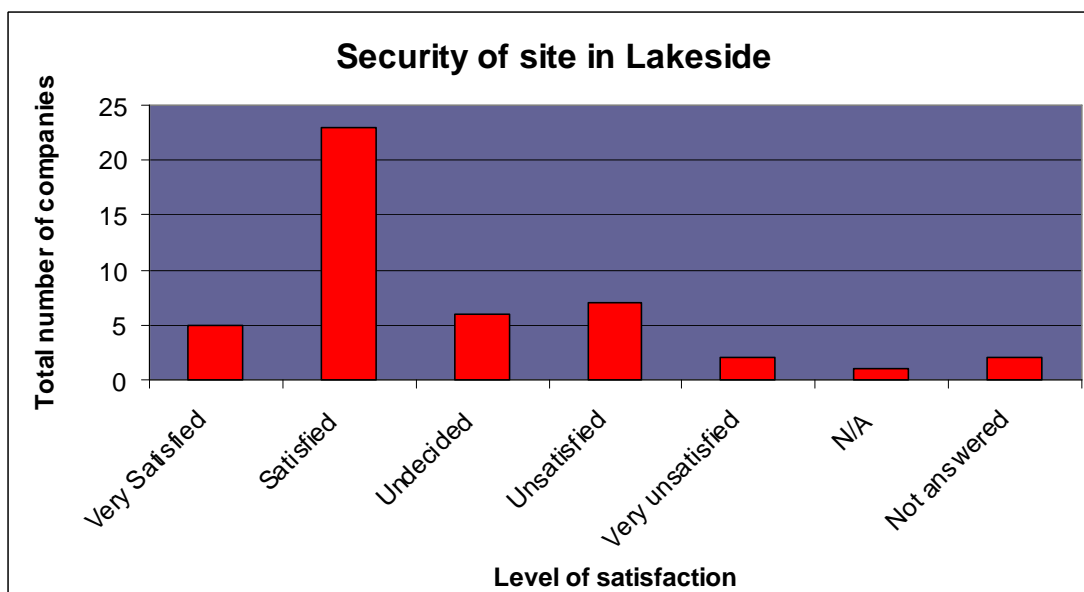




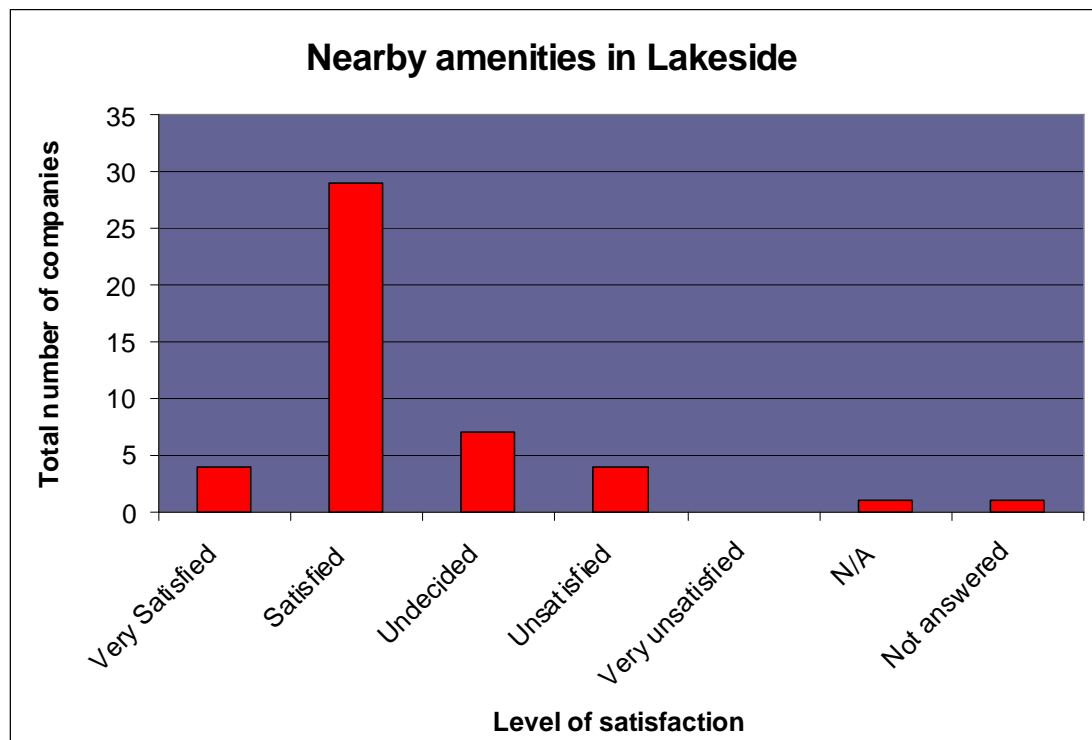
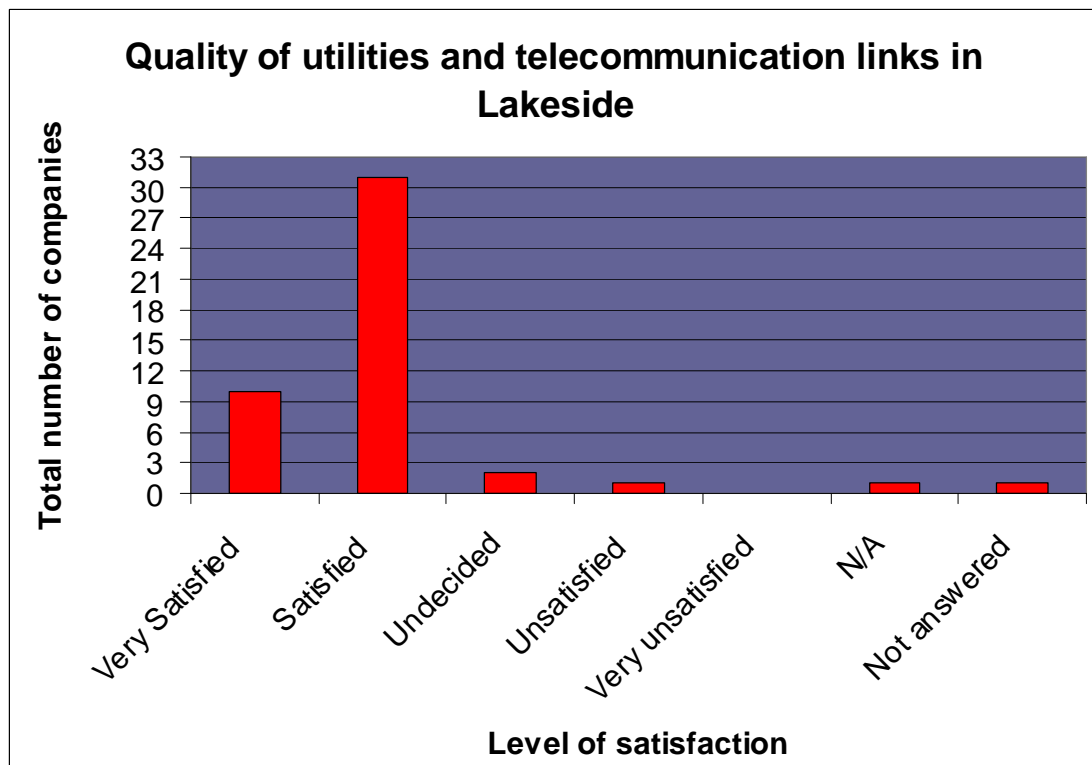


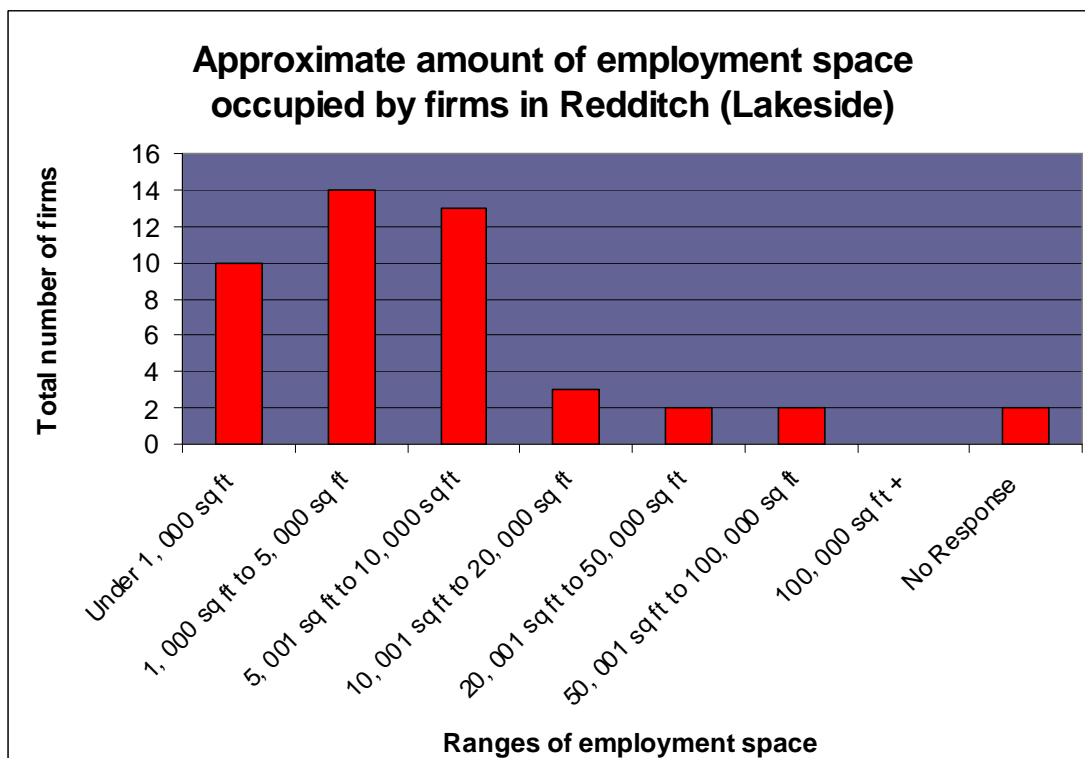
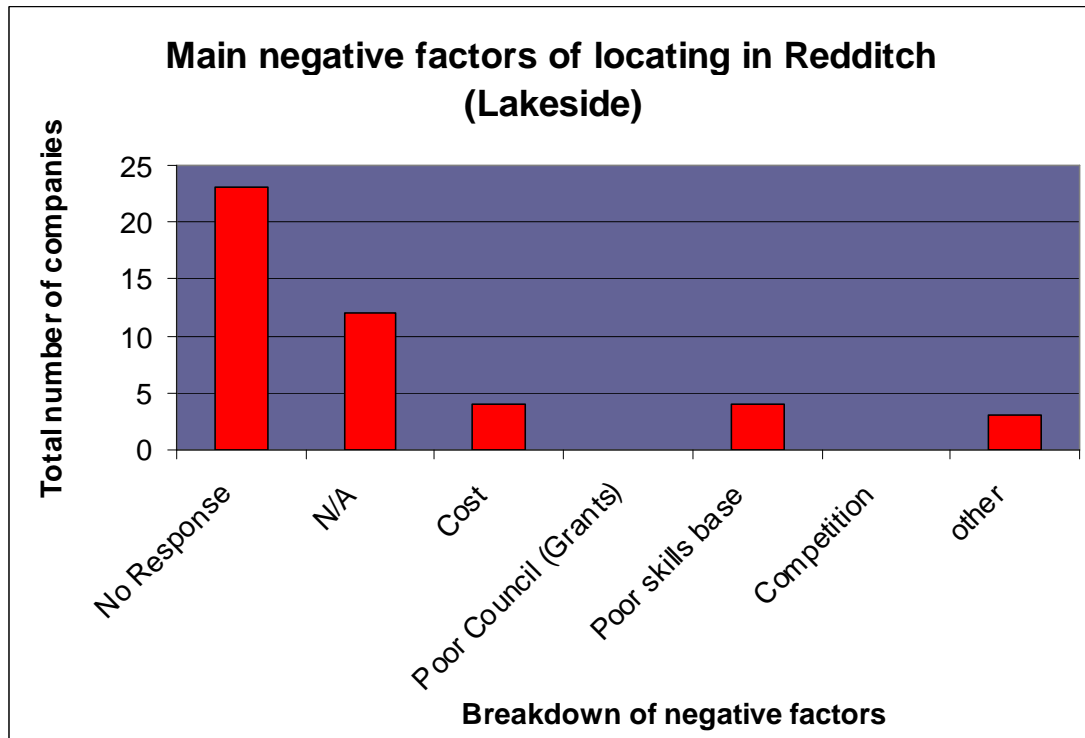


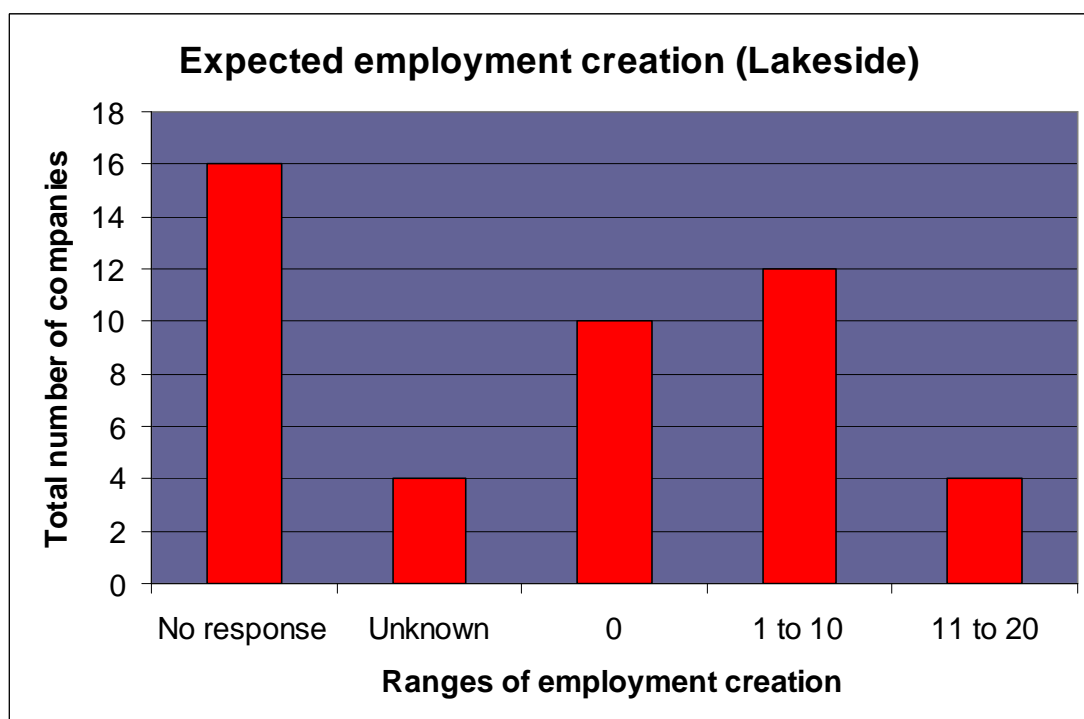
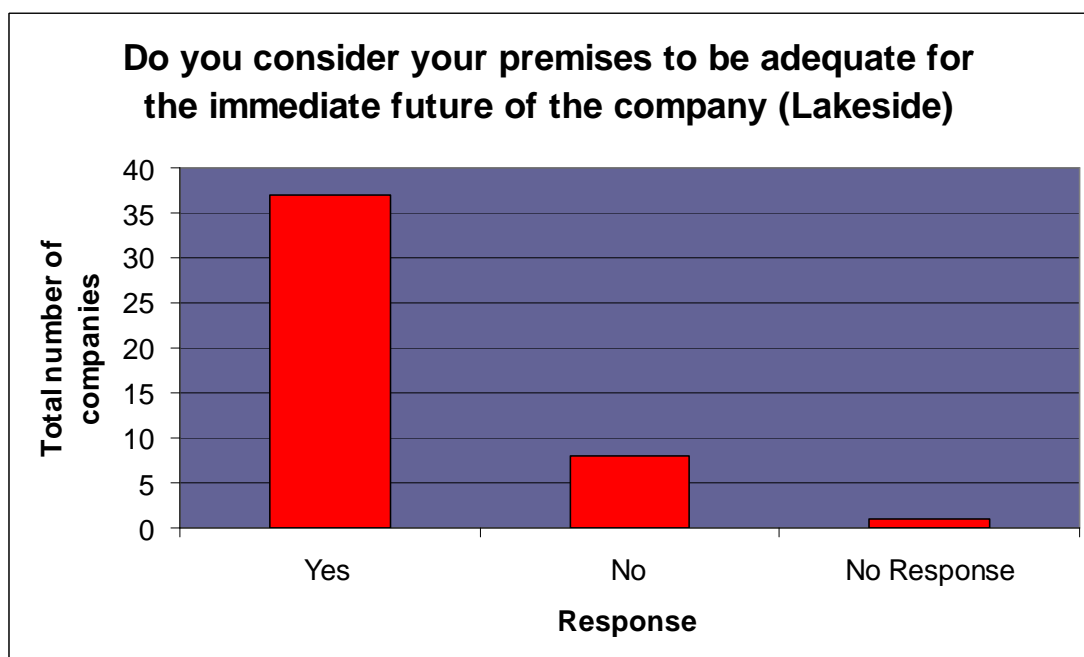


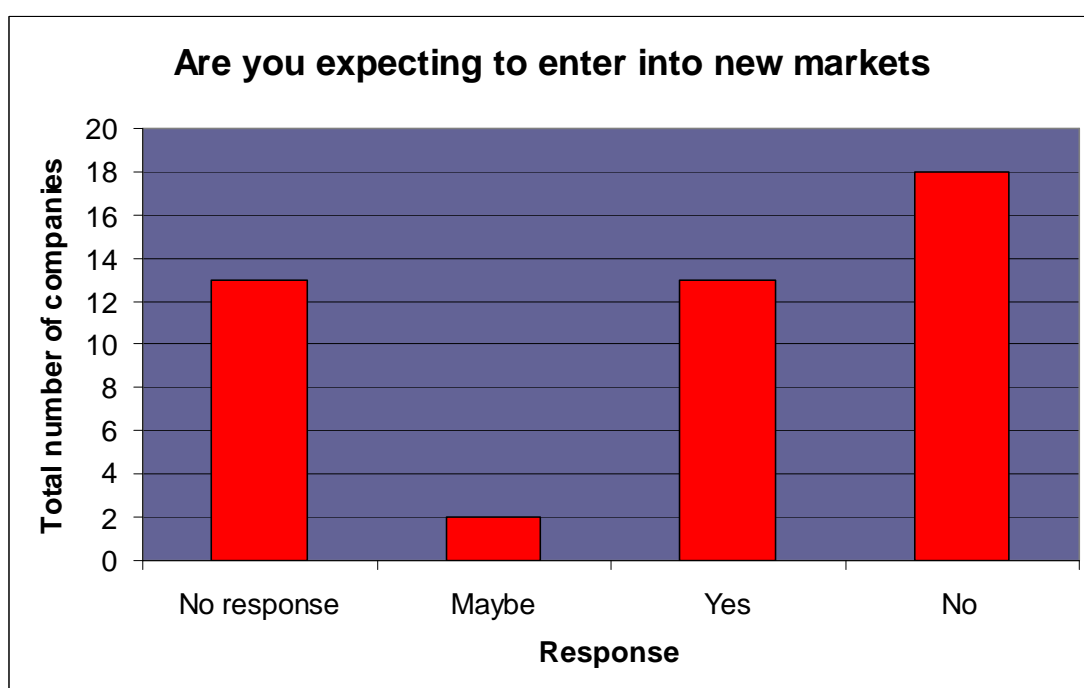
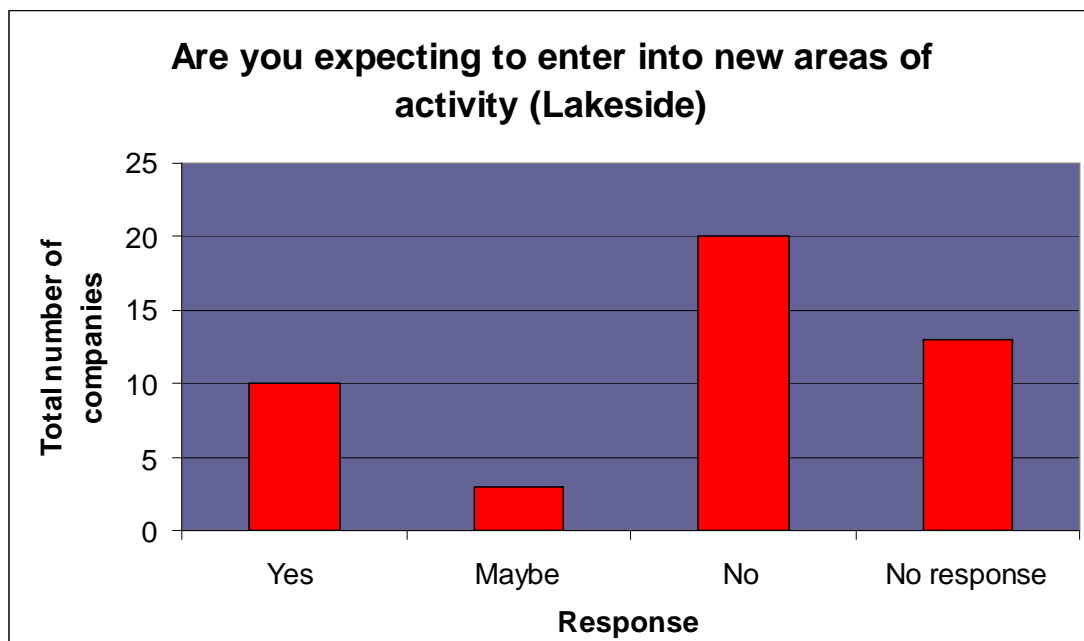


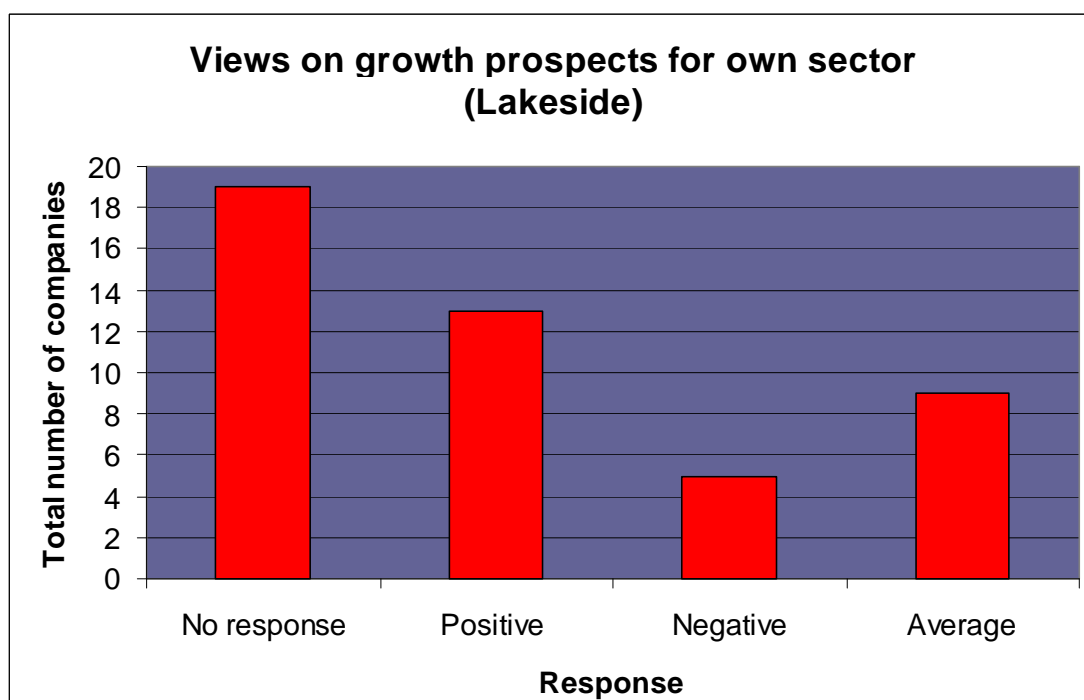


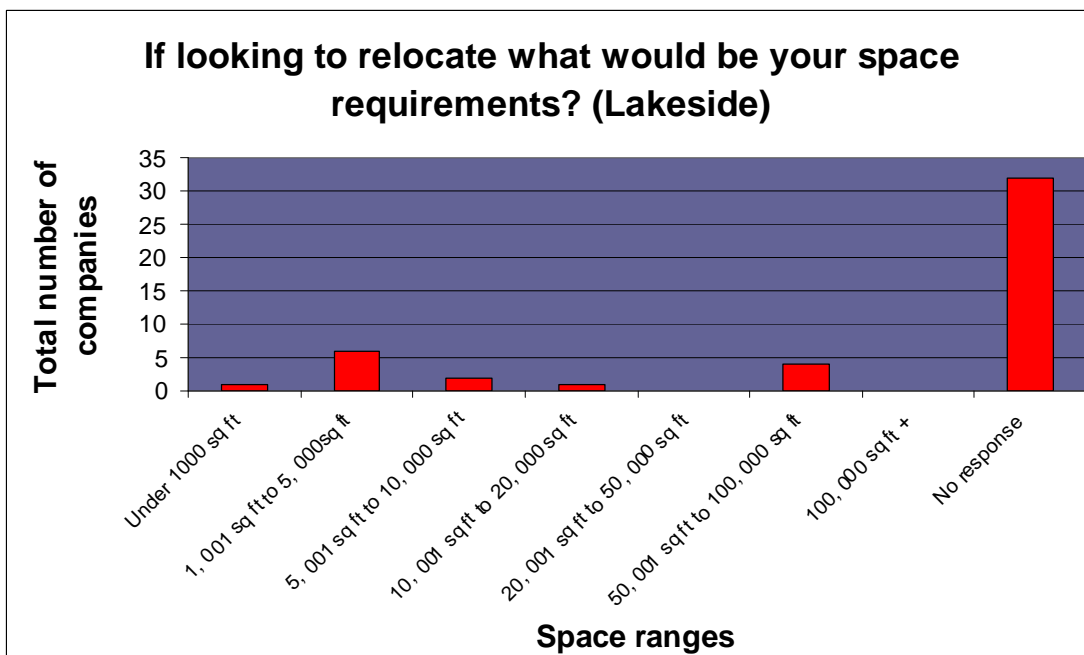
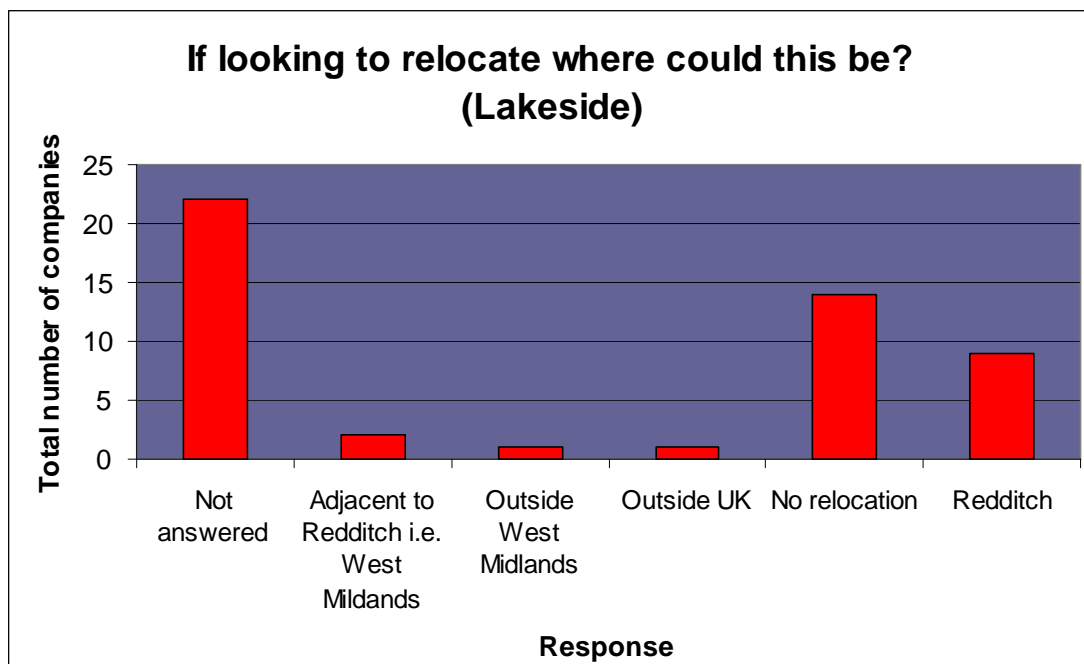


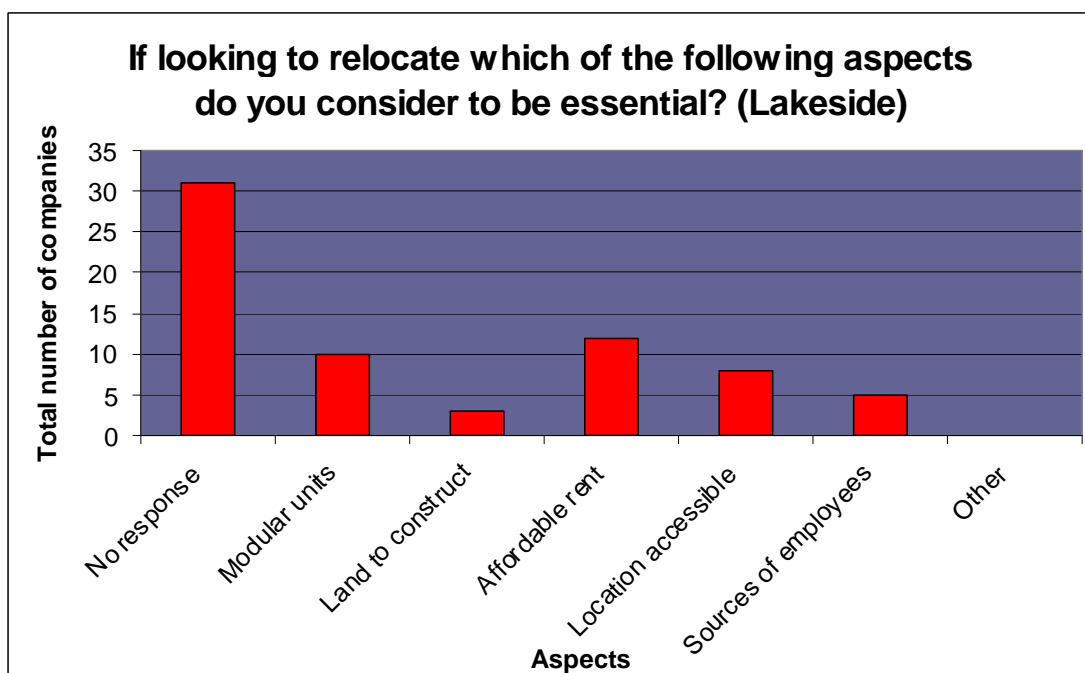
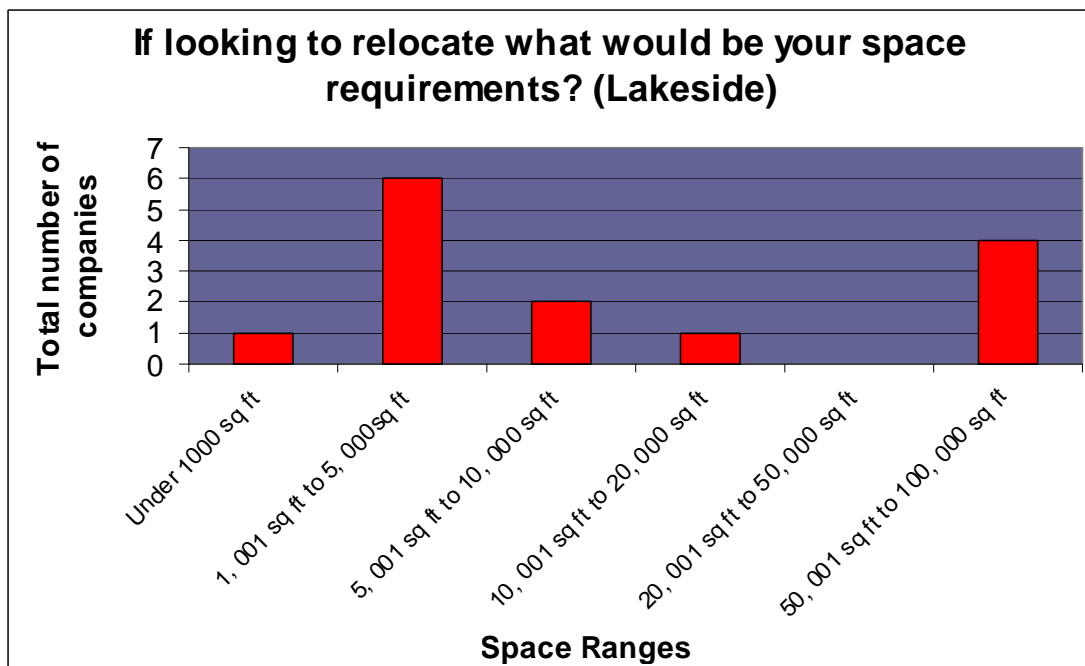


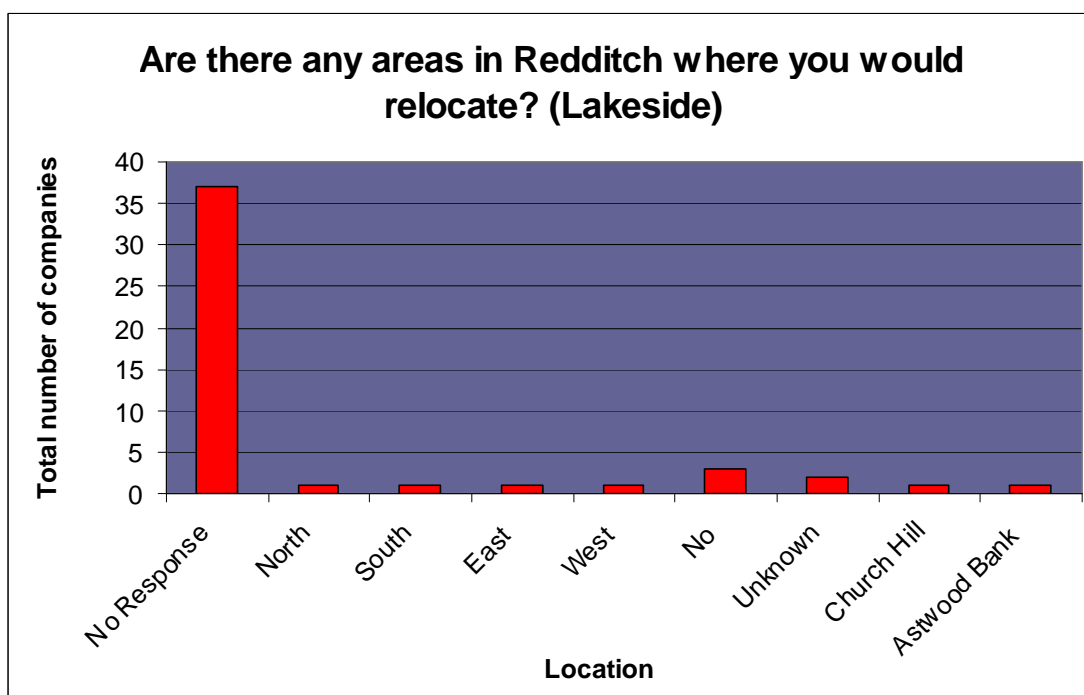
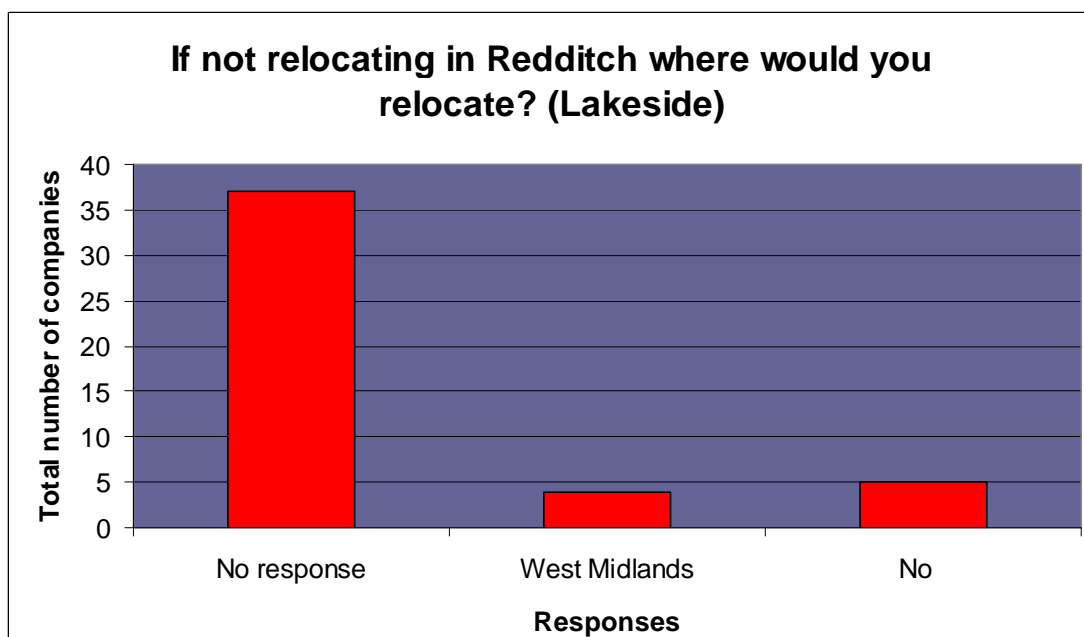




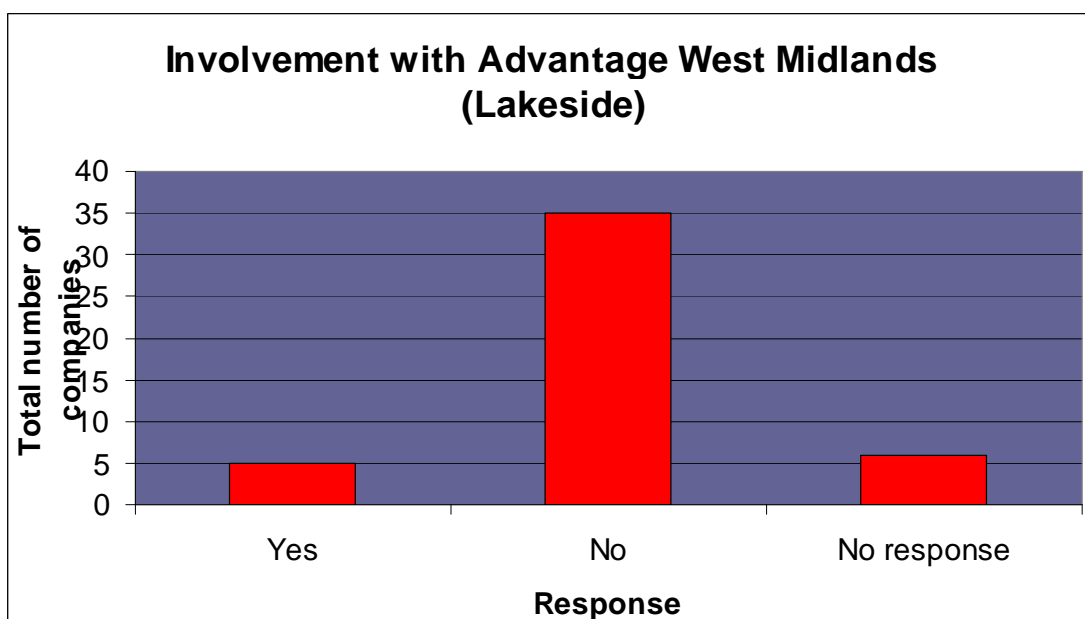
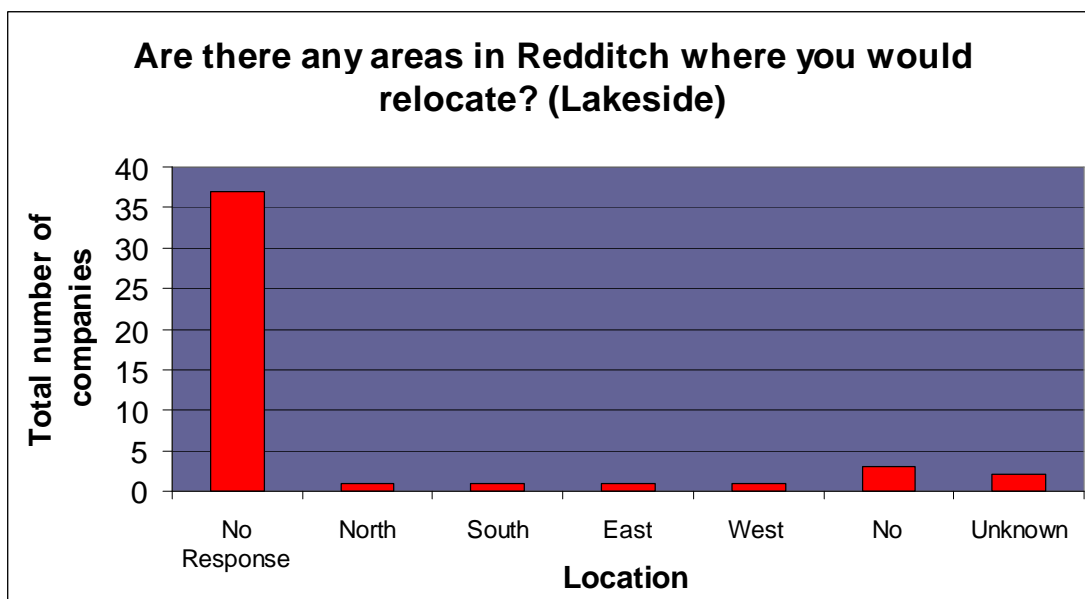




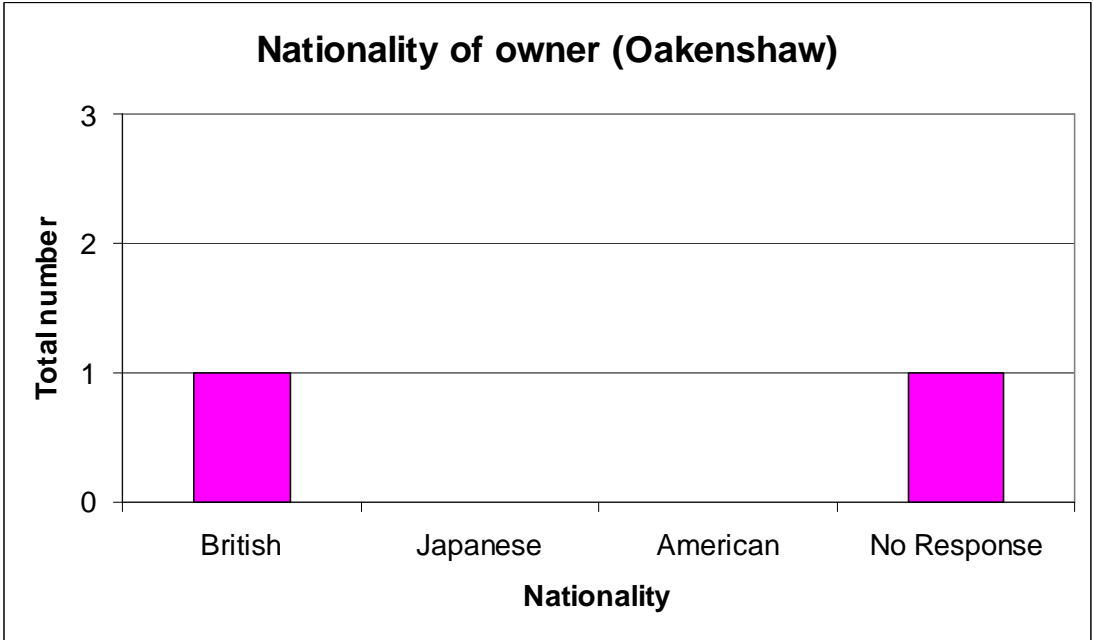
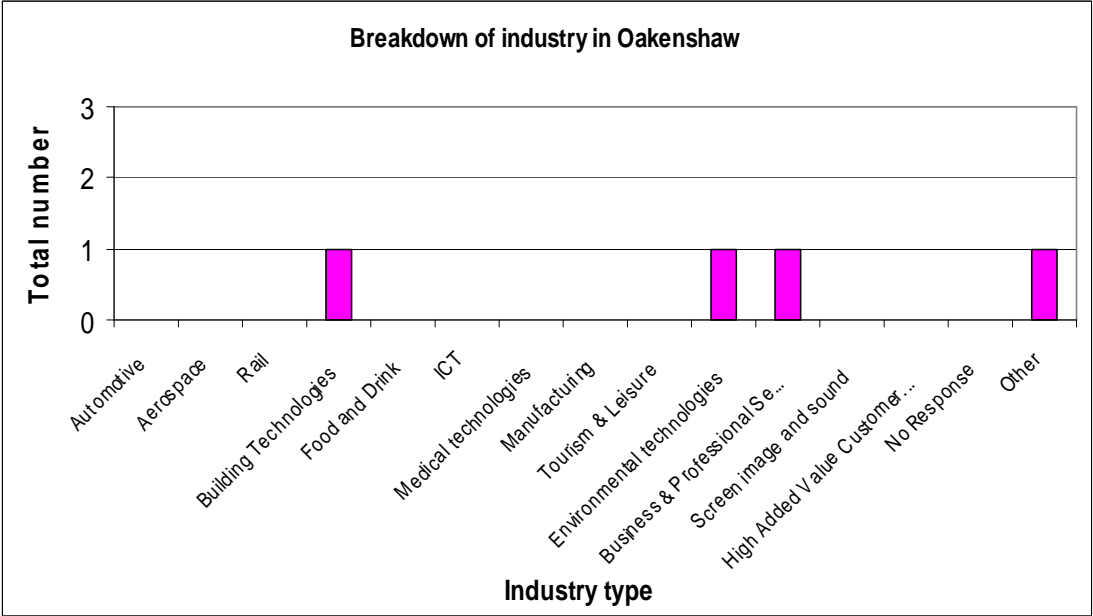


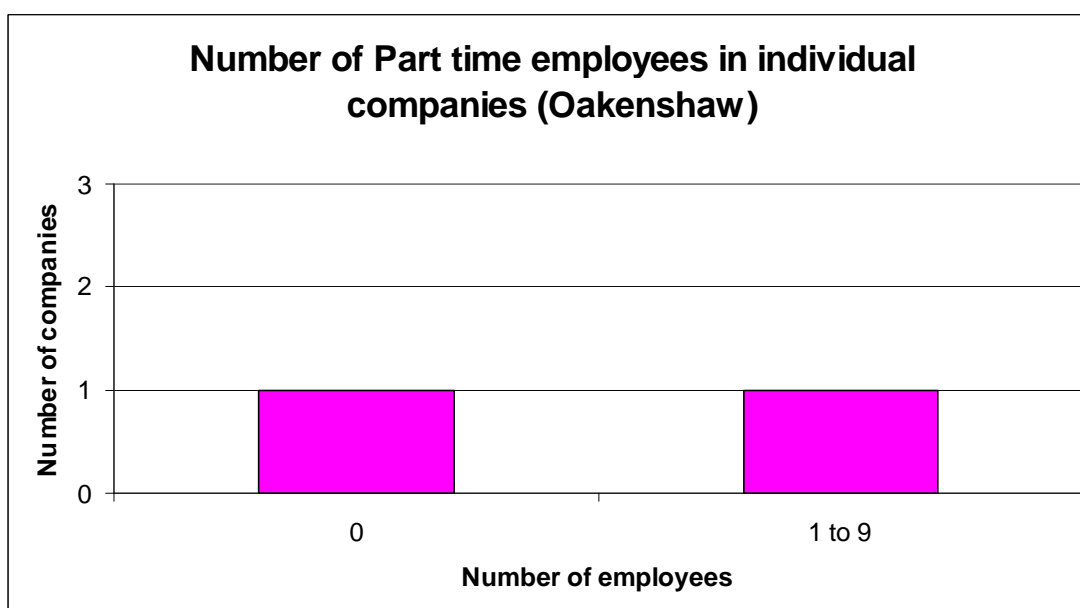
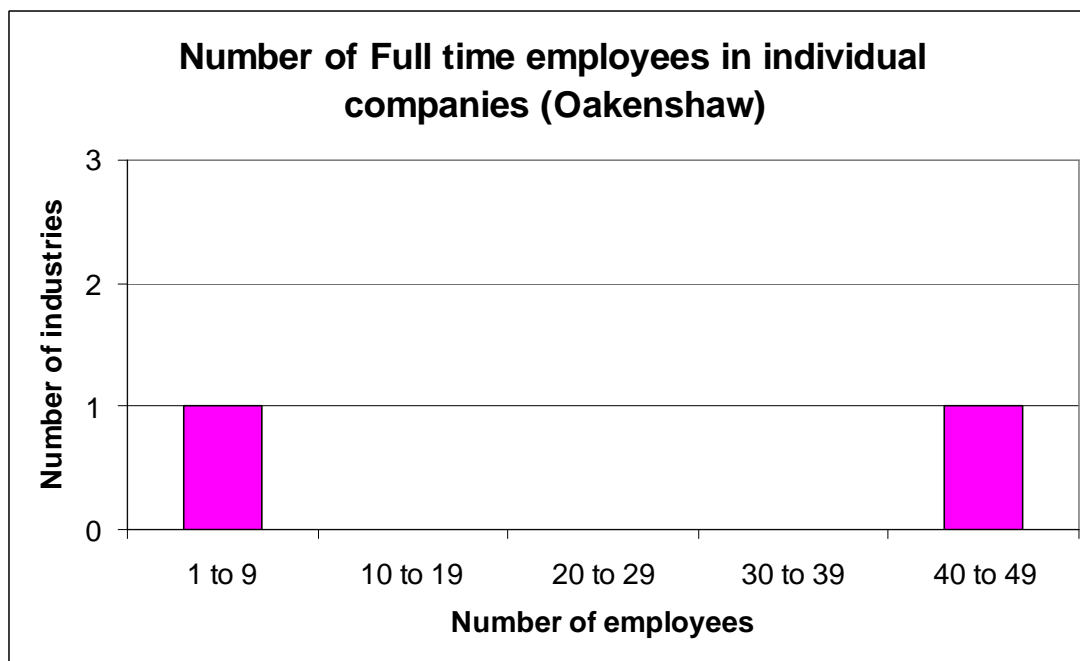


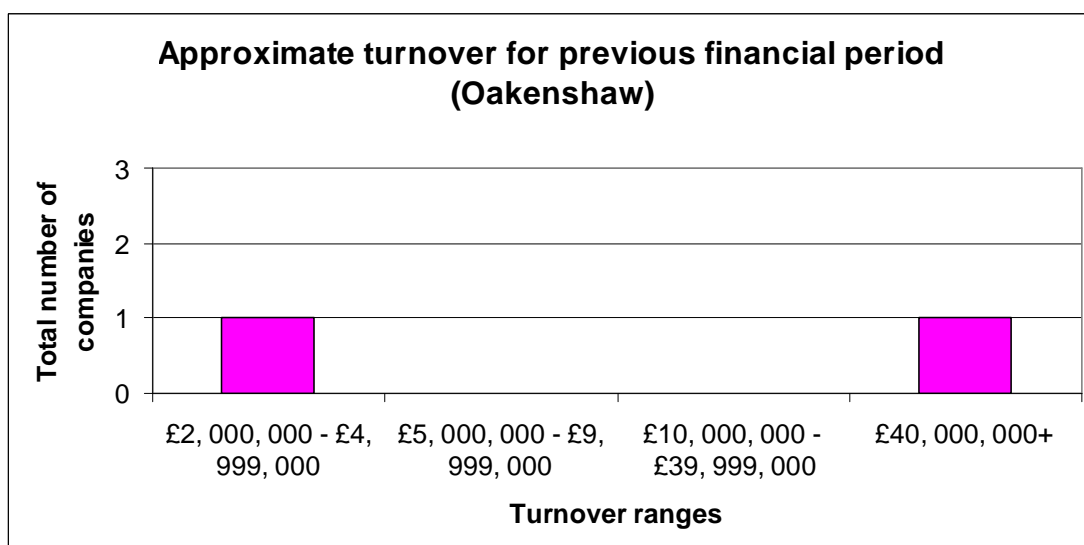
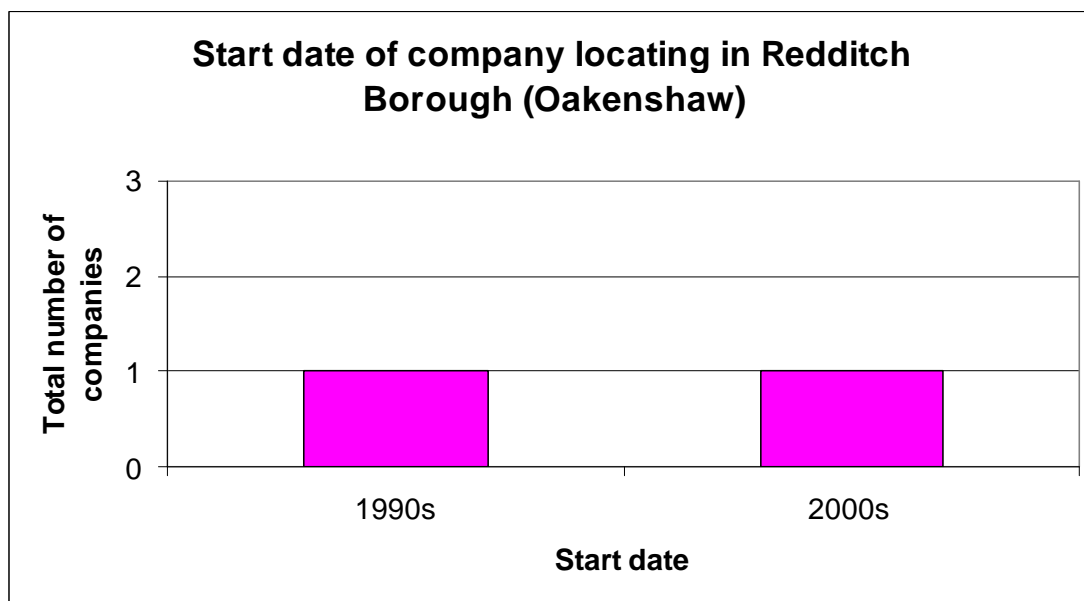


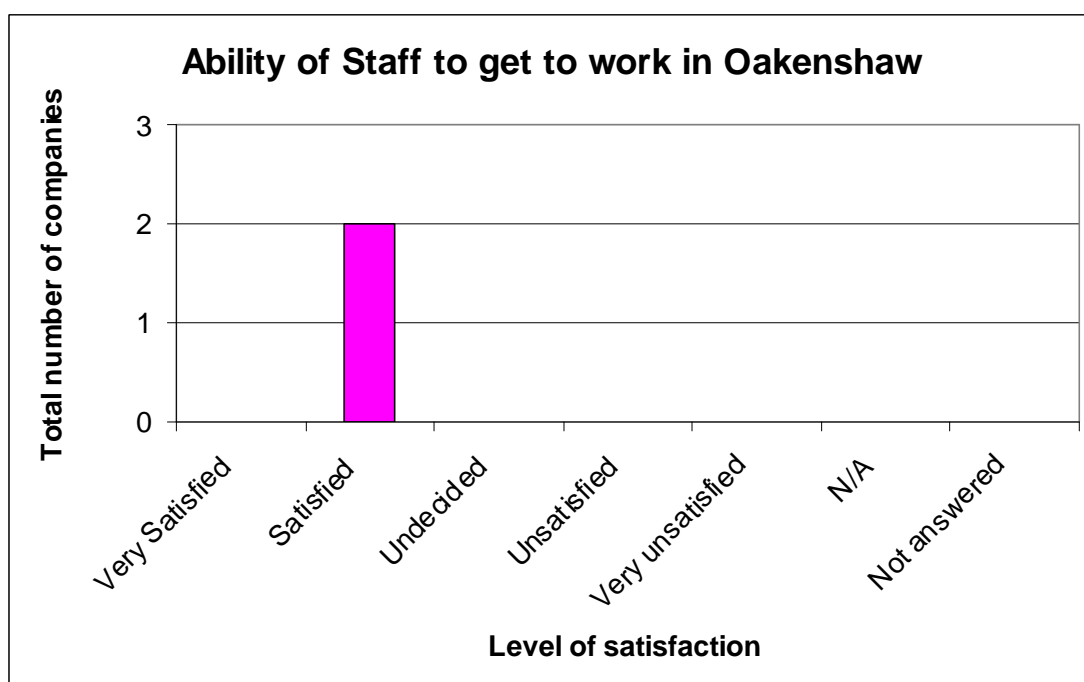
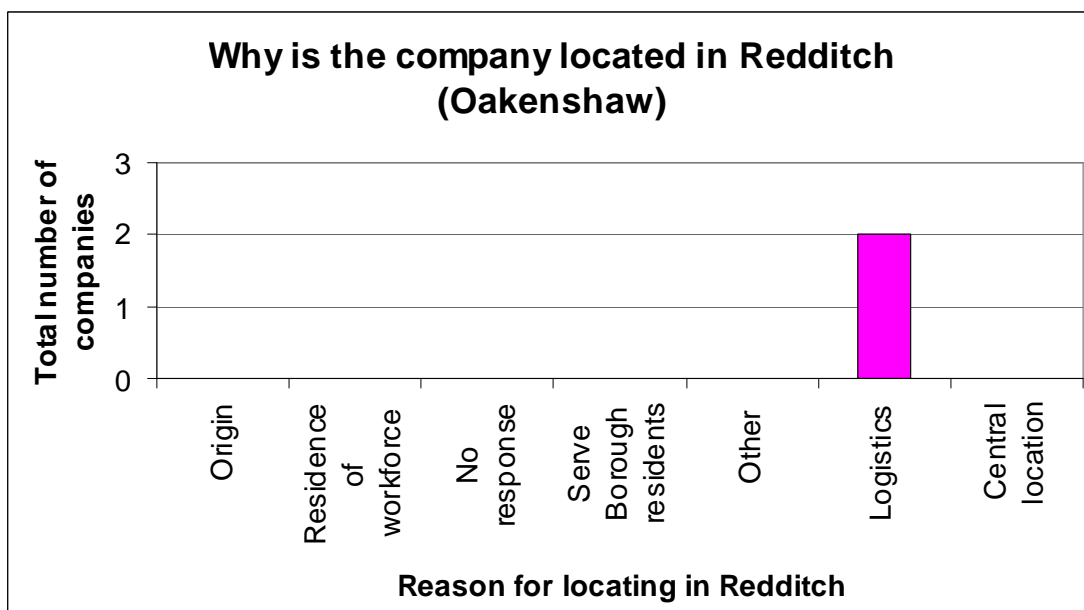


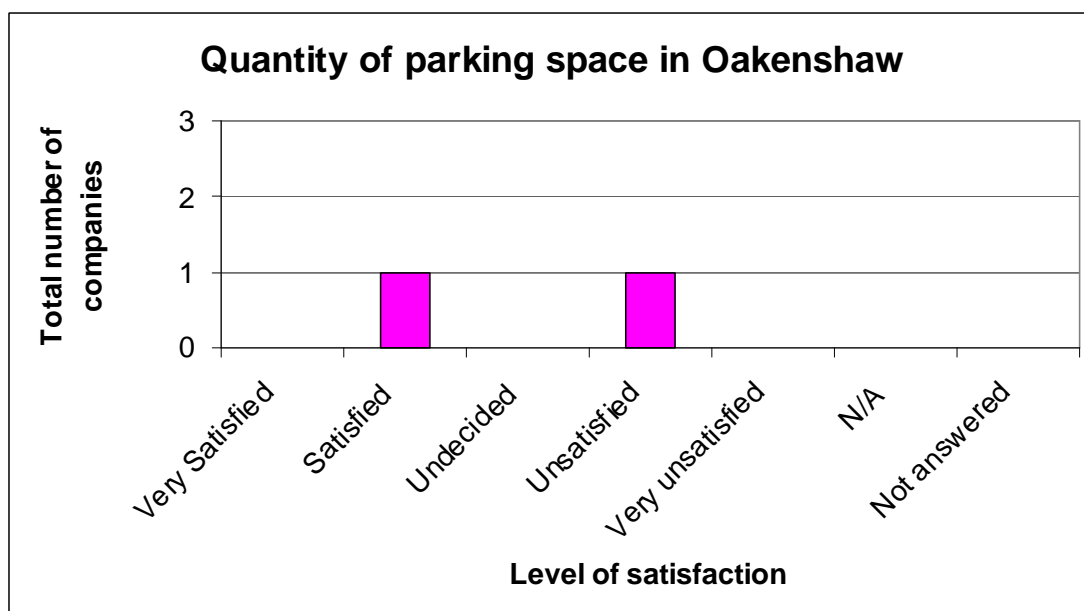
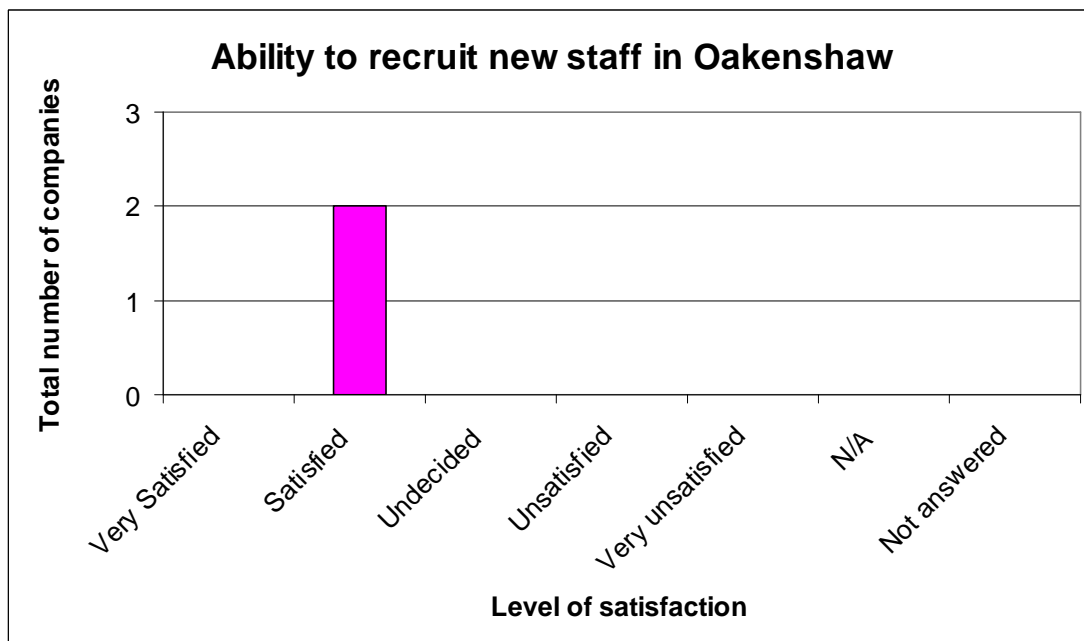
**Oakenshaw**

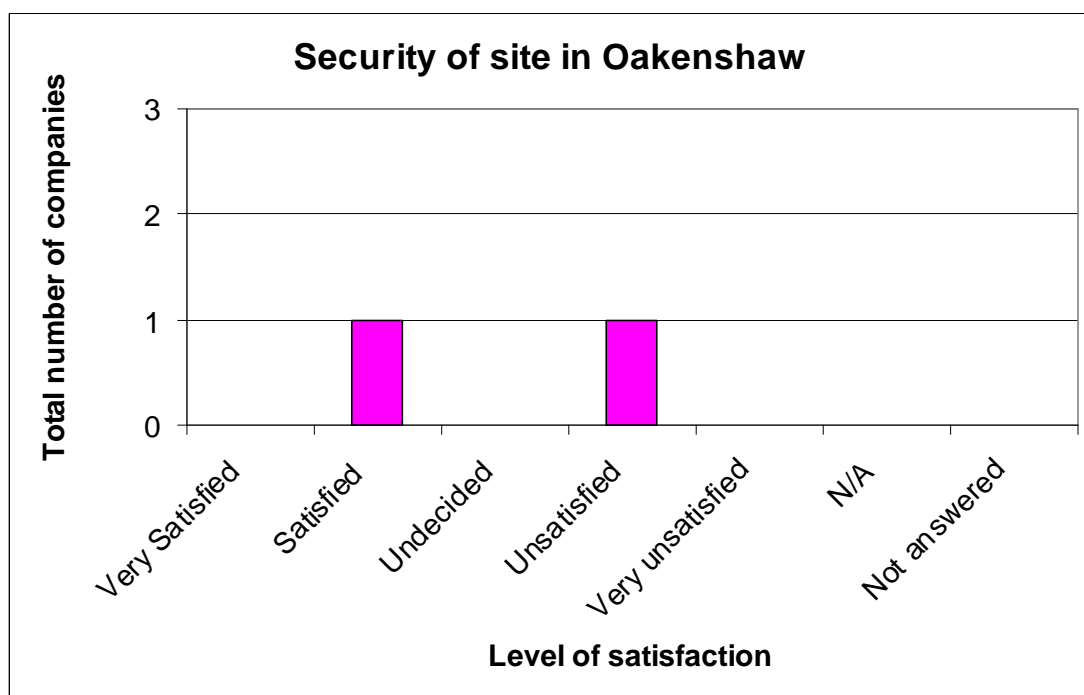
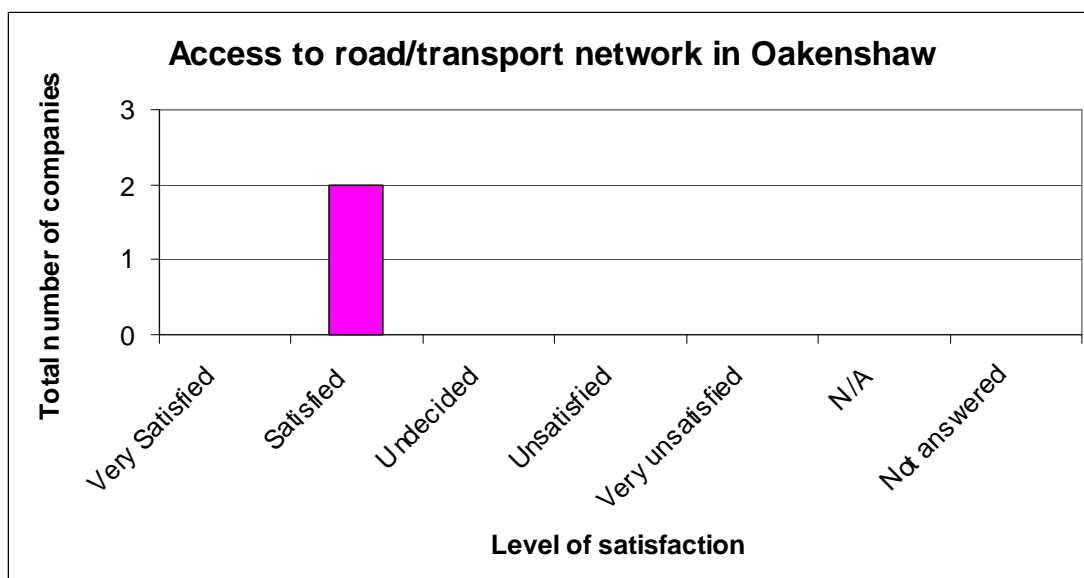


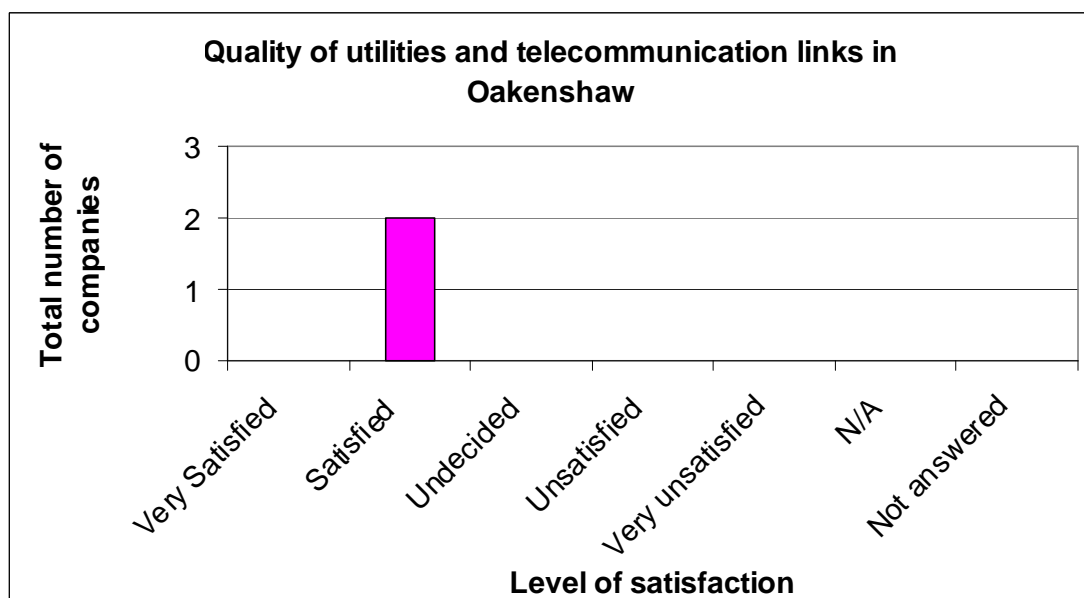
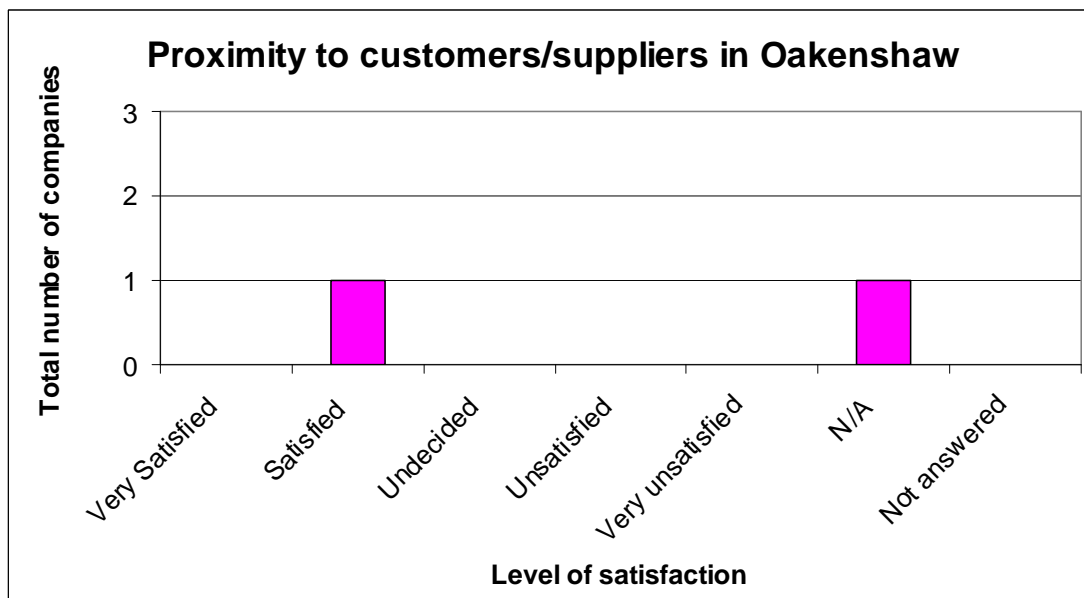




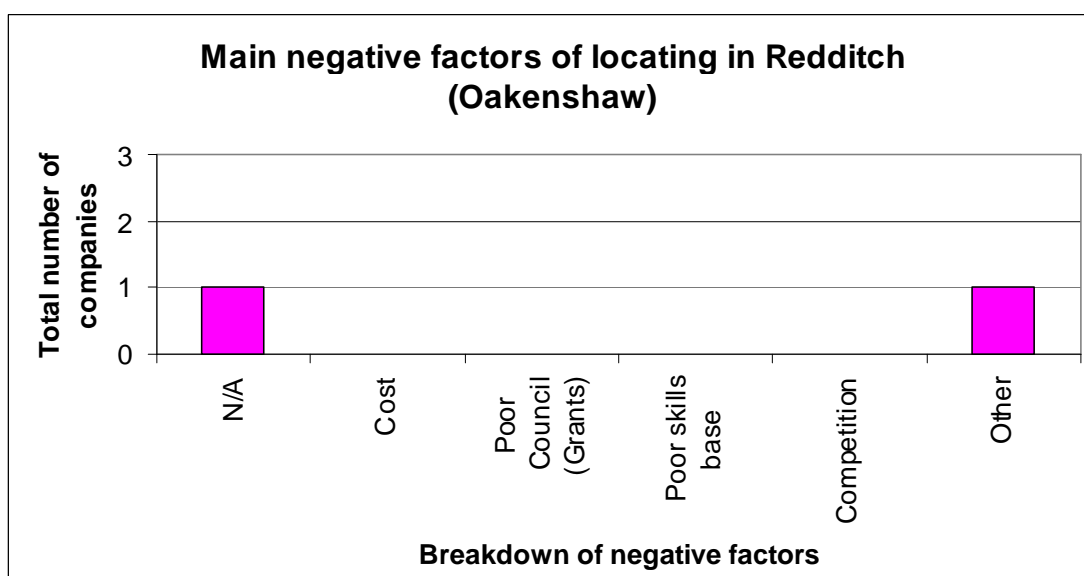
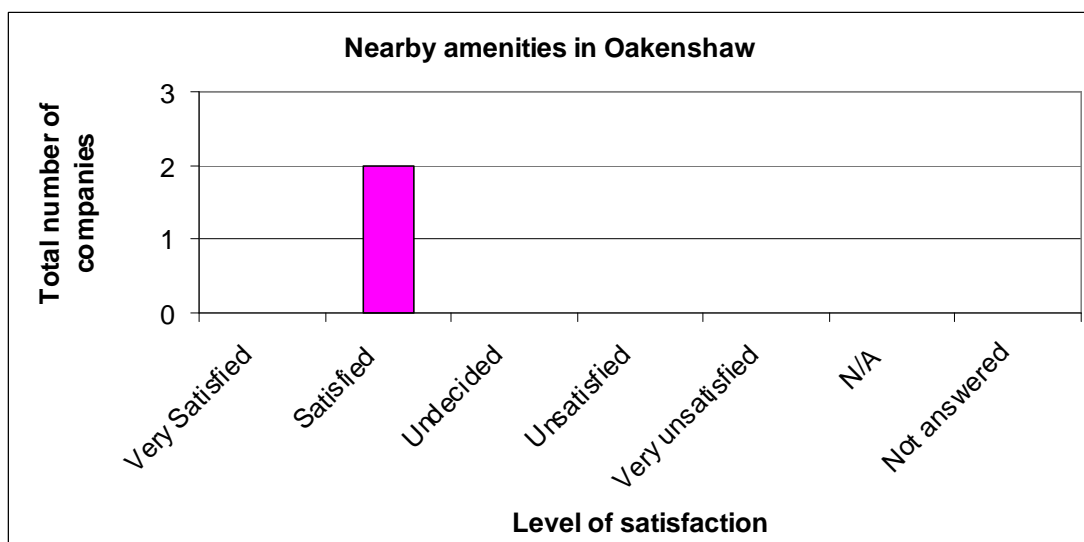


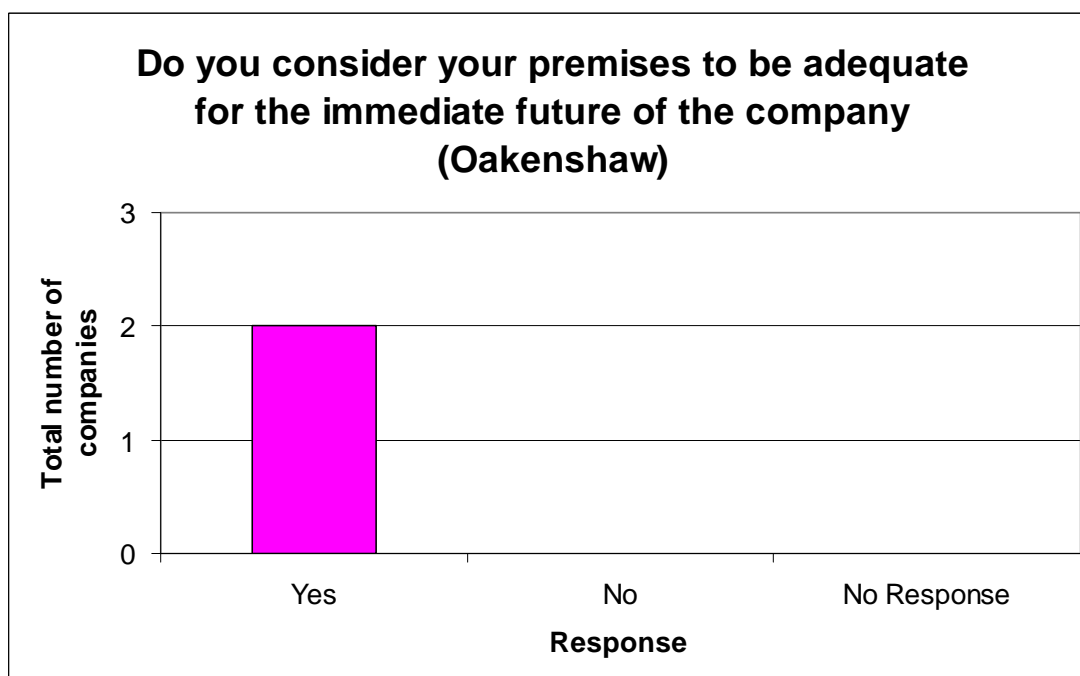
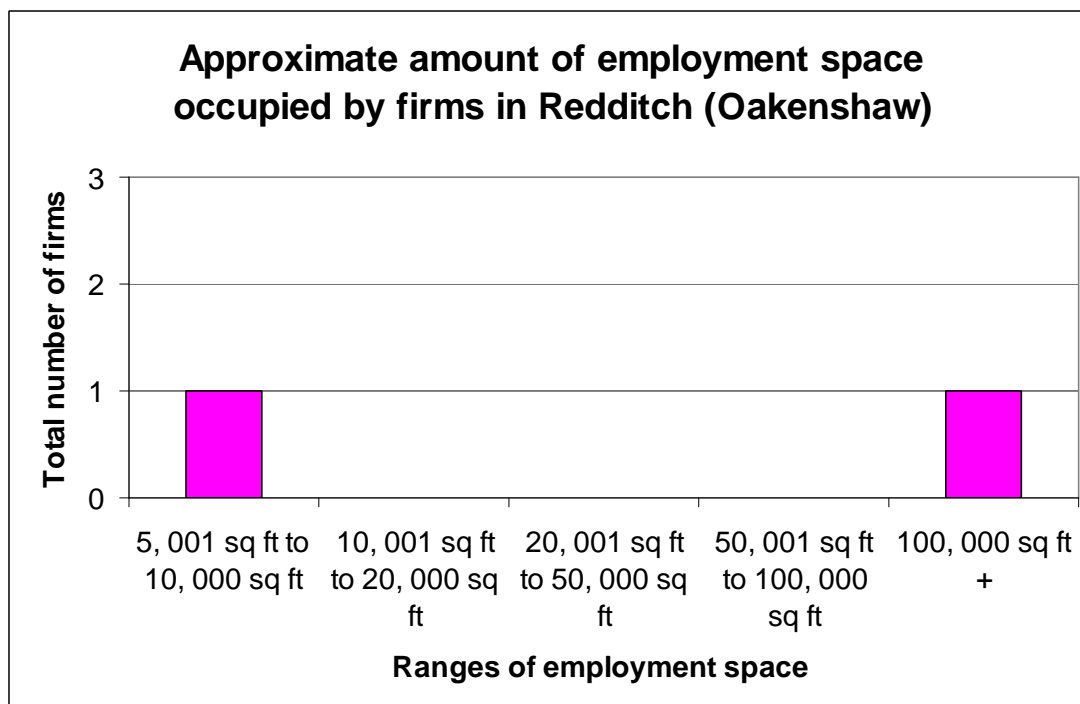


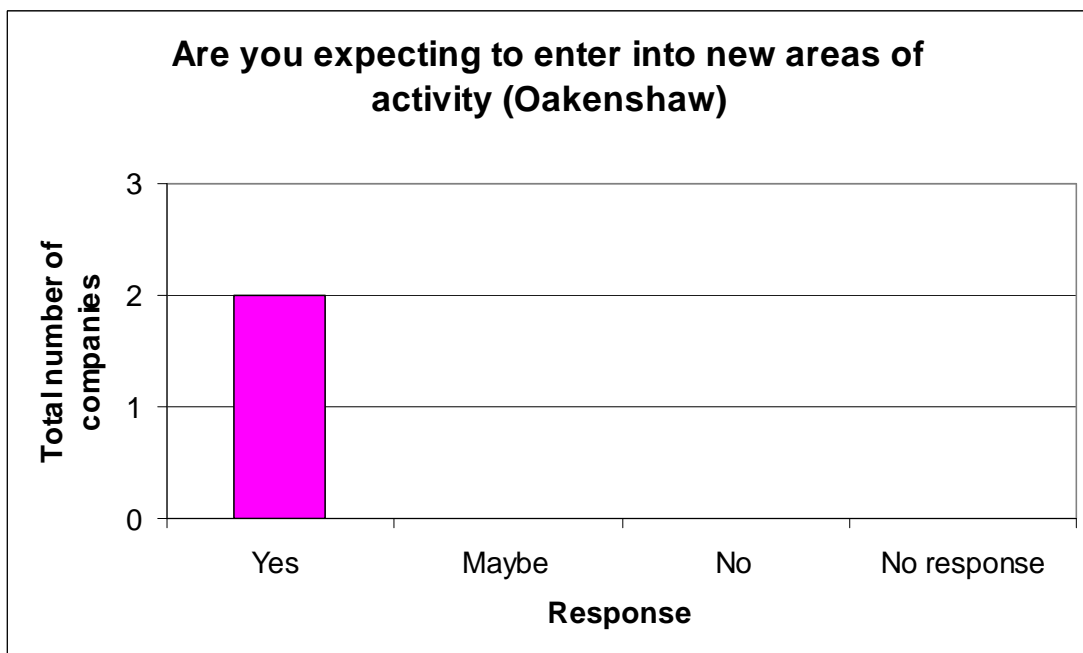
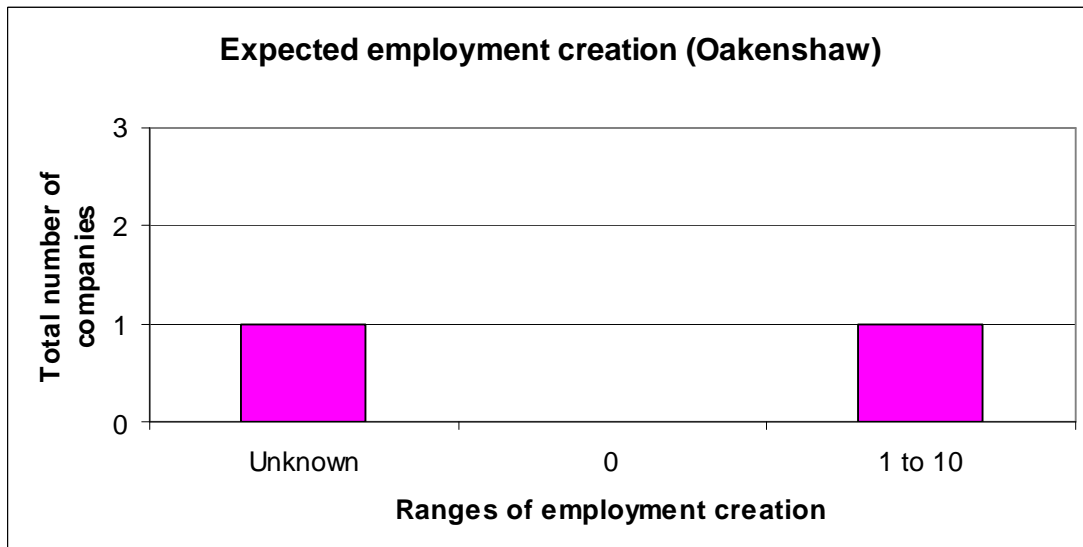


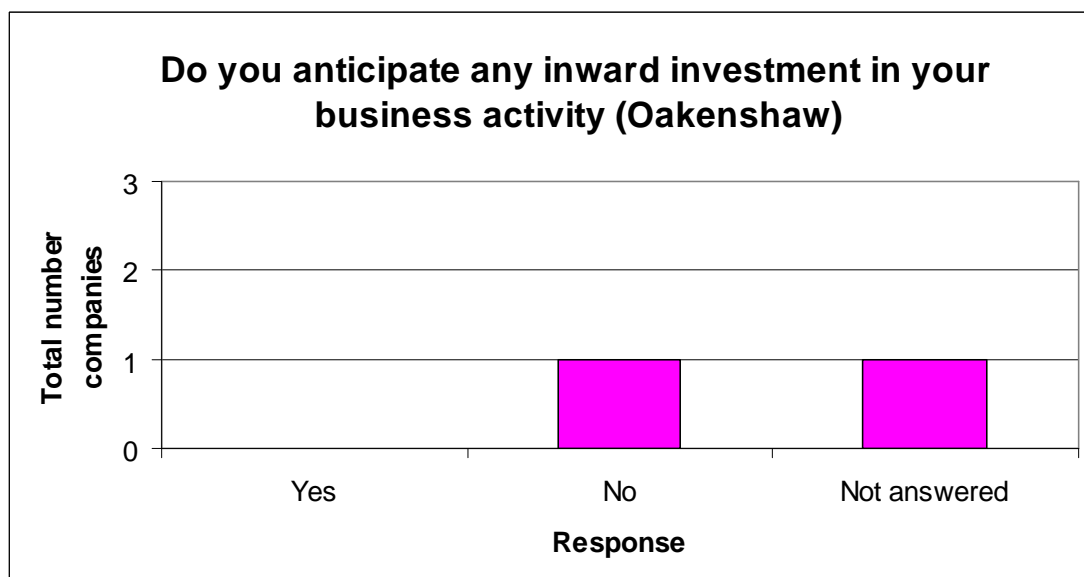
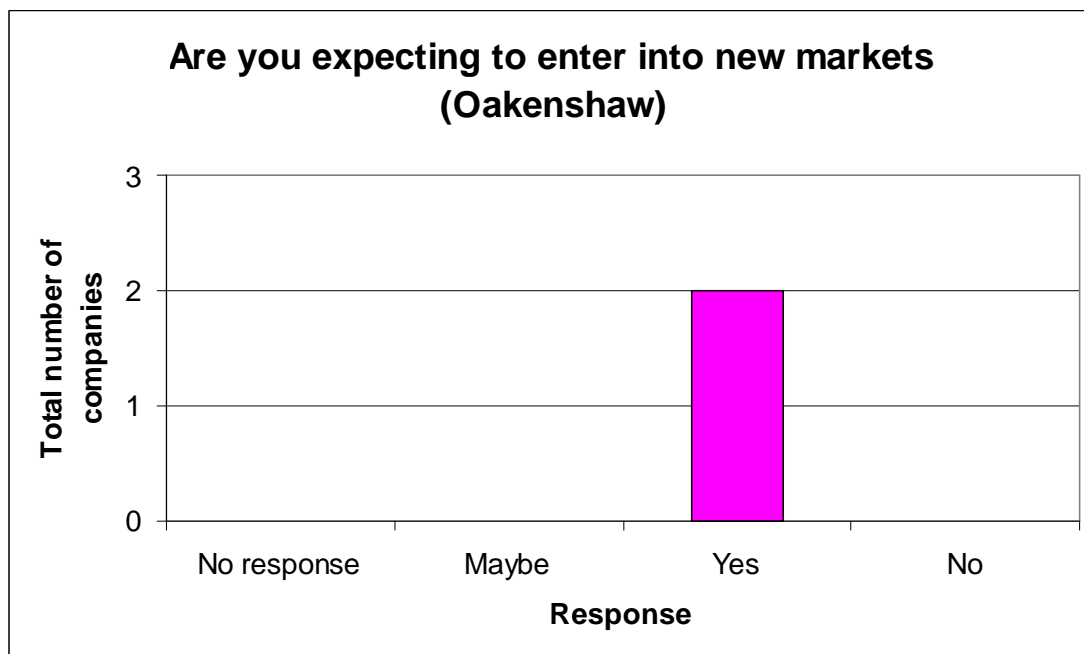


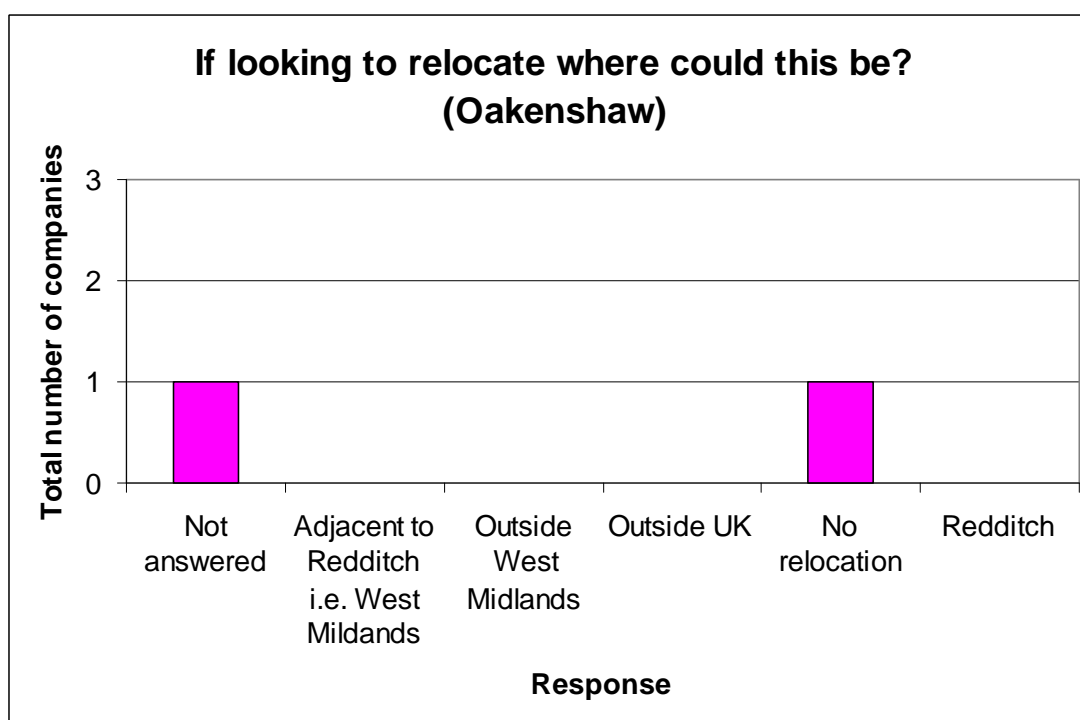
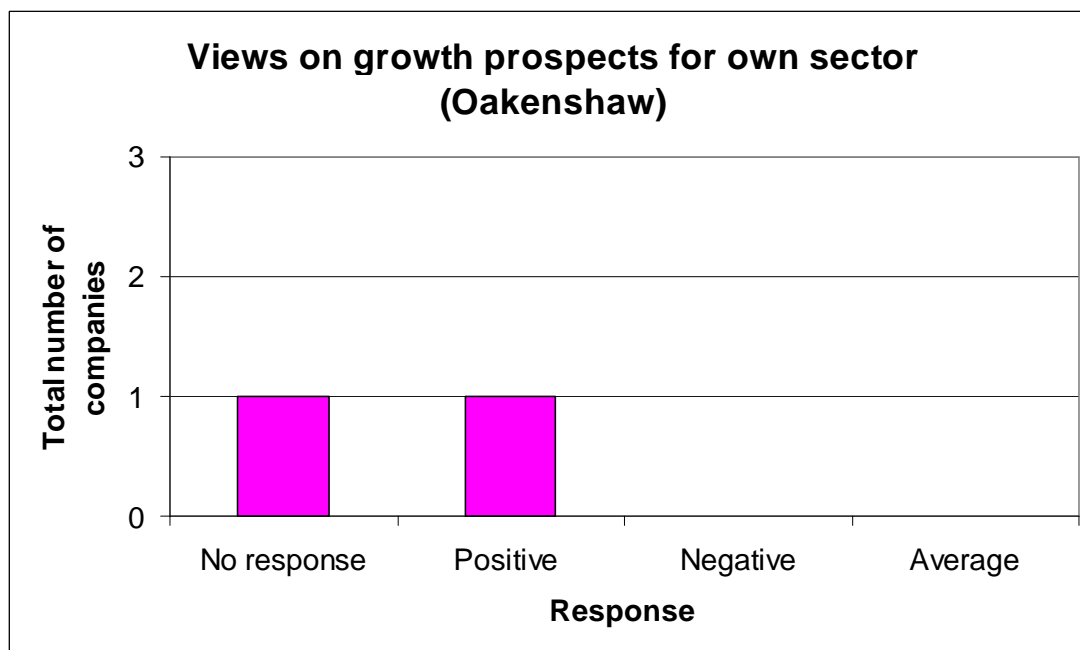


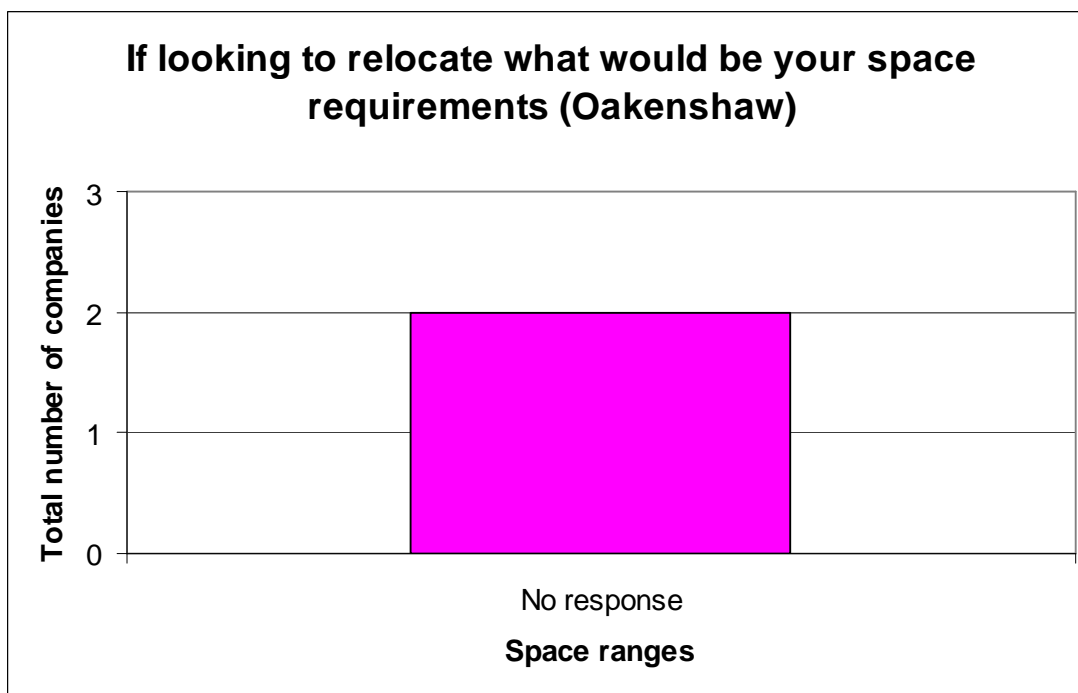


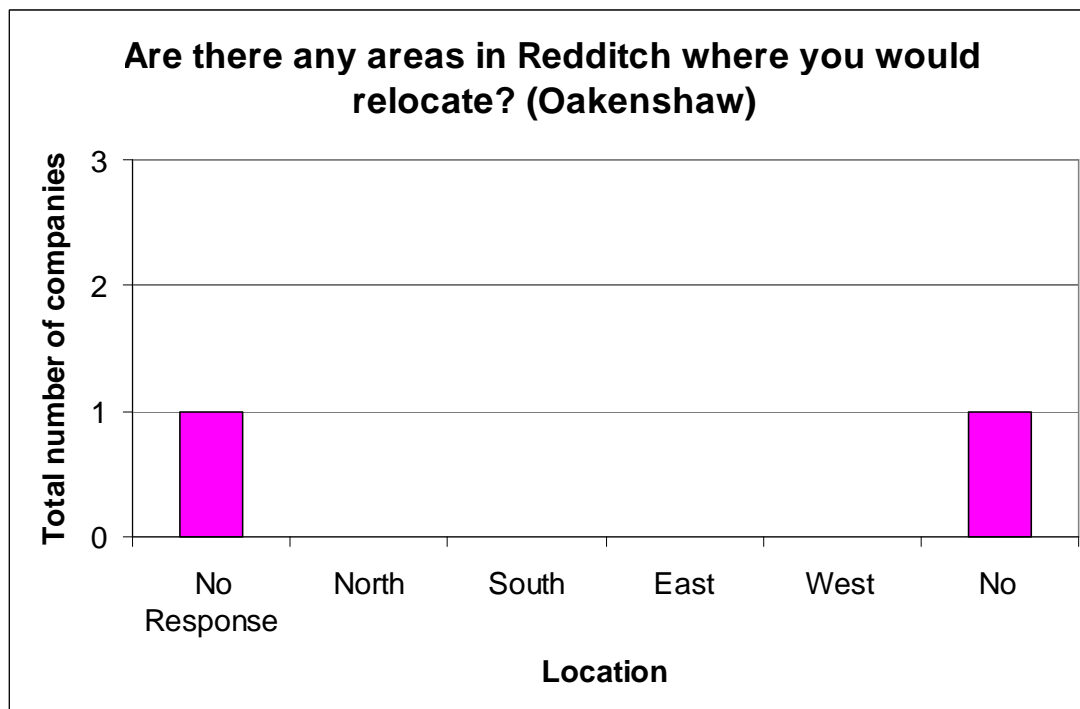
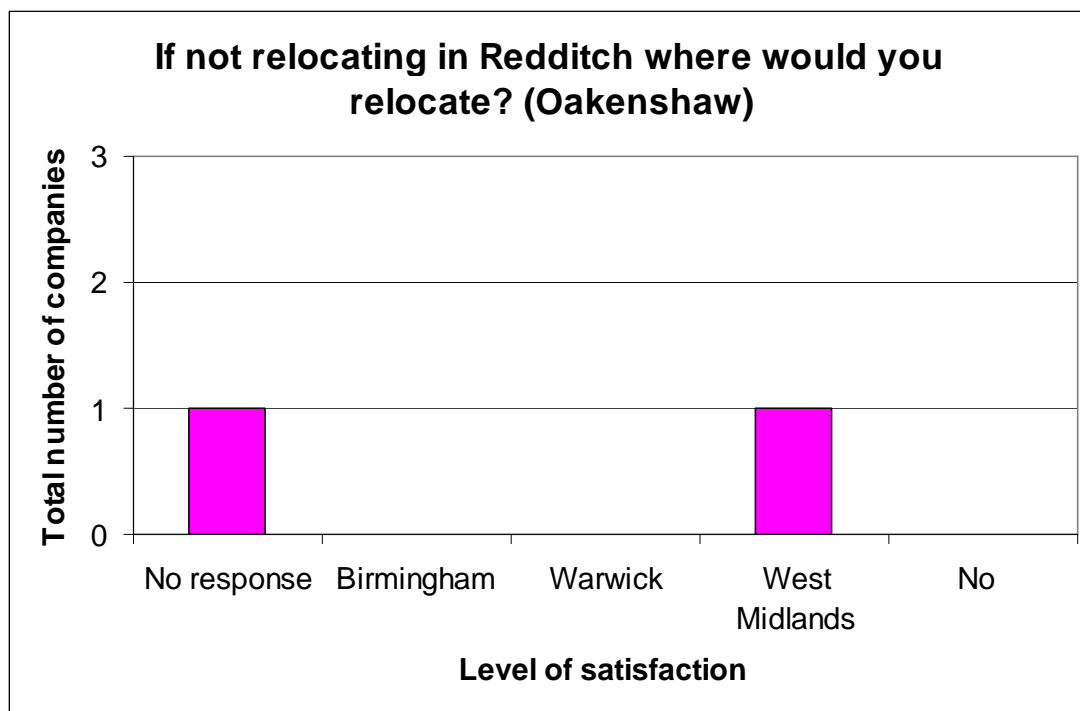


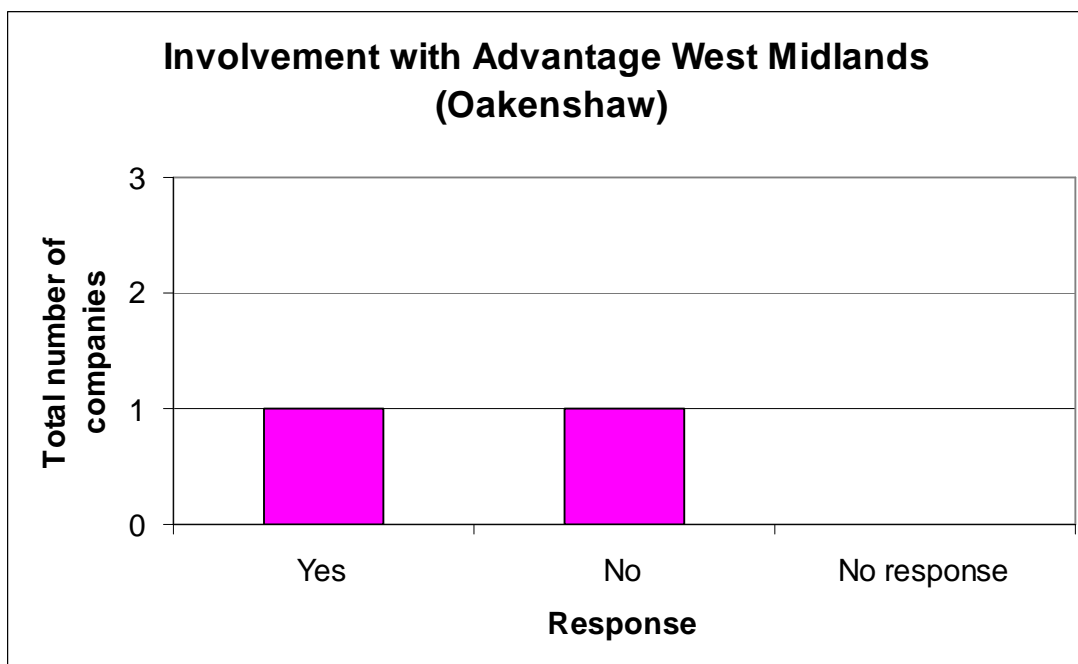




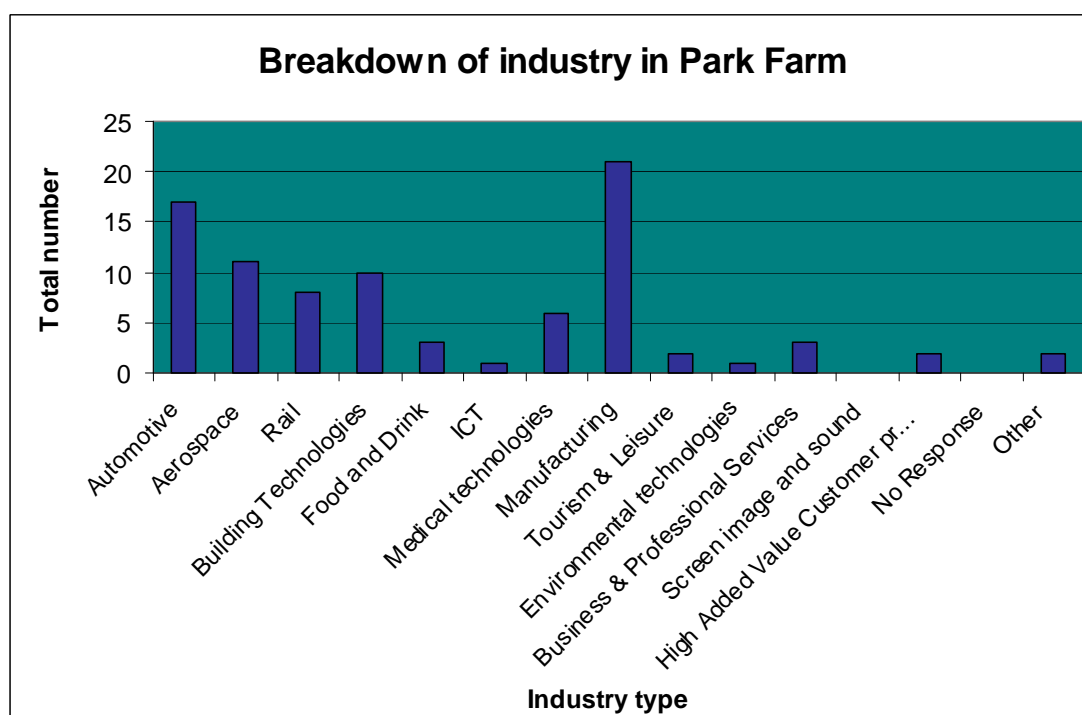




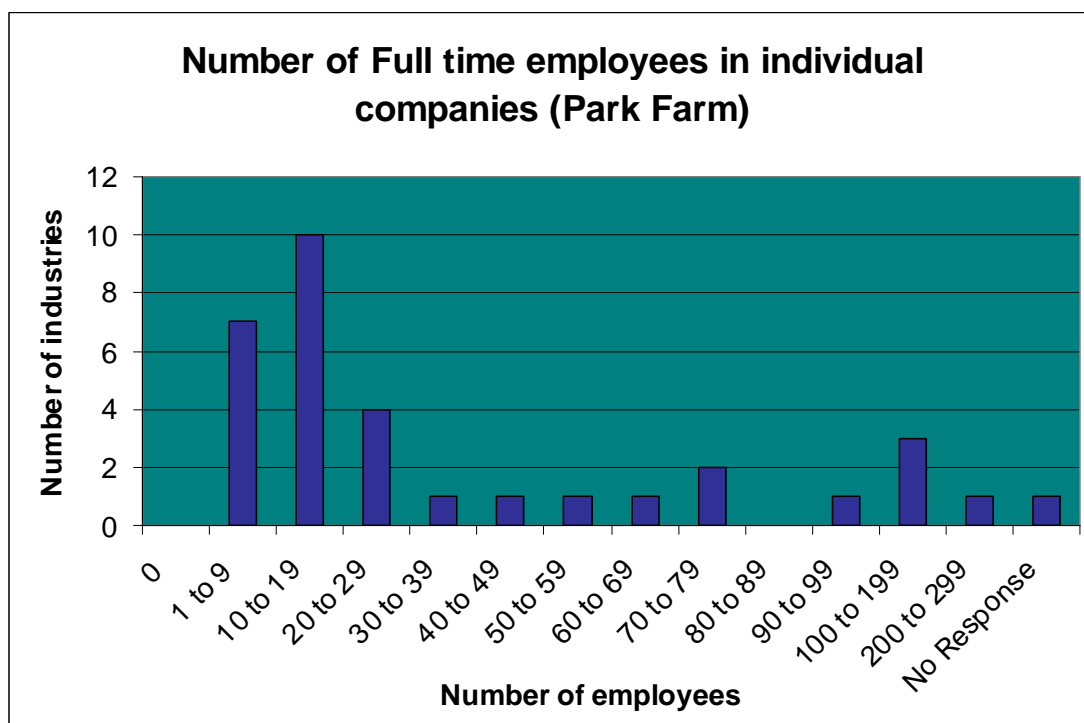
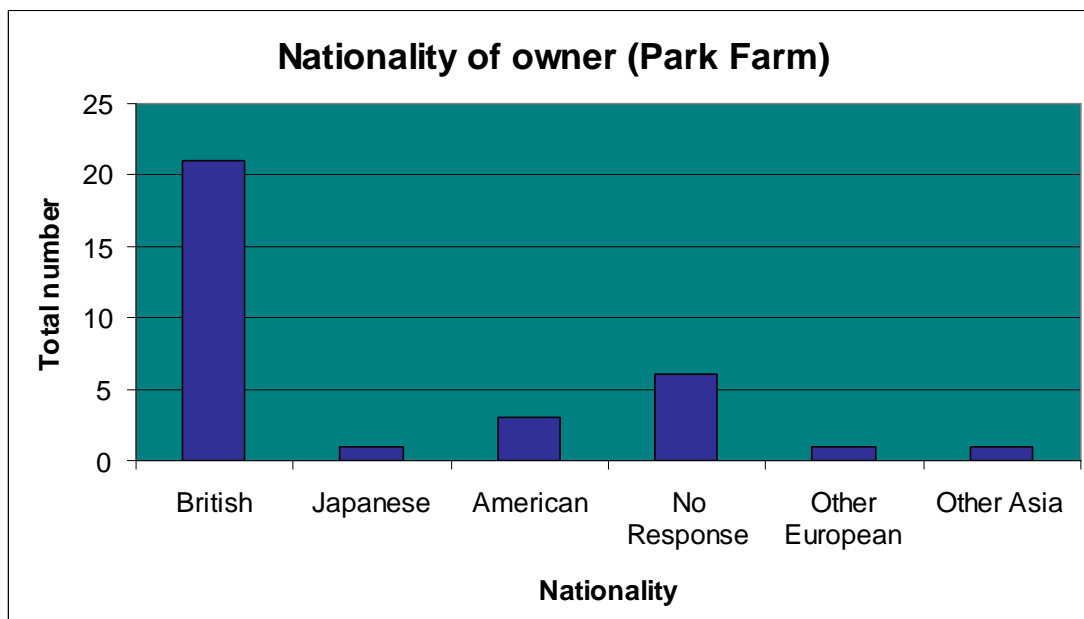


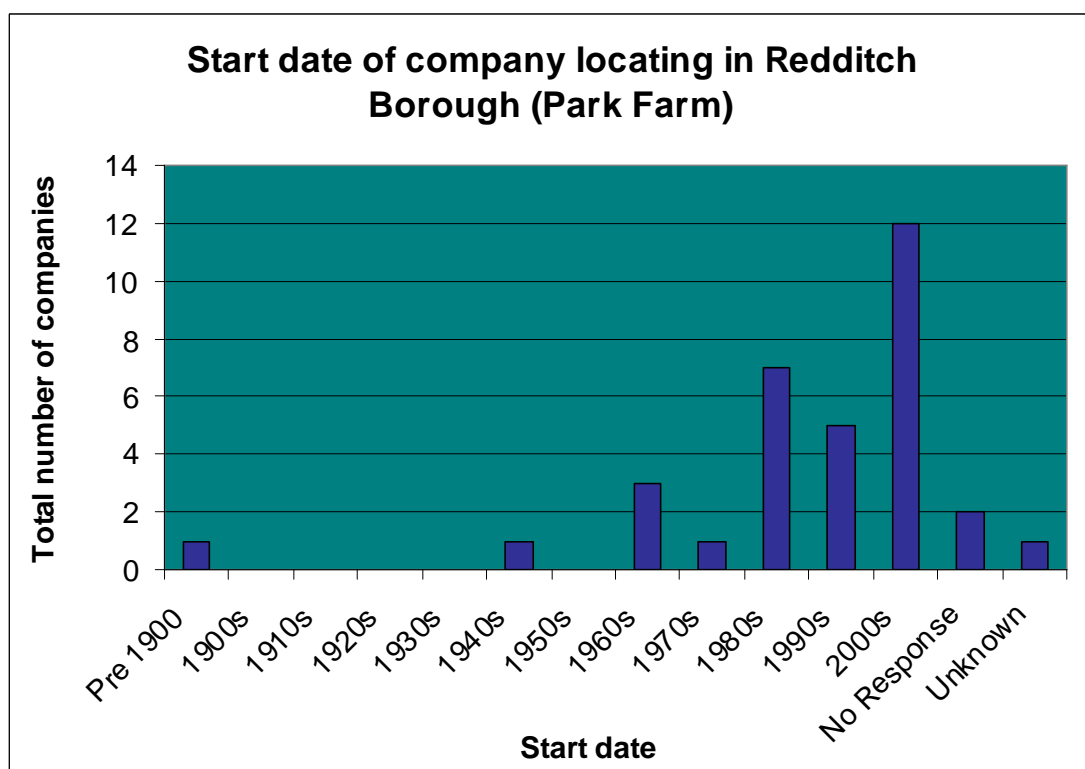
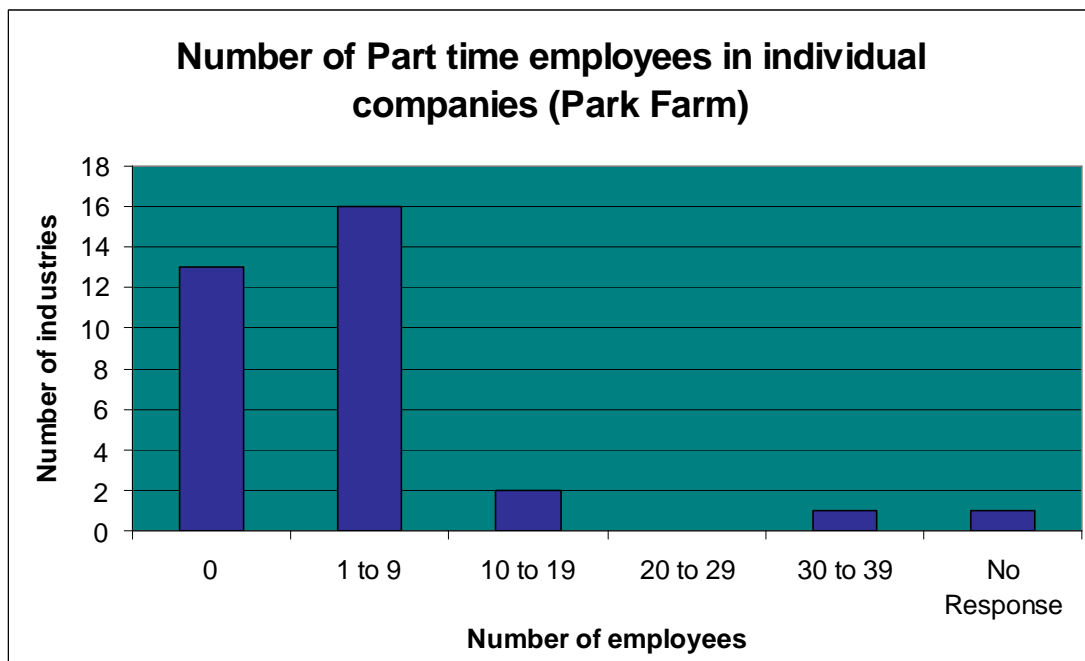


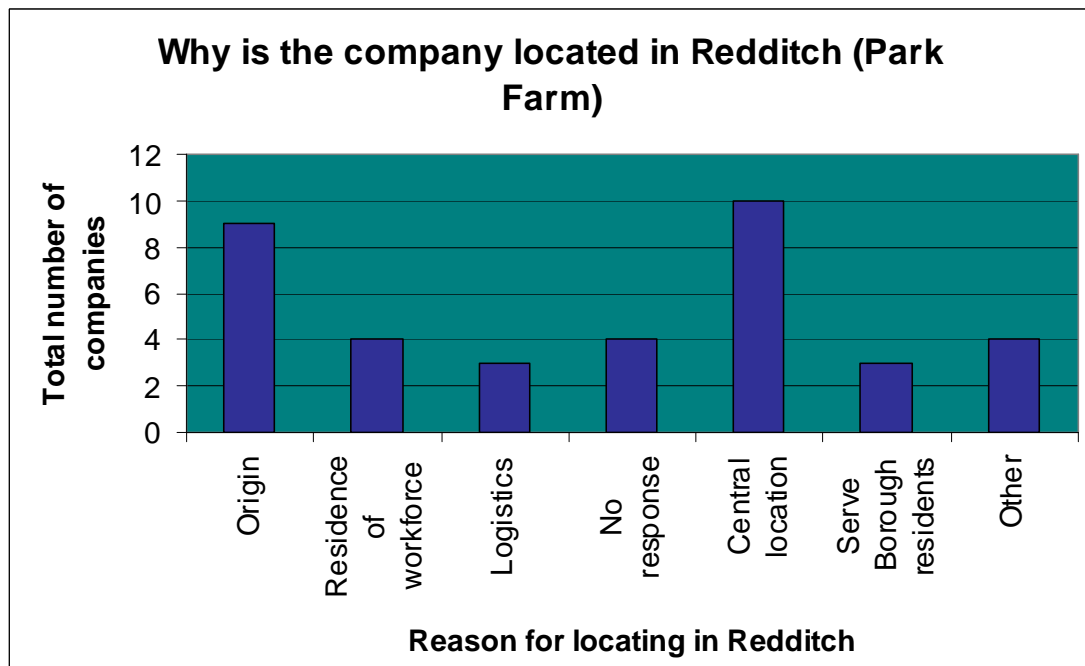
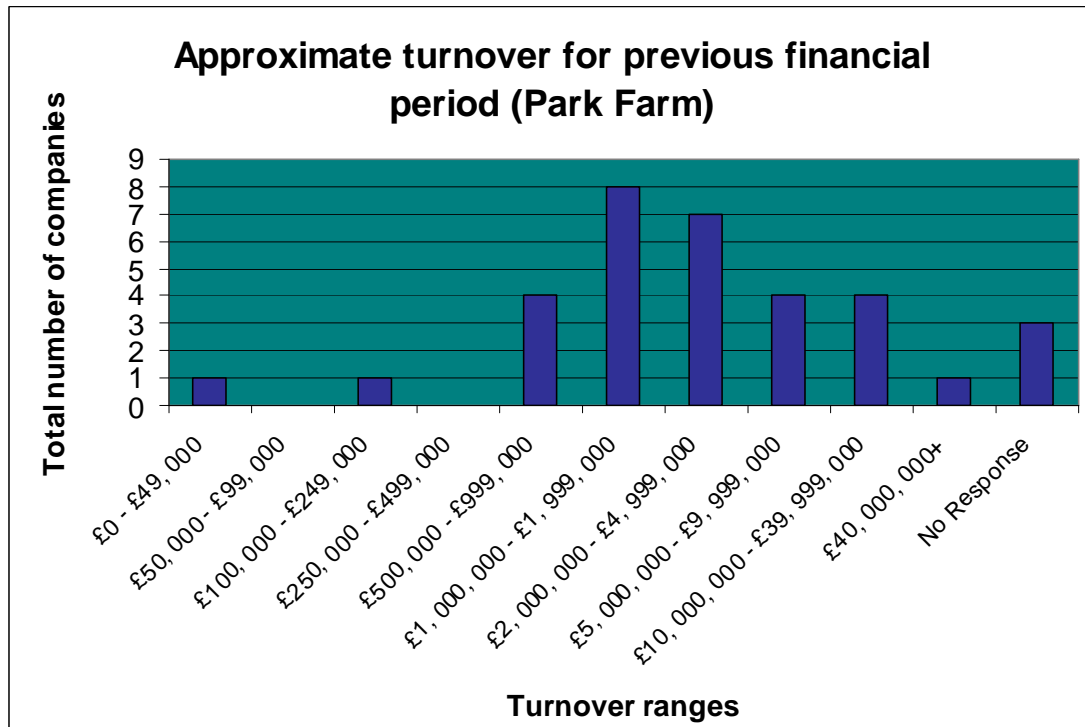
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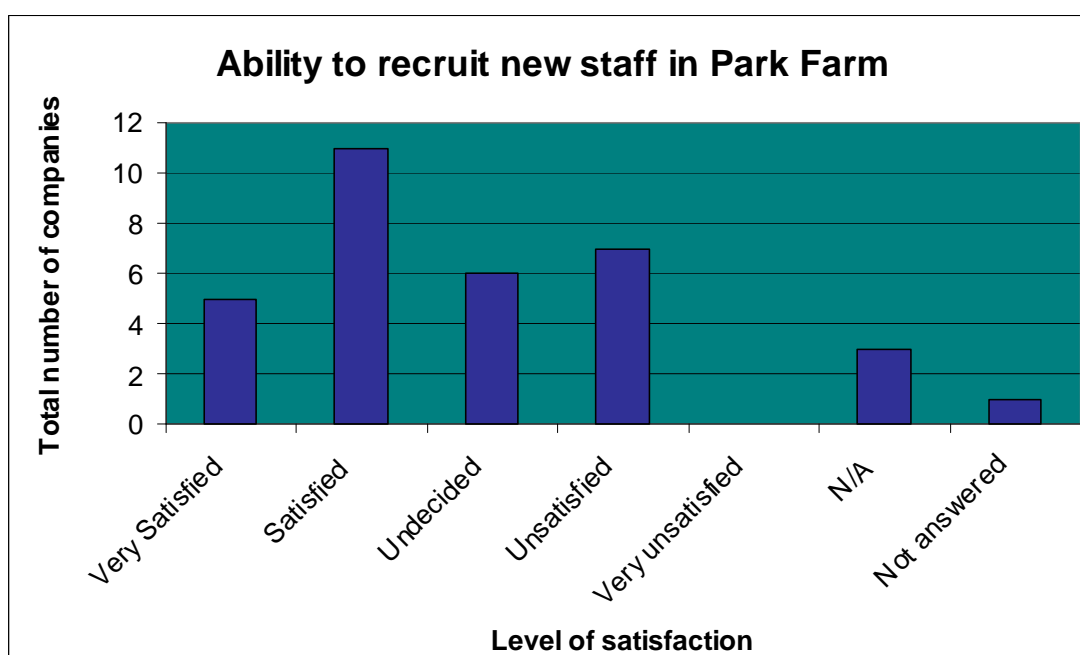
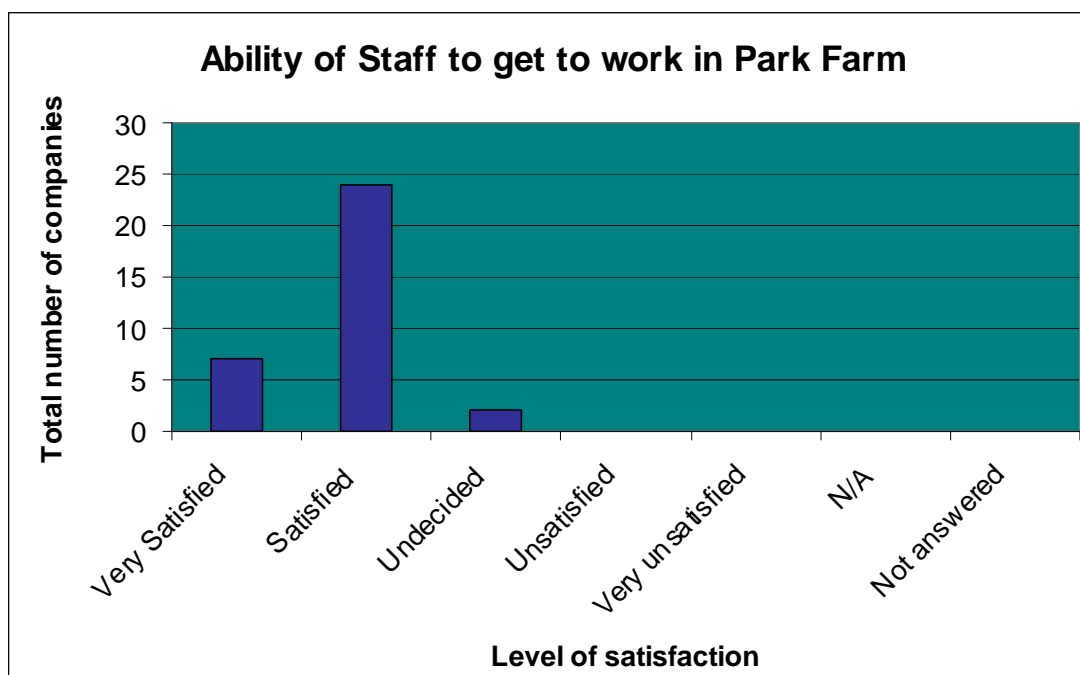


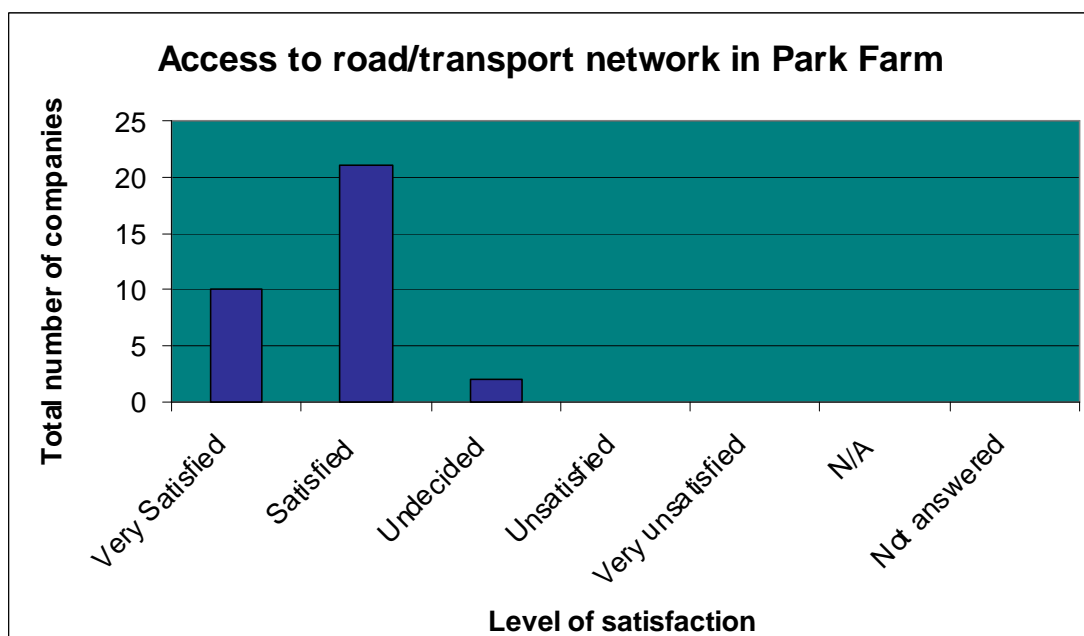
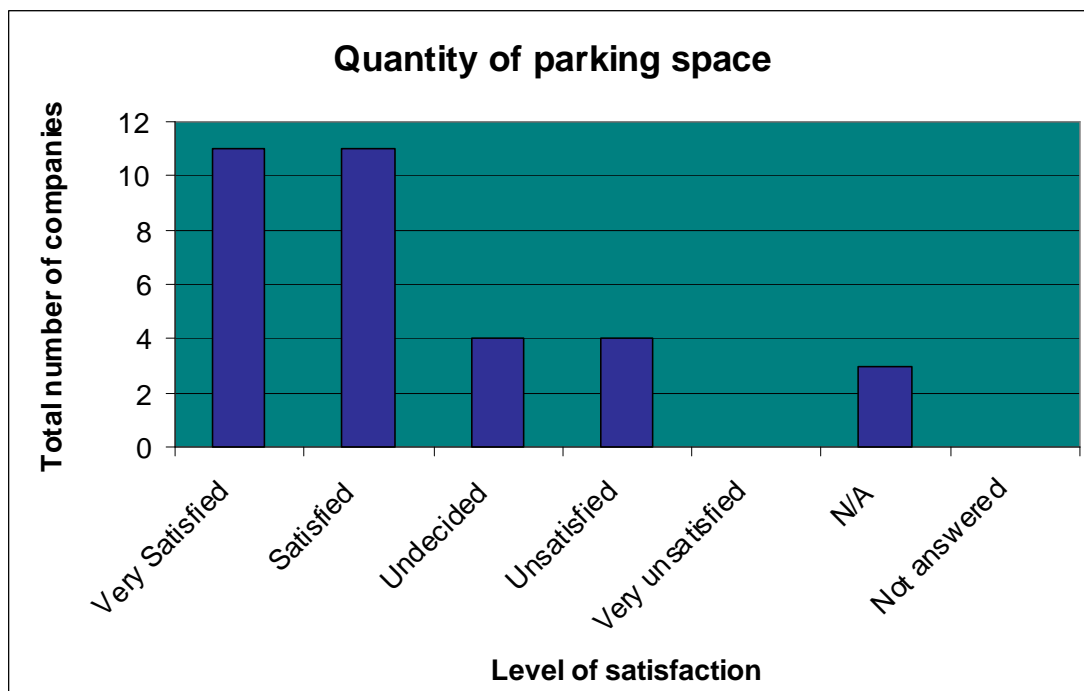


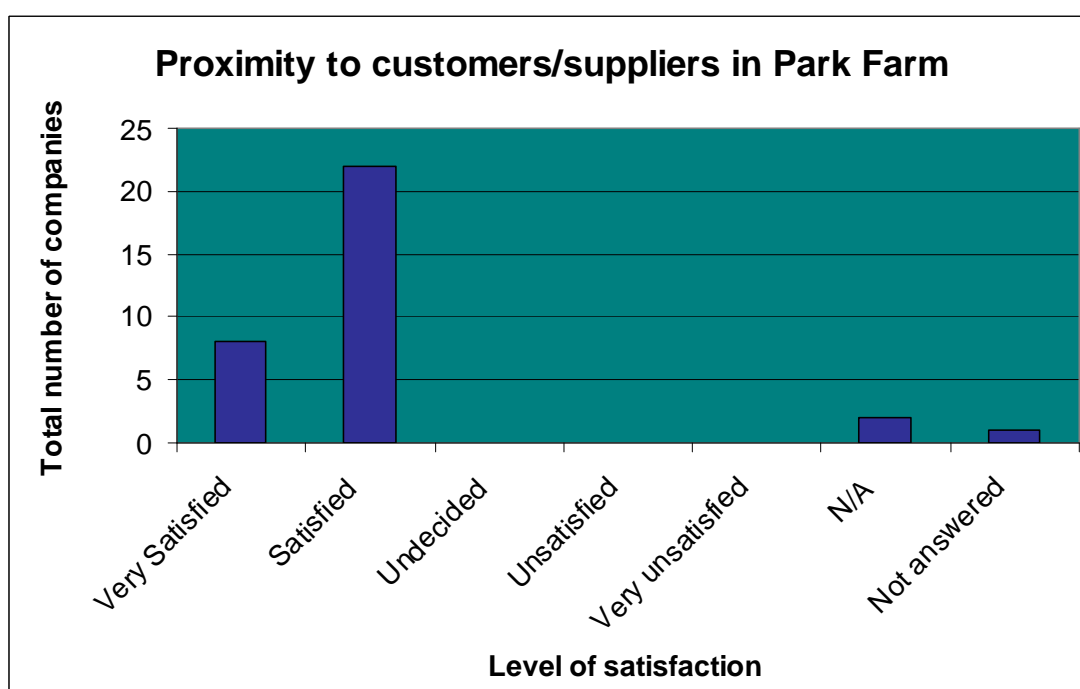
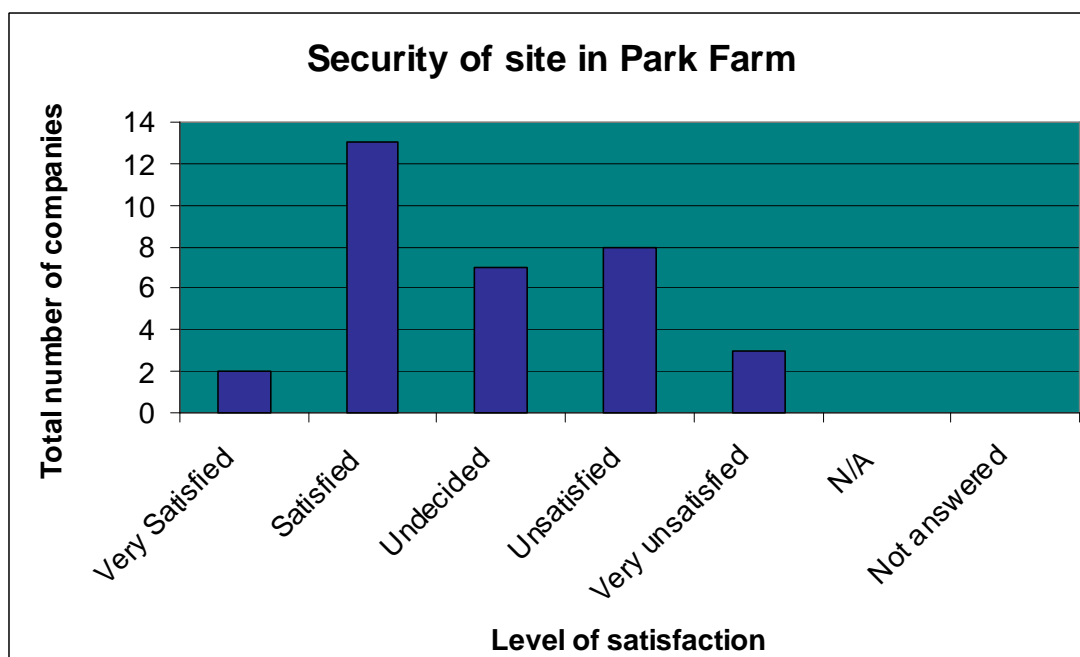


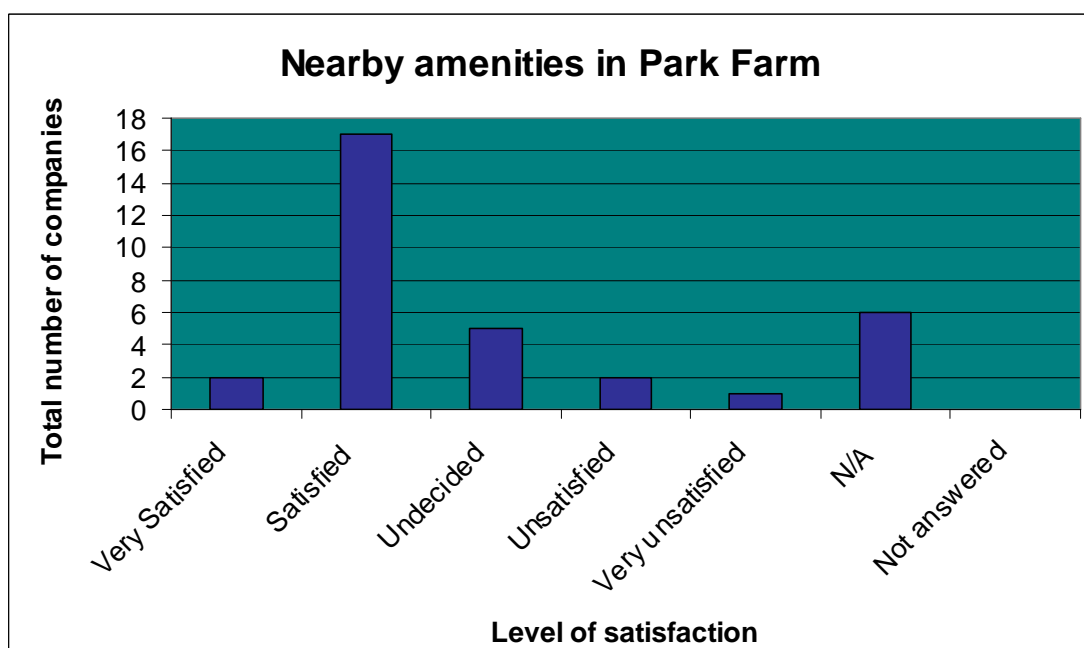
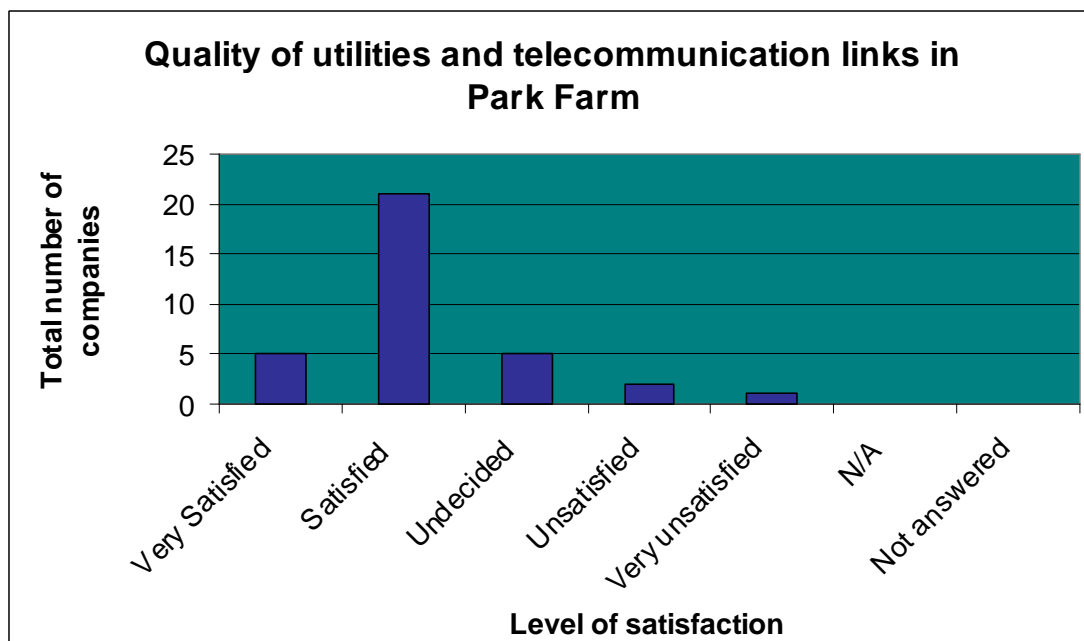


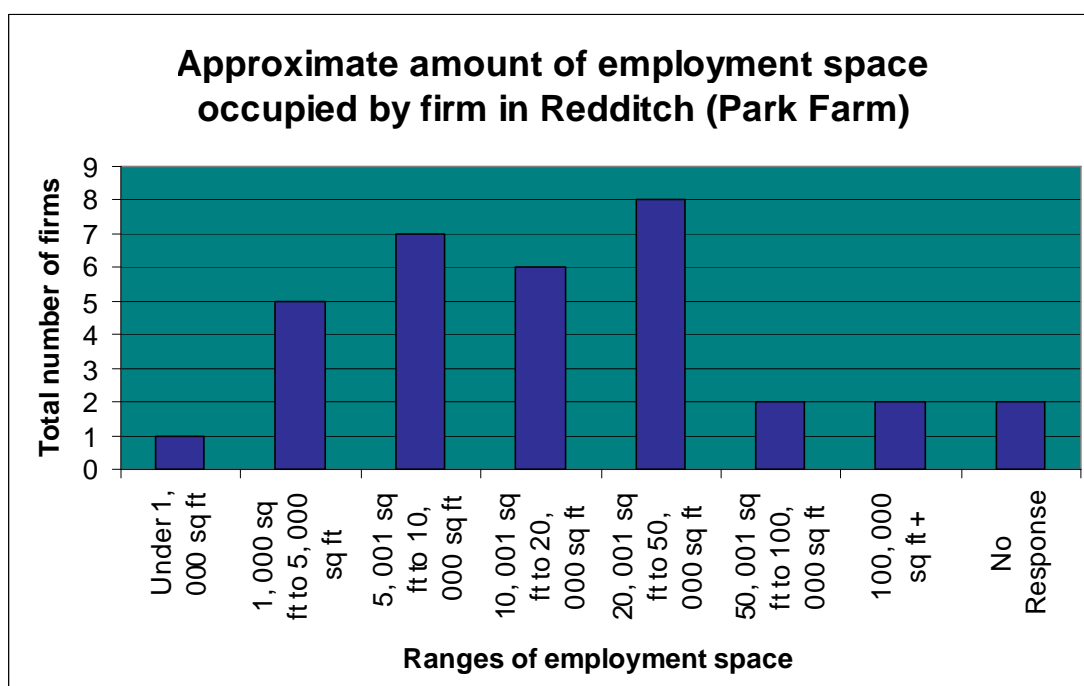
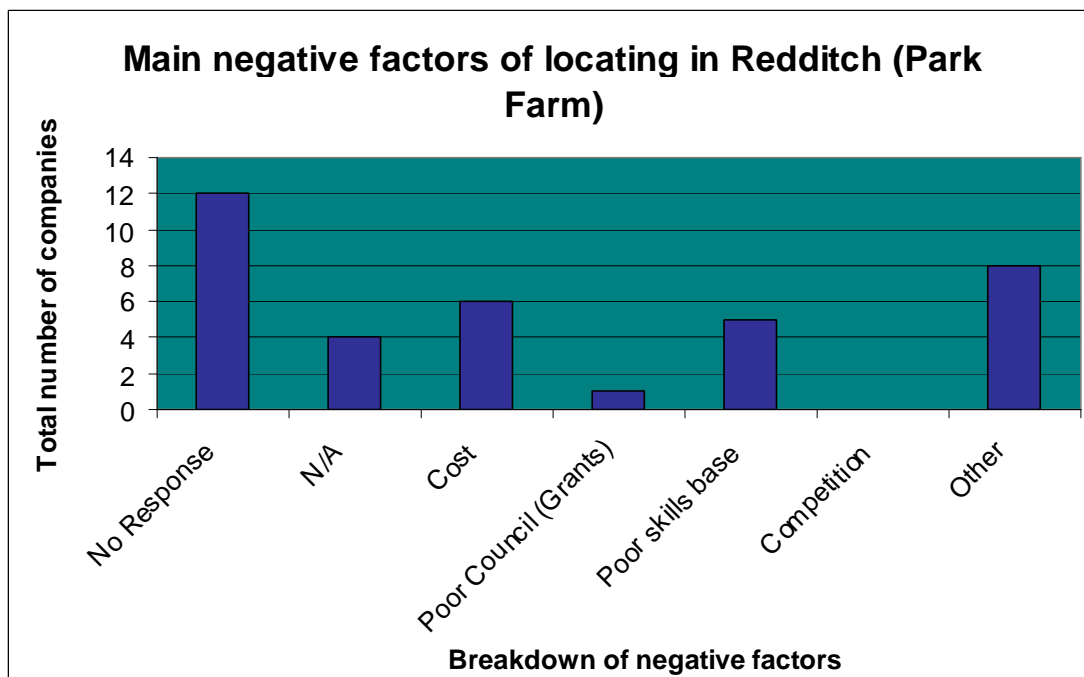




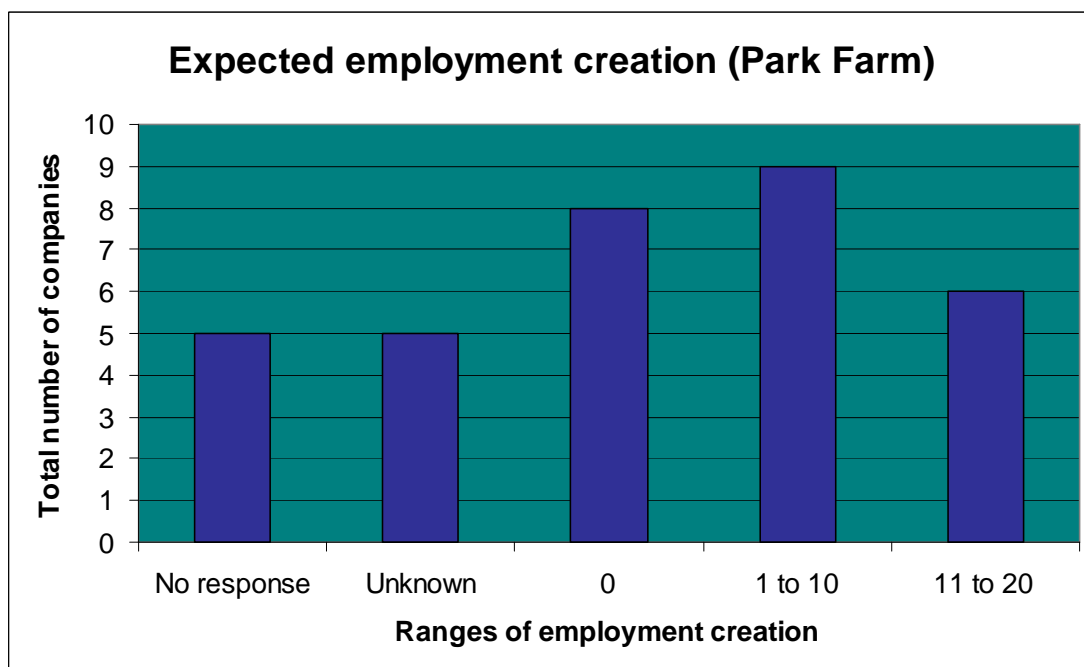
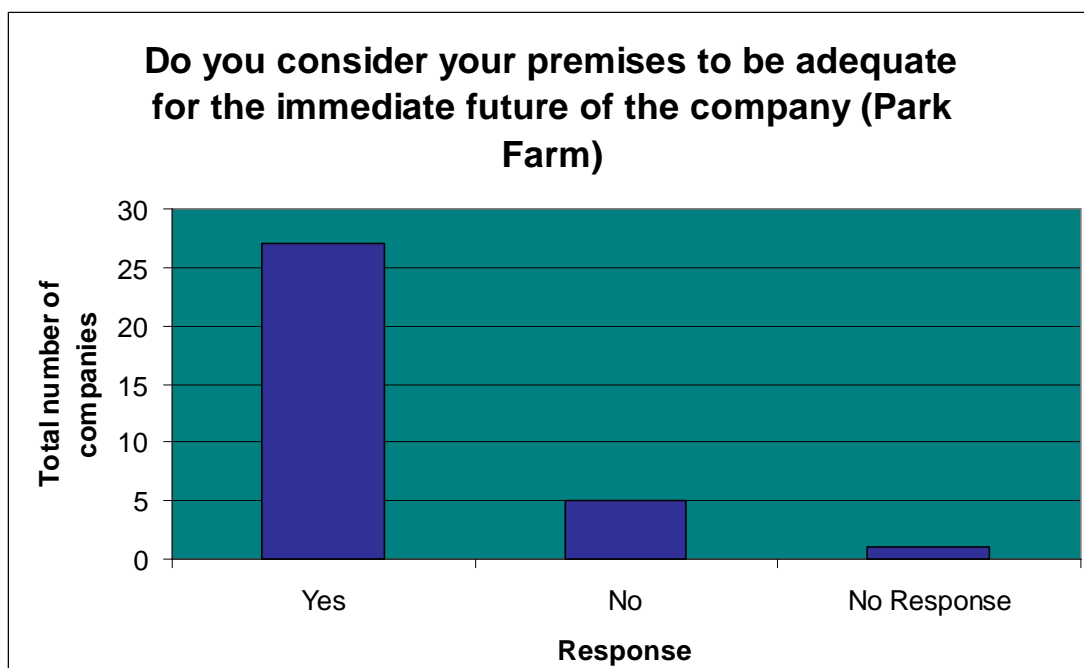


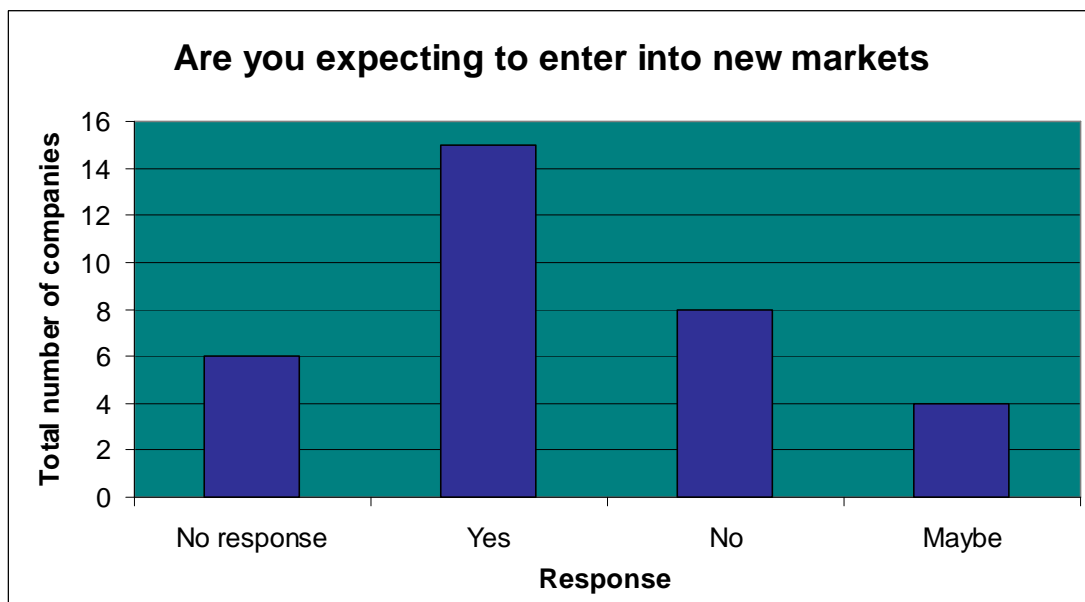
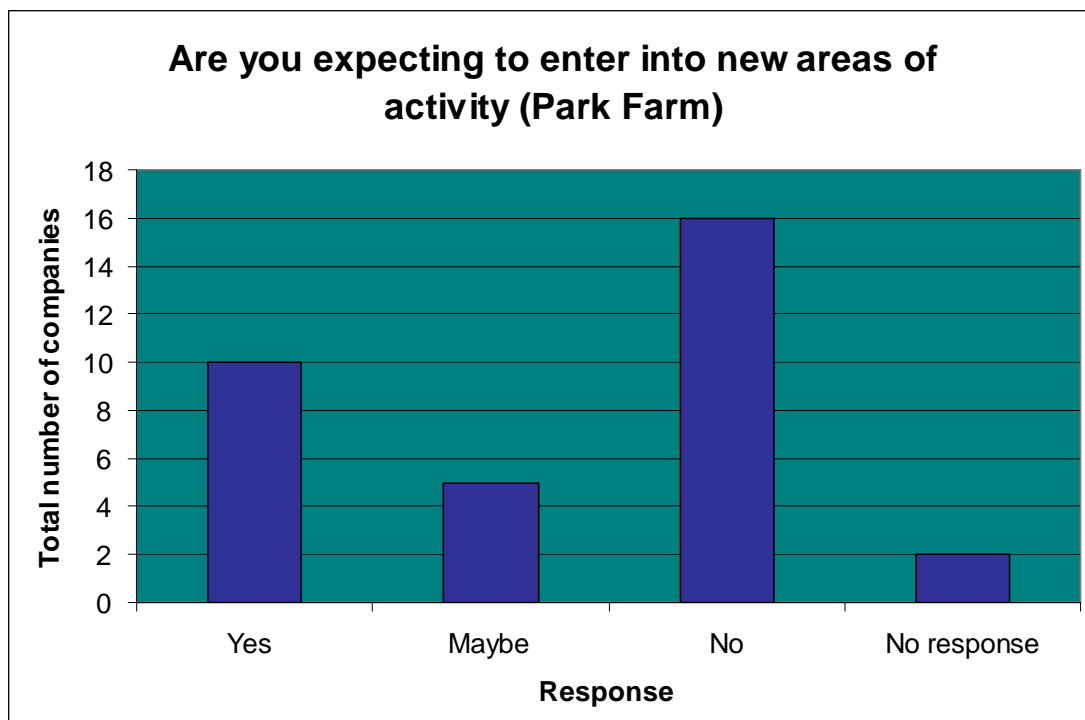


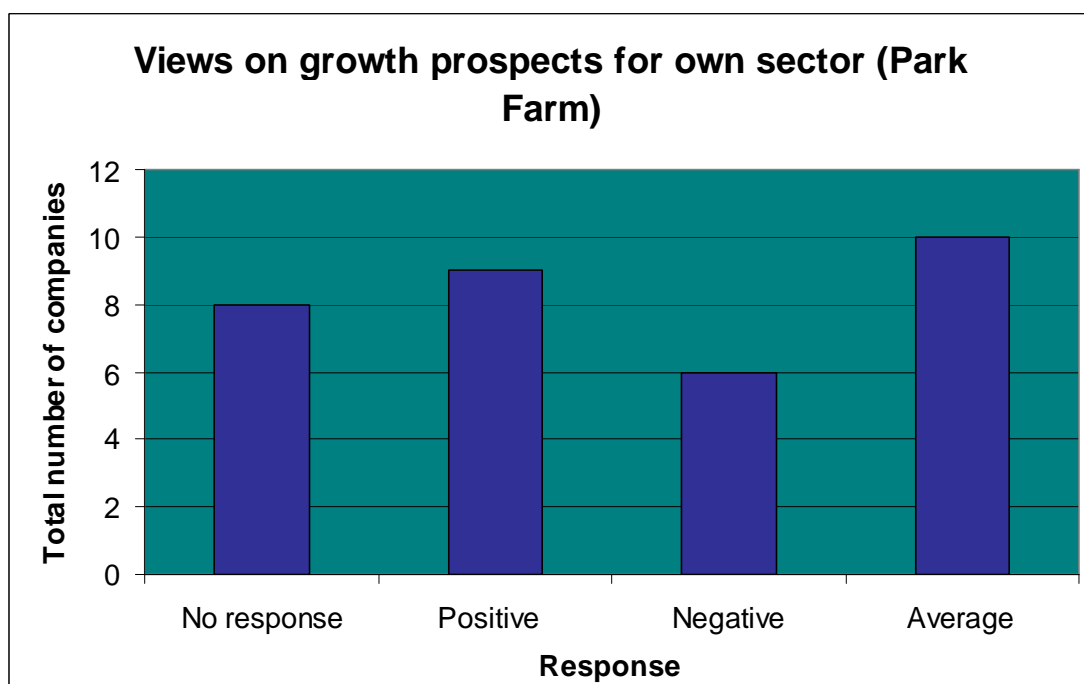
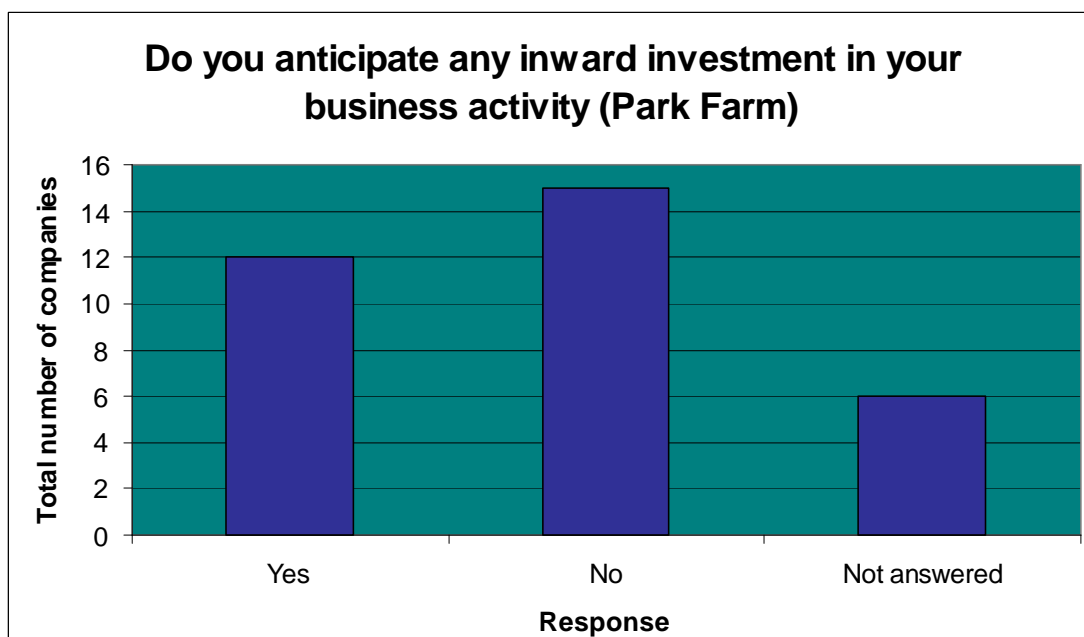


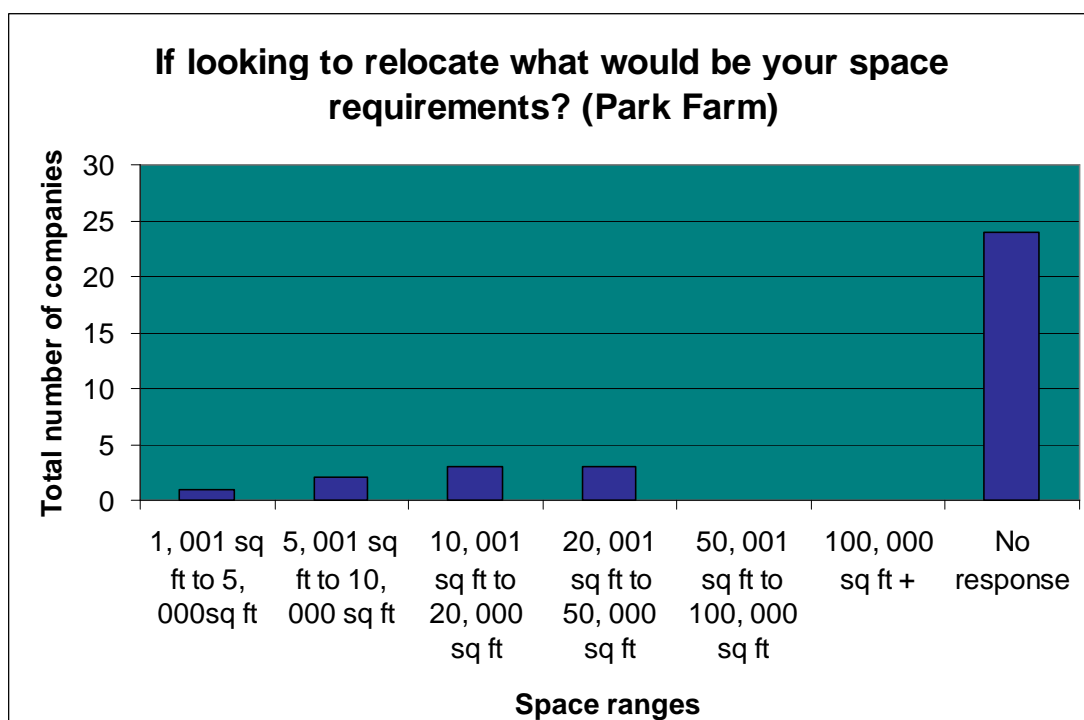
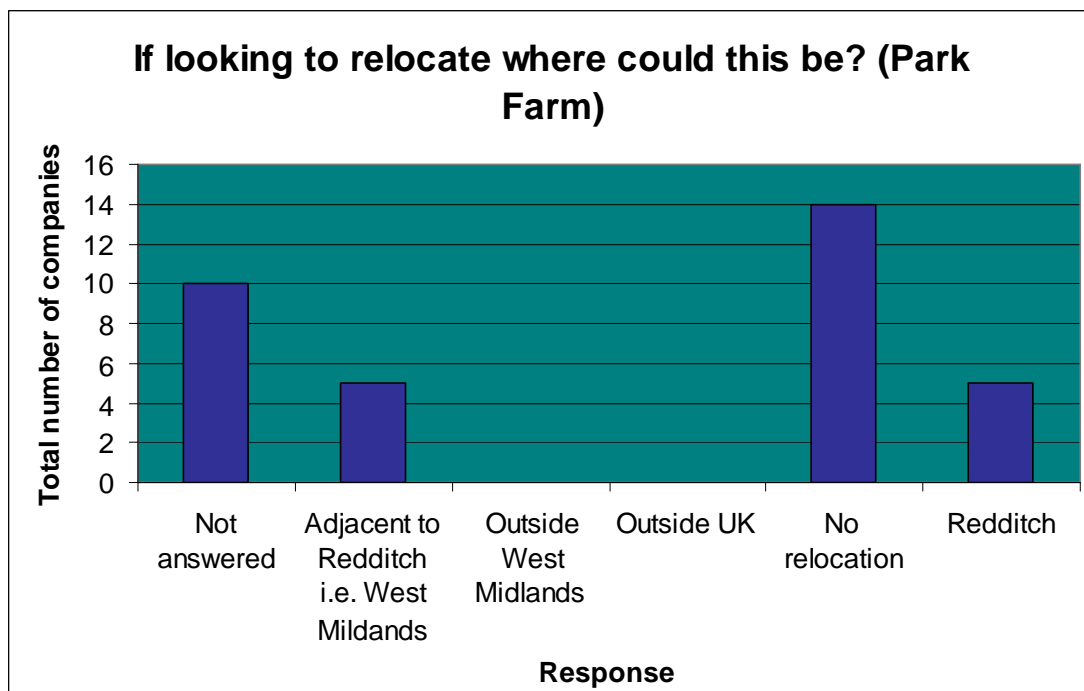


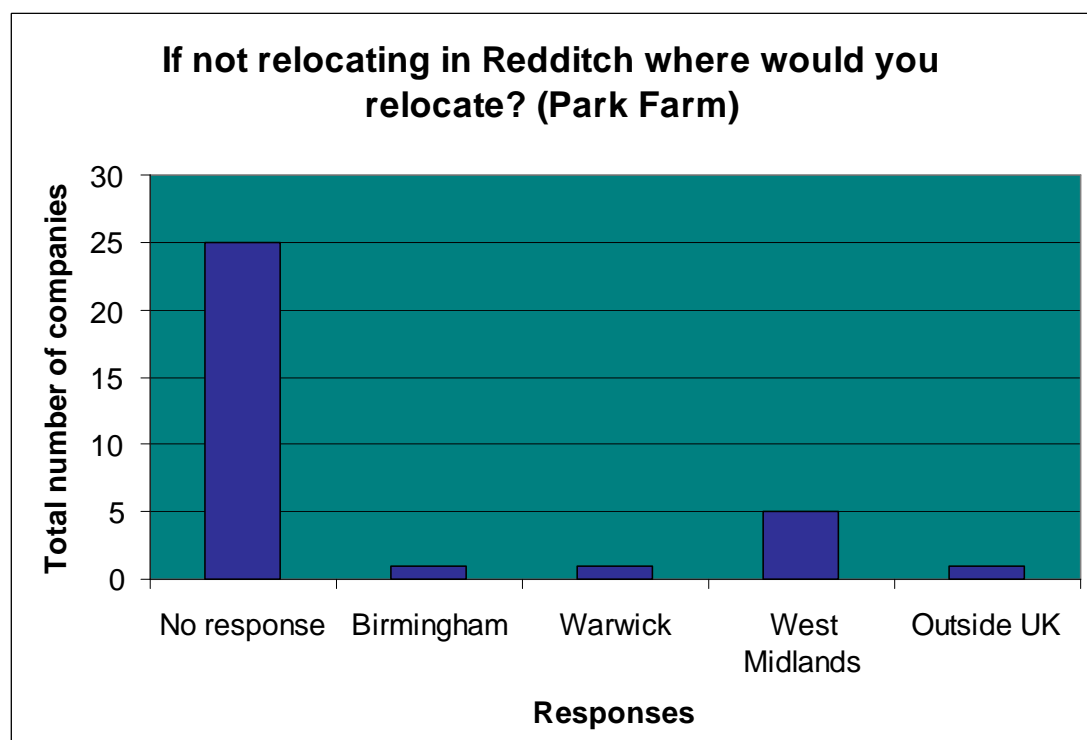
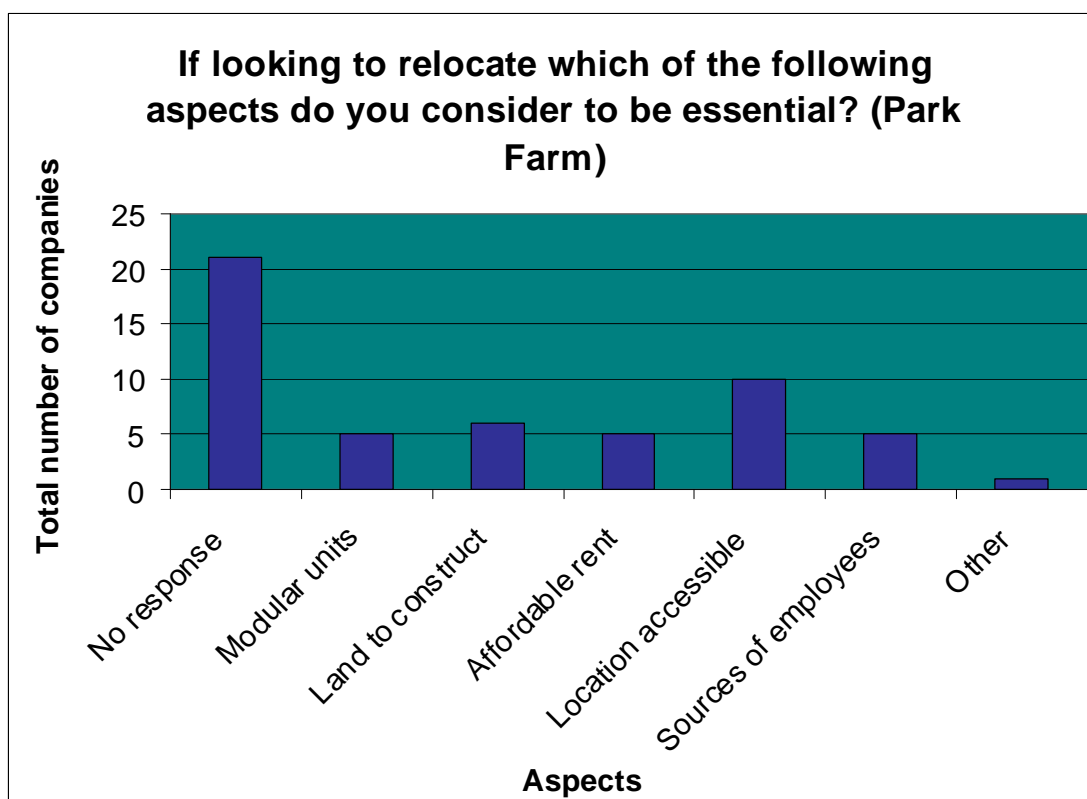


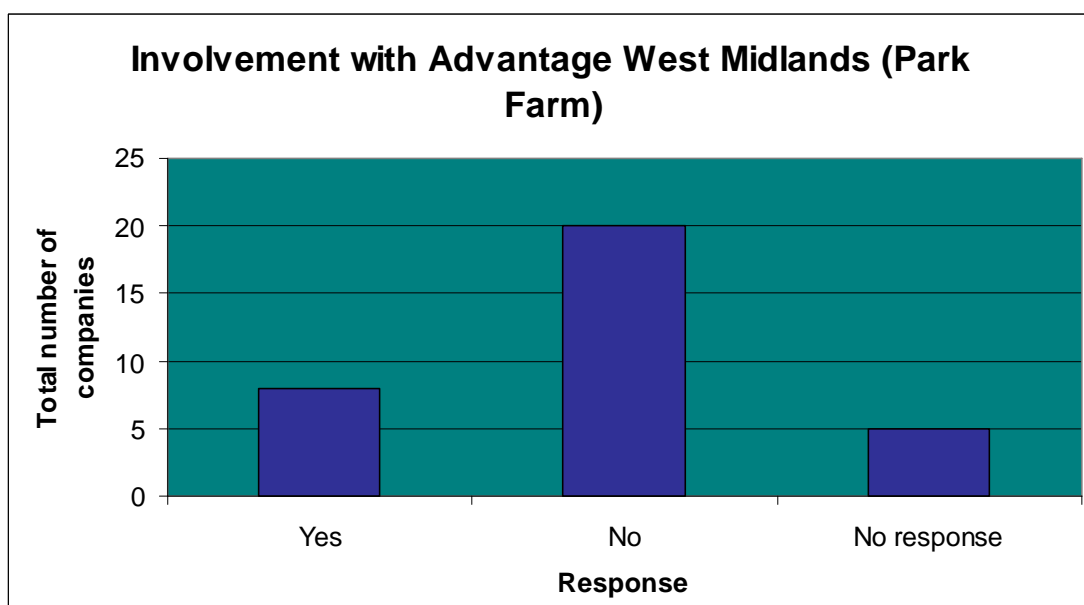
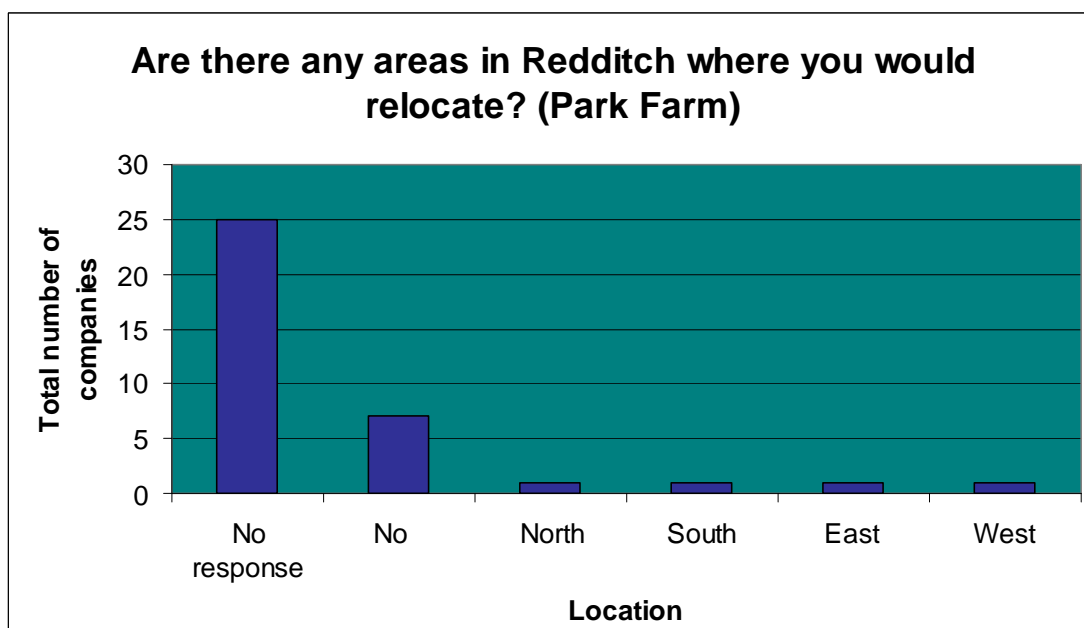




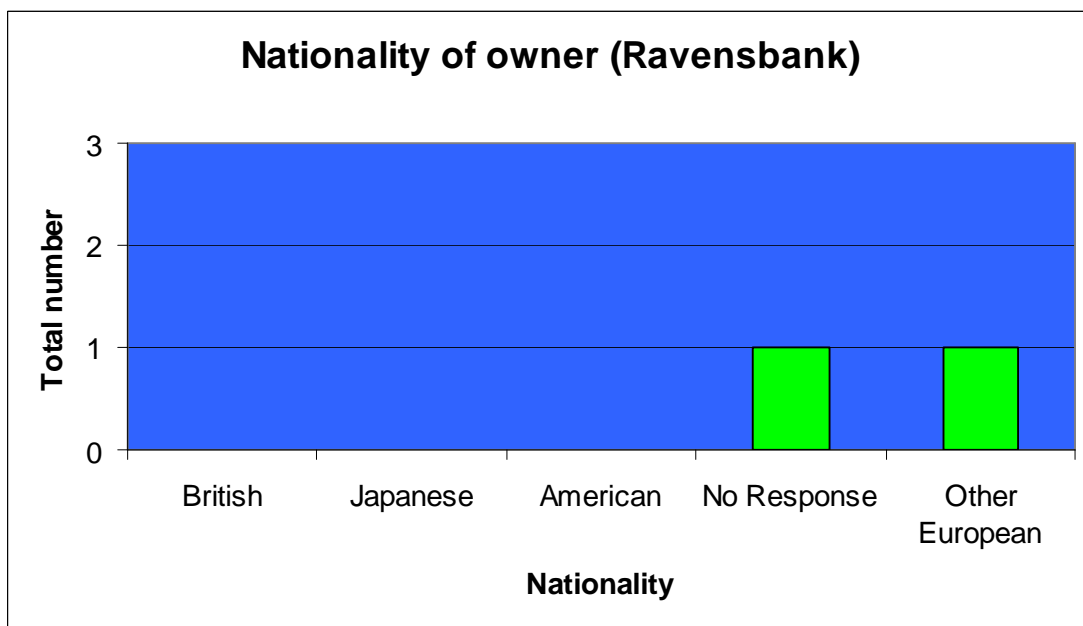
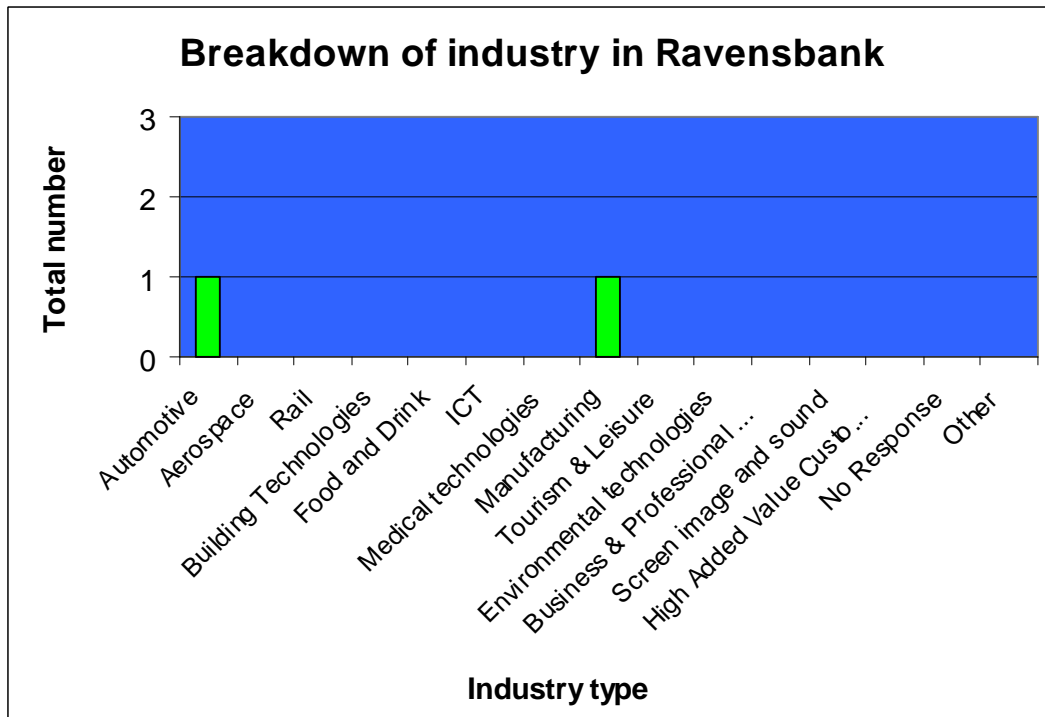


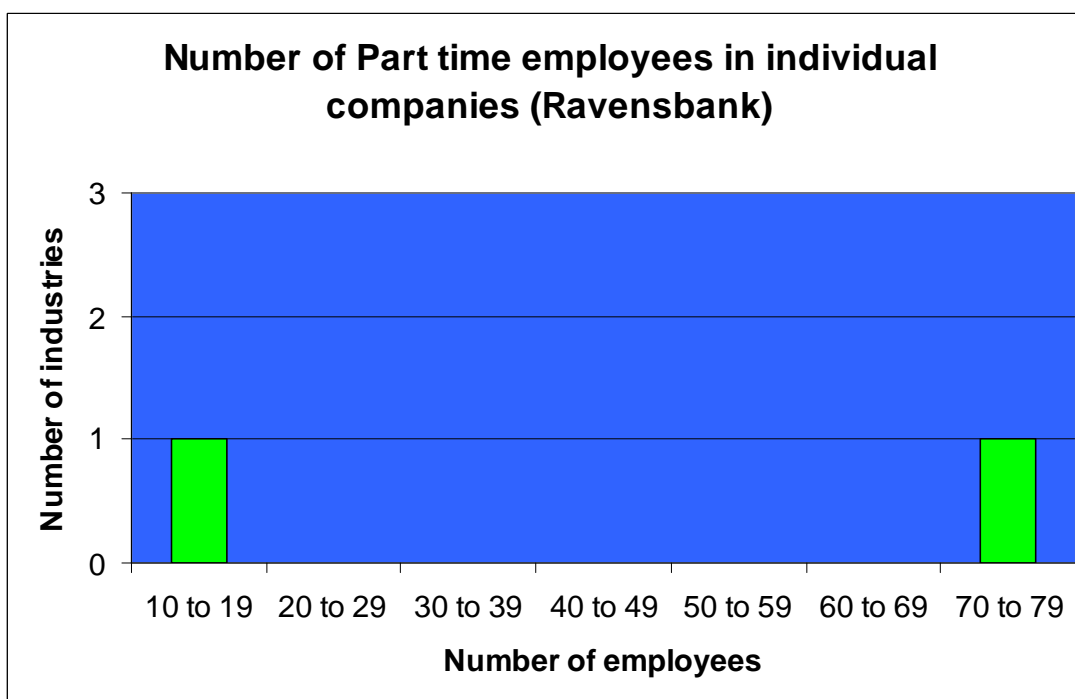
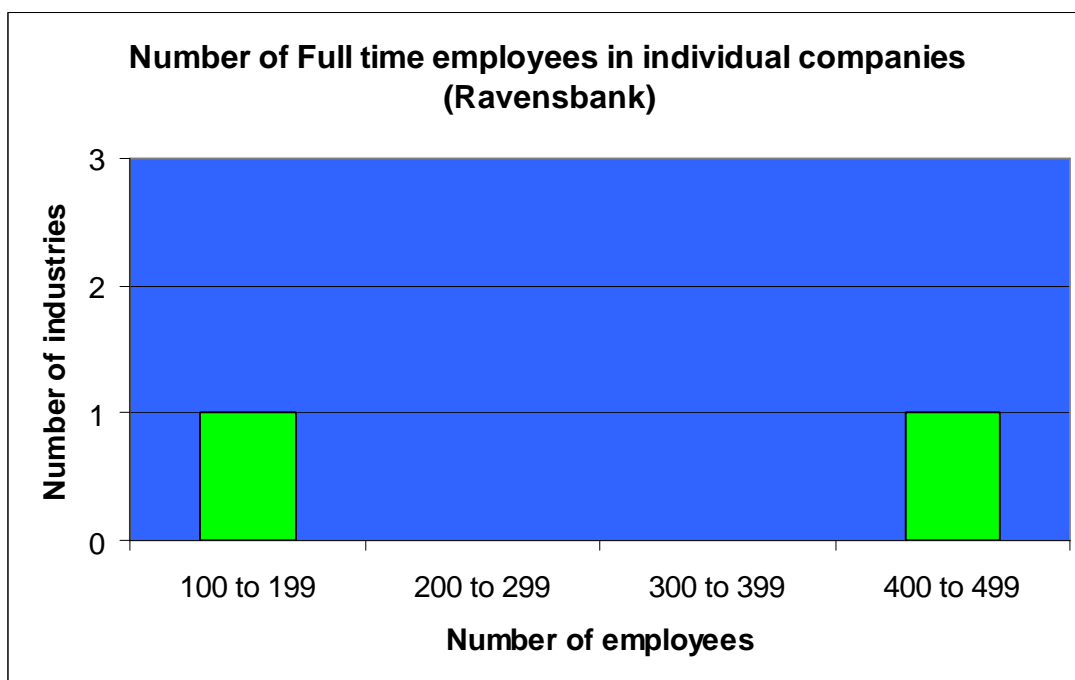




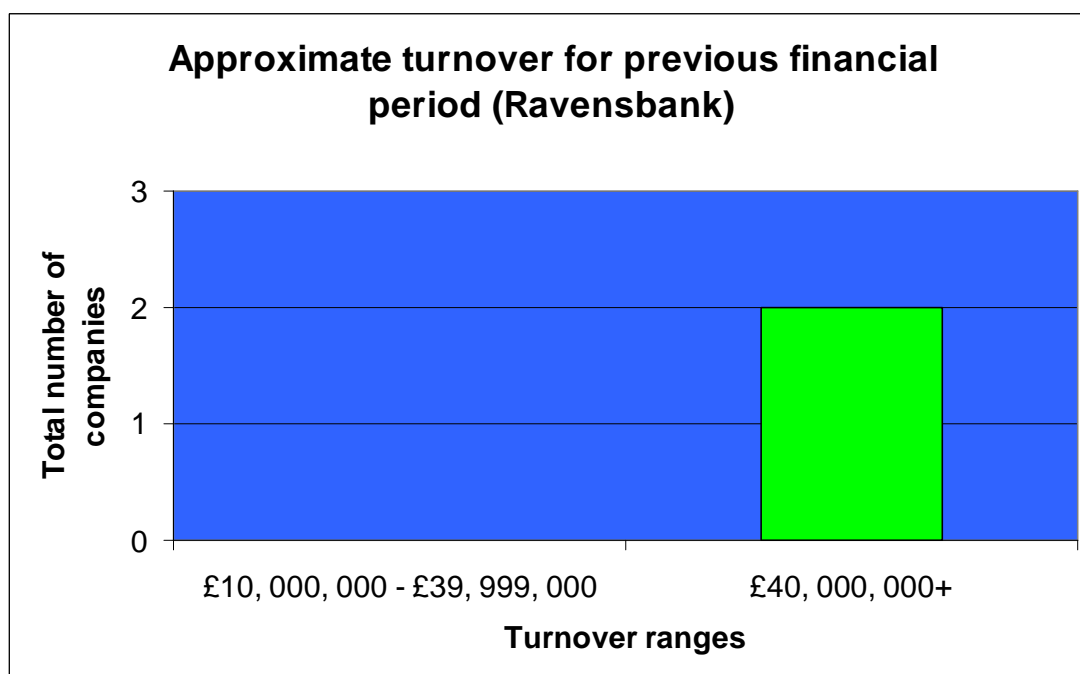
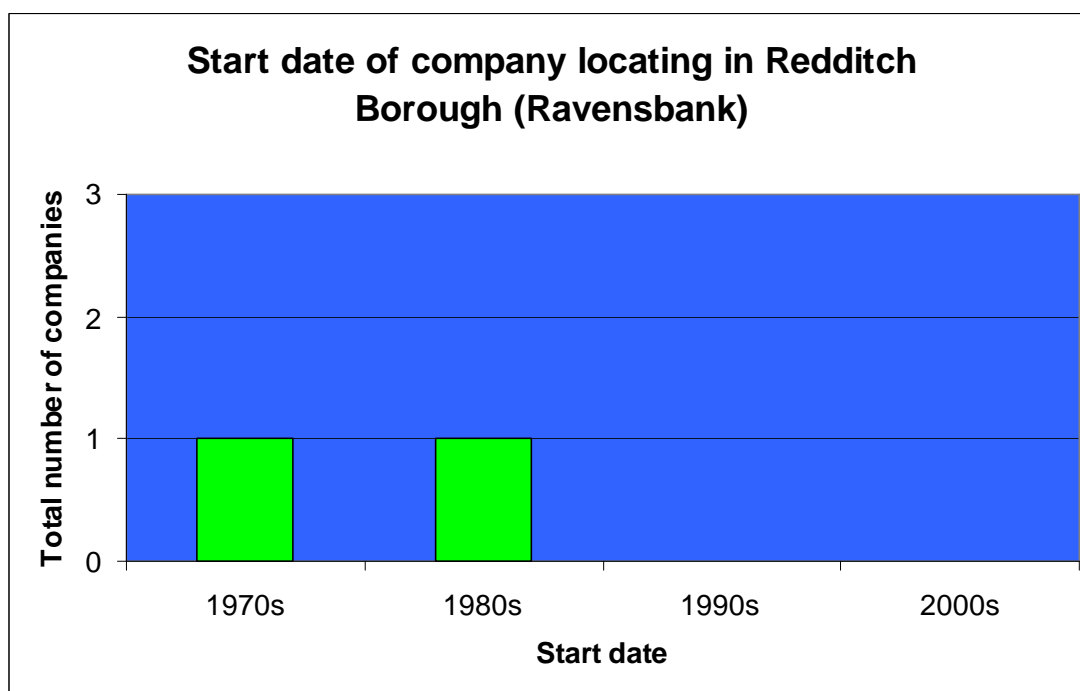


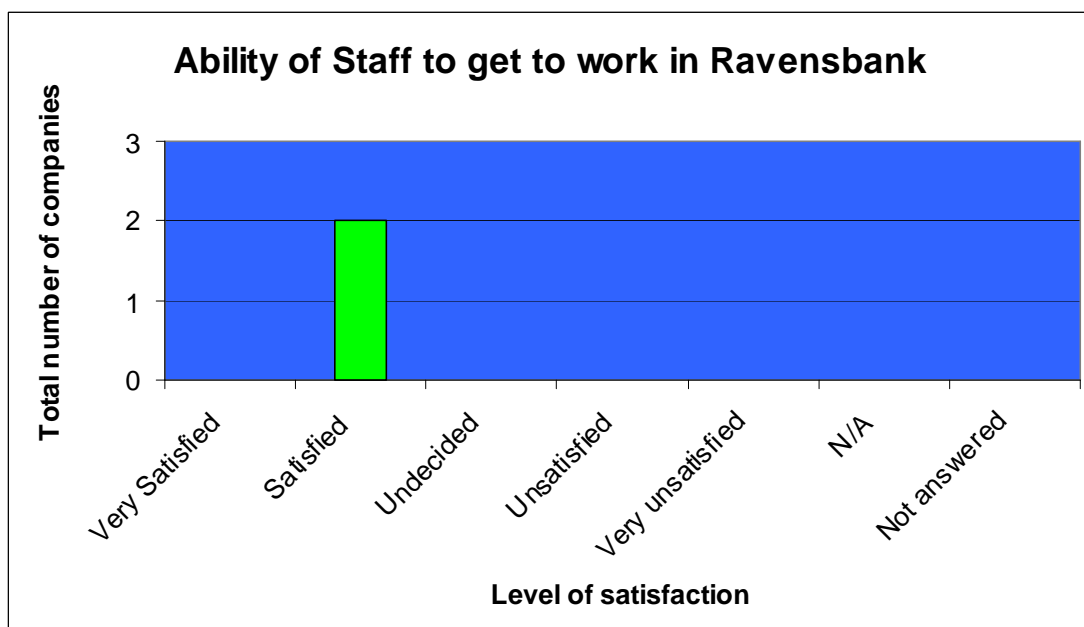
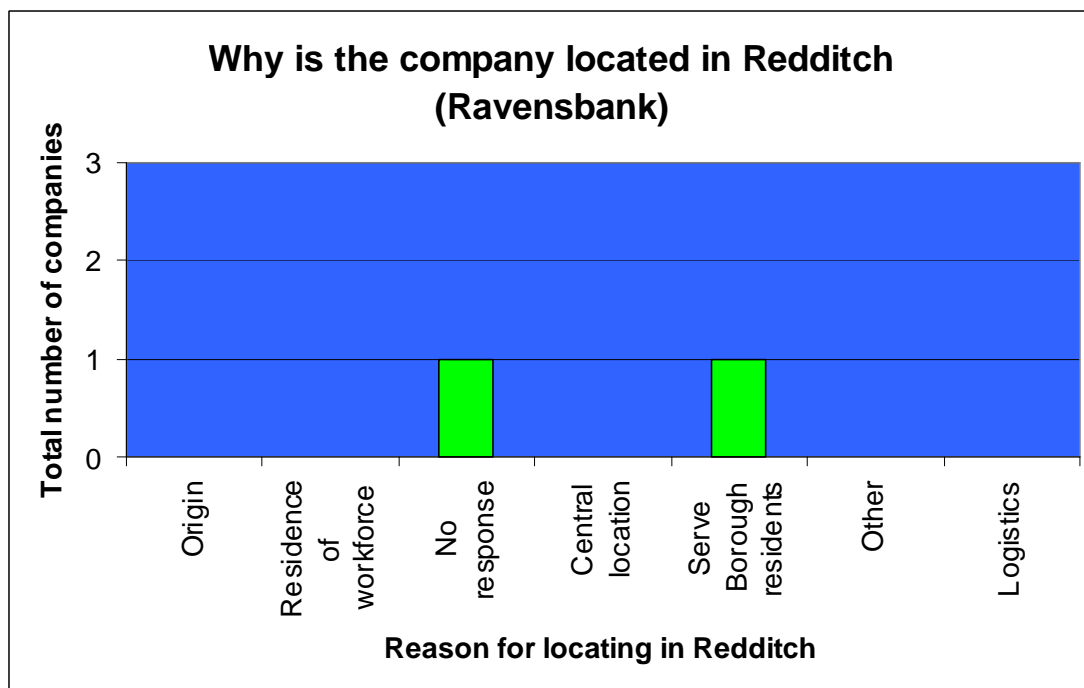
## Ravensbank

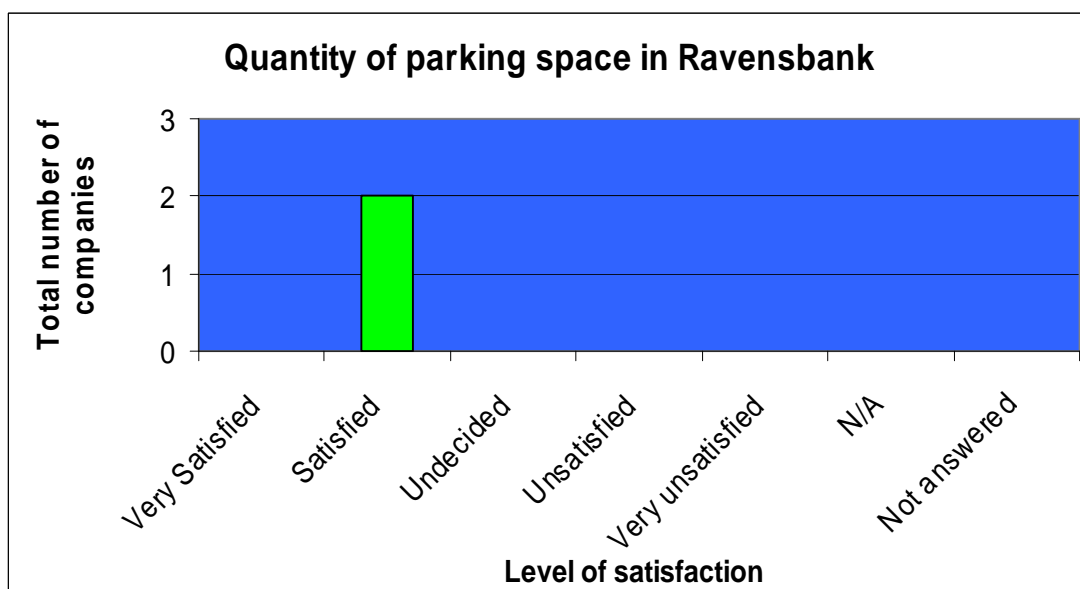


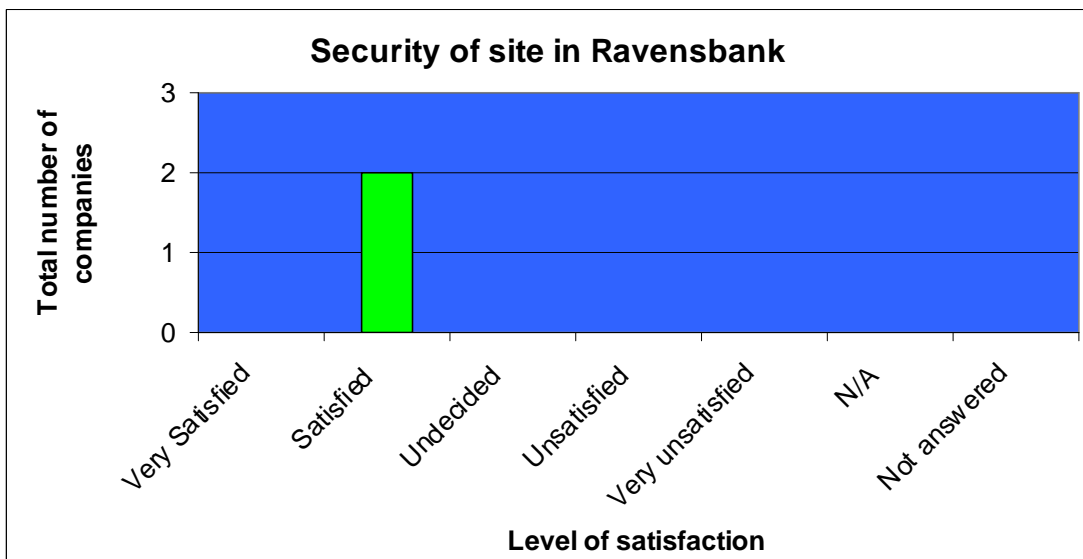
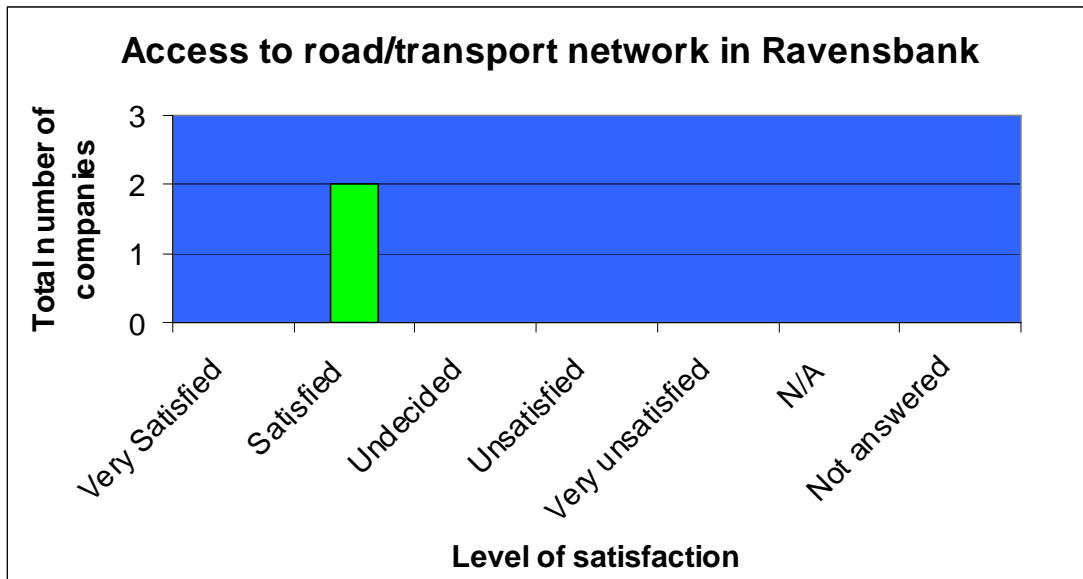


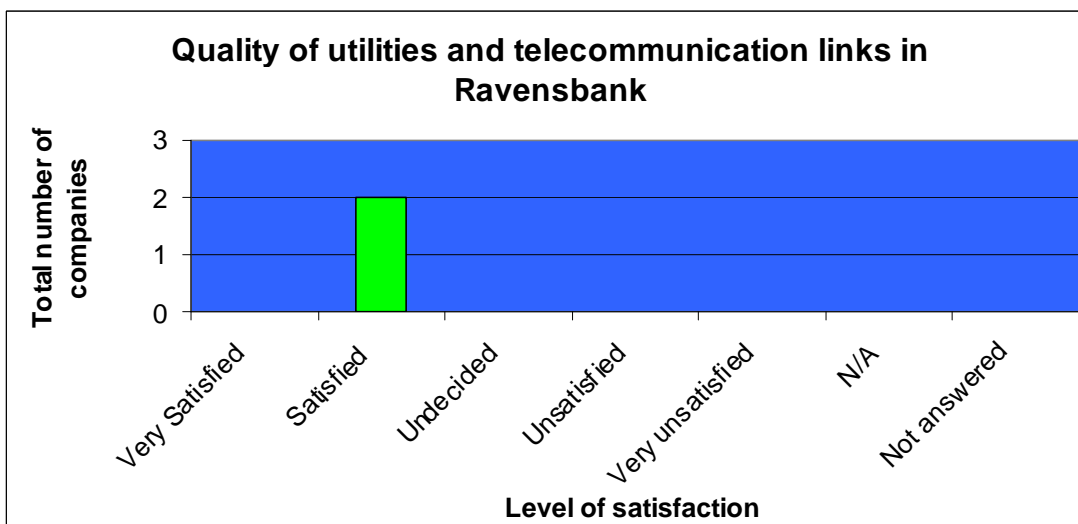
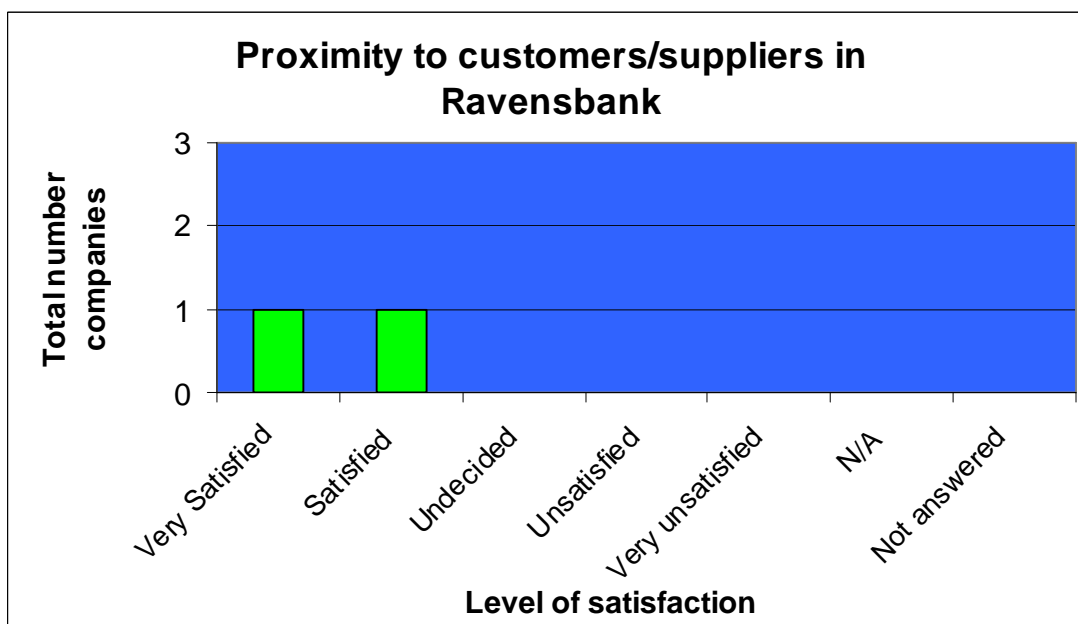


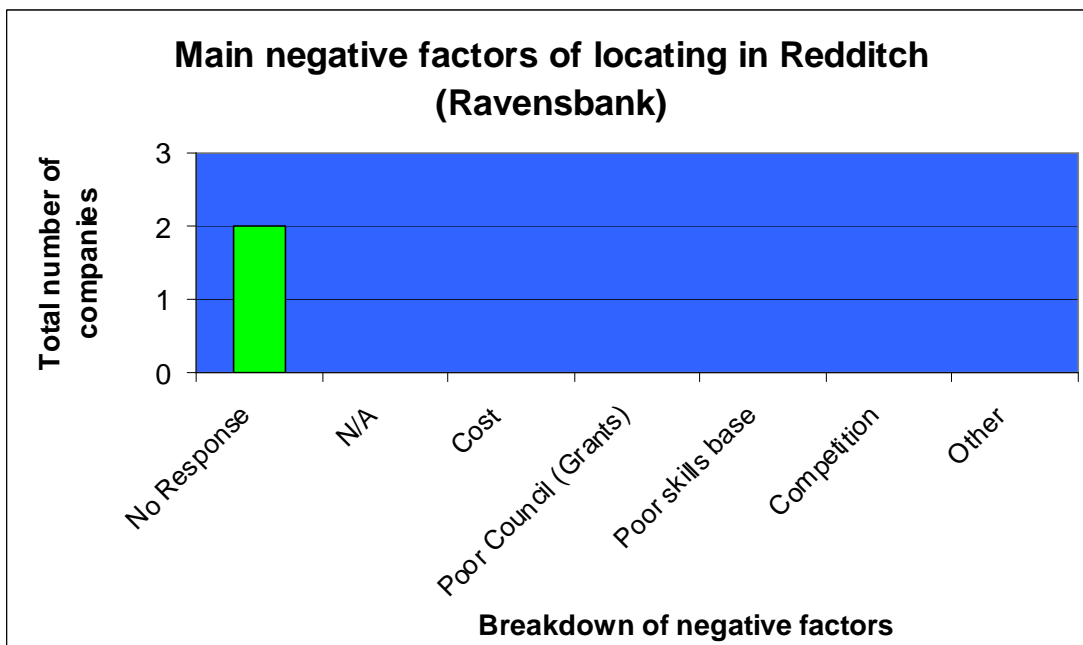
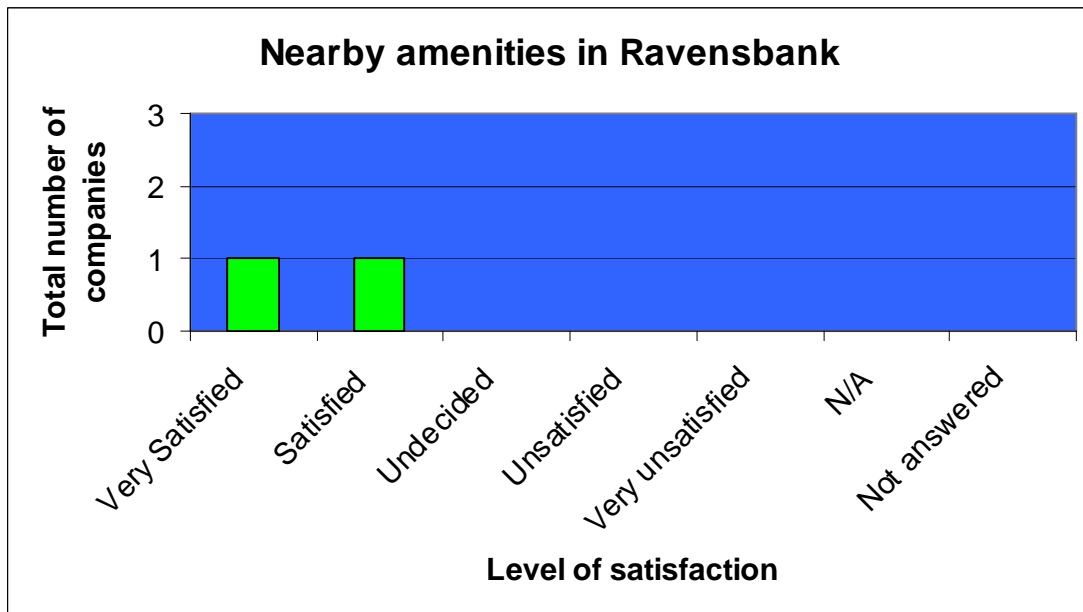


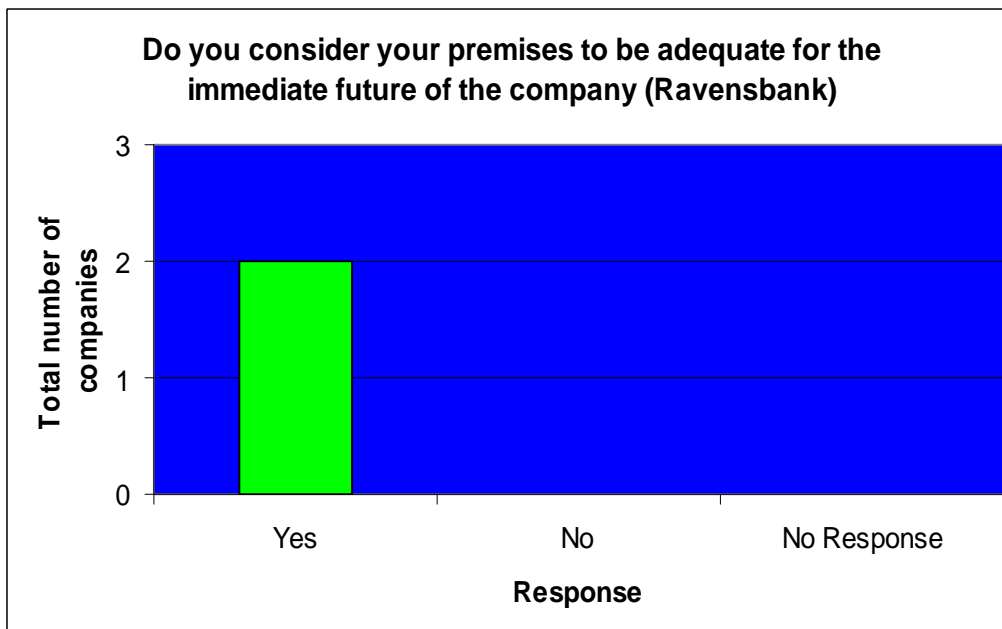
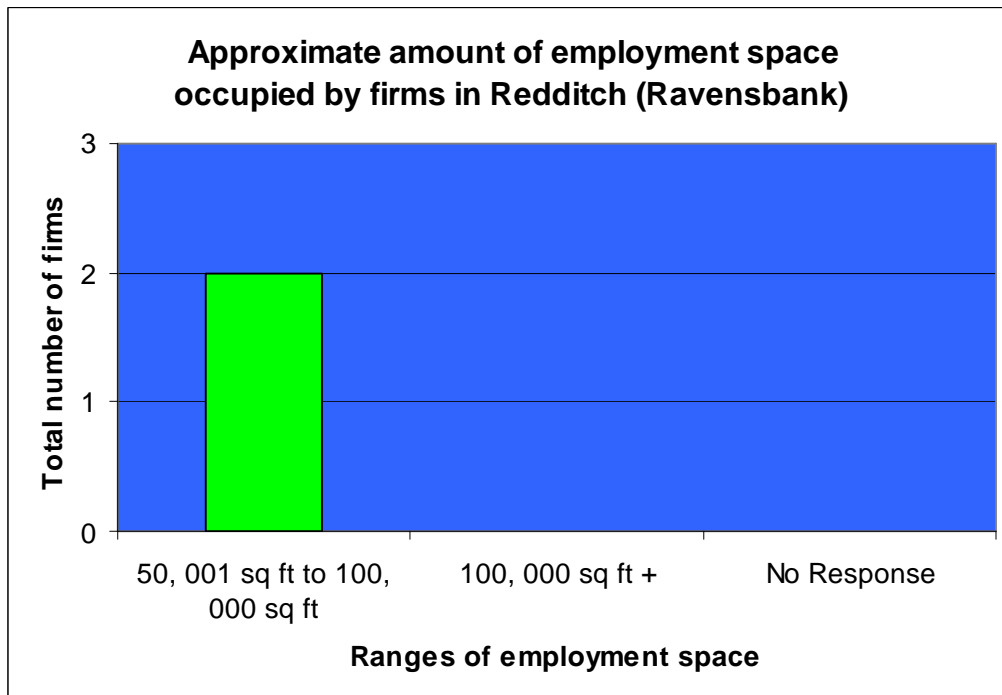


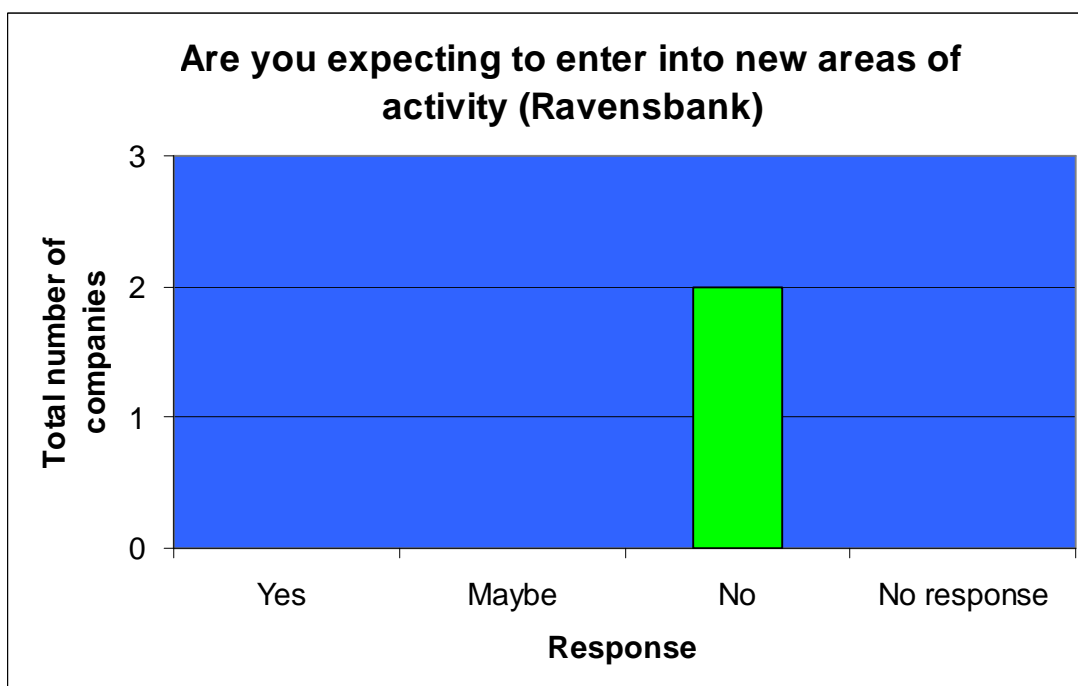
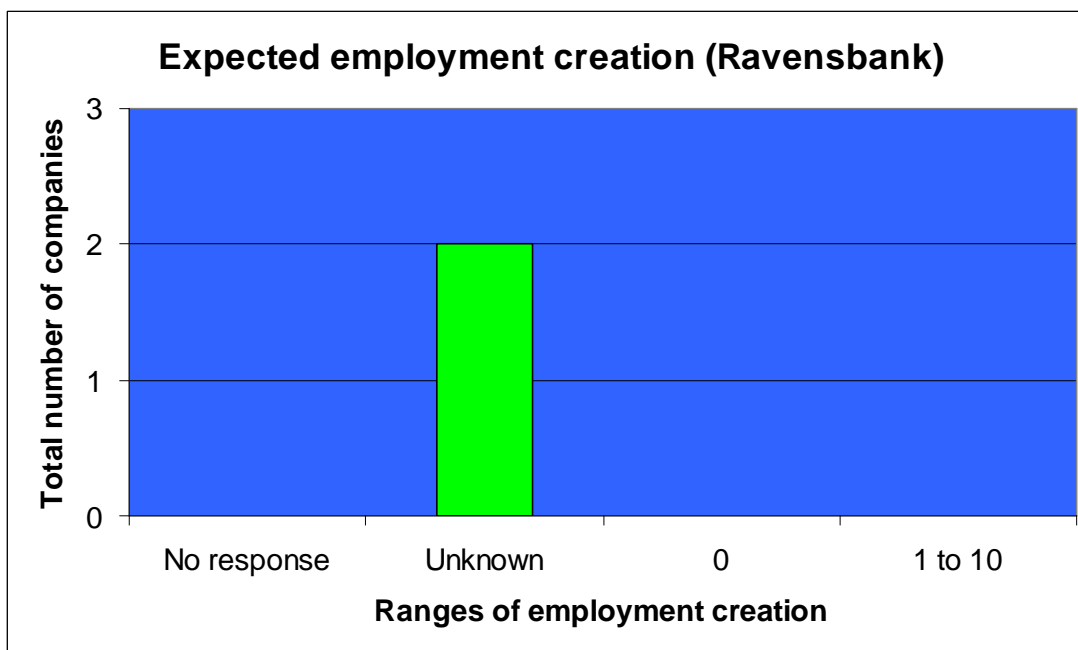




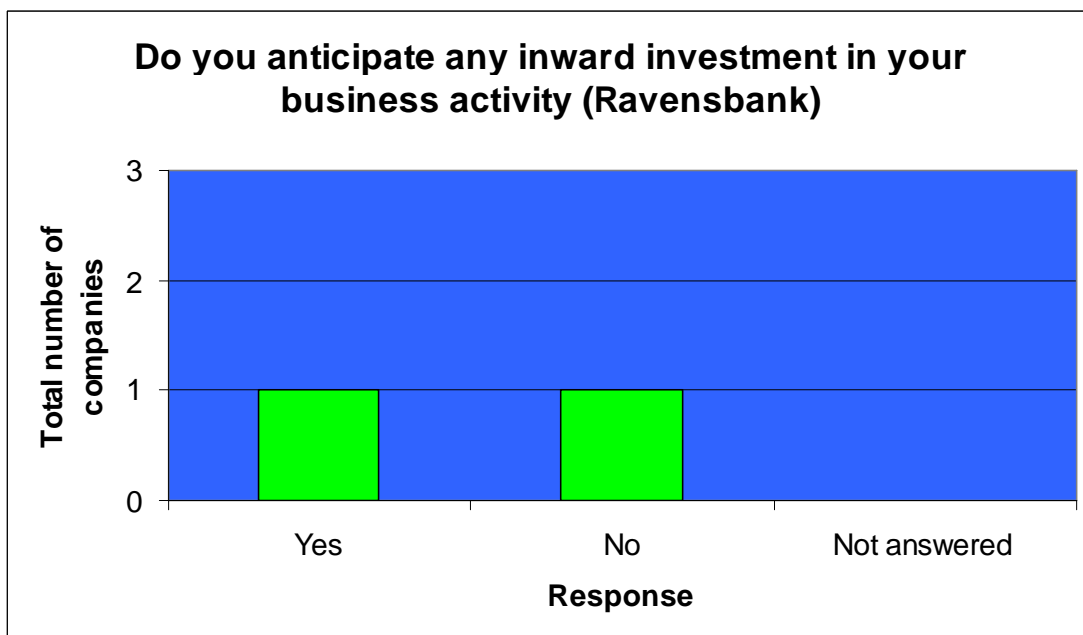
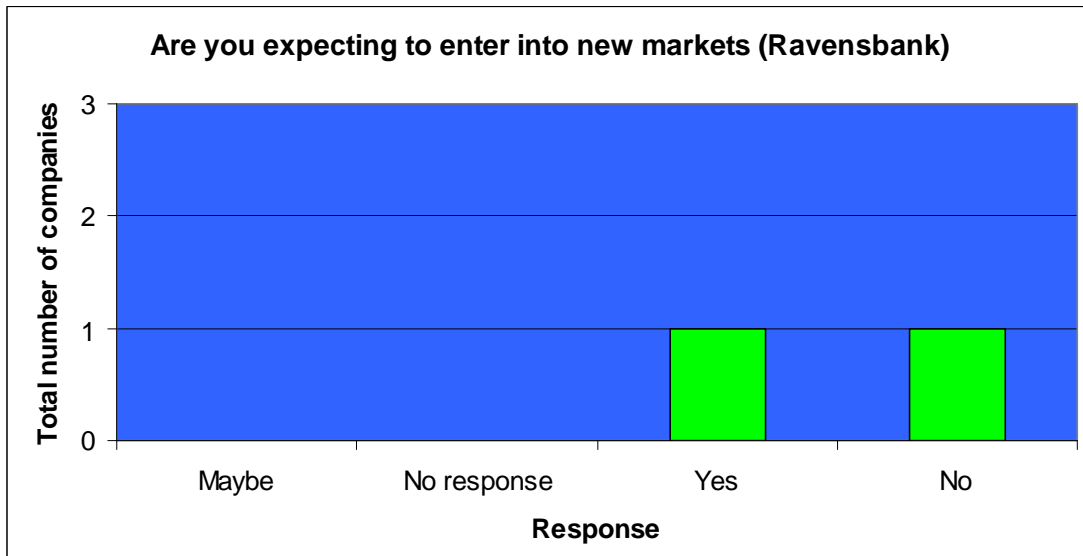


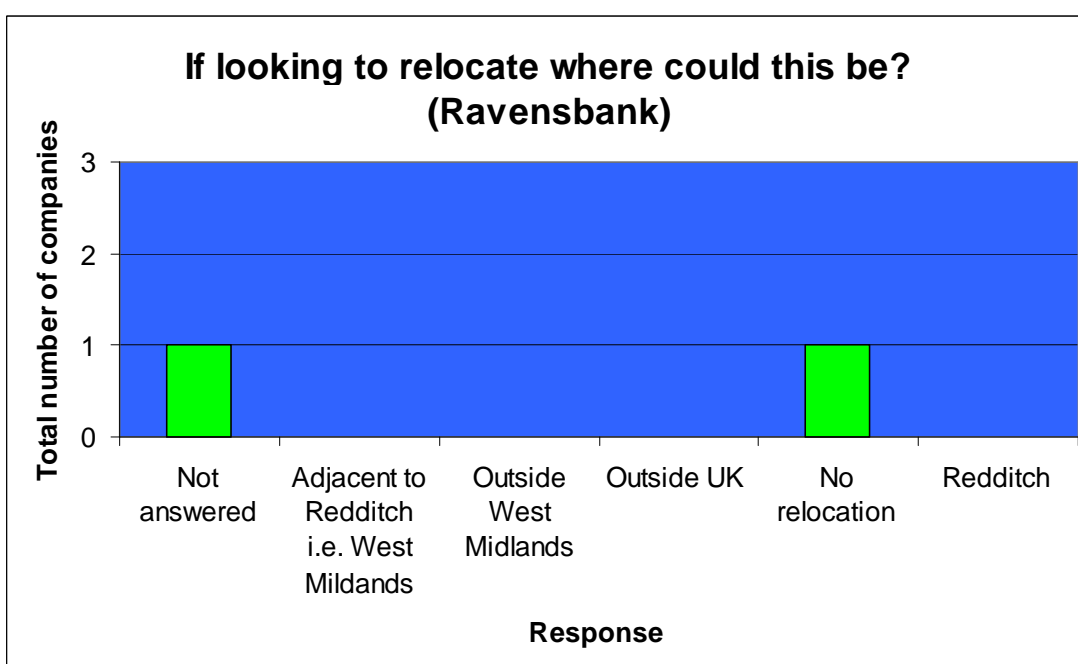
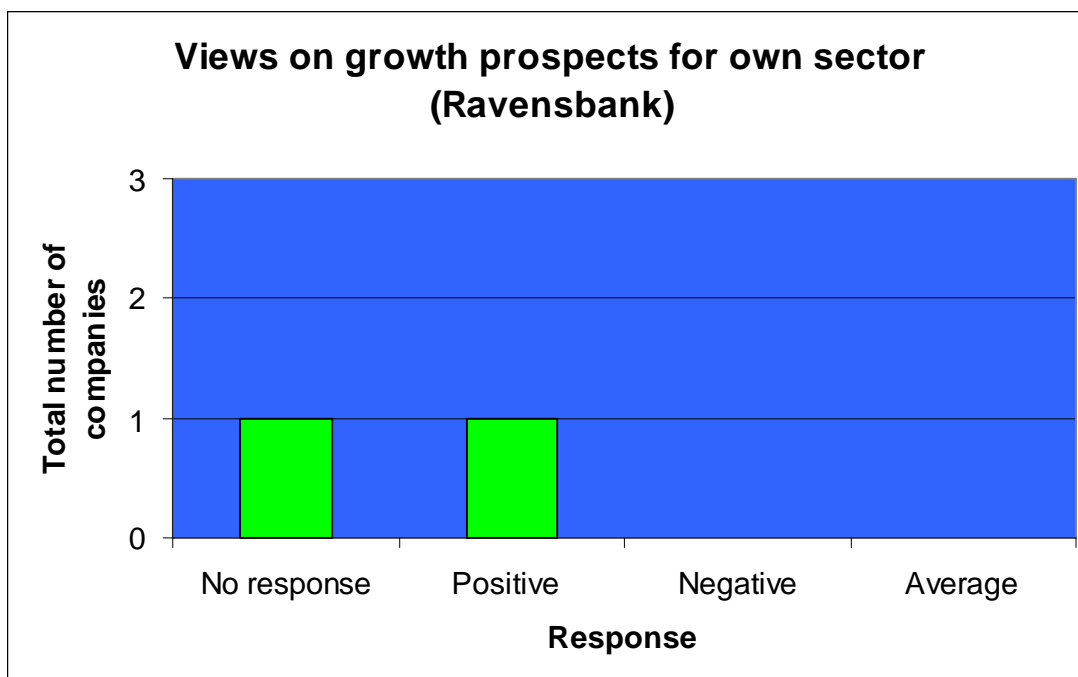


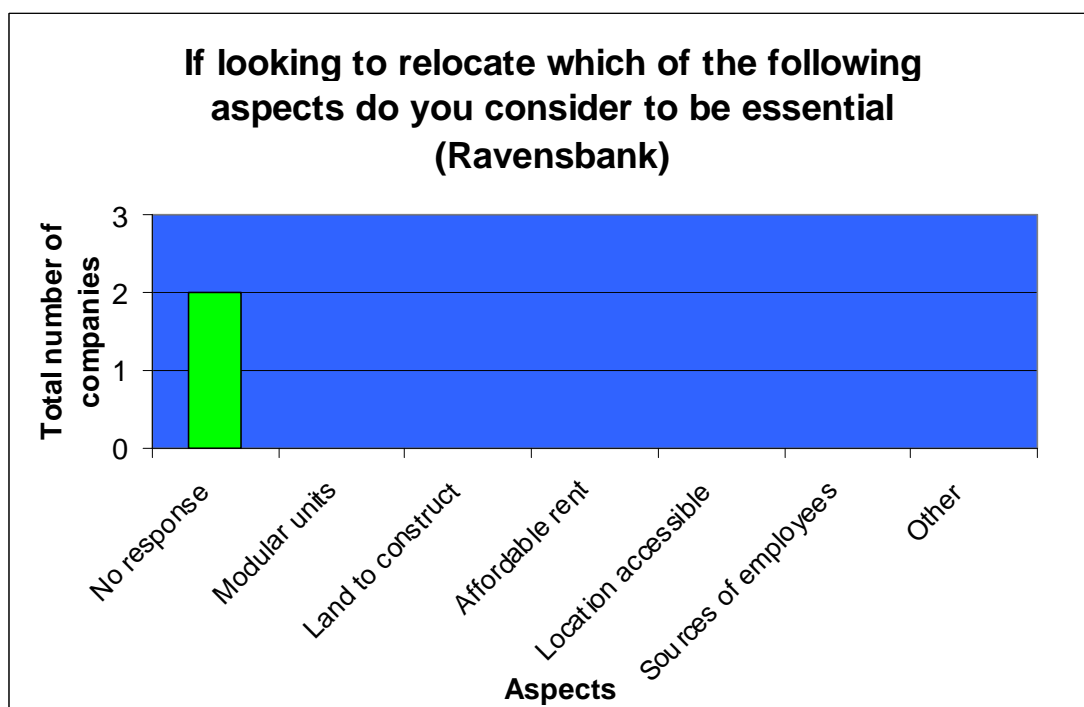
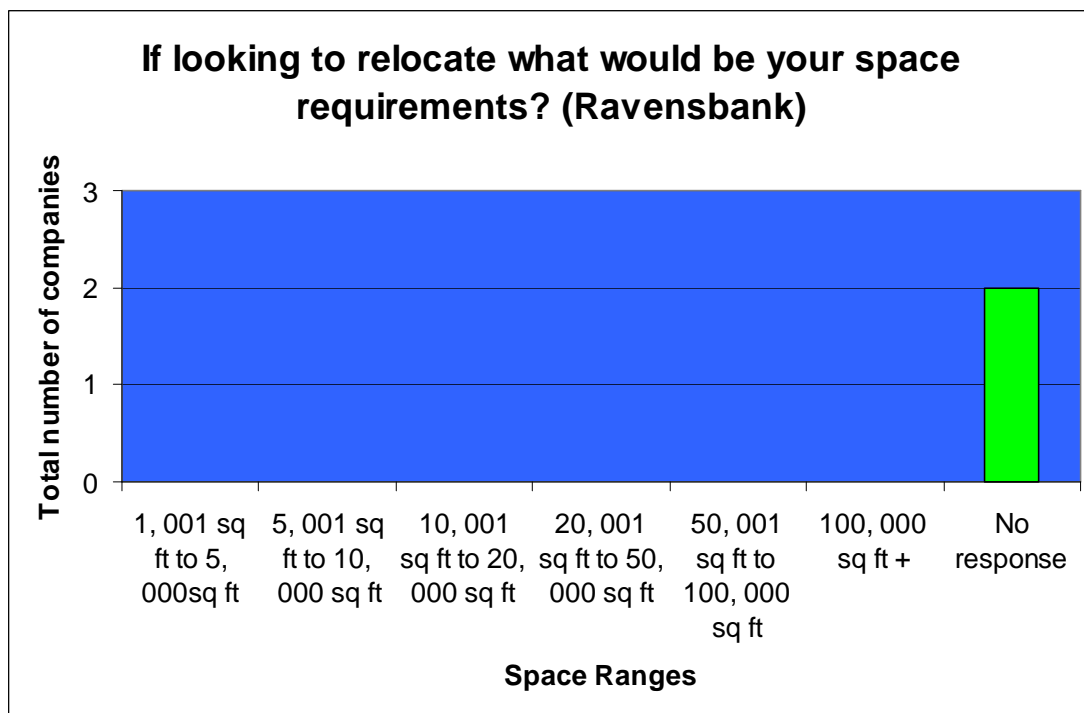


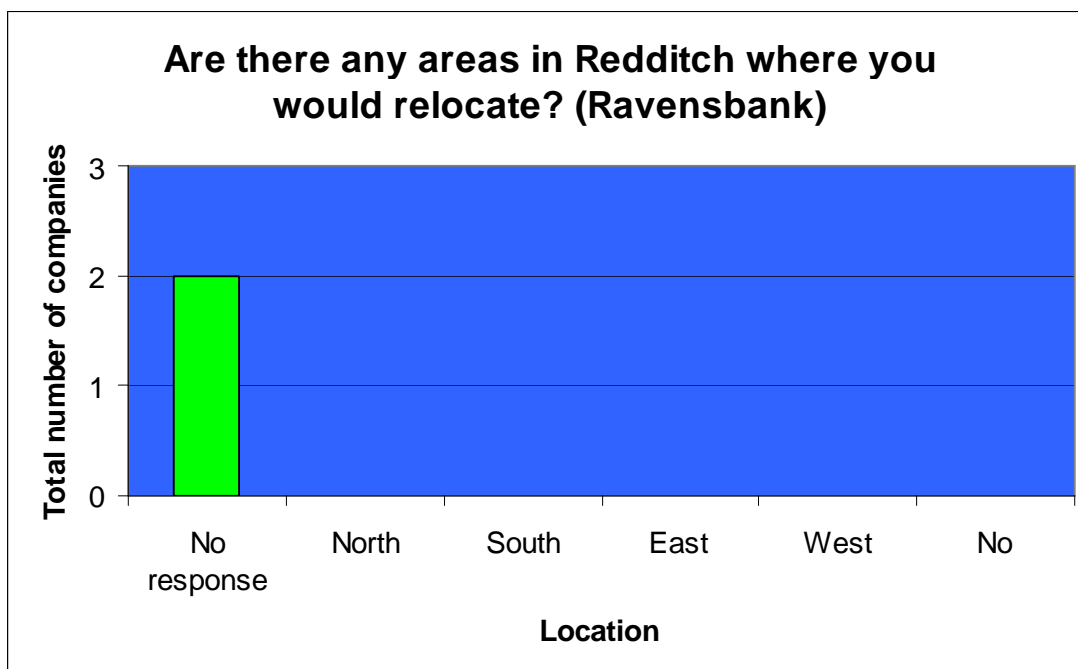
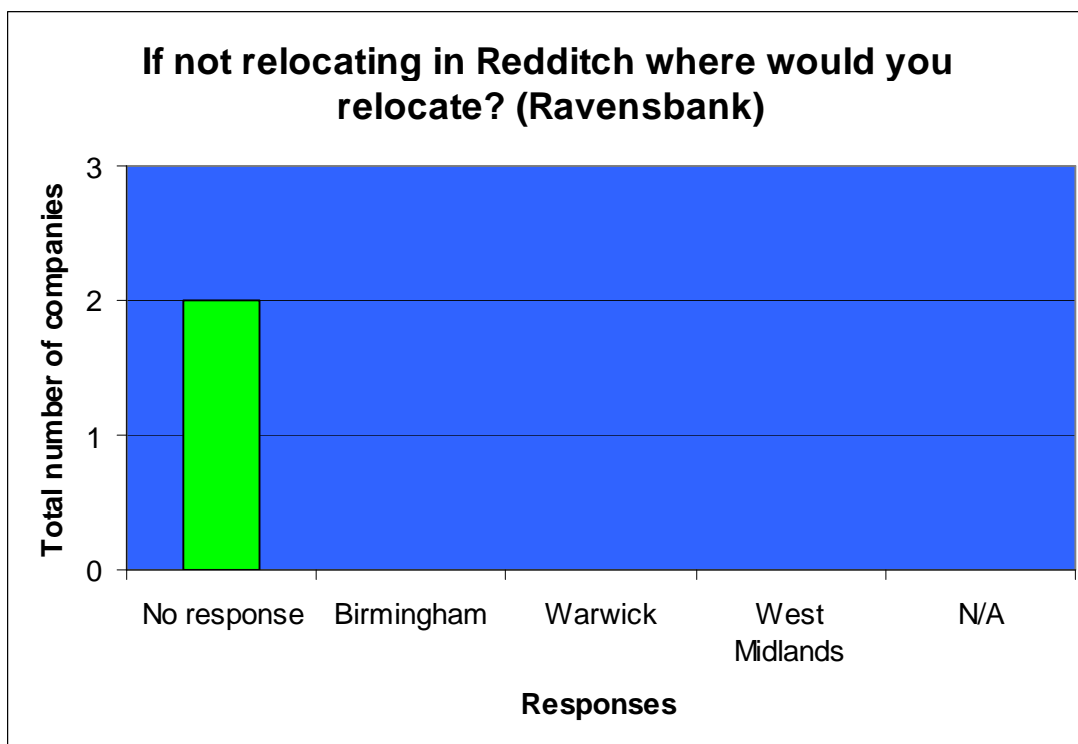


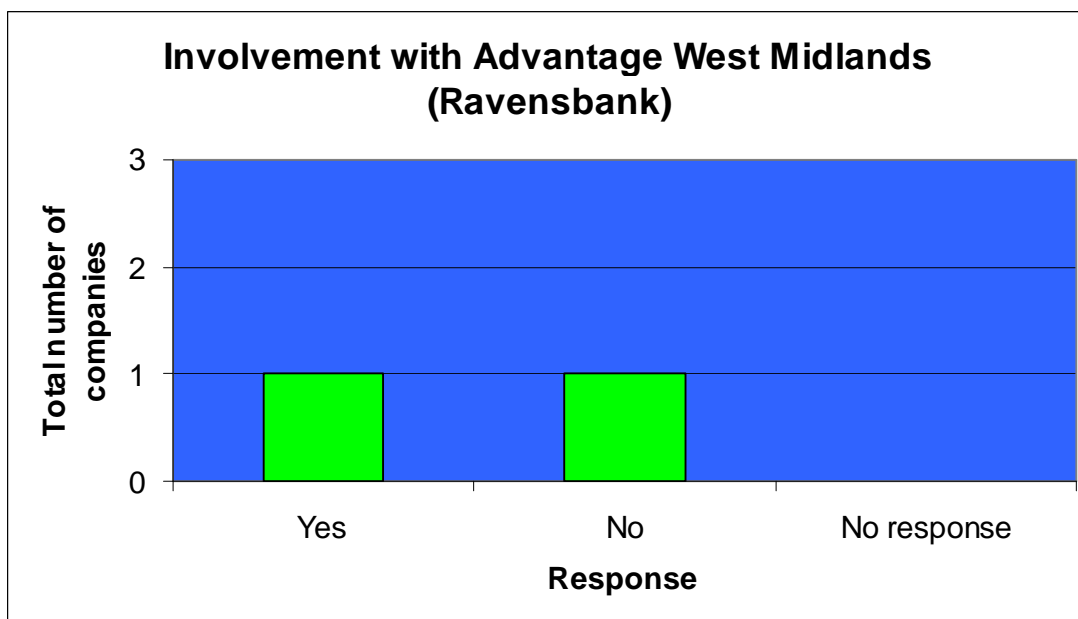




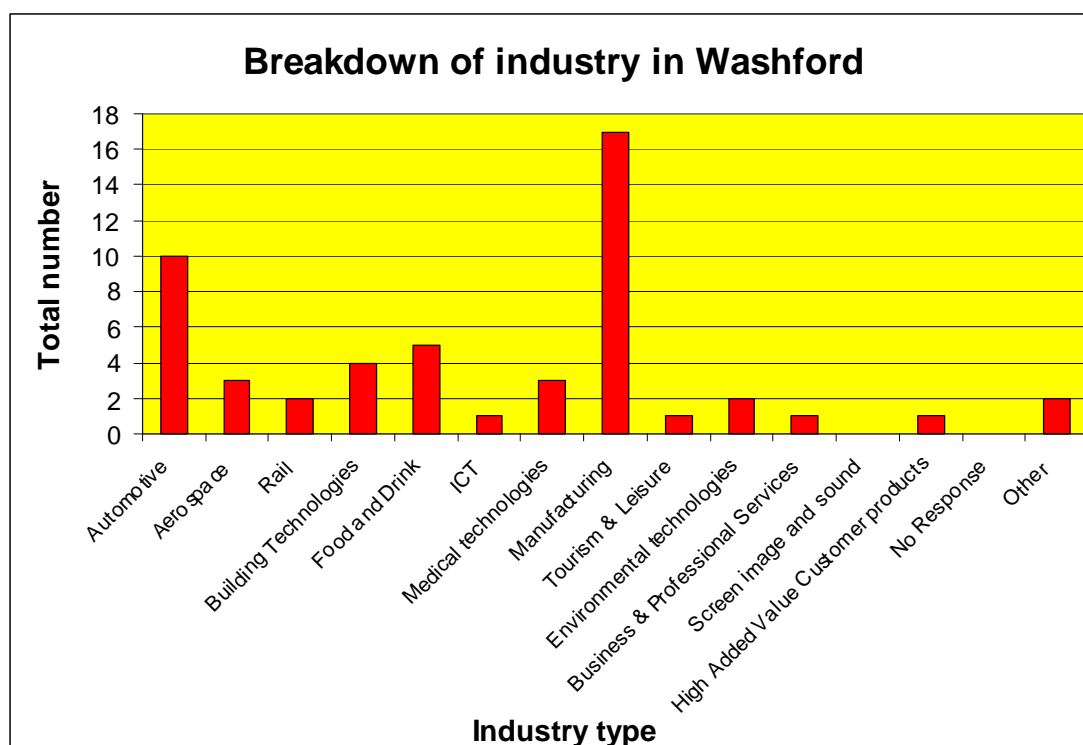


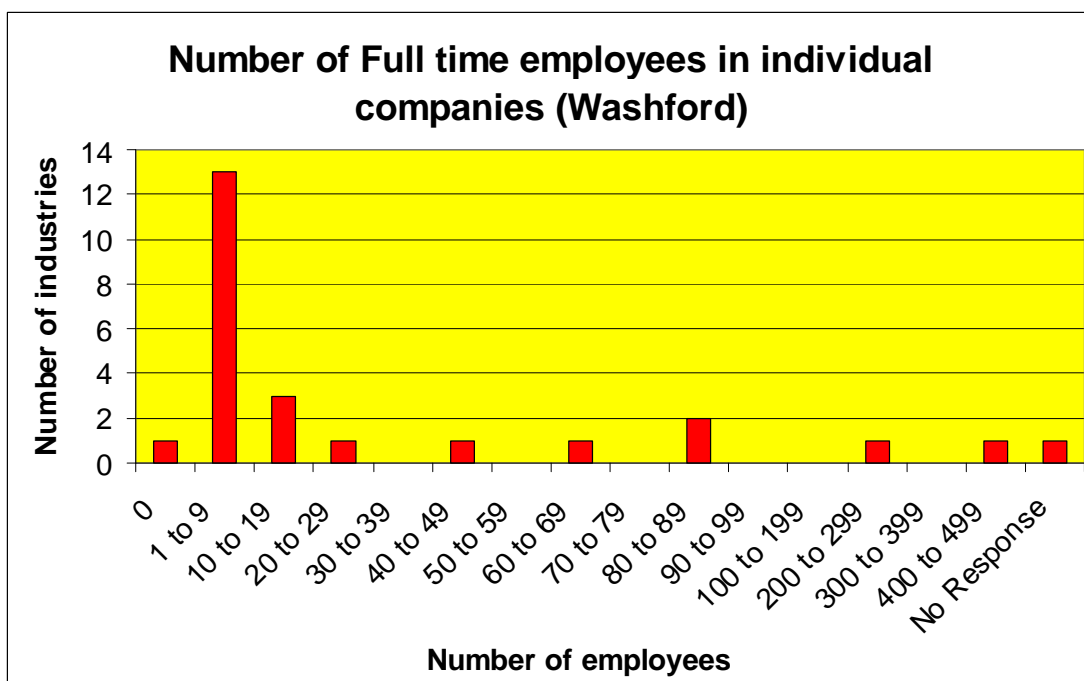
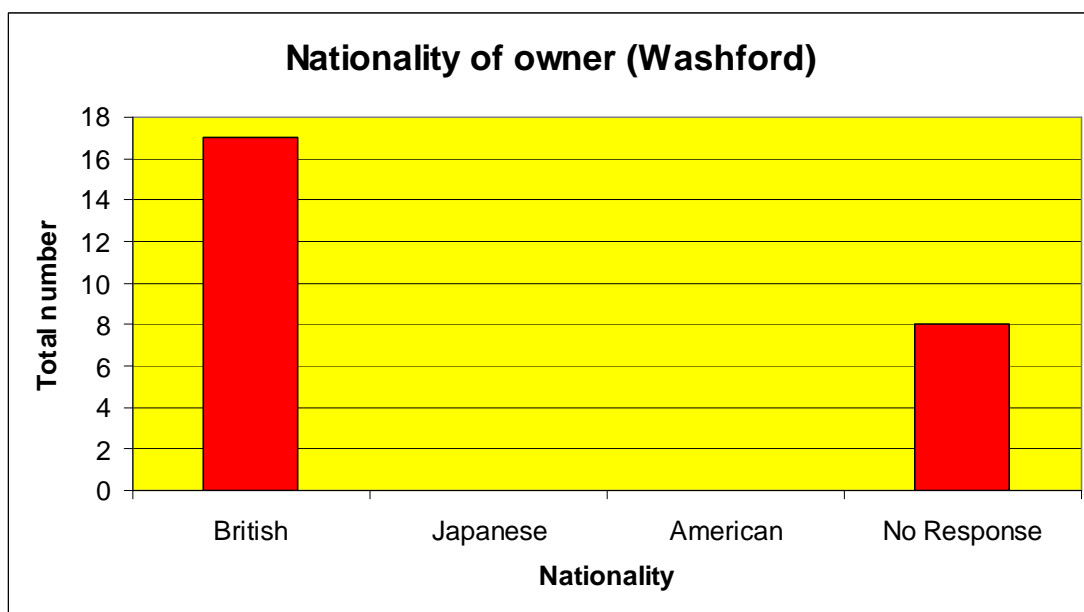


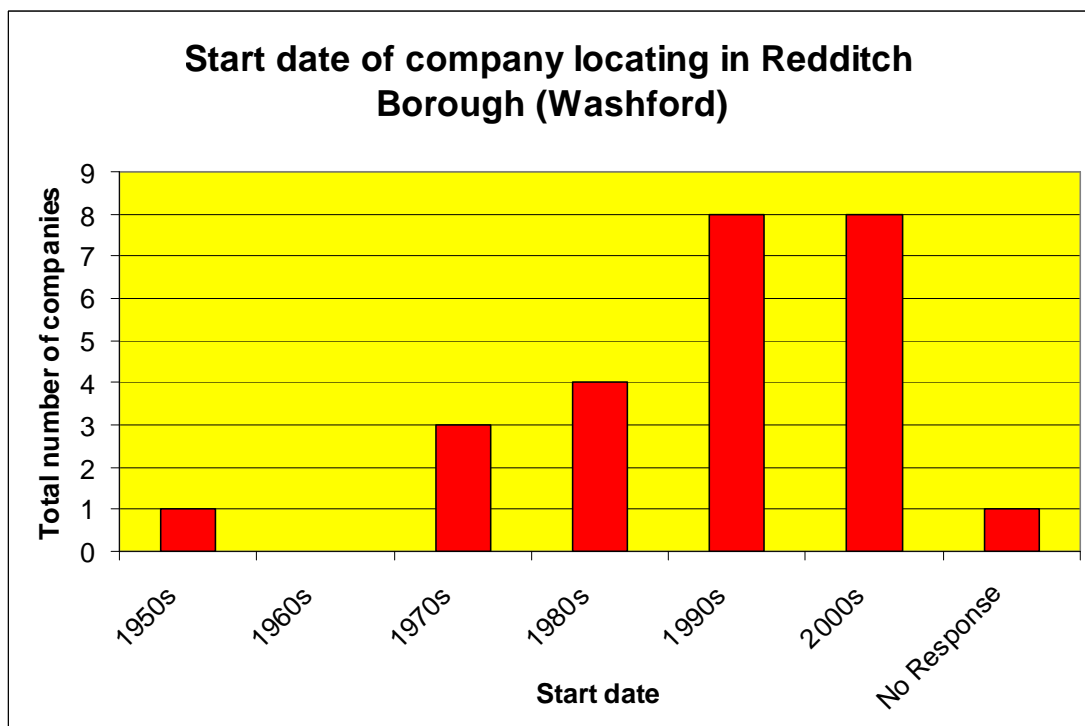


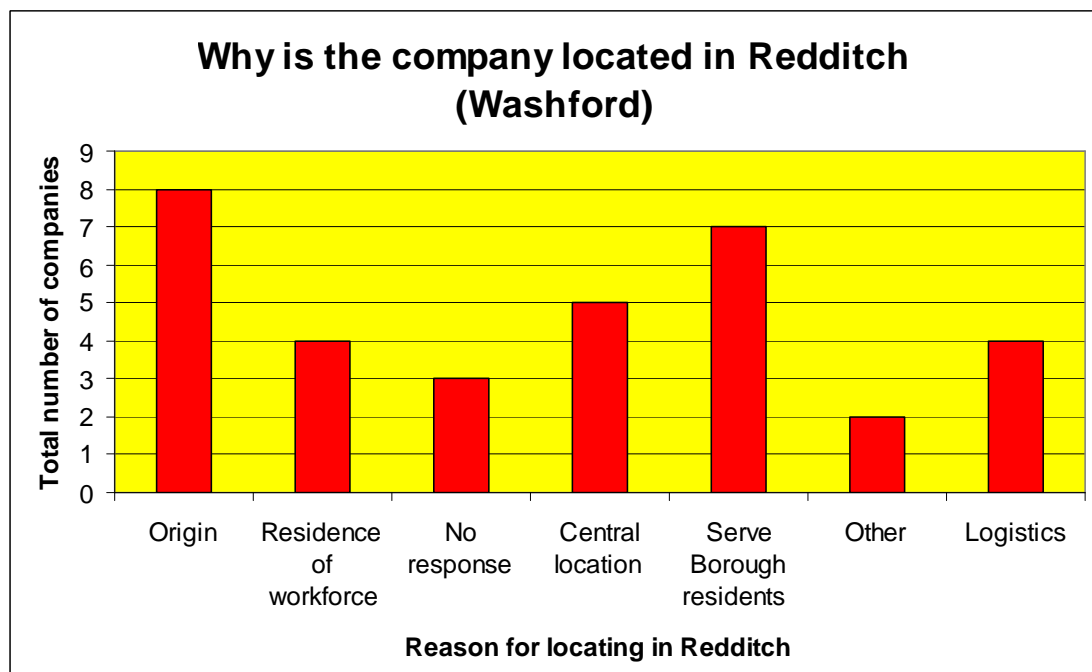
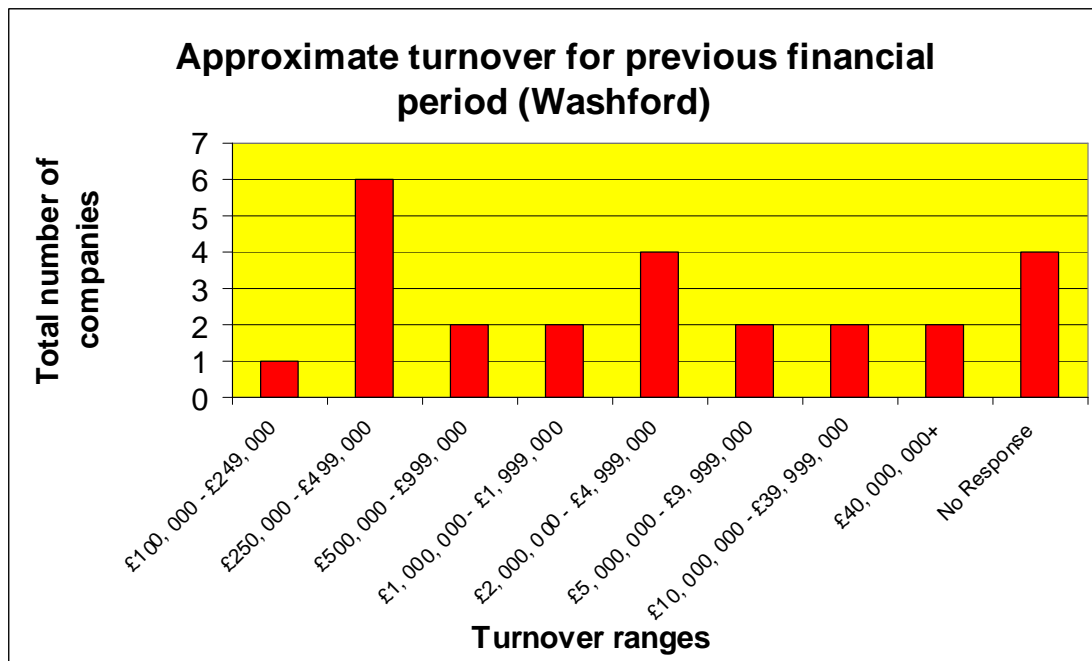


## ***Washford***



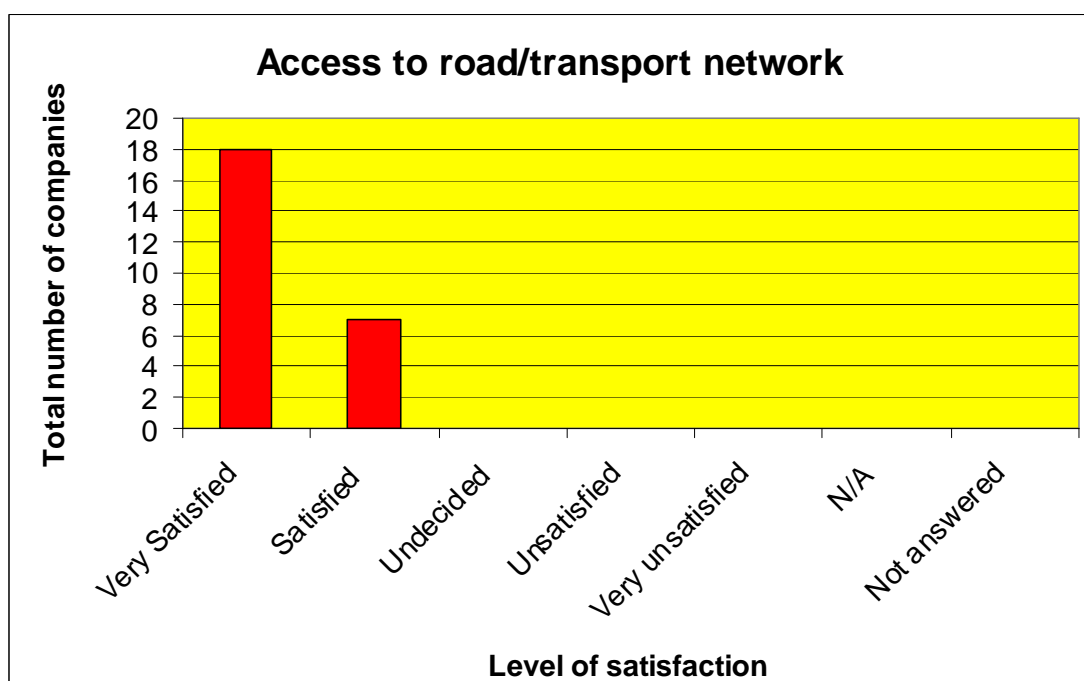
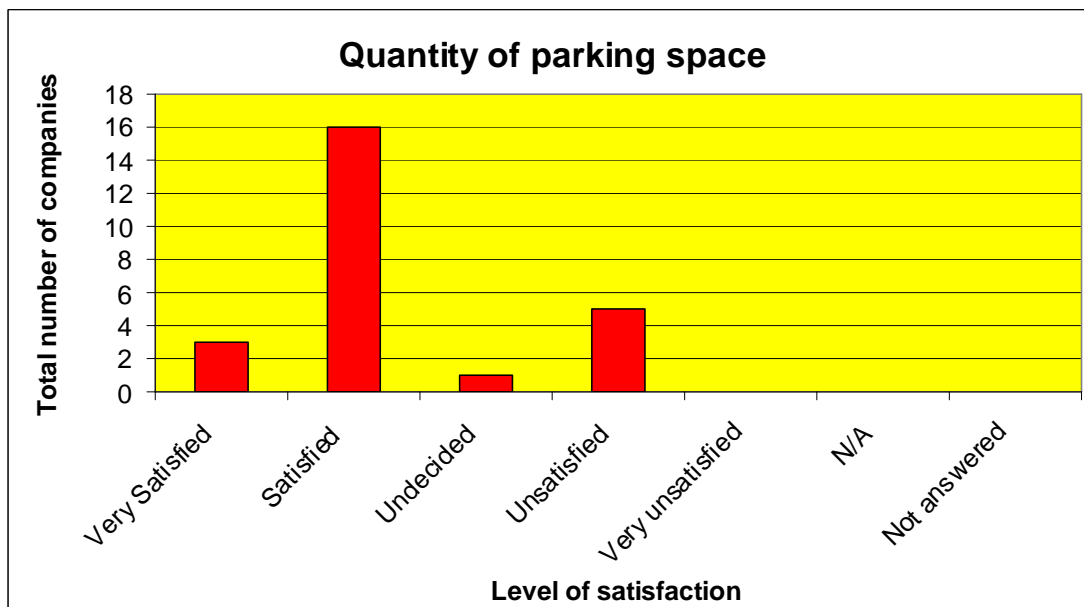


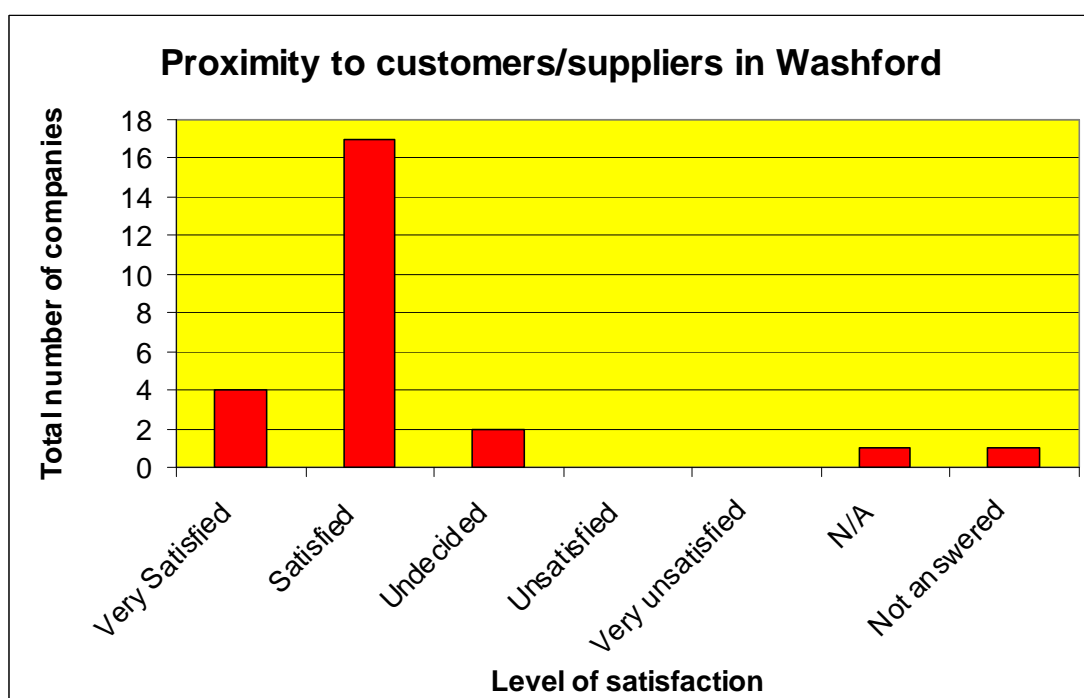
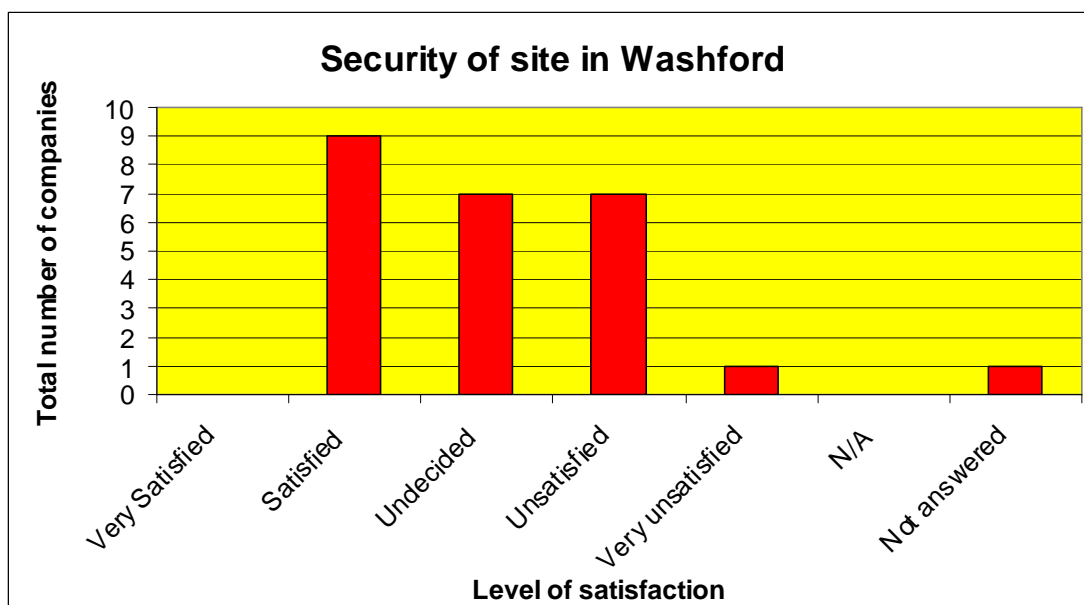


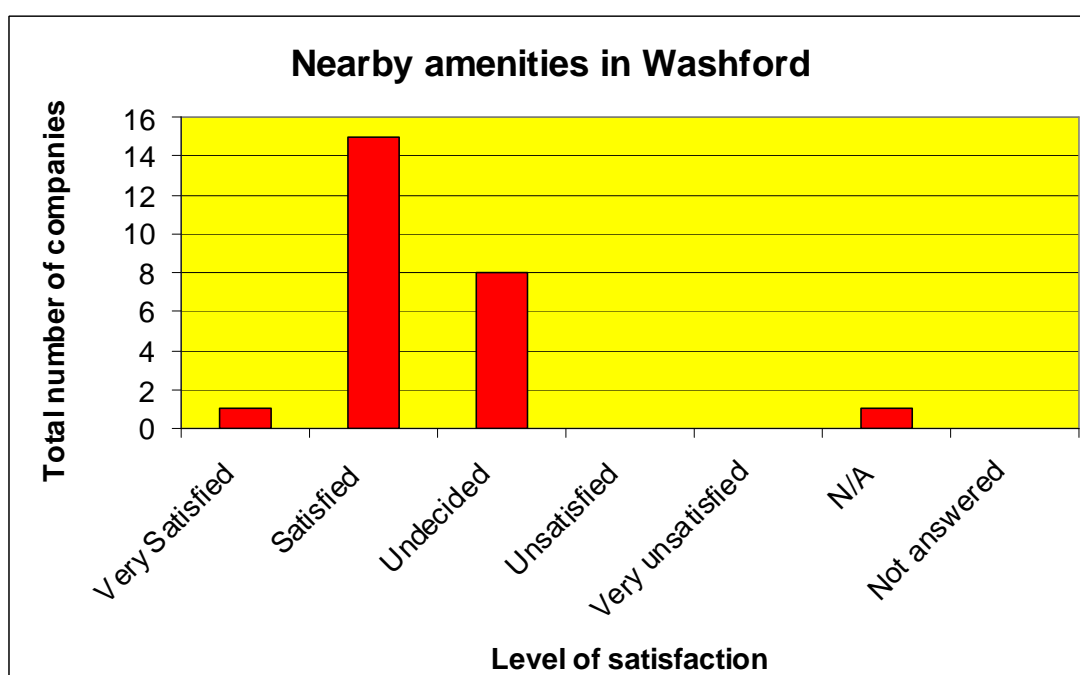
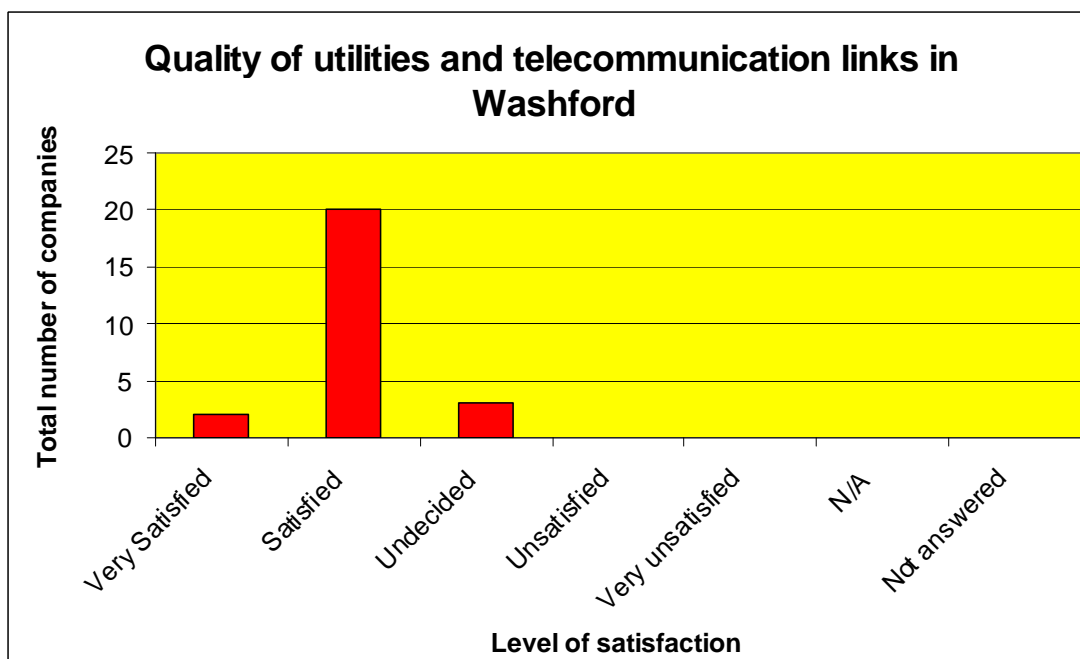


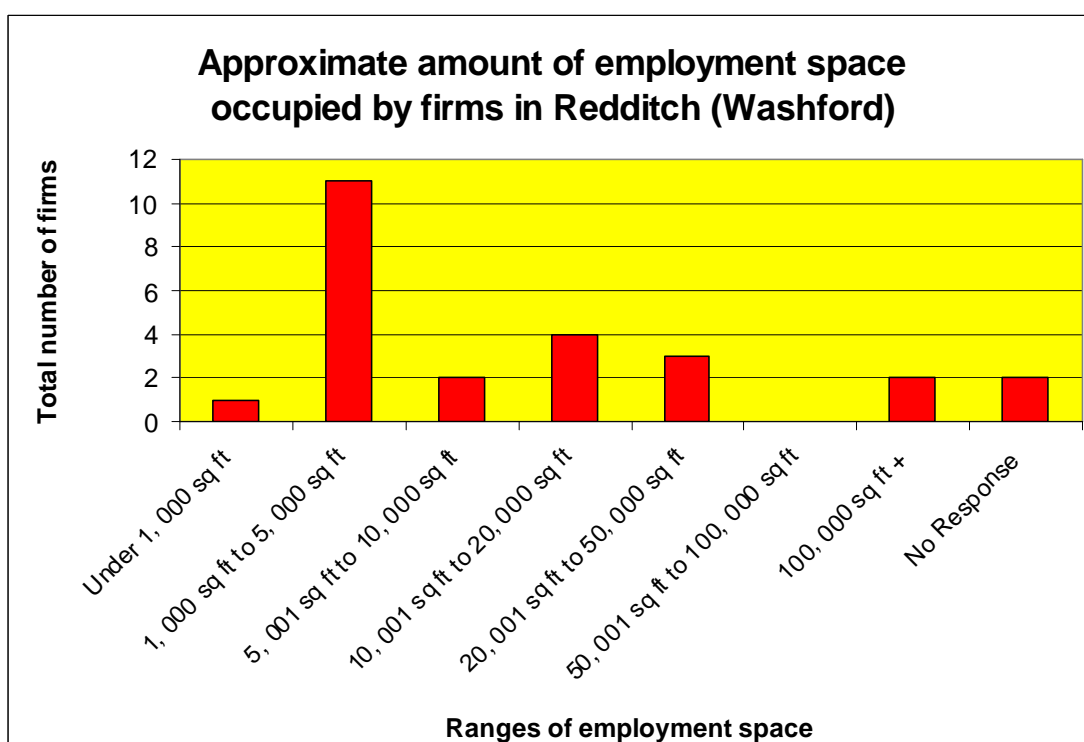
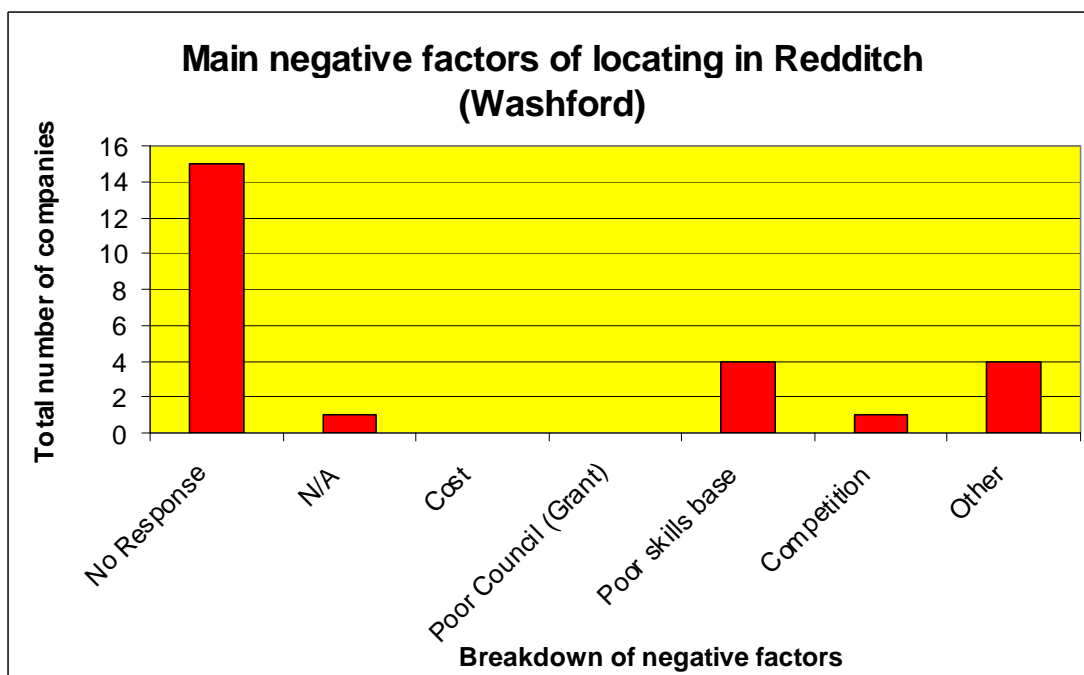


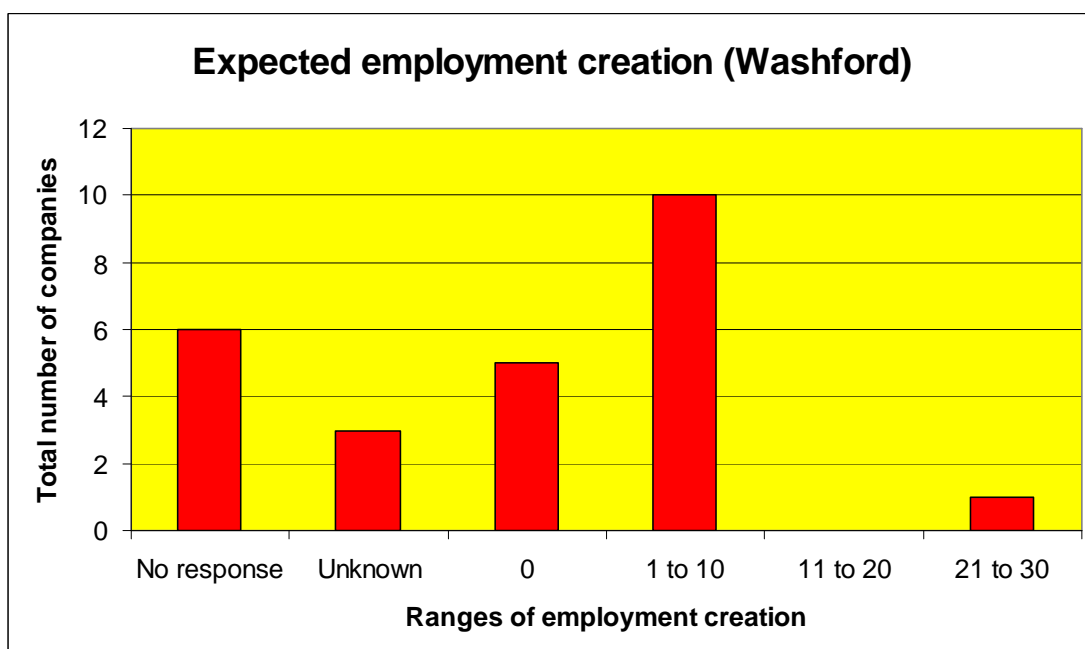
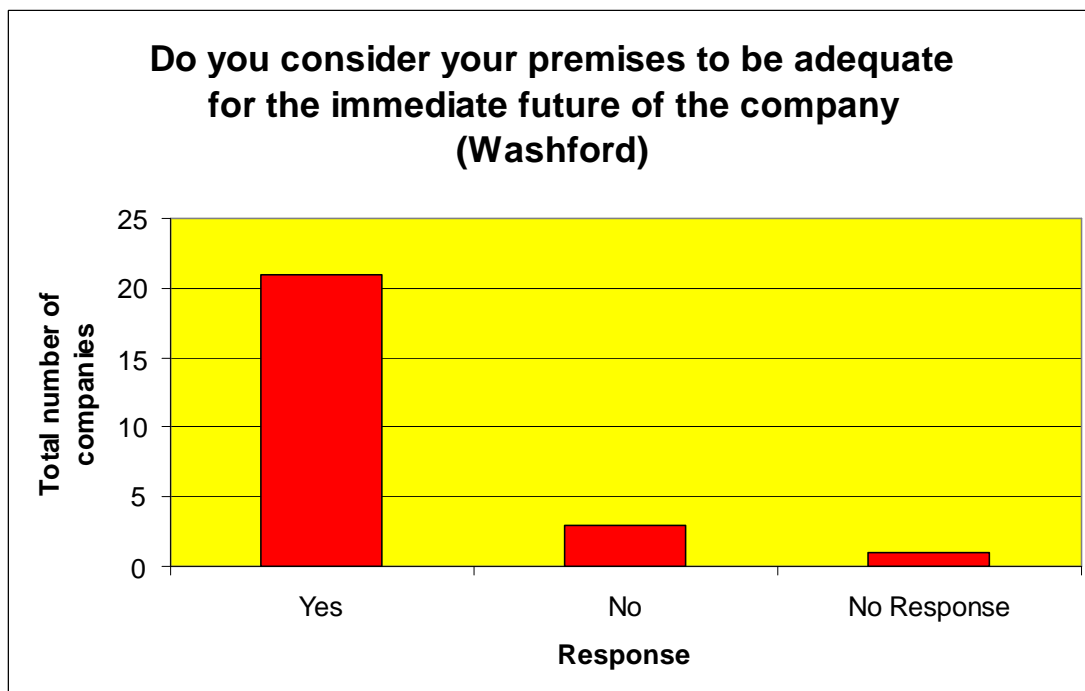


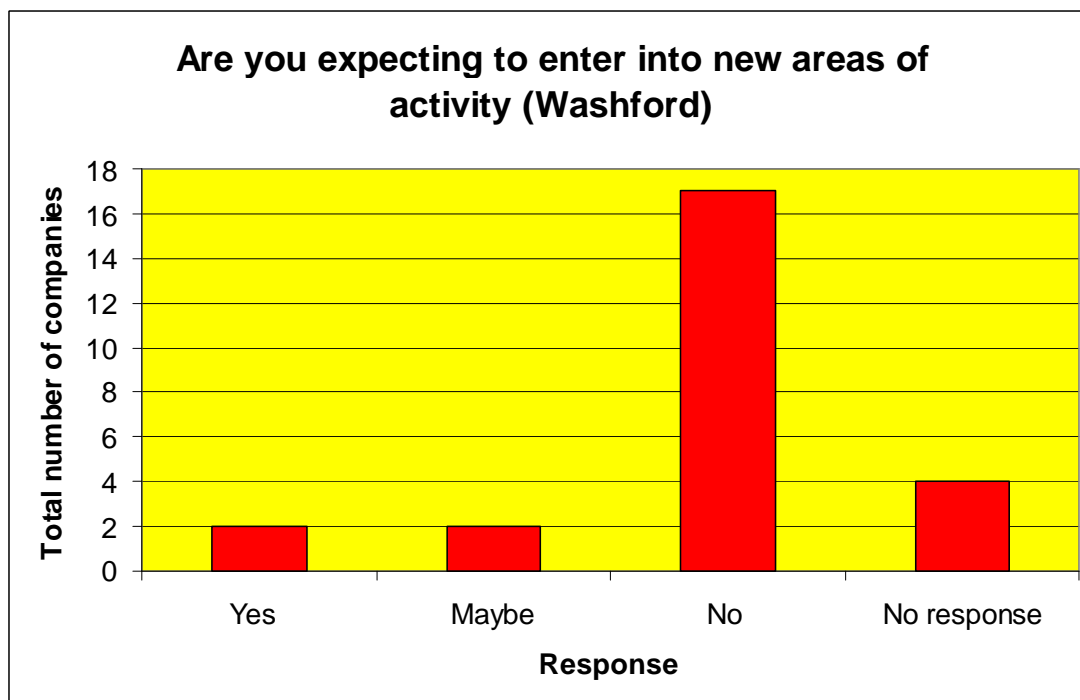


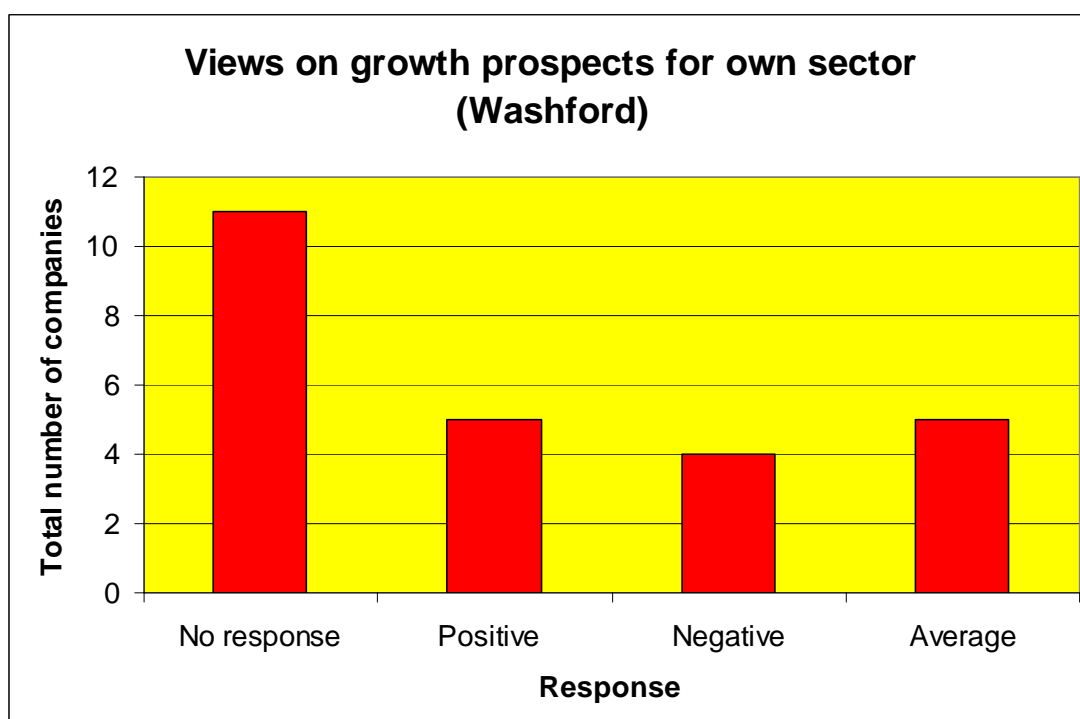
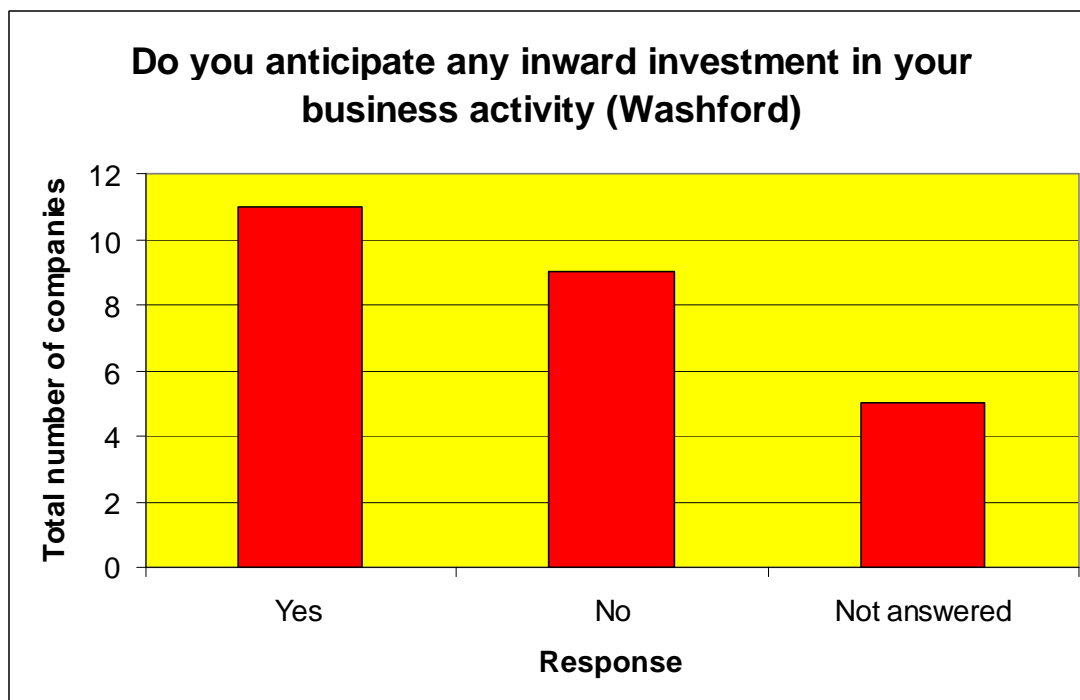




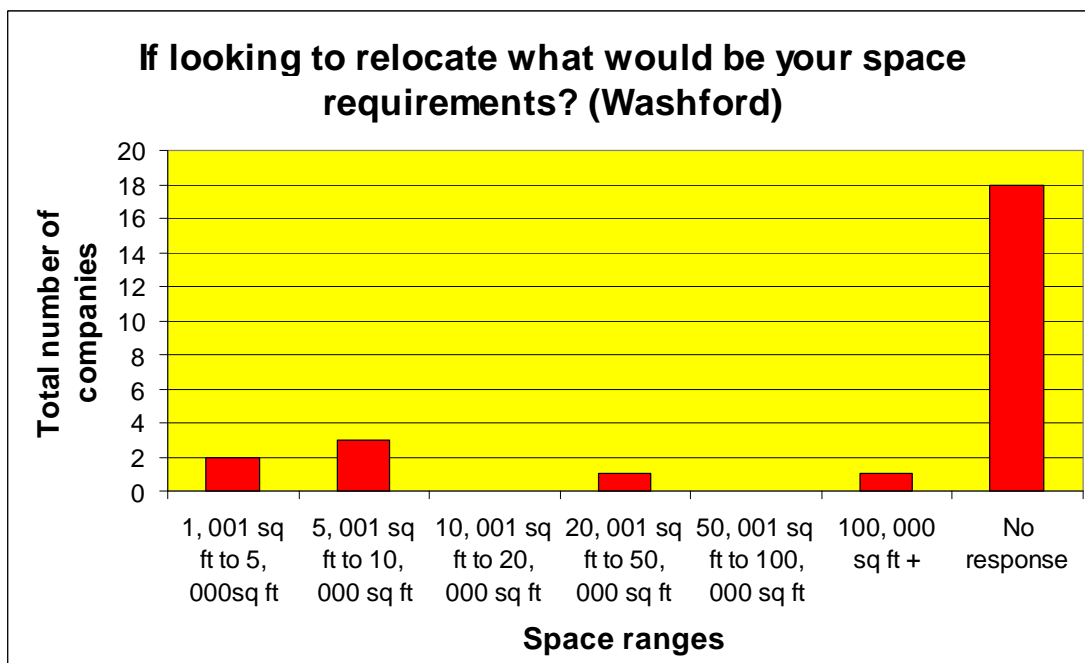
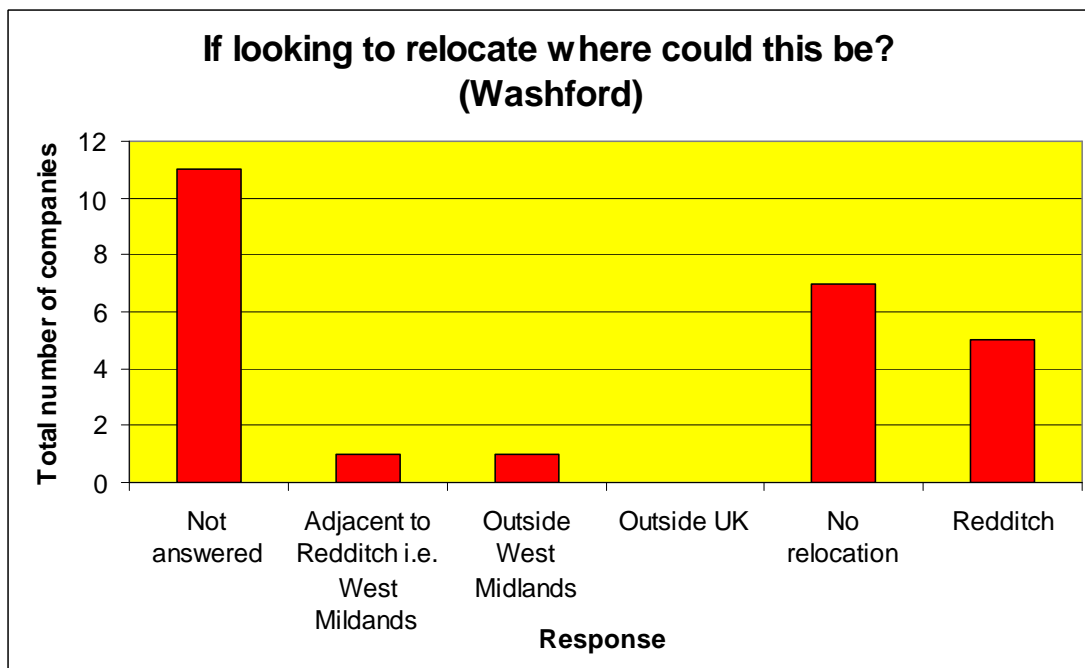


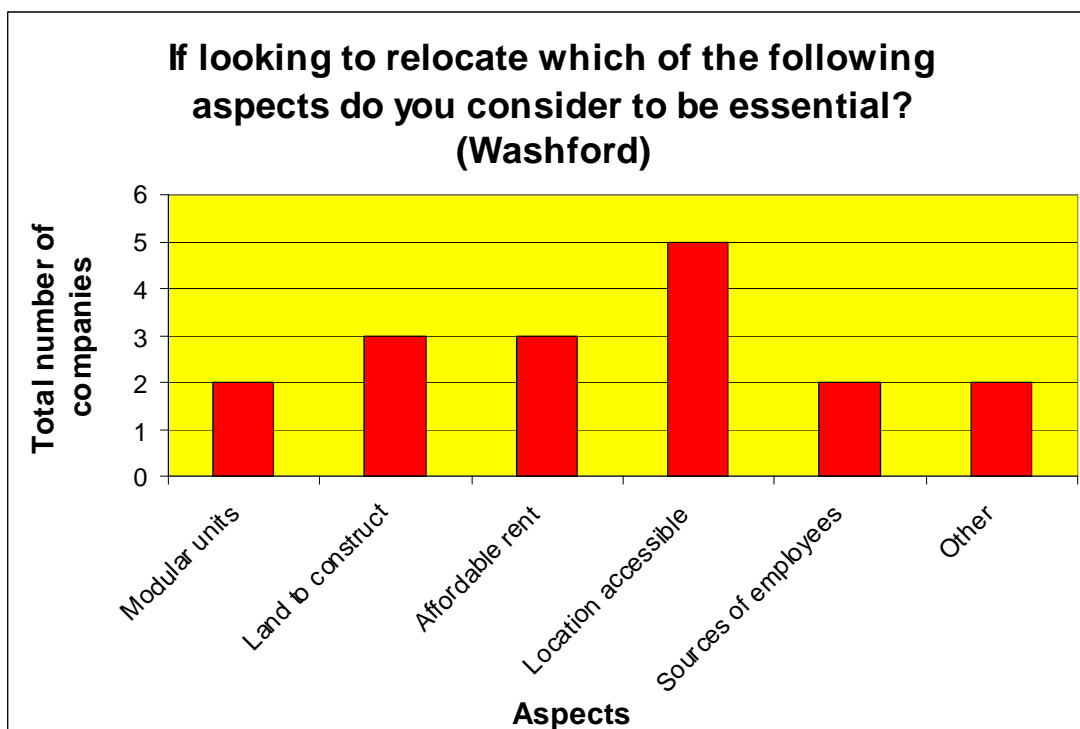
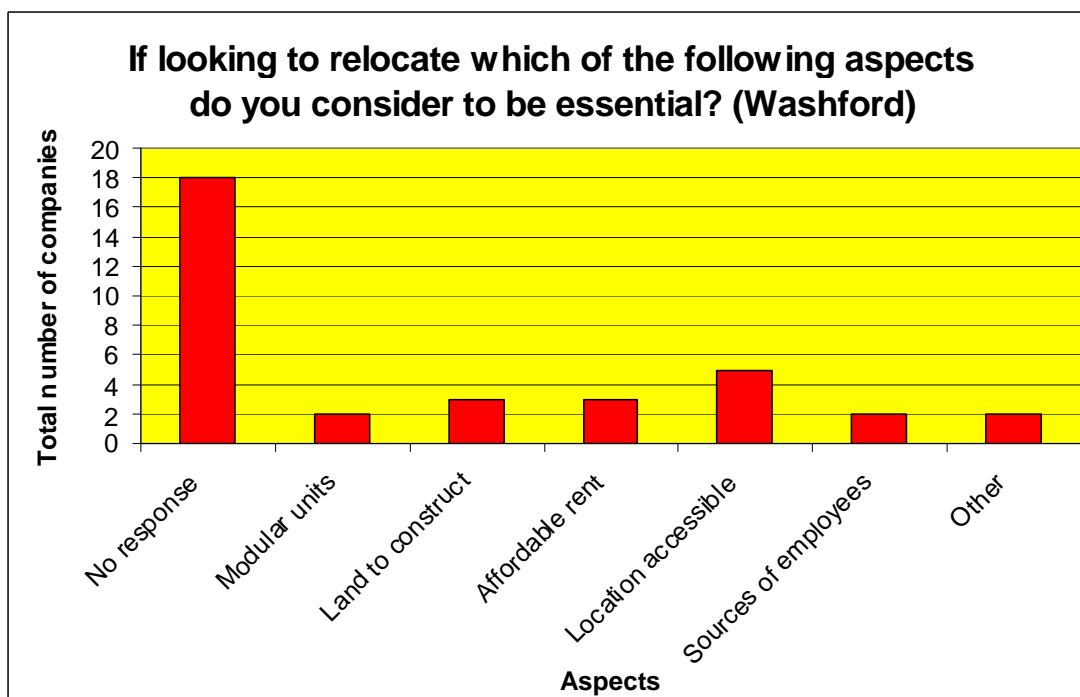


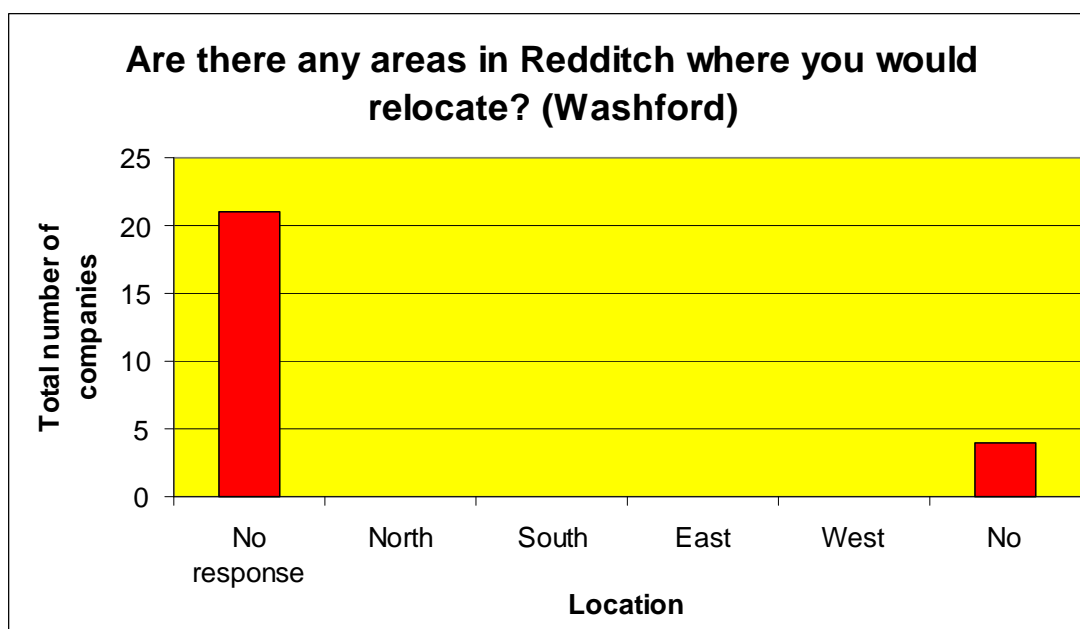
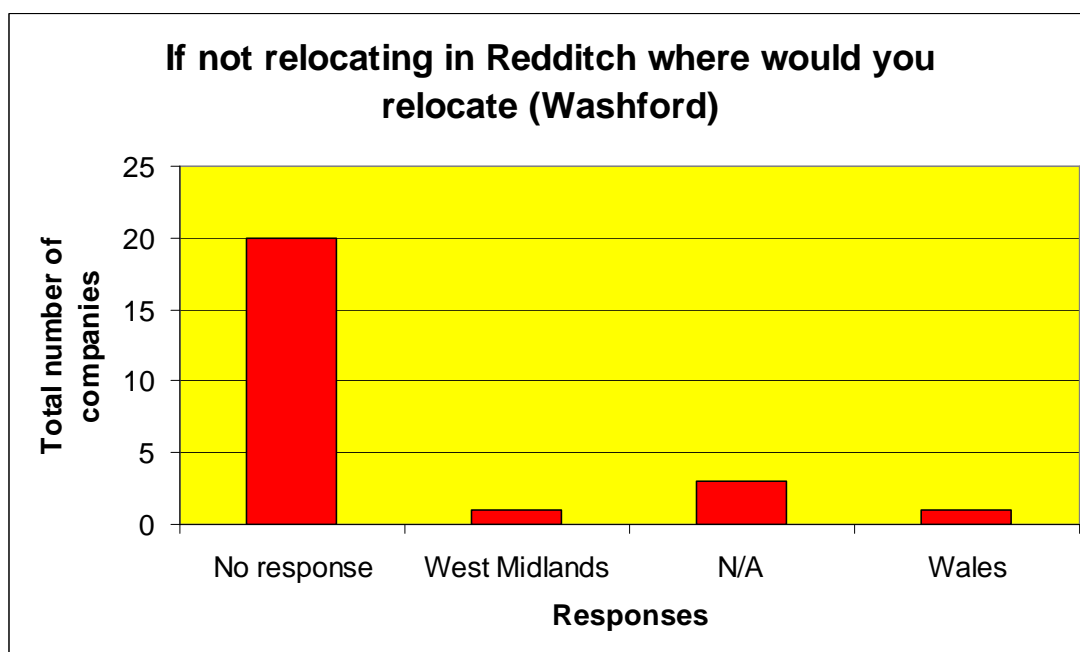


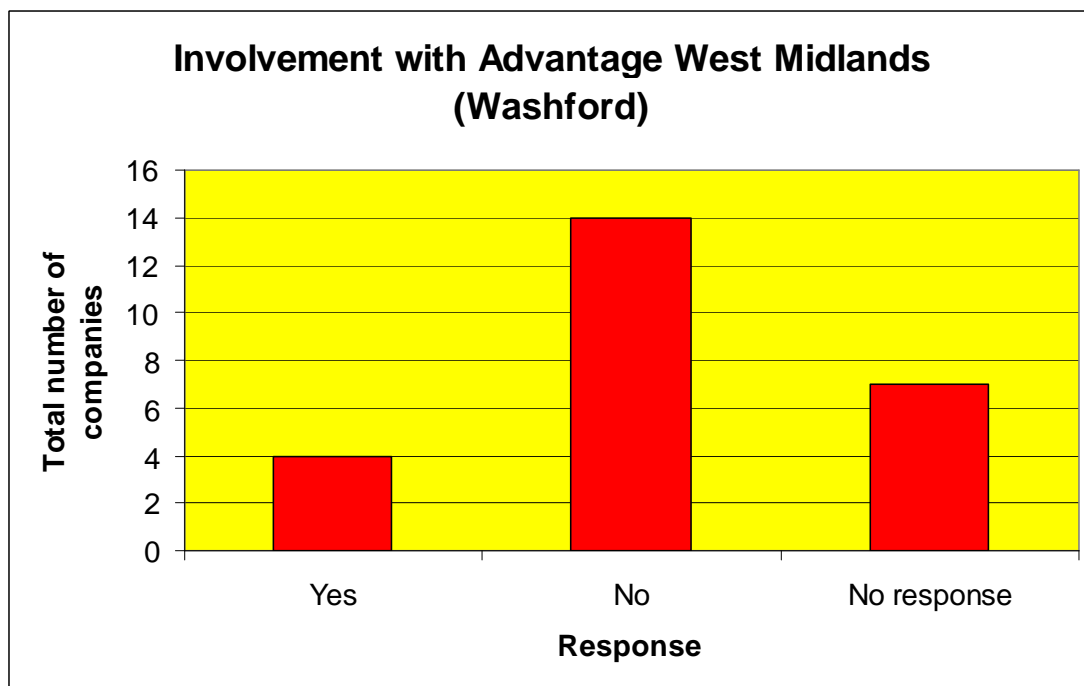






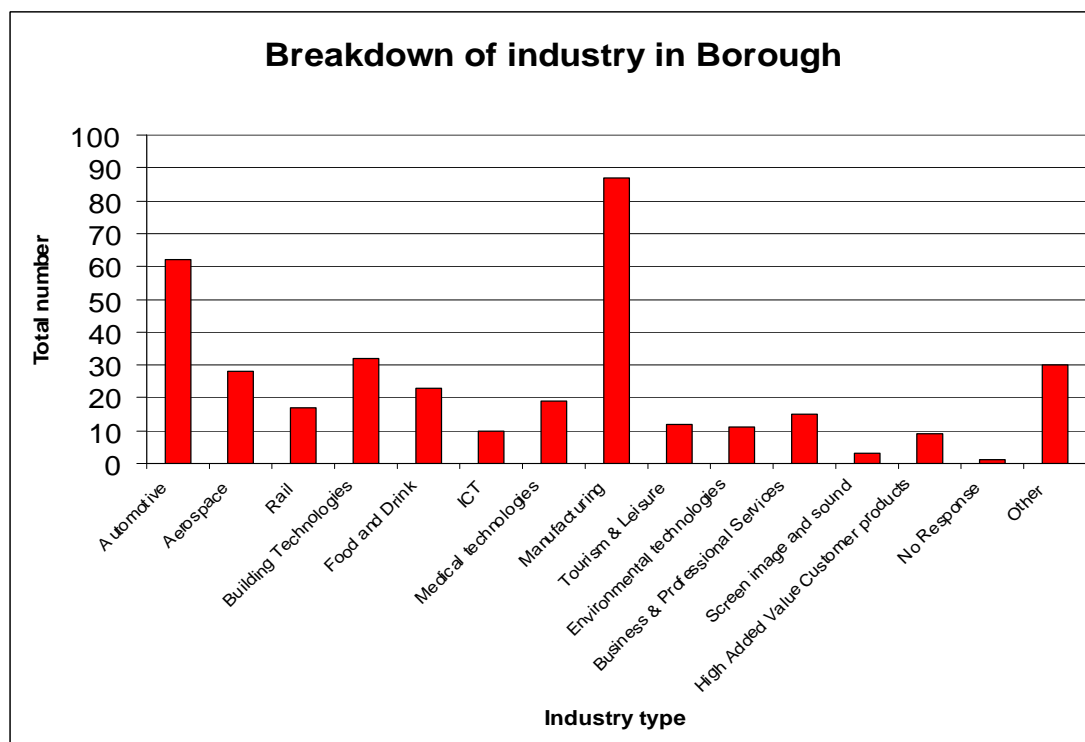




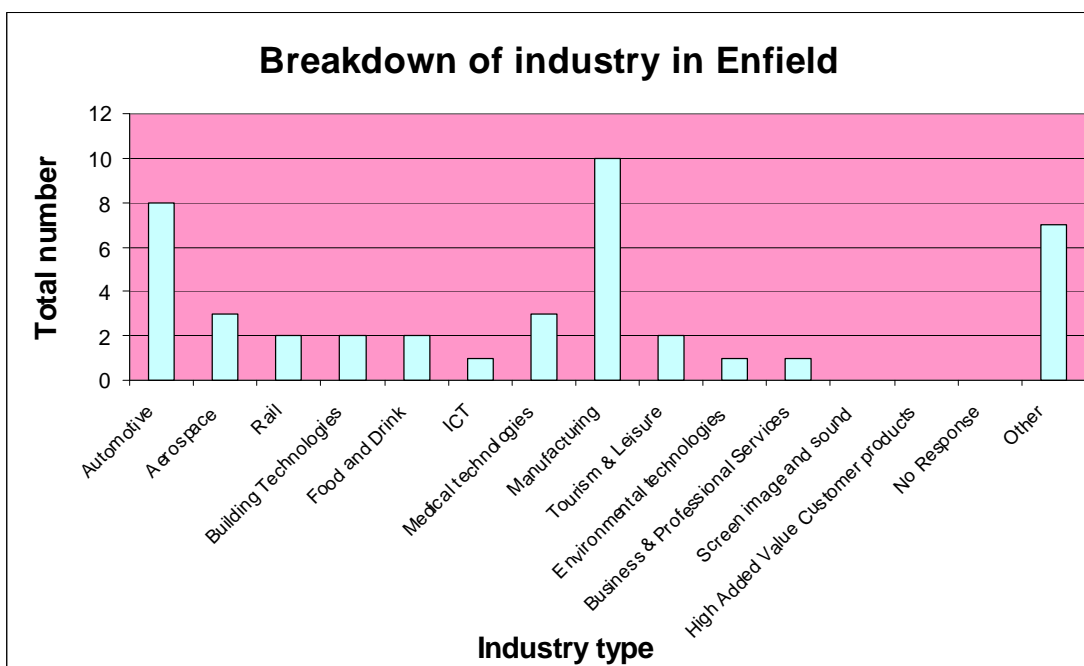
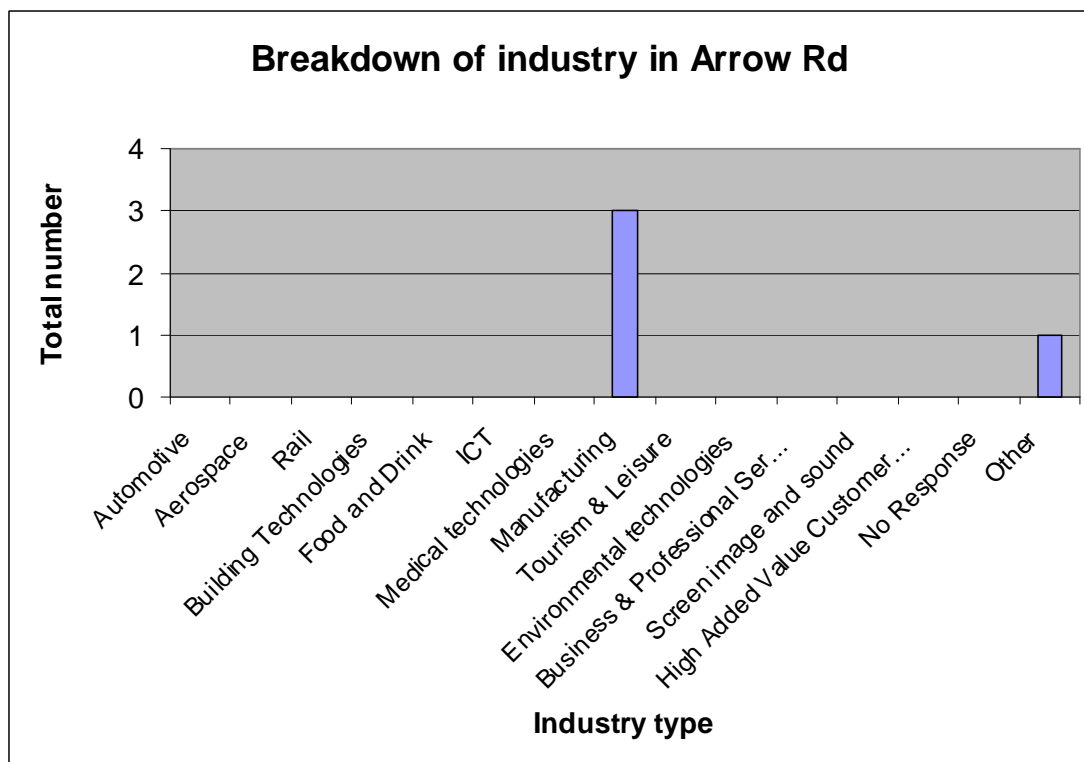


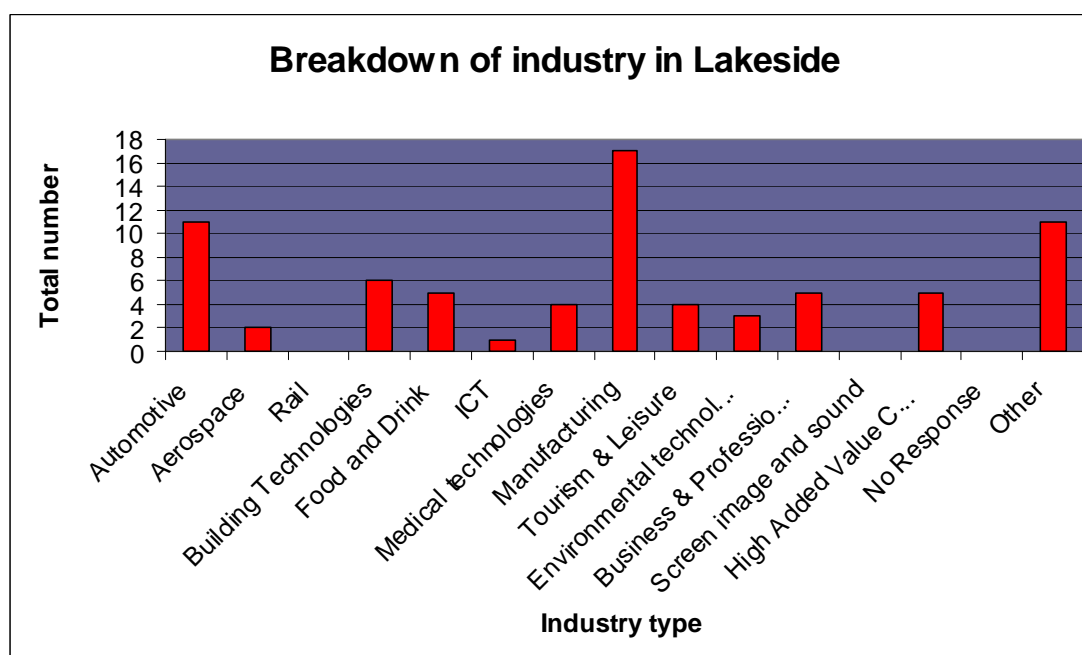
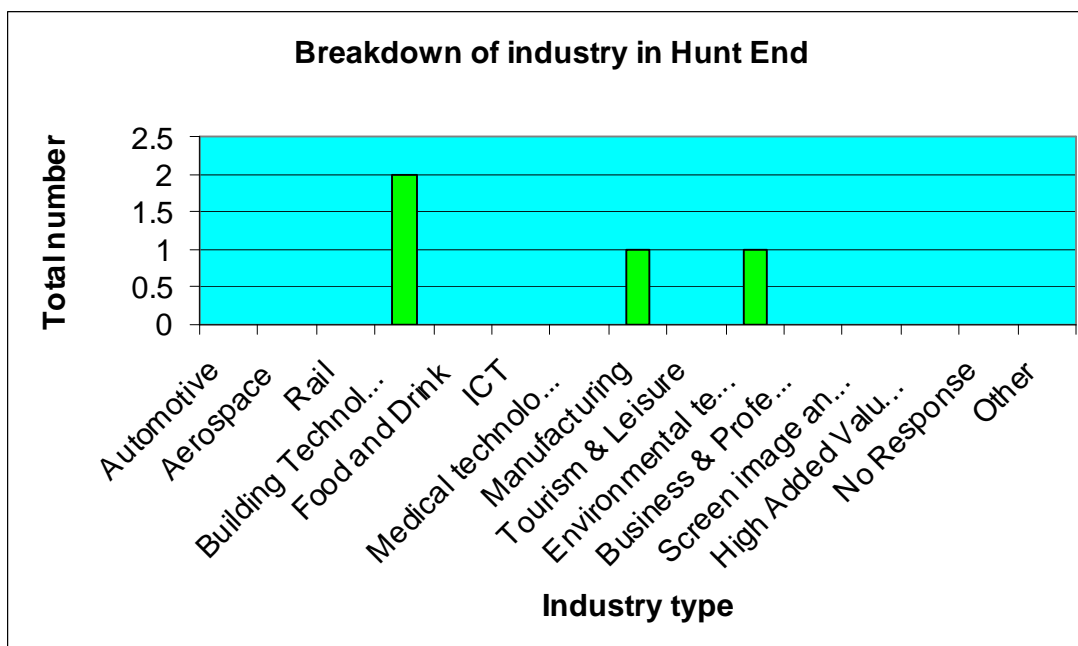
## Appendix 6: Responses to Employment Land Review questions

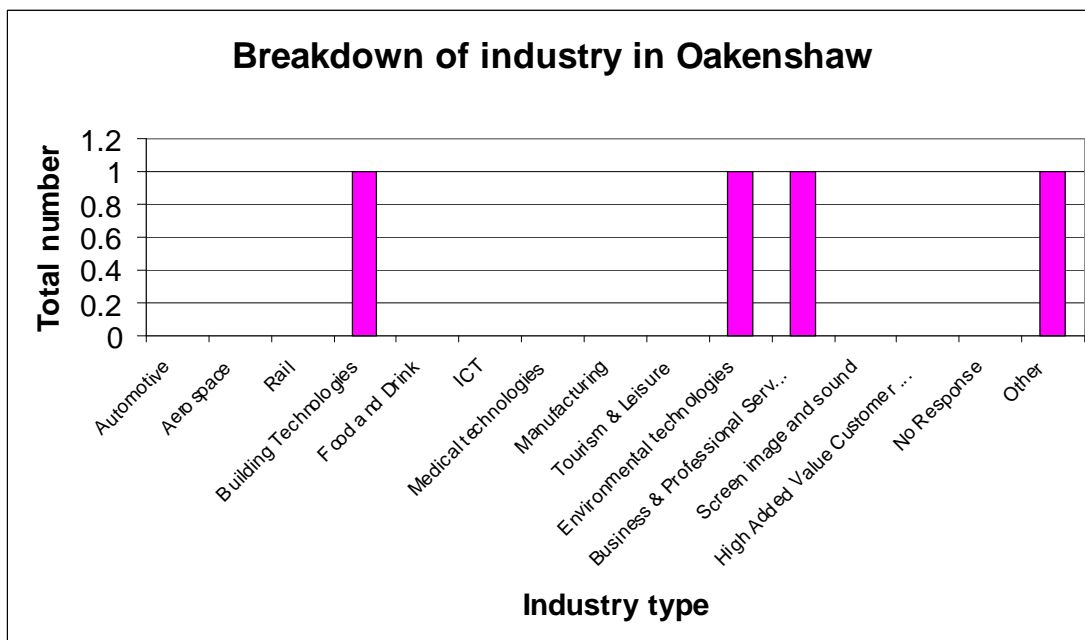
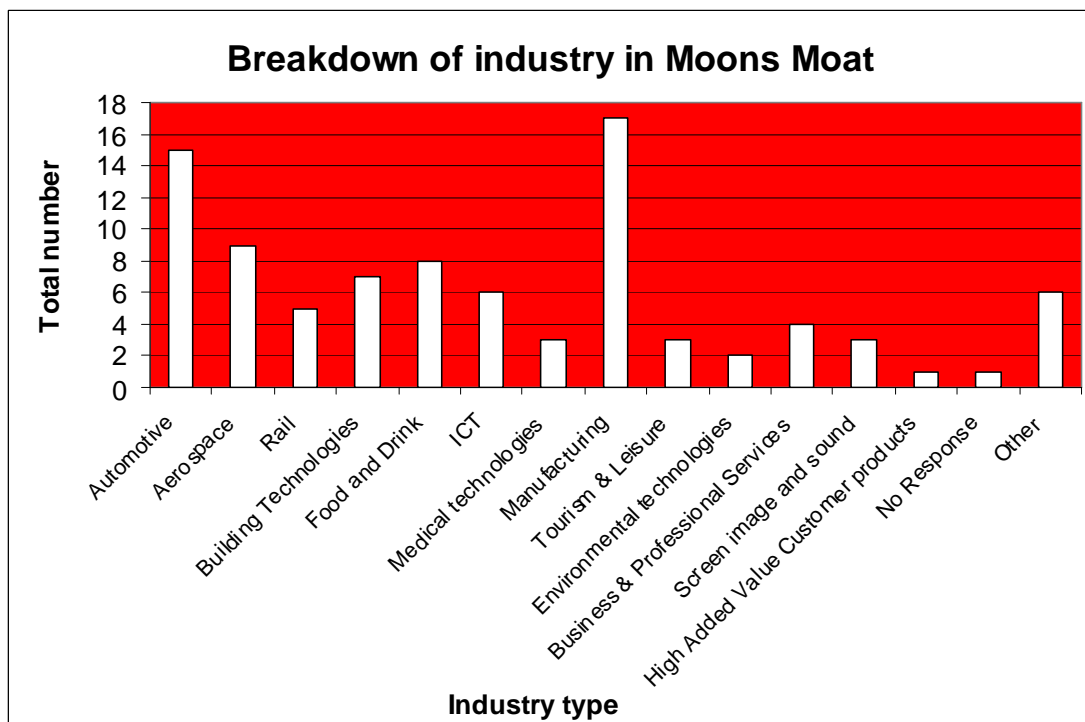
### *Breakdown of Industry<sup>7</sup>*



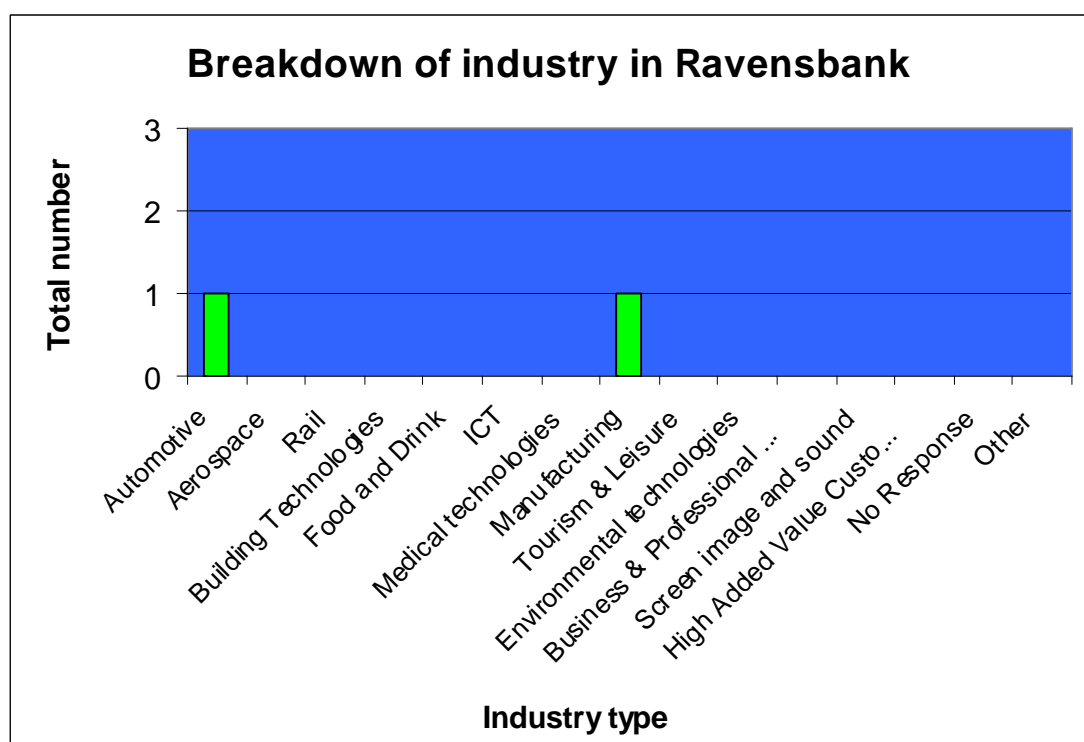
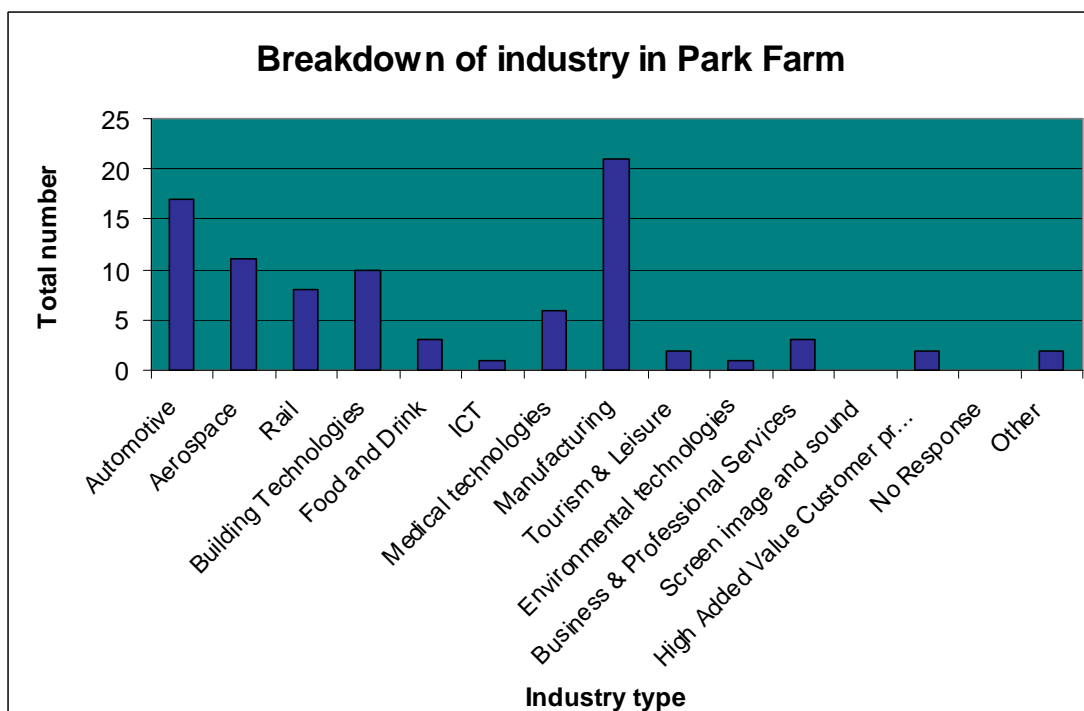
<sup>7</sup> Responses are compiled in the order that the questions appear in the Employment Land Review Questionnaire and within each question, graphs are compiled alphabetically by location.

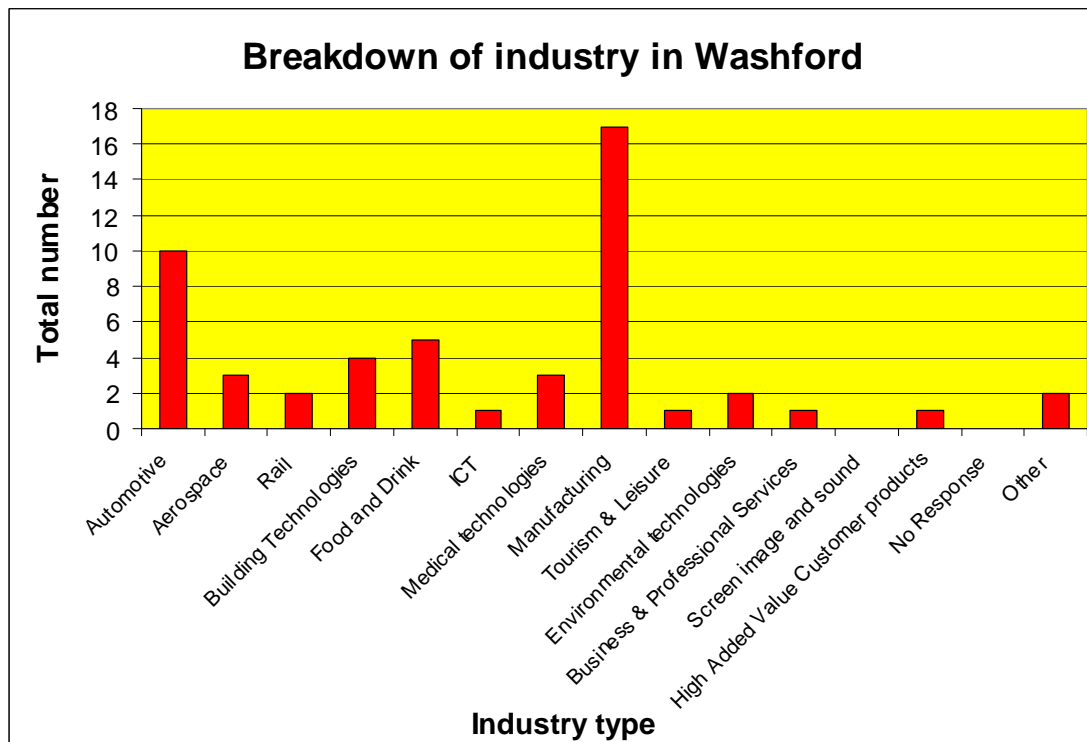




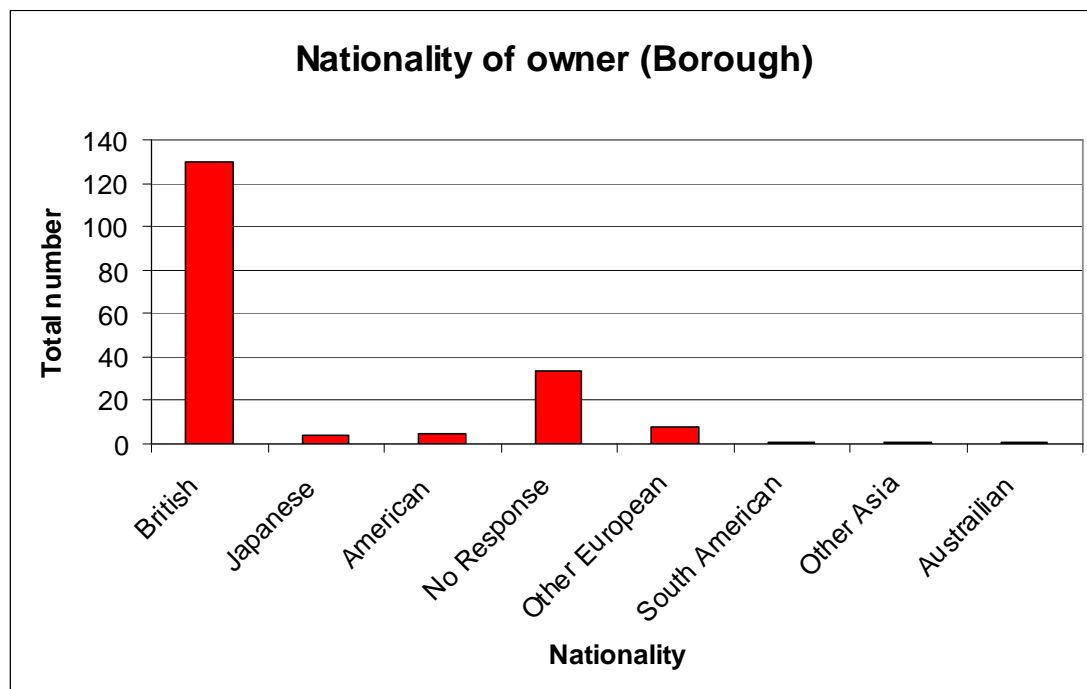


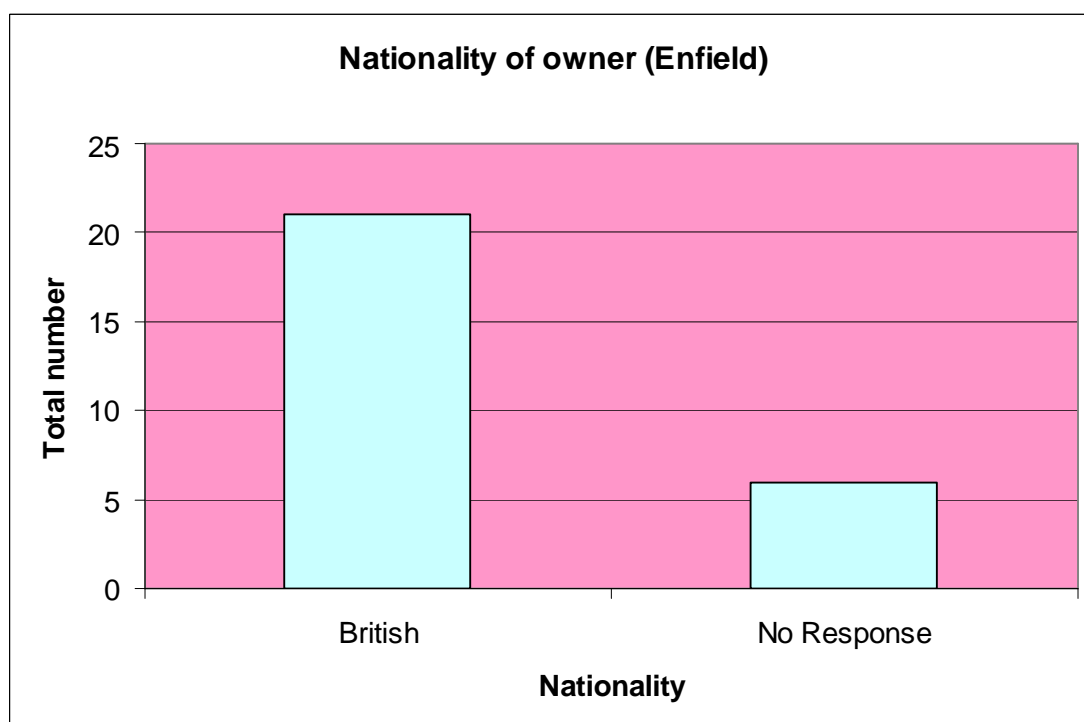
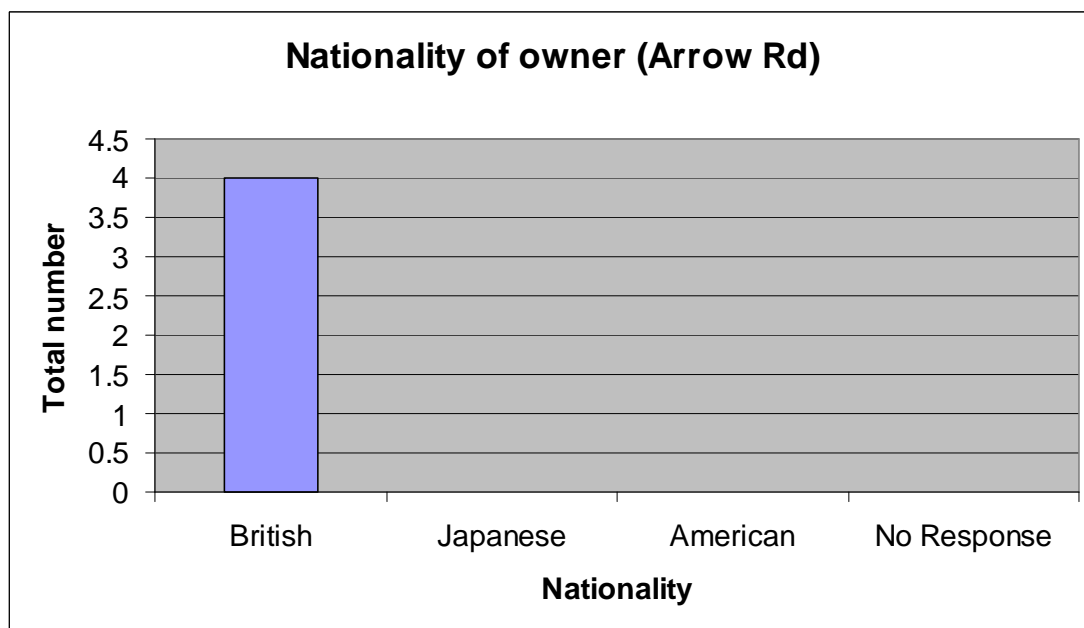


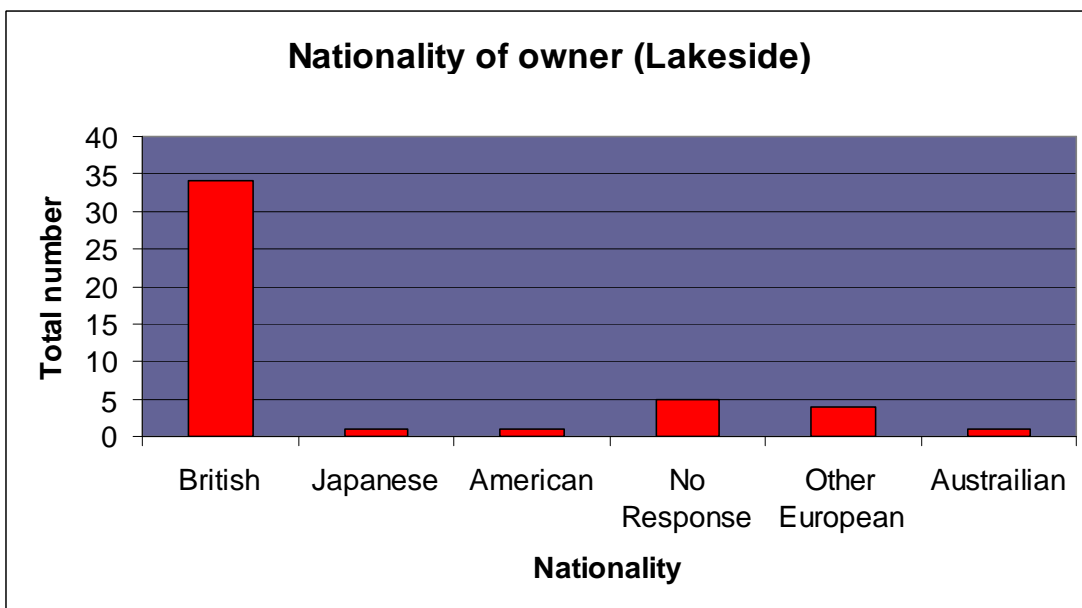
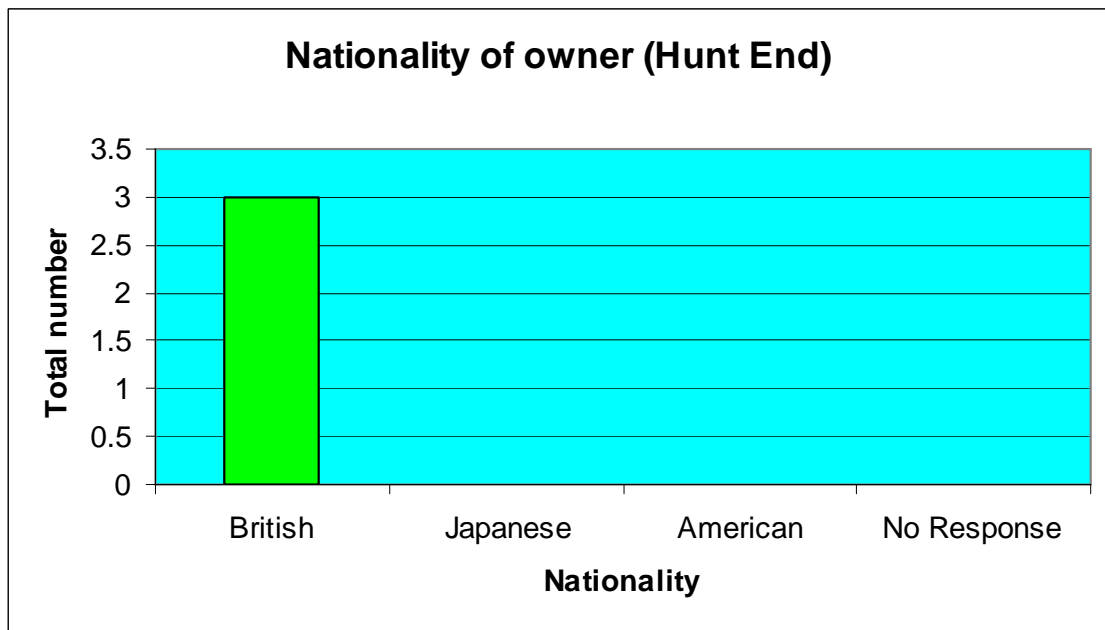


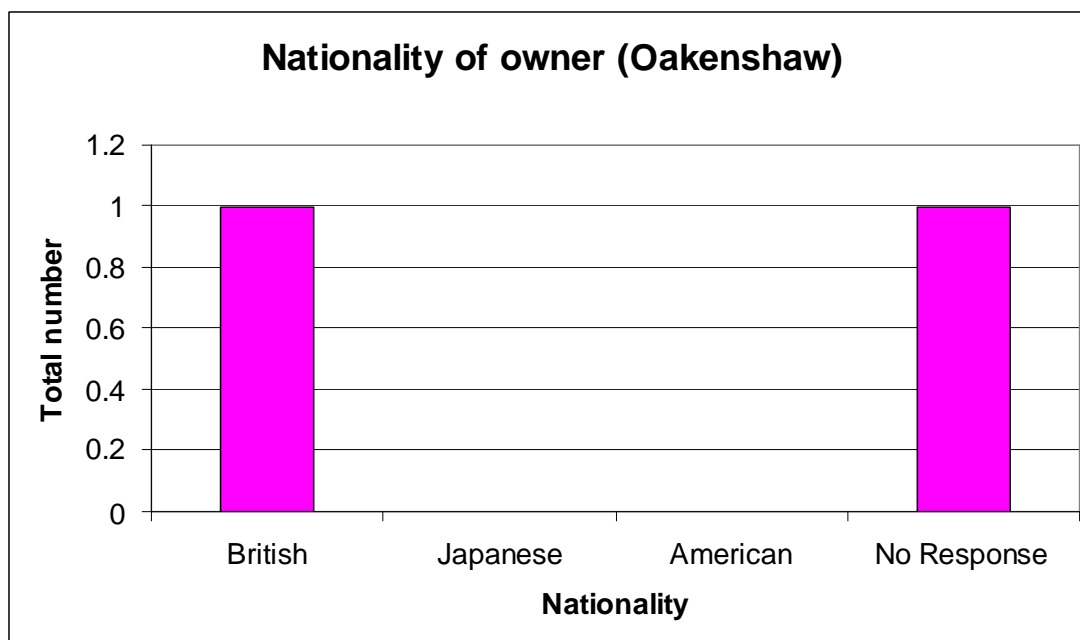
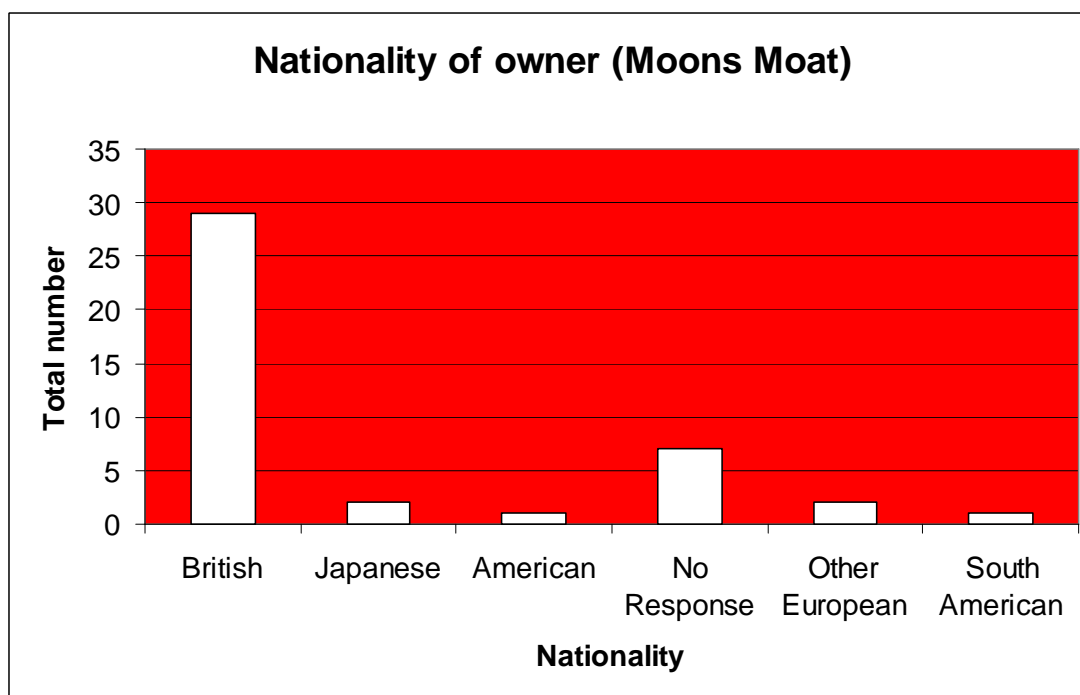


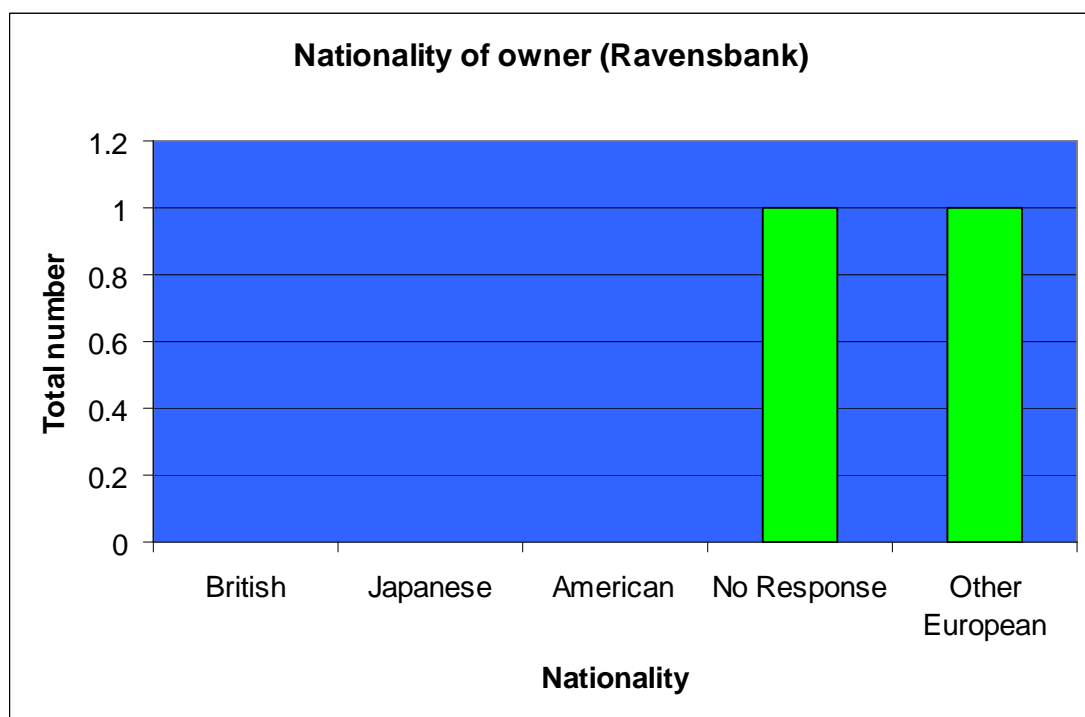
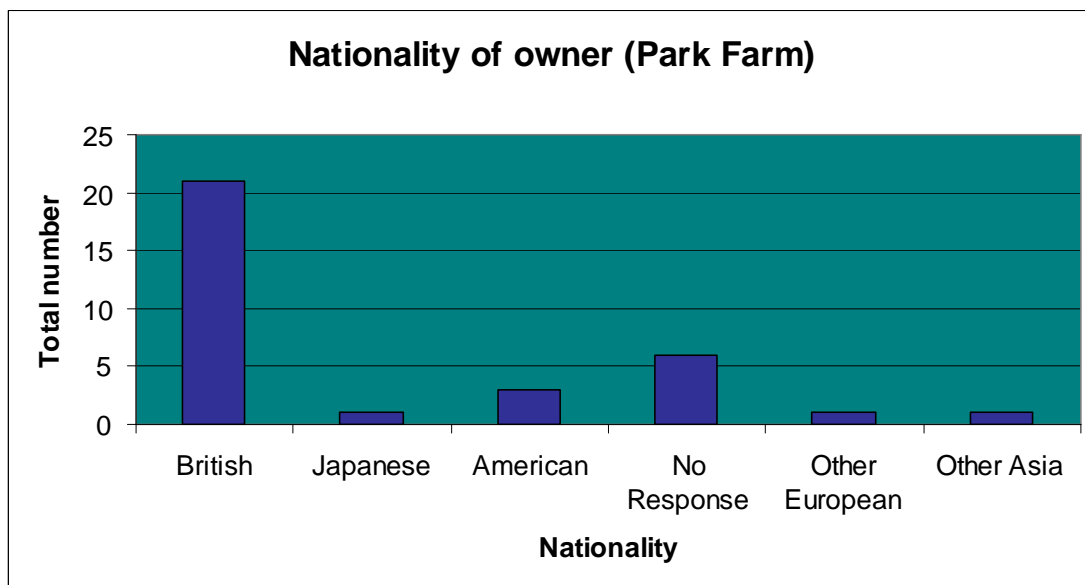
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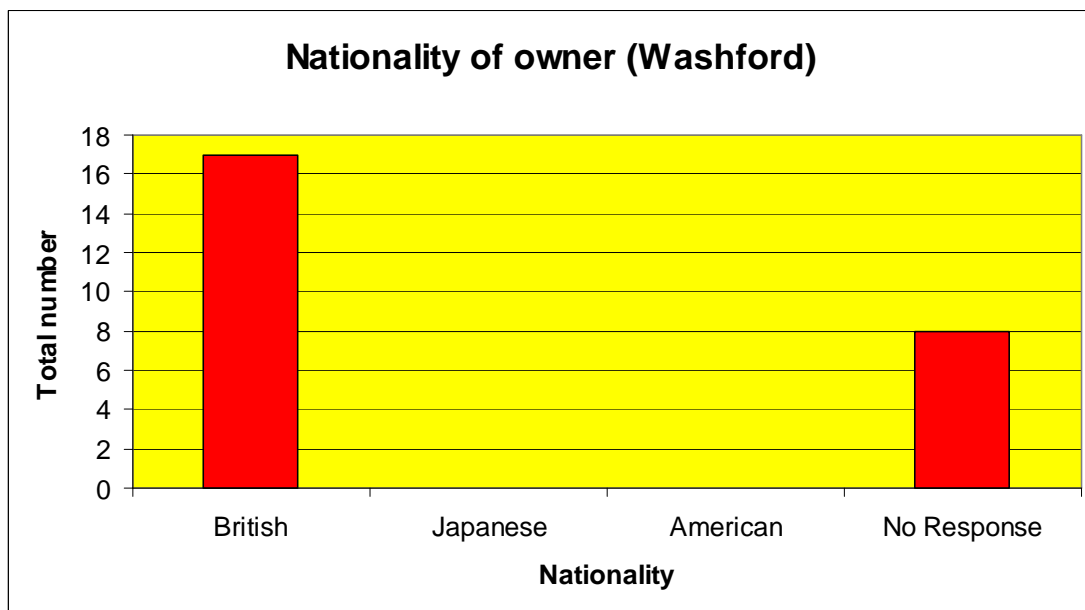




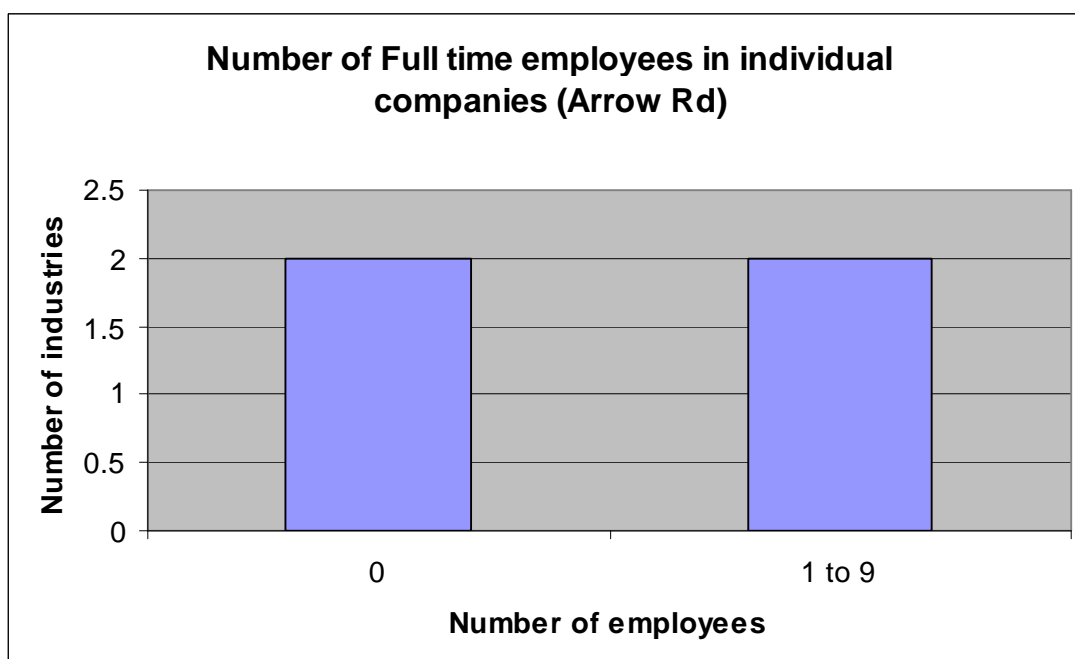
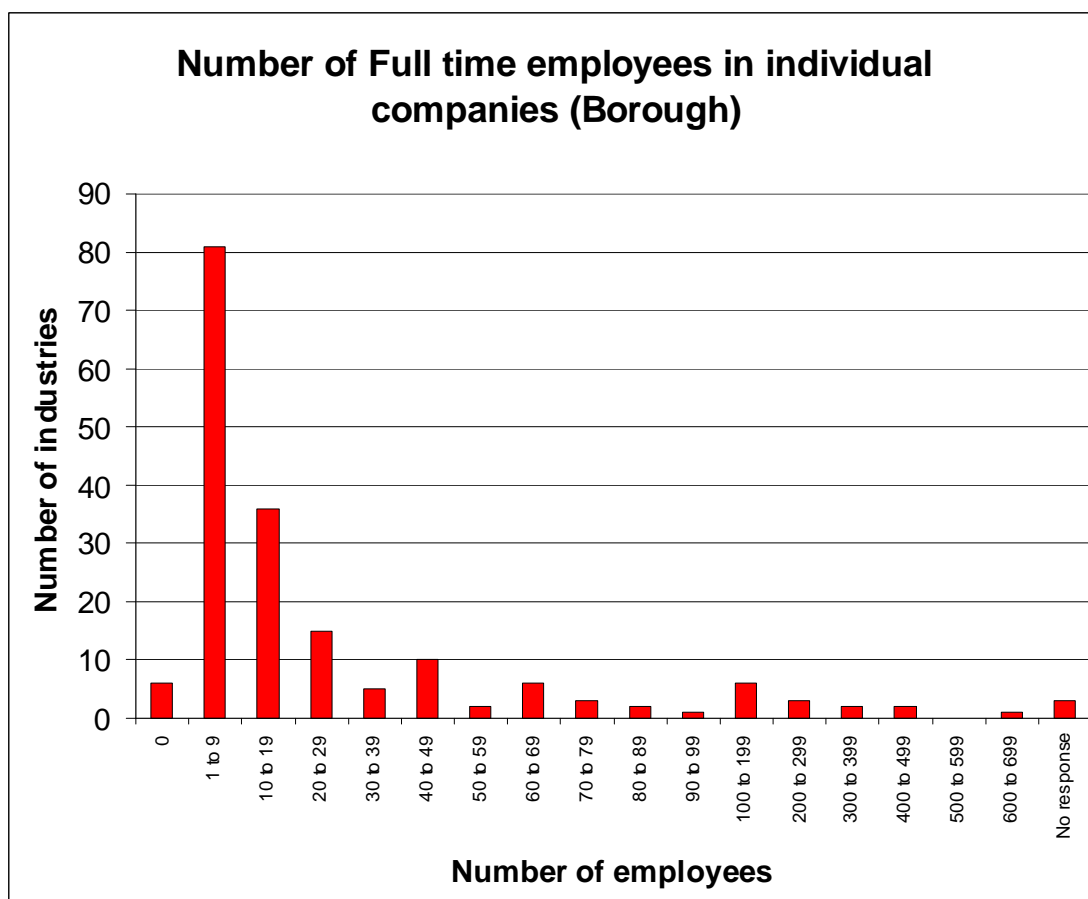




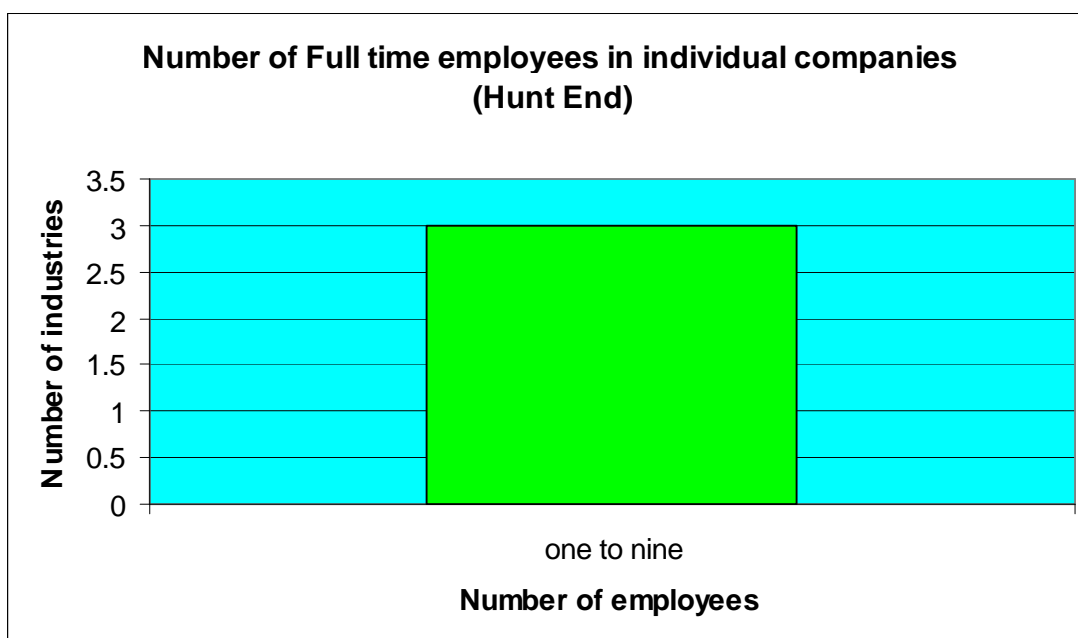
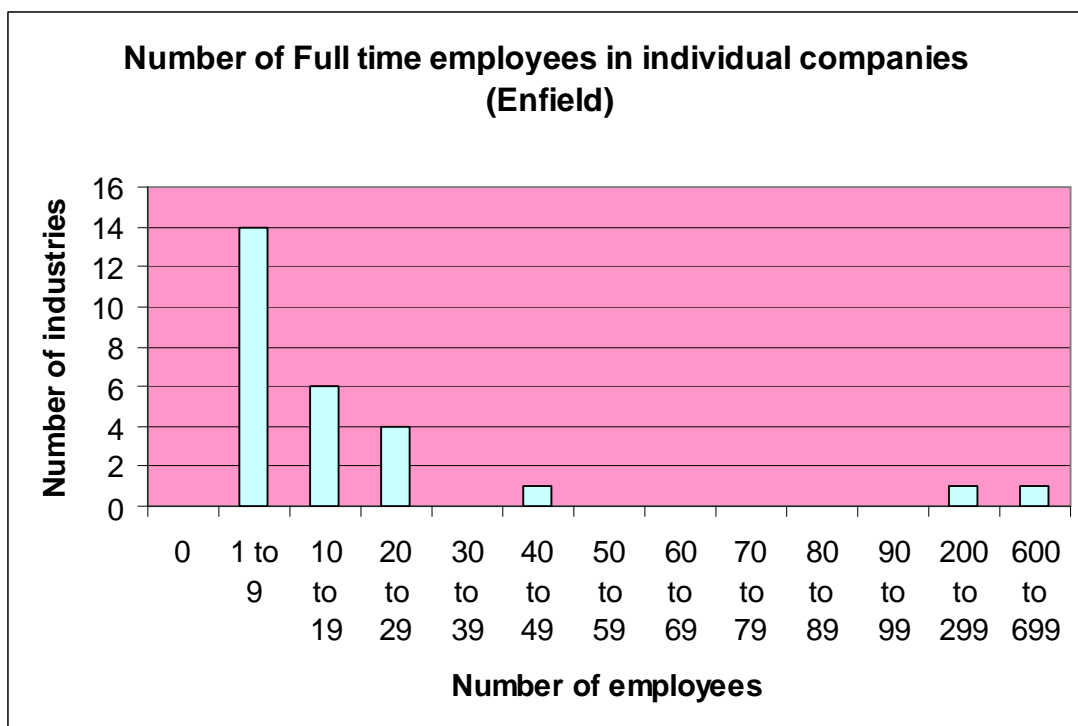


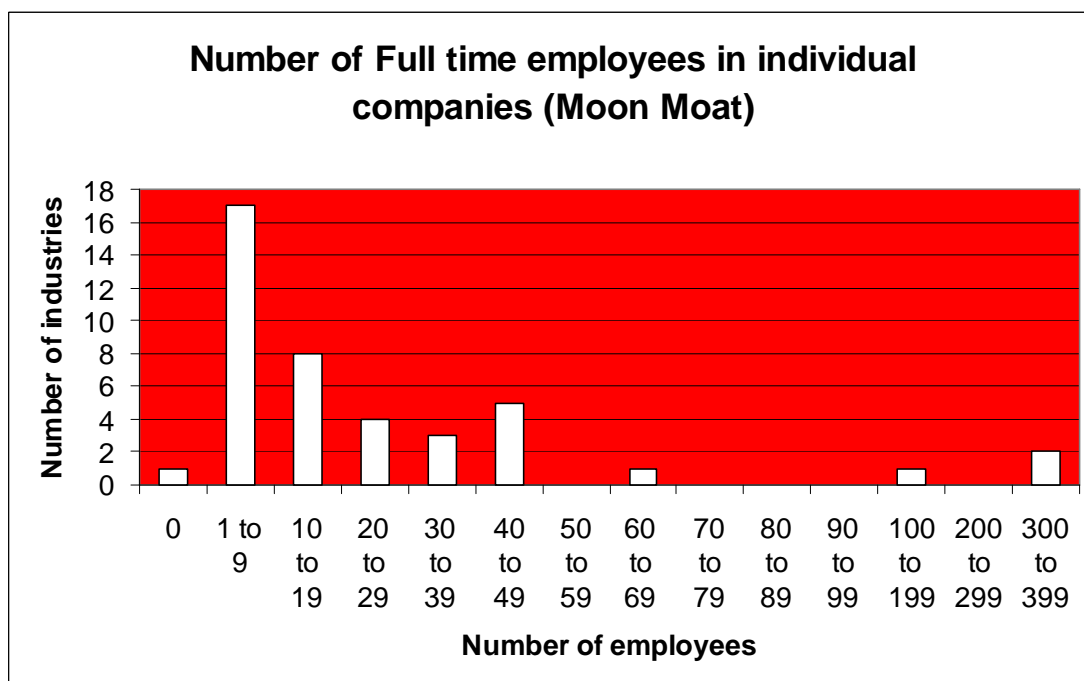
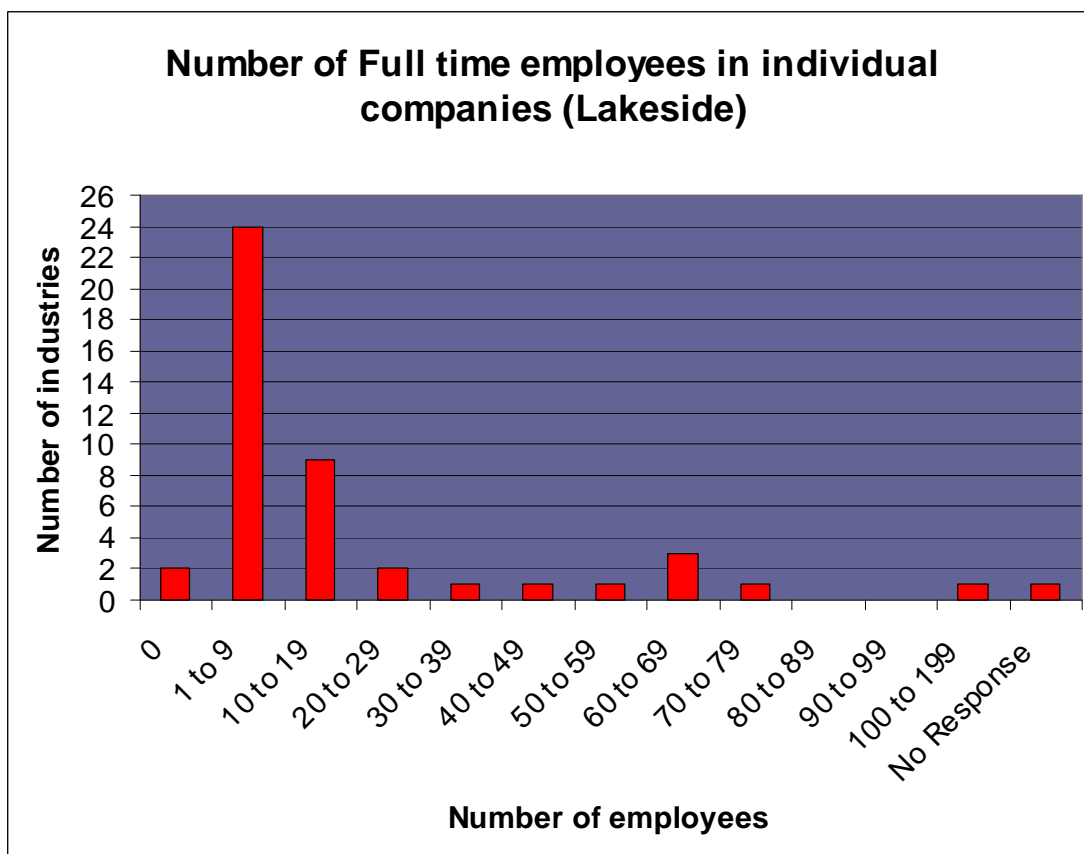


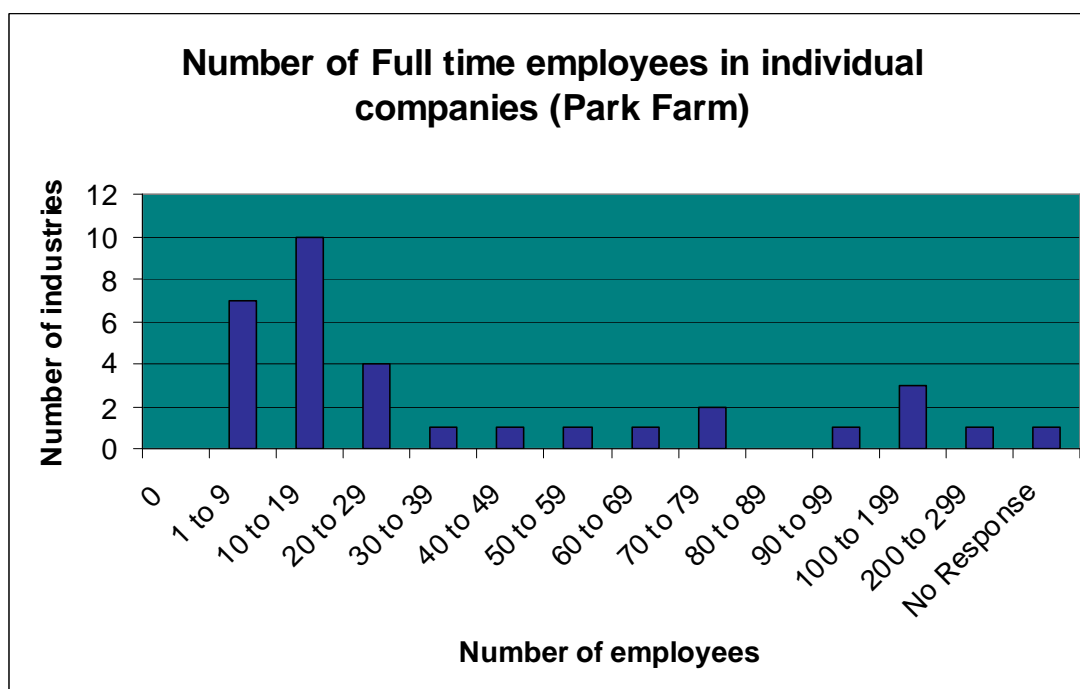
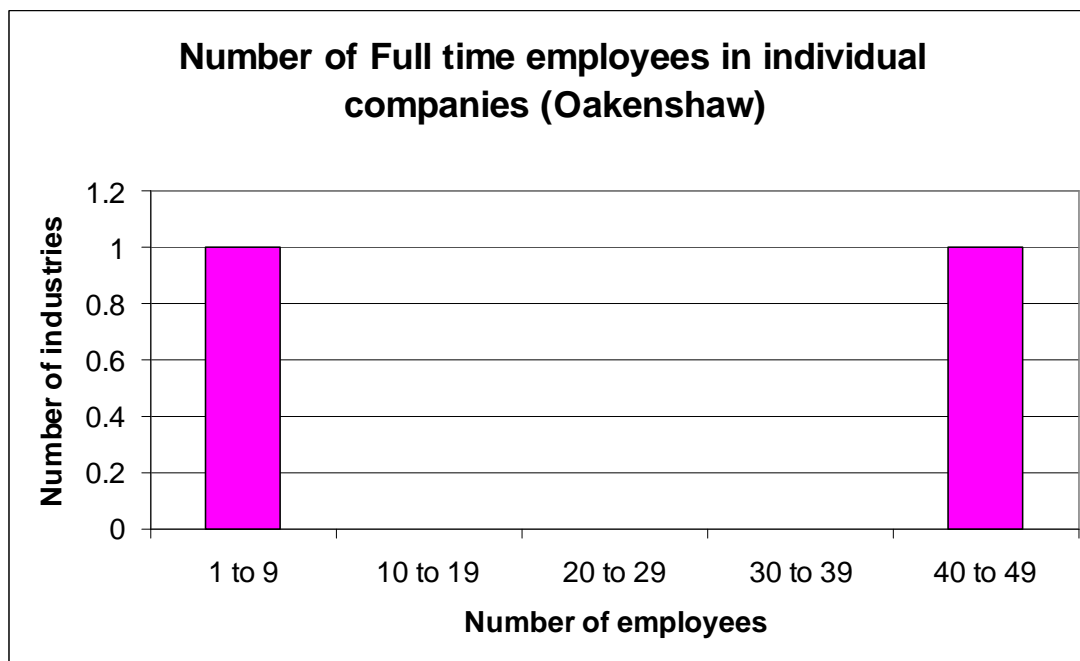
### ***Full Time Employees***

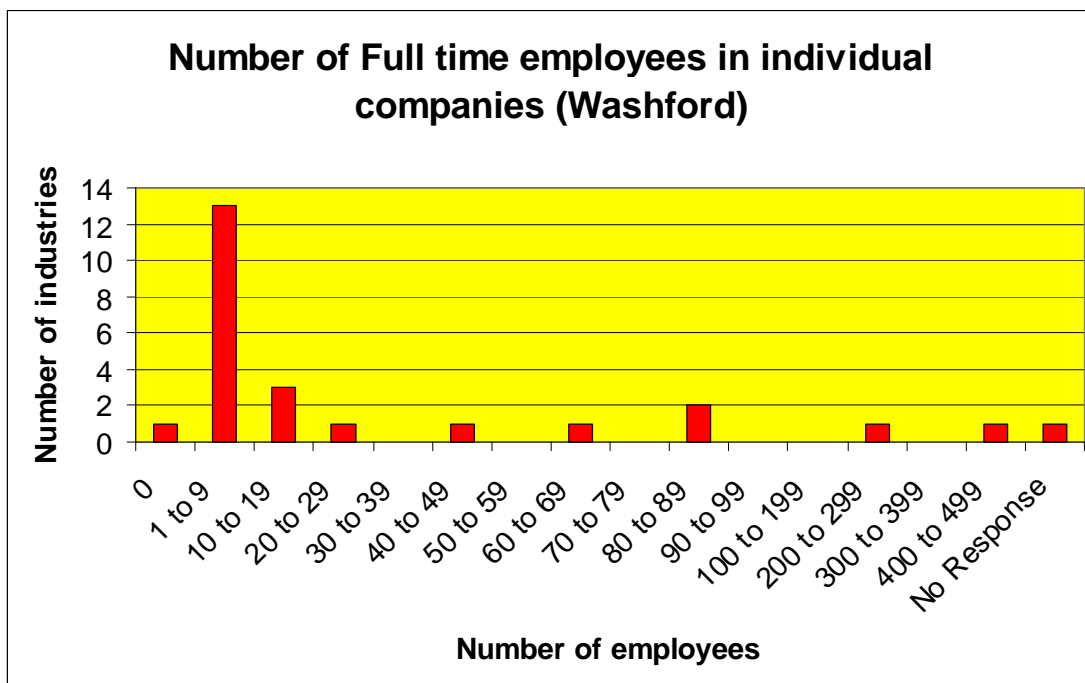
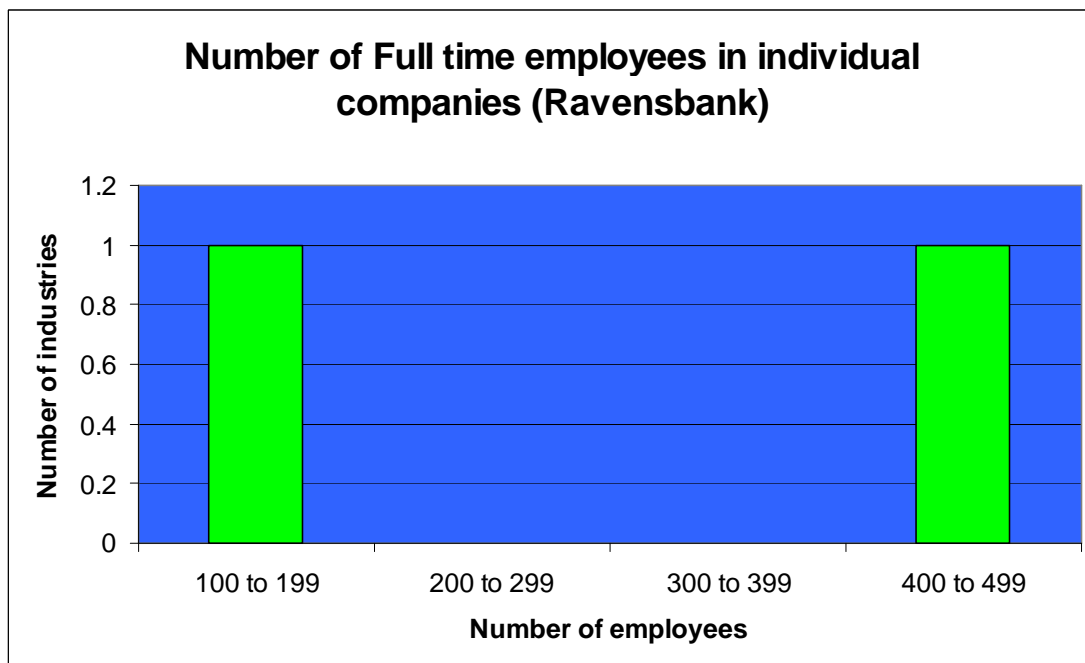




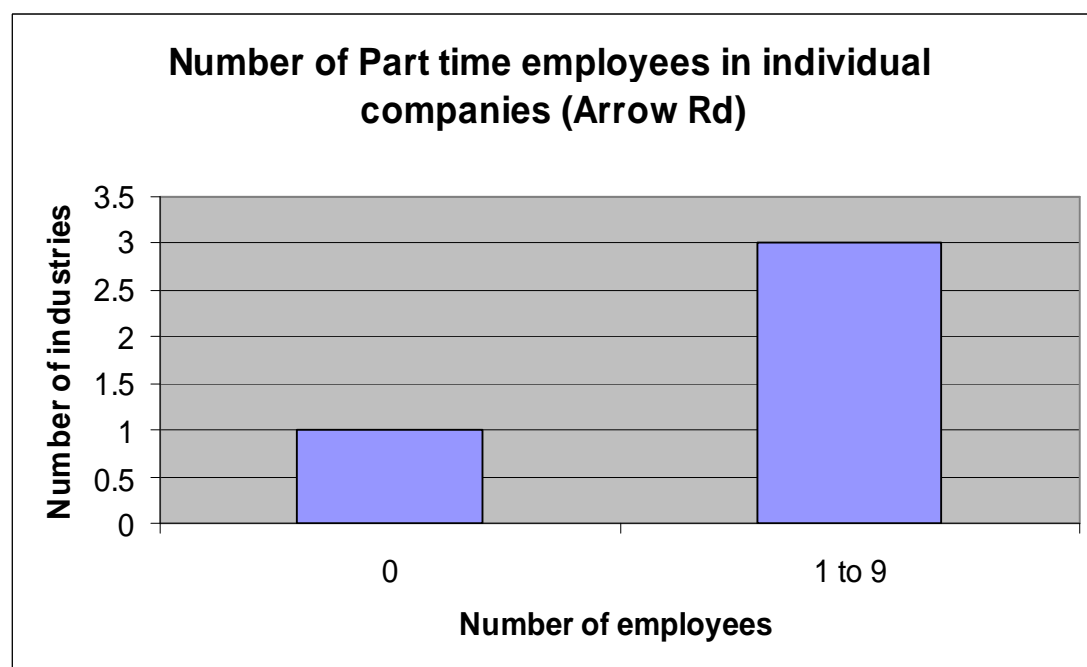
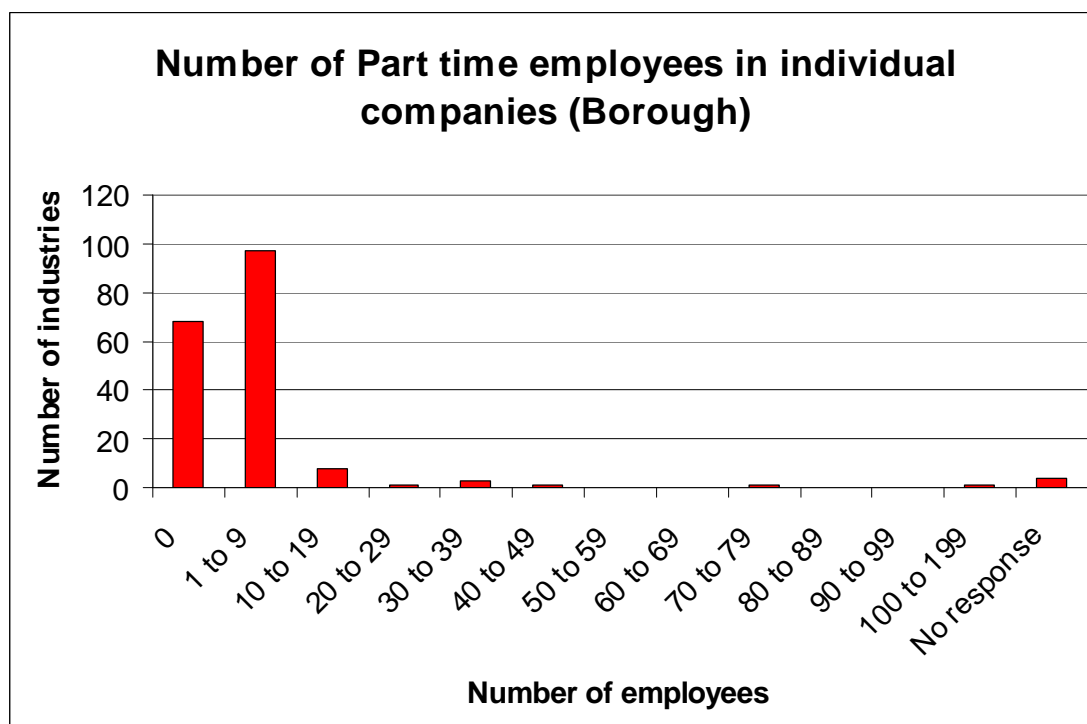


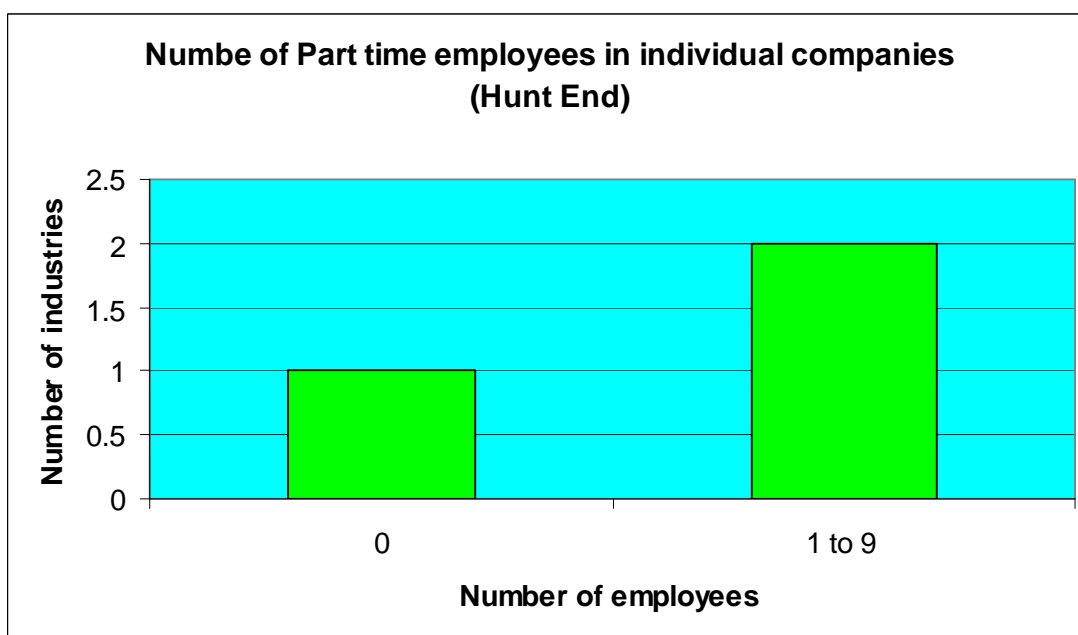
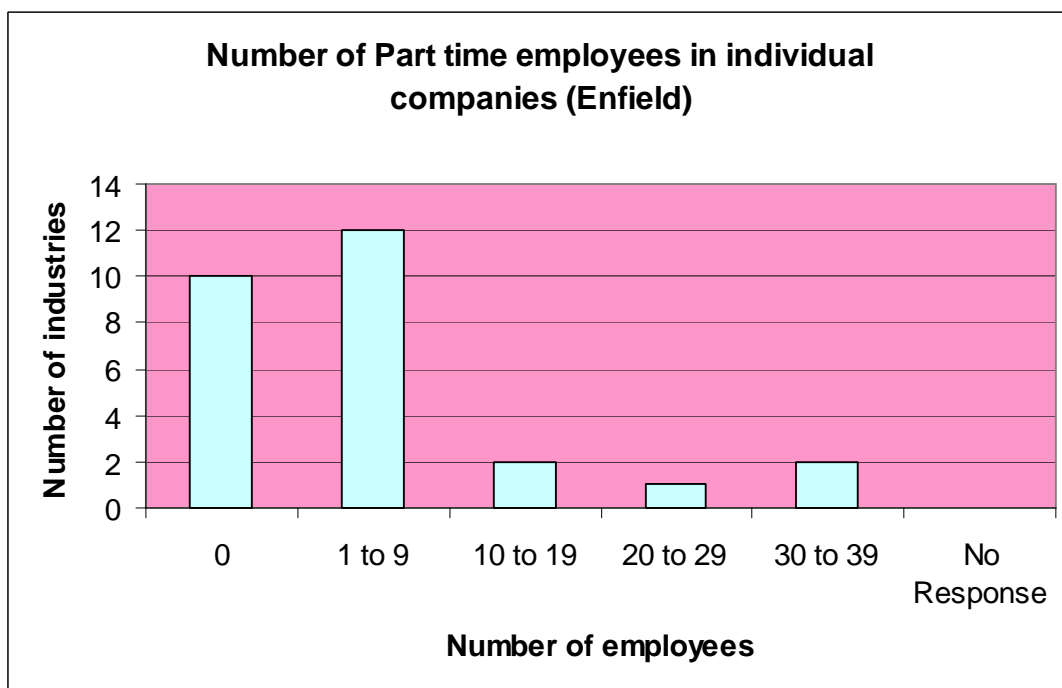


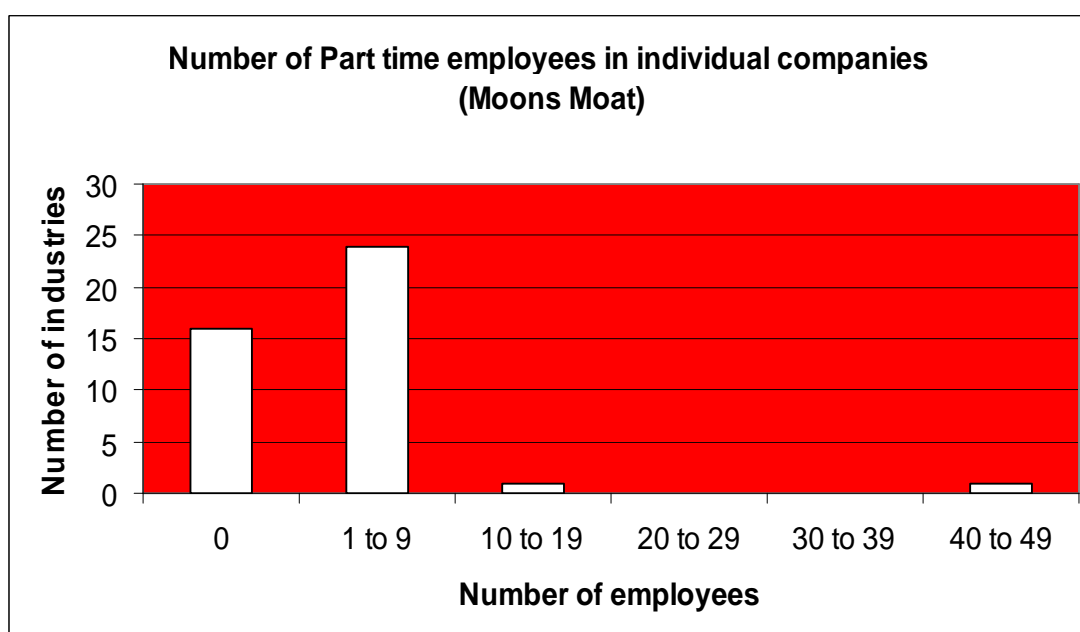


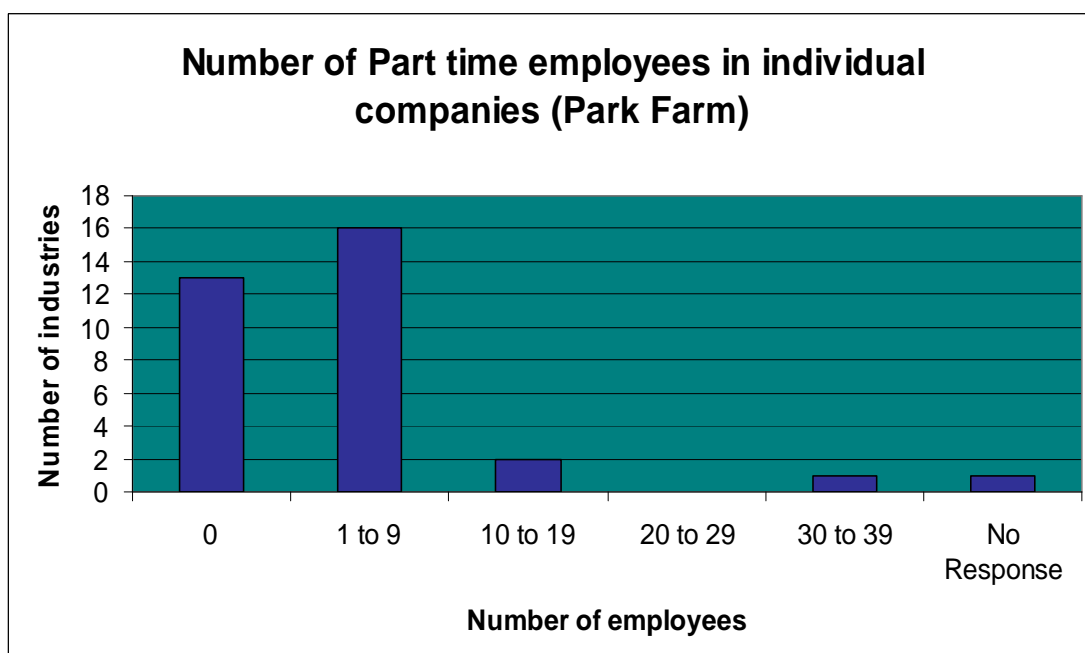
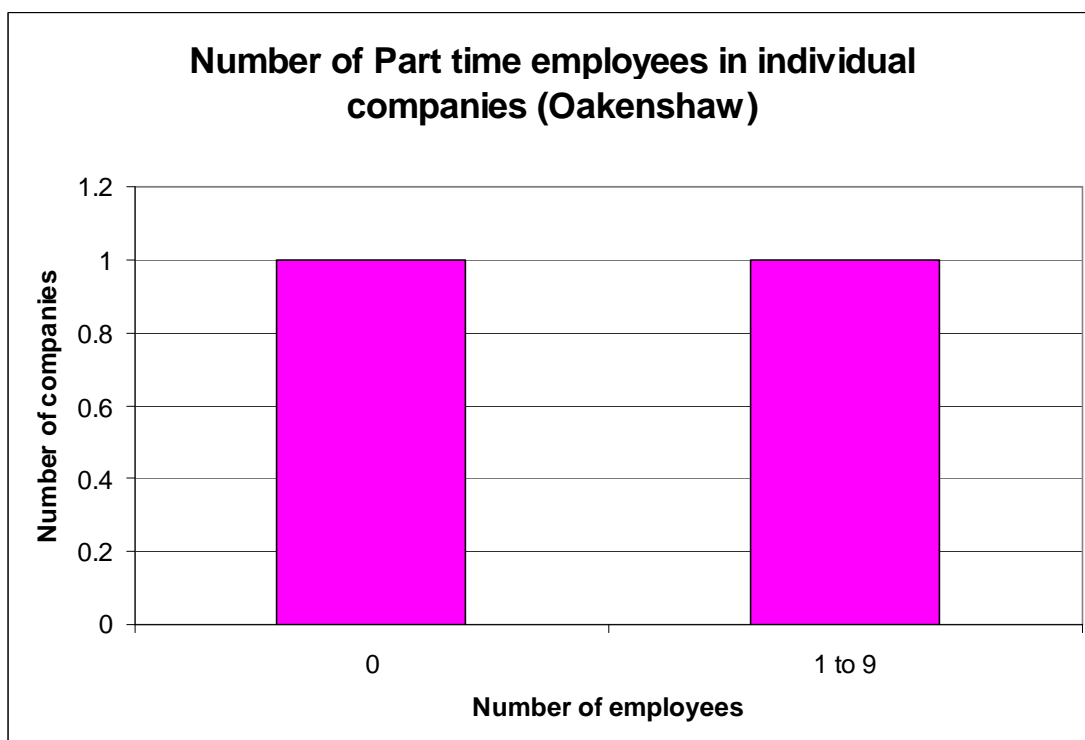


## Part Time Employees

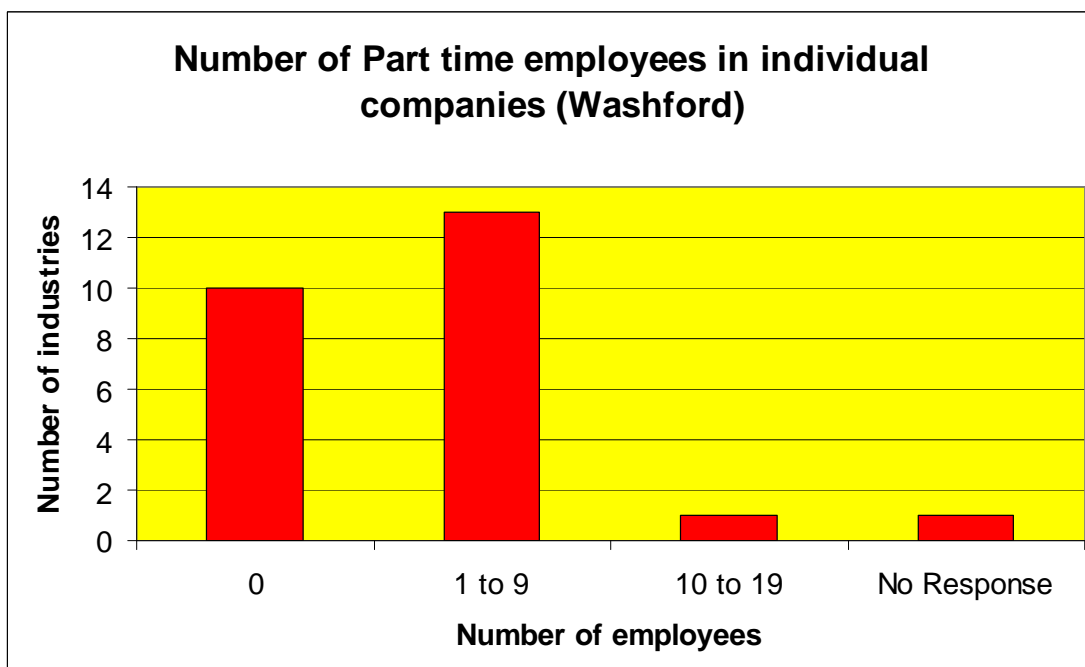
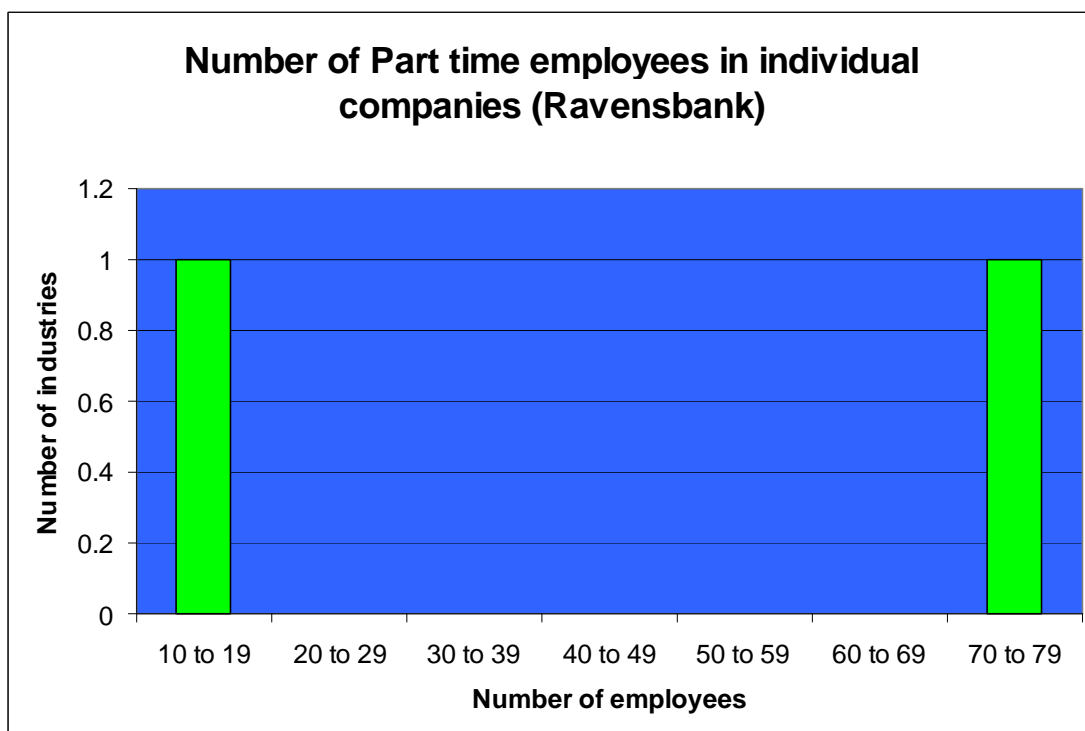




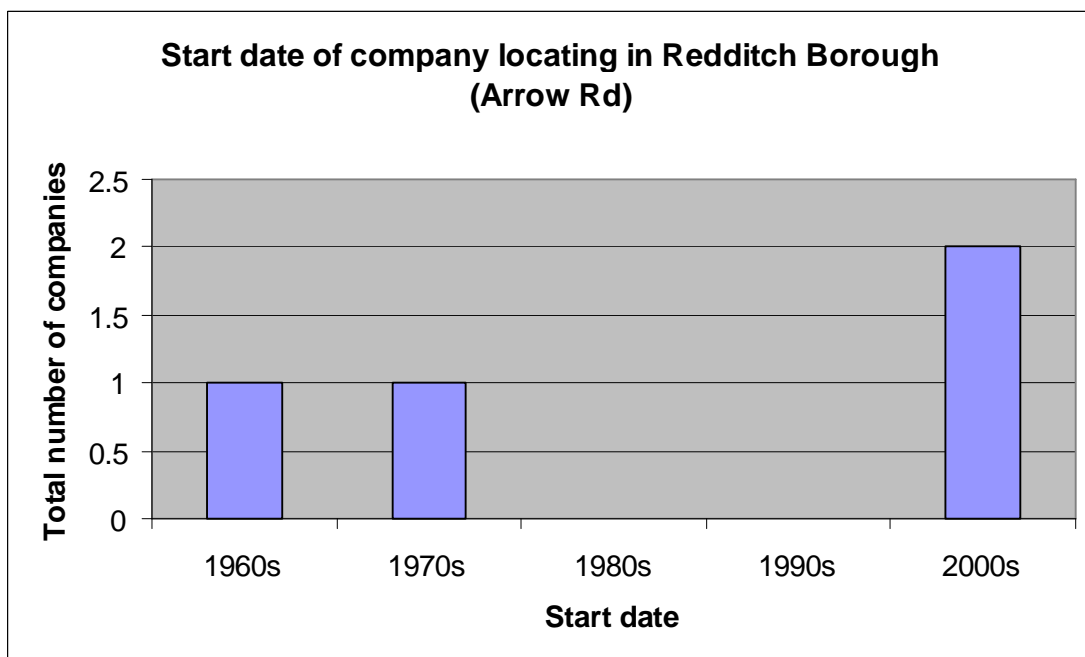
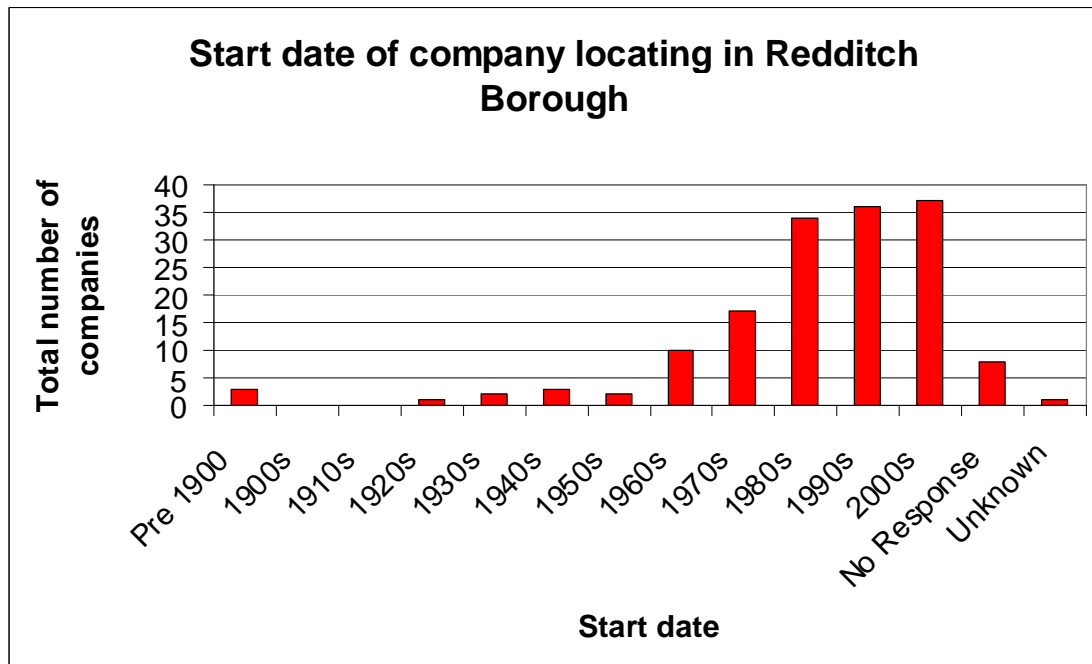


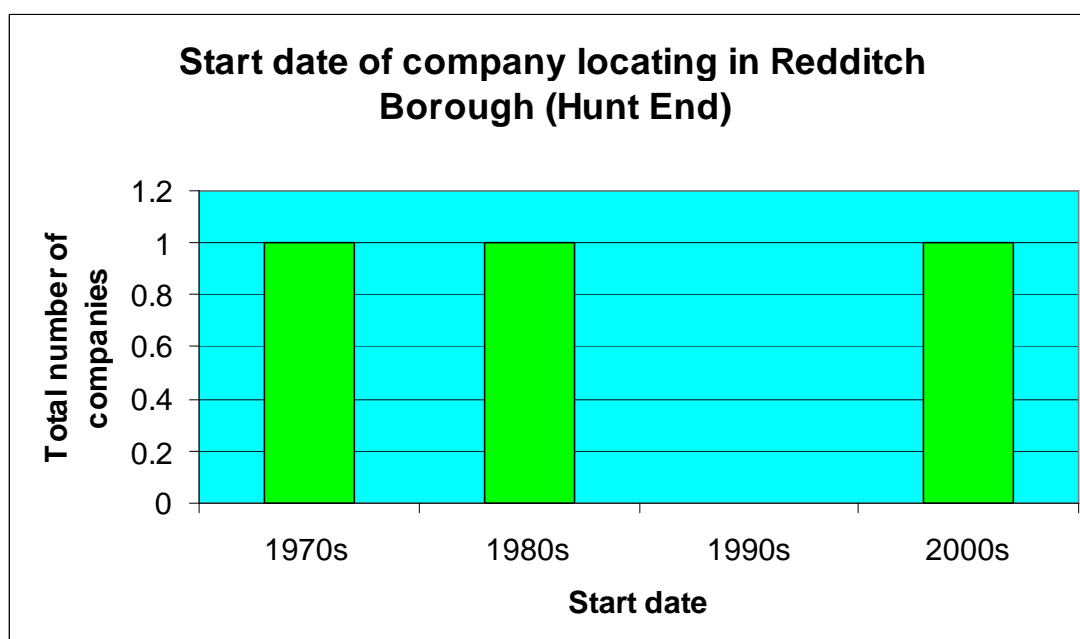
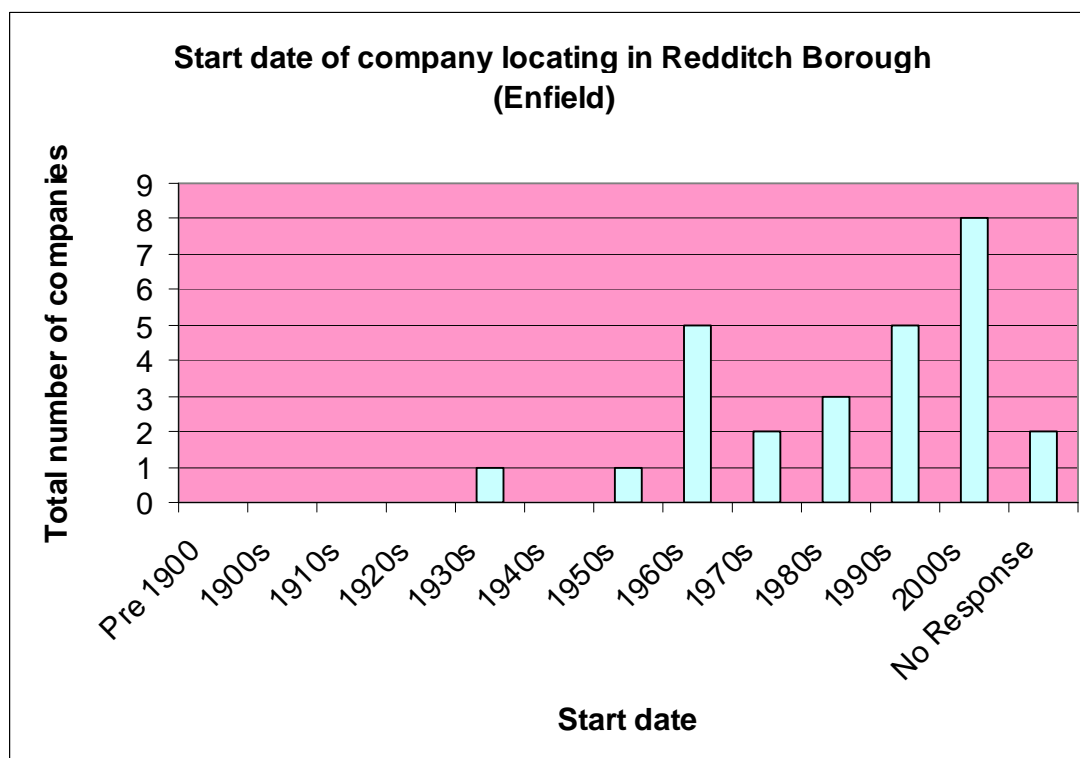


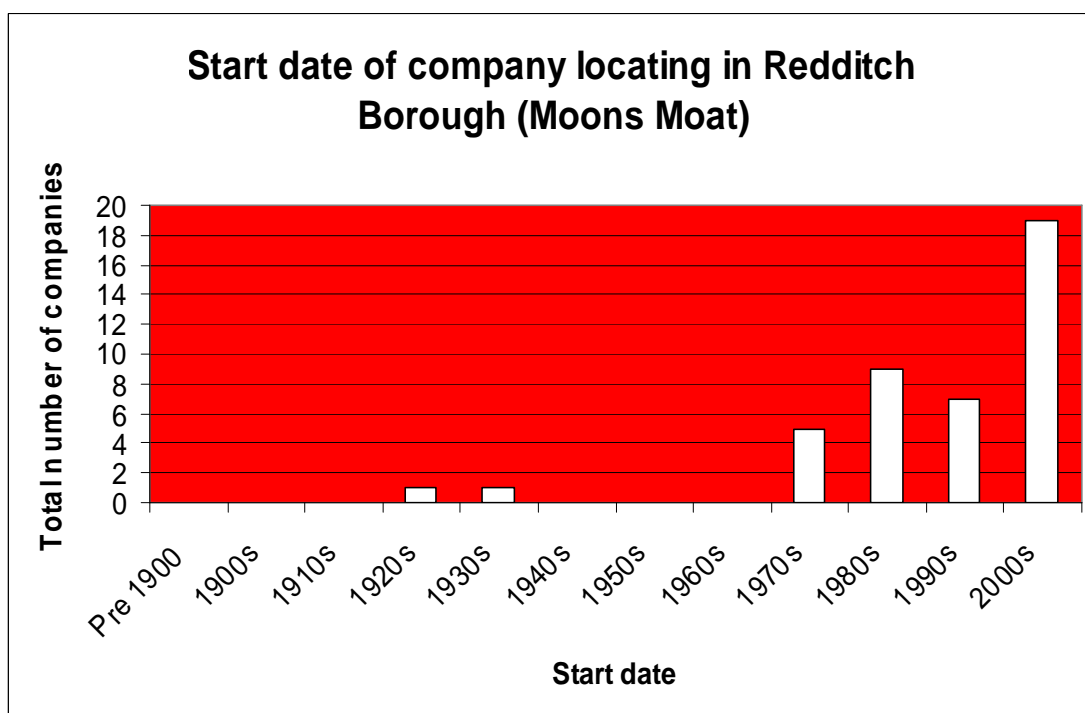
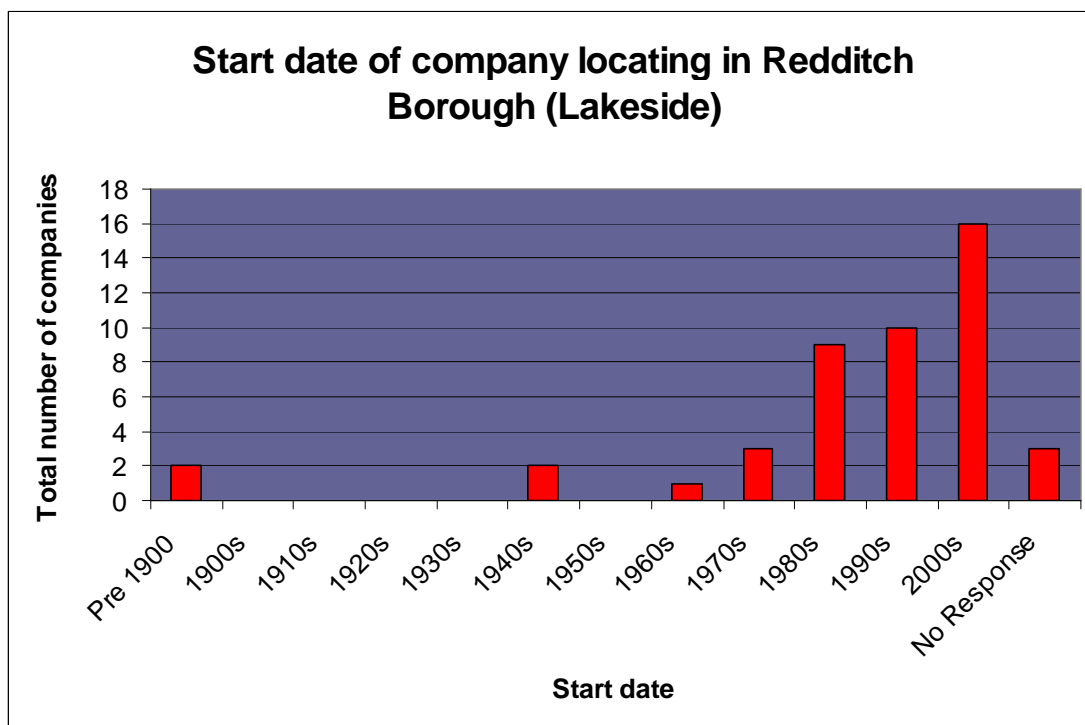


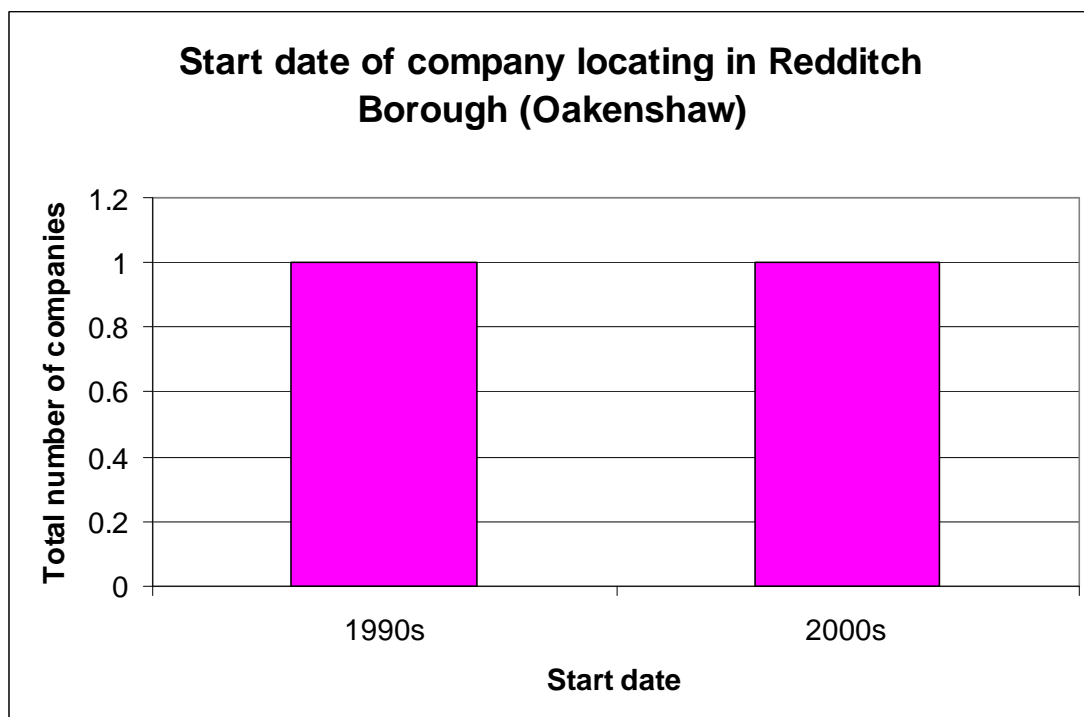


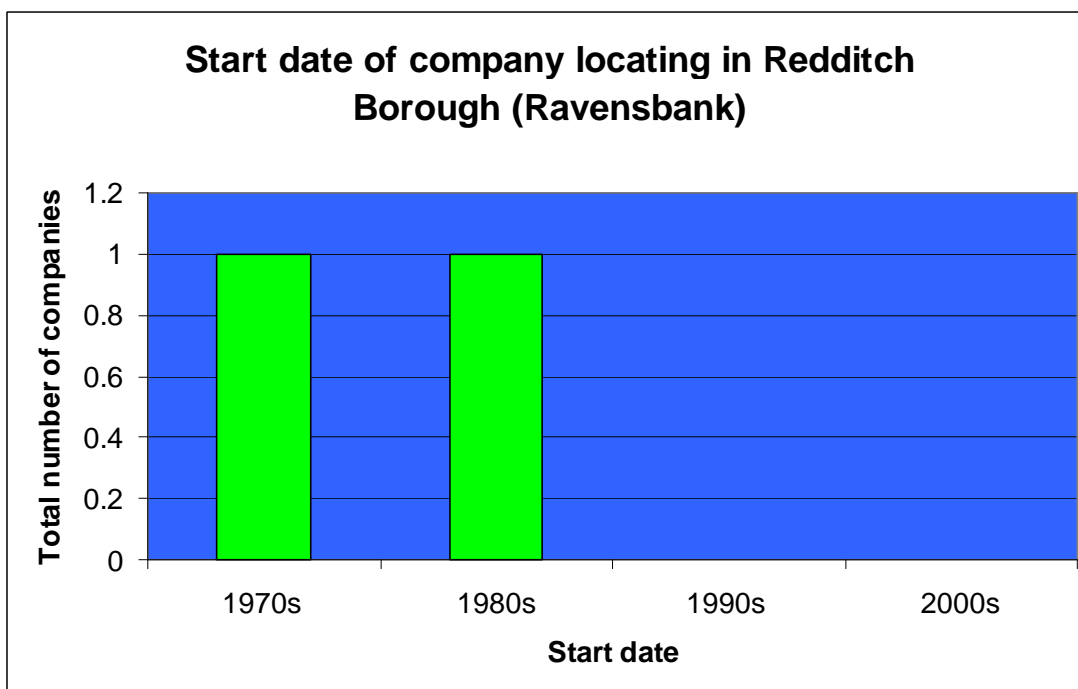
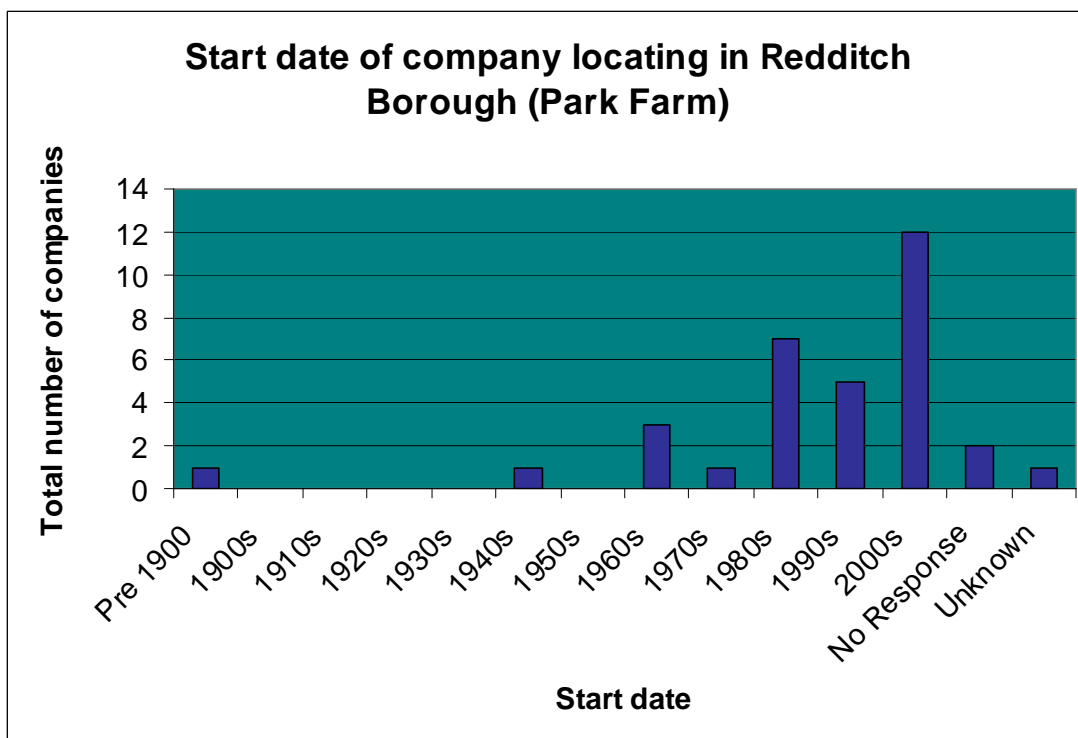
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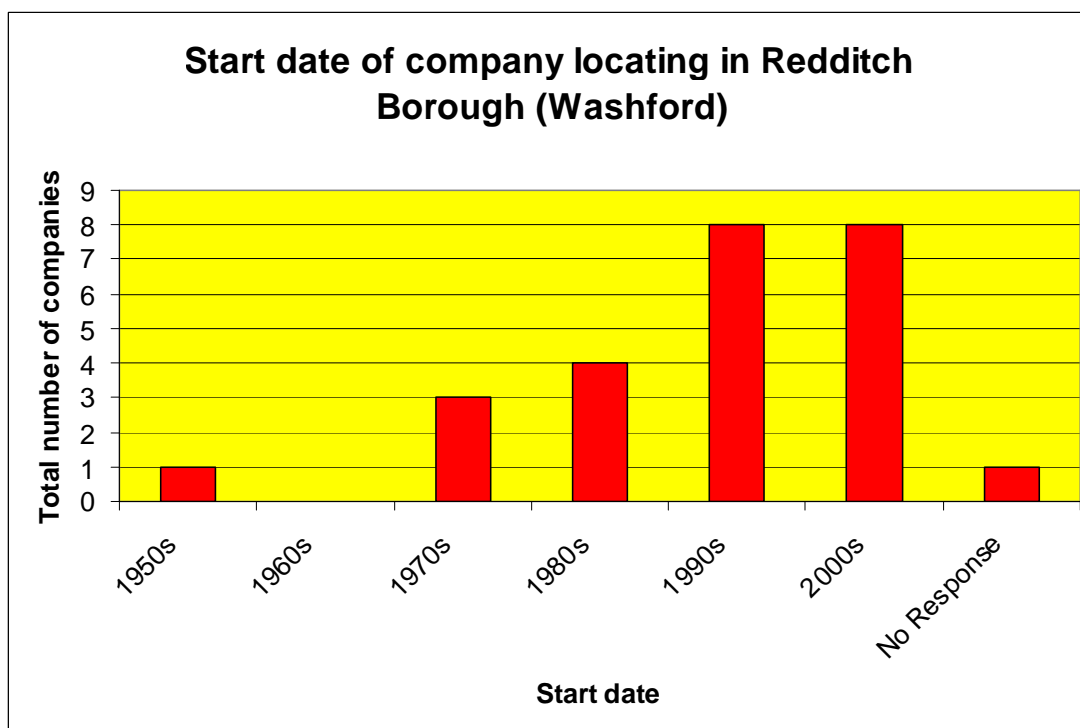




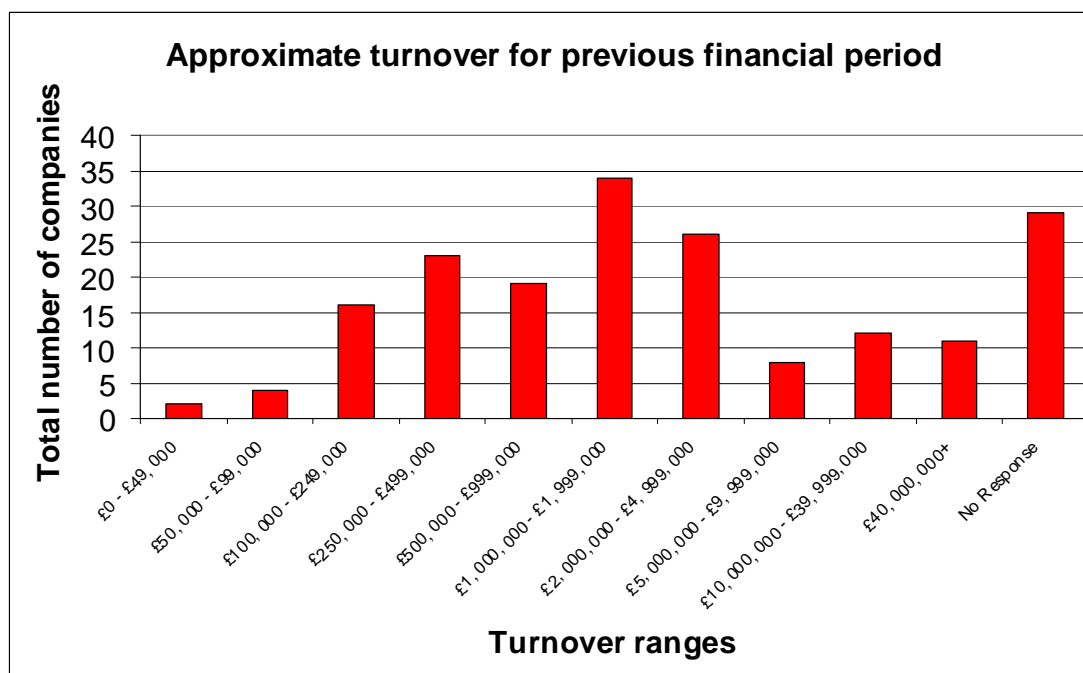


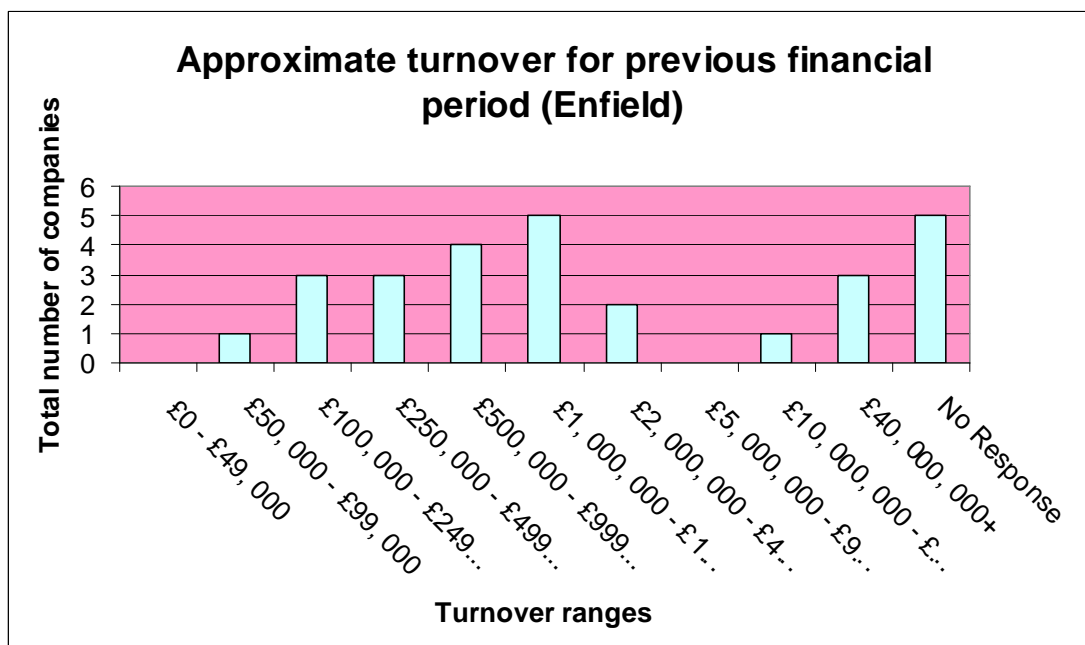
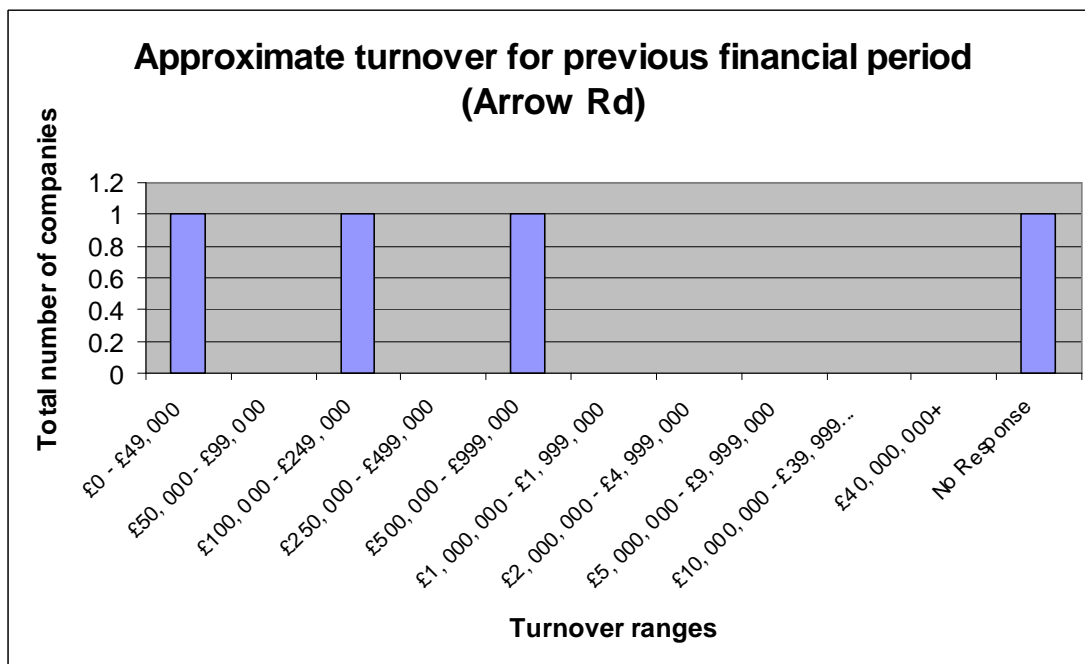






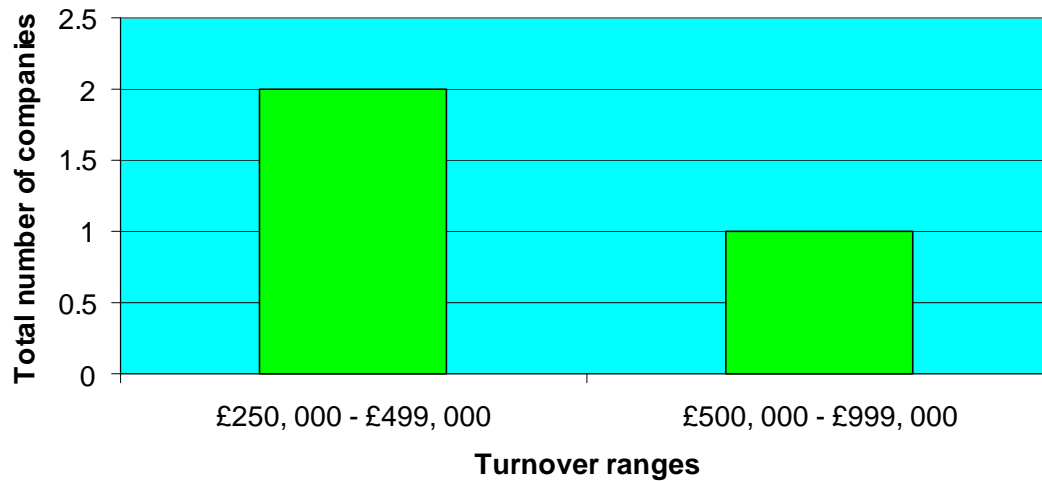
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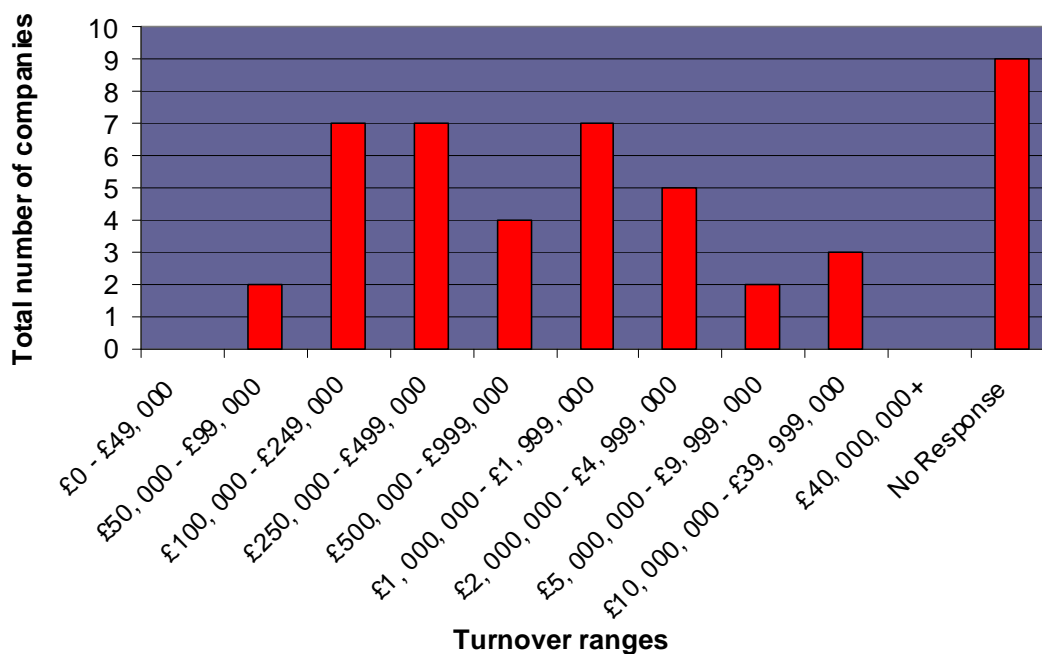


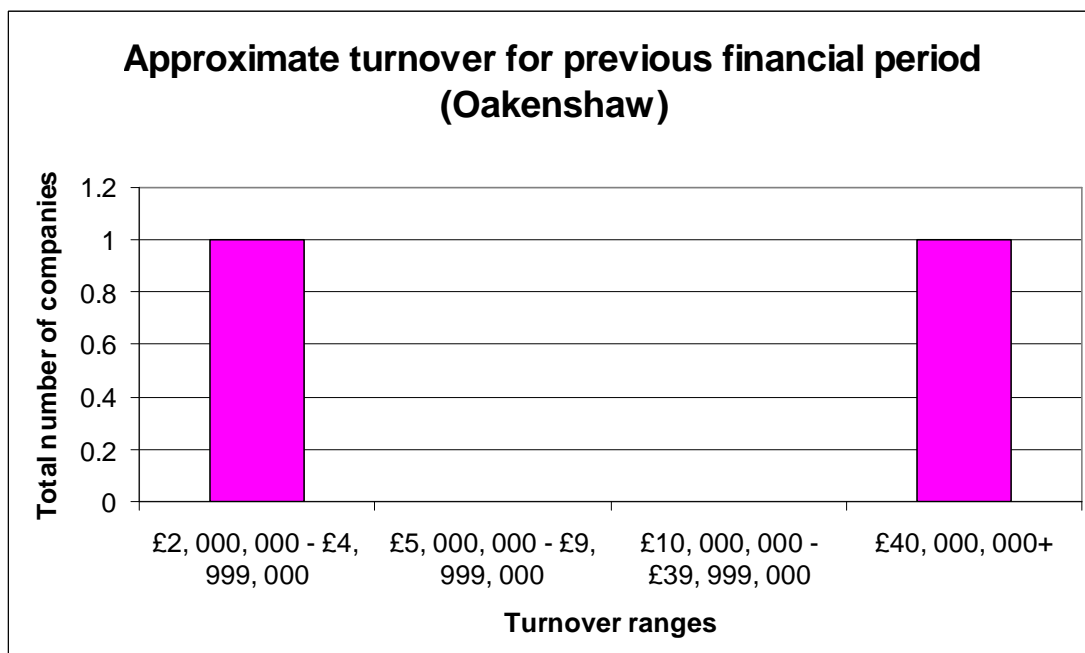
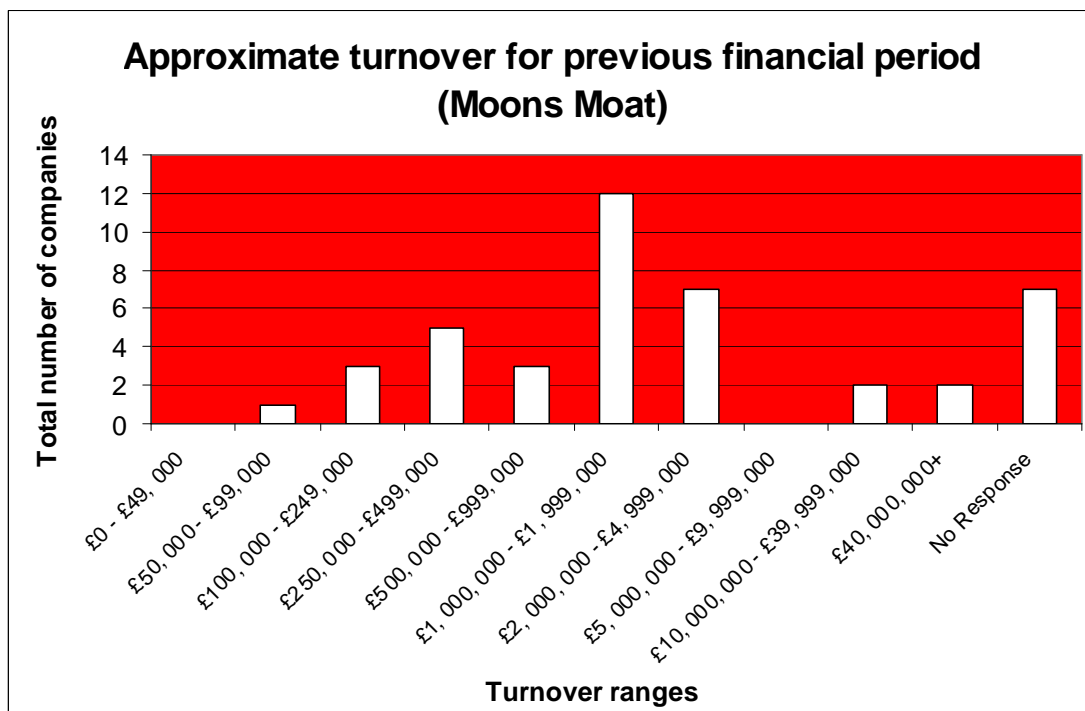


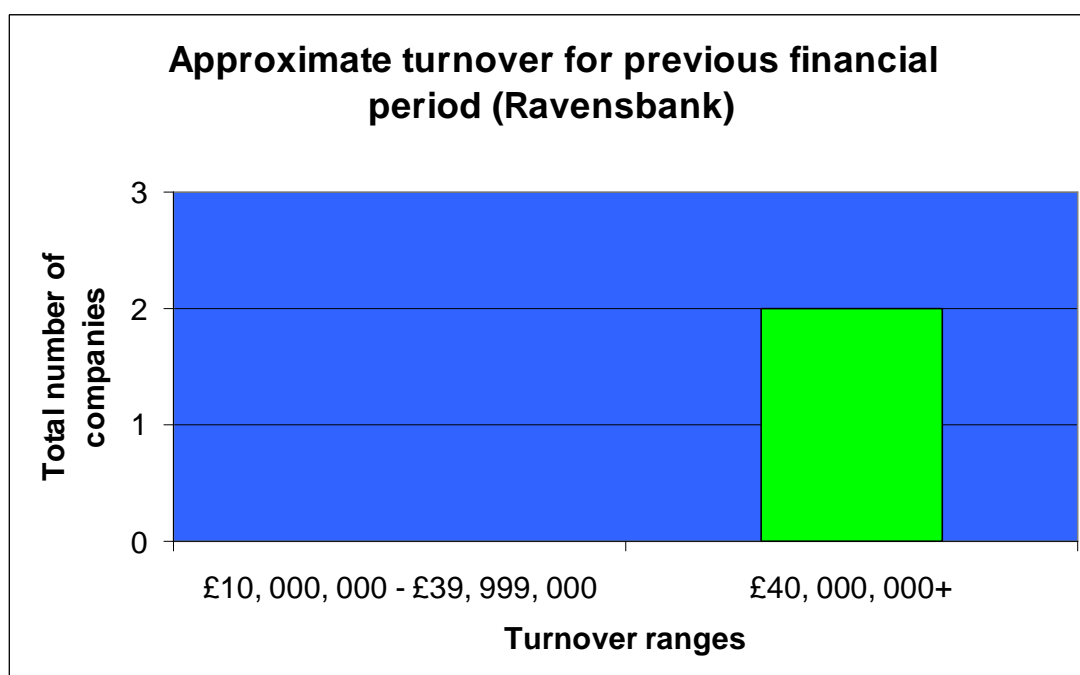
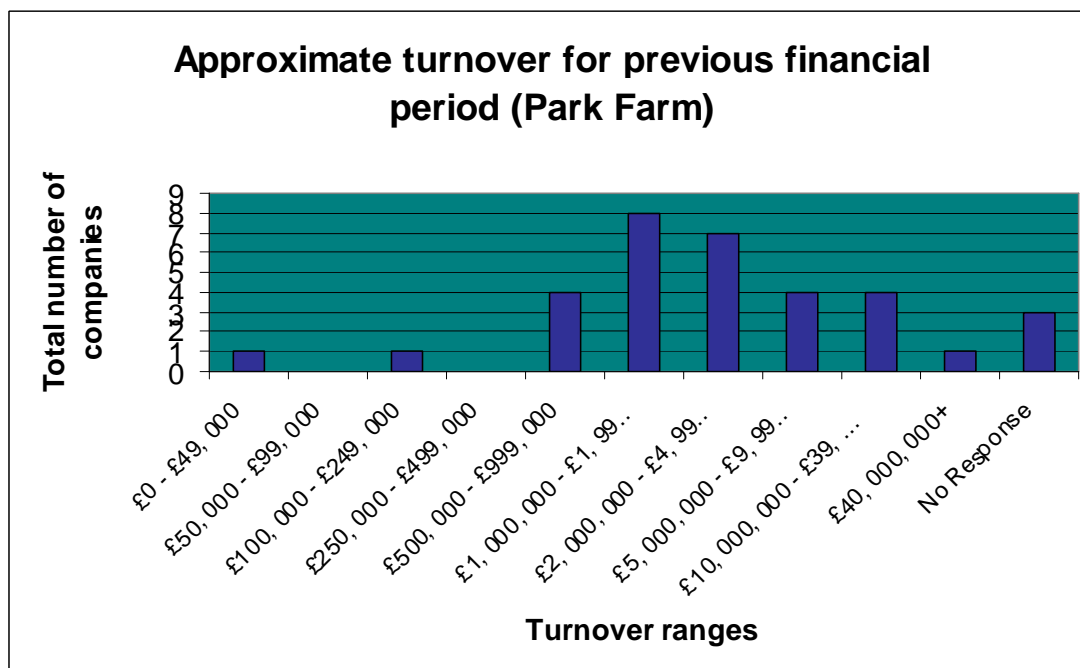
### Approximate turnover for previous financial period (Hunt End)

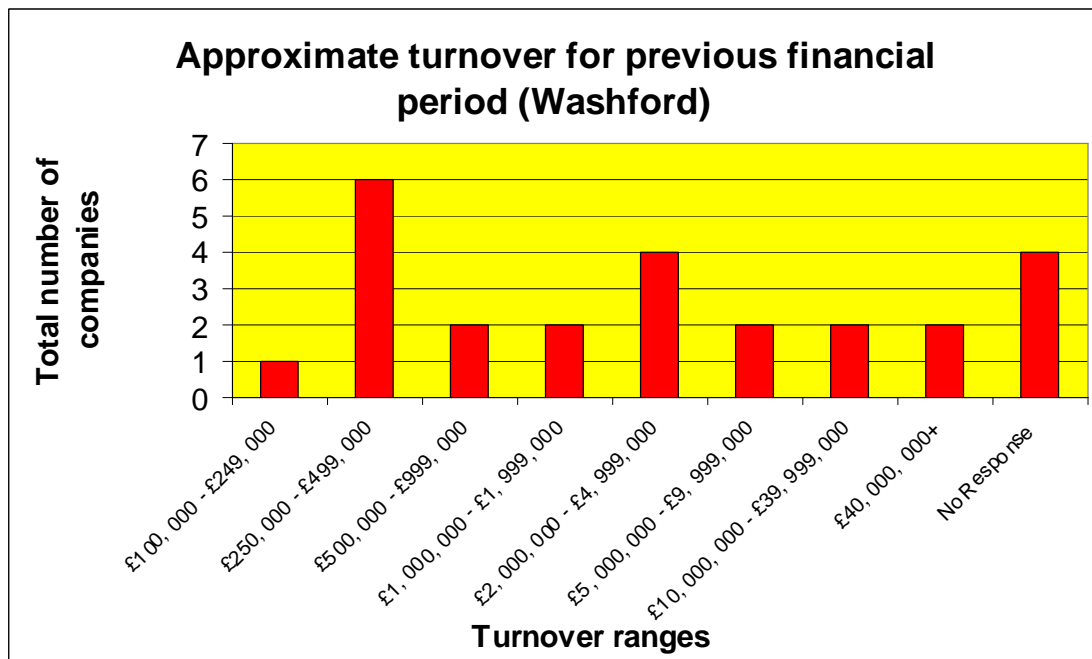


### Approximate turnover for previous financial period (Lakeside)

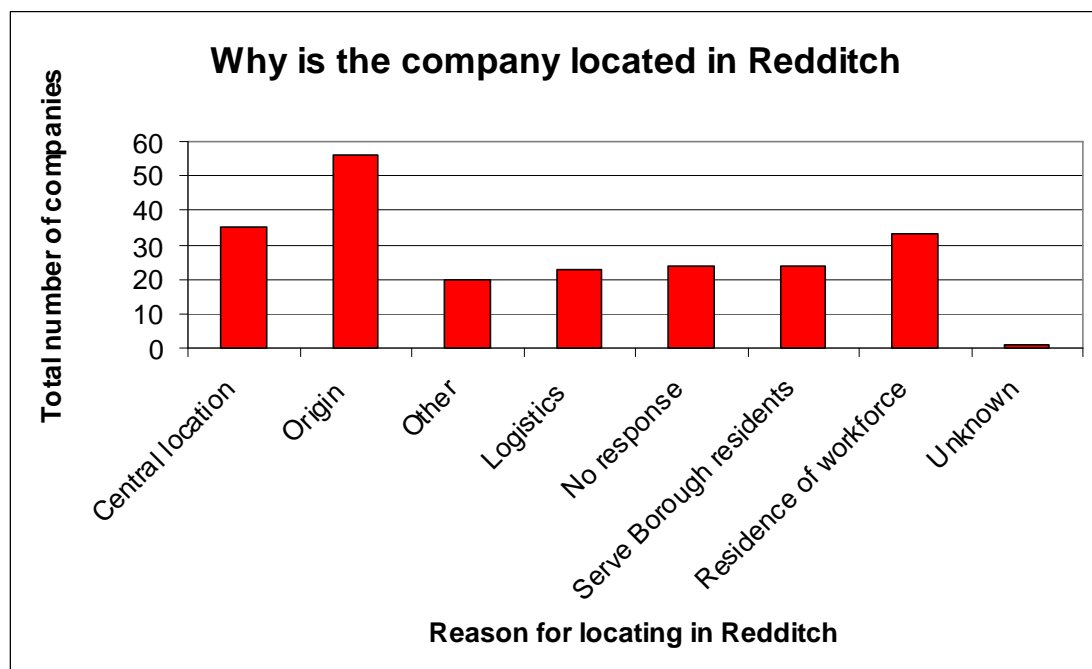


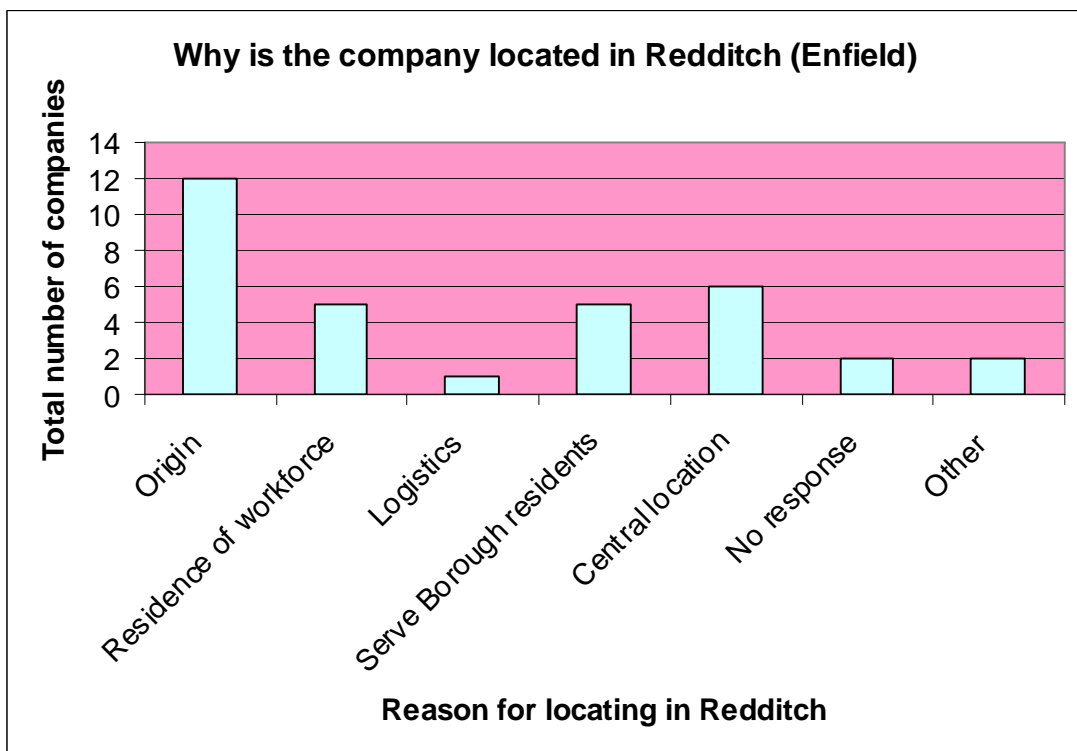
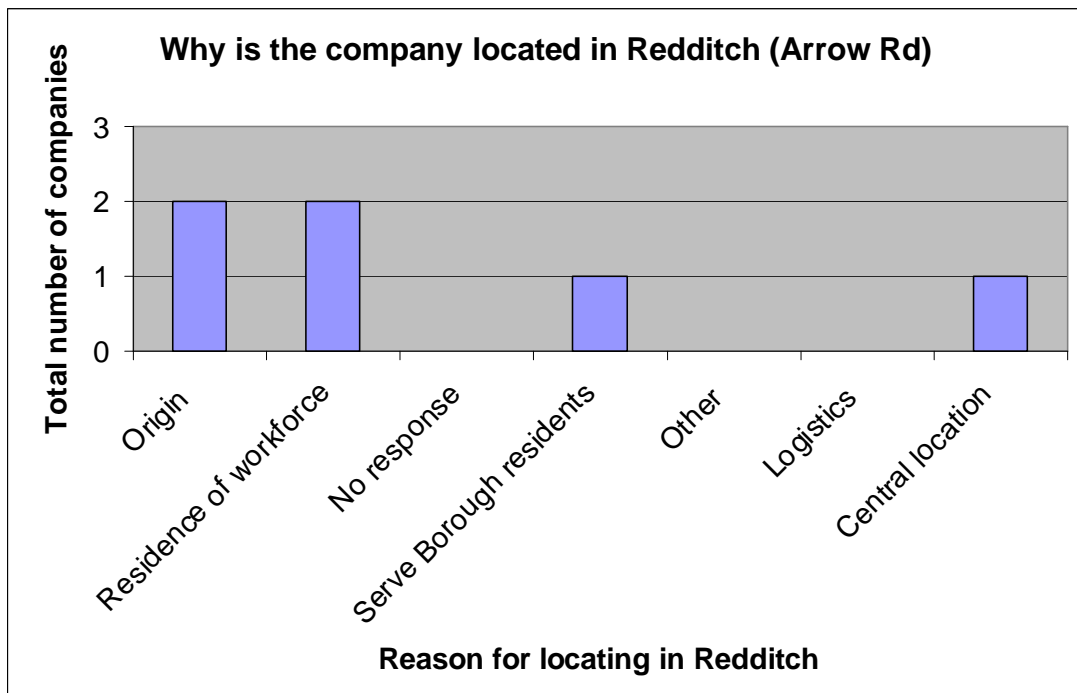


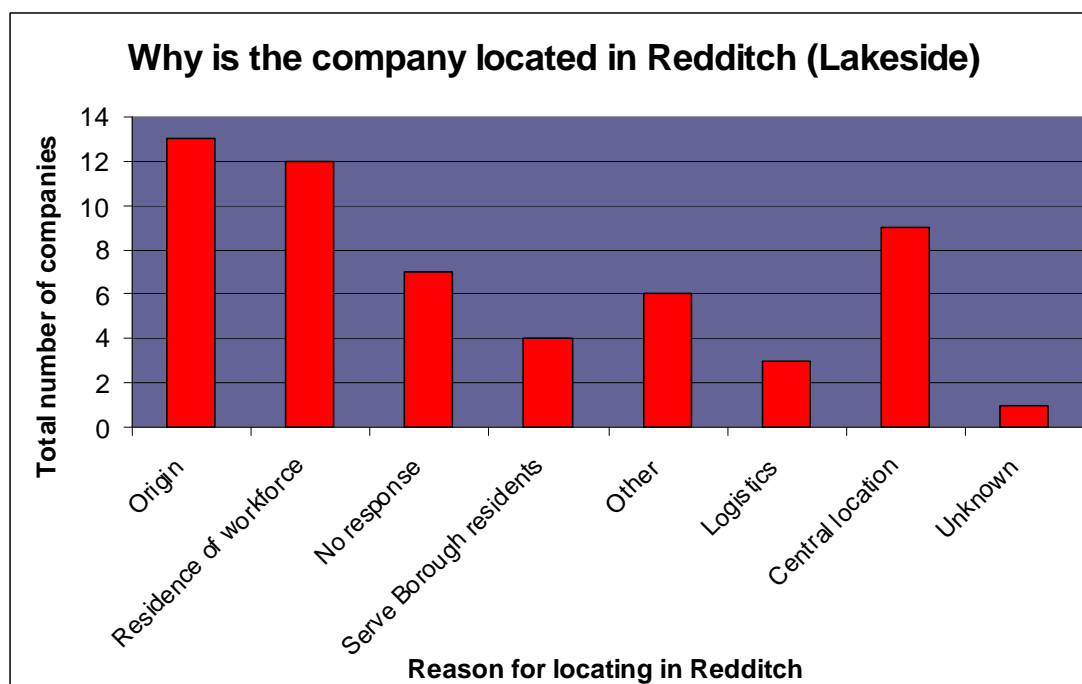
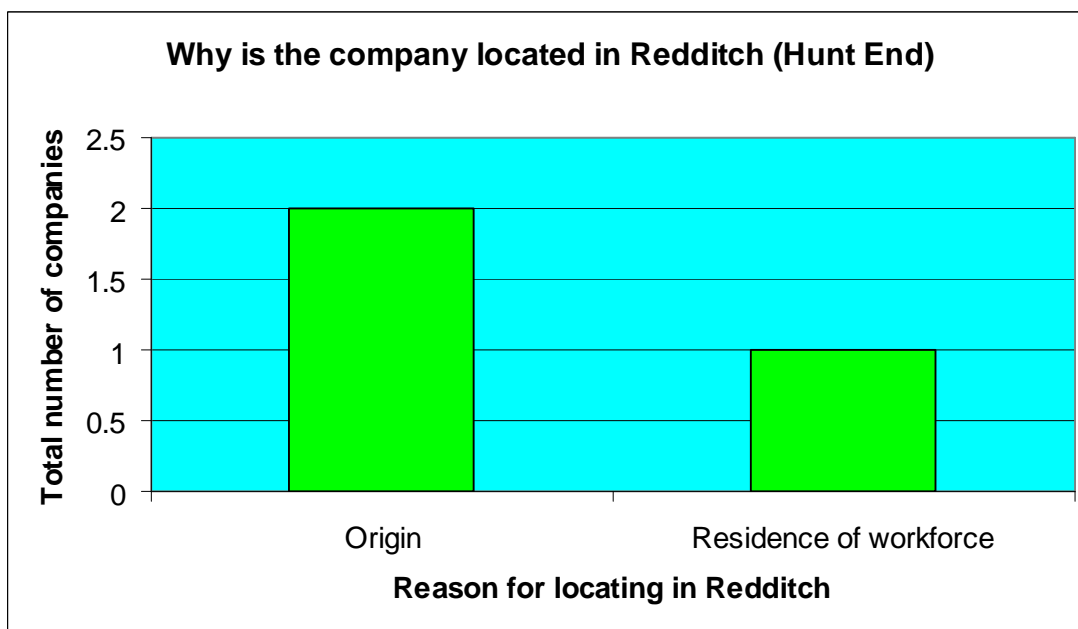


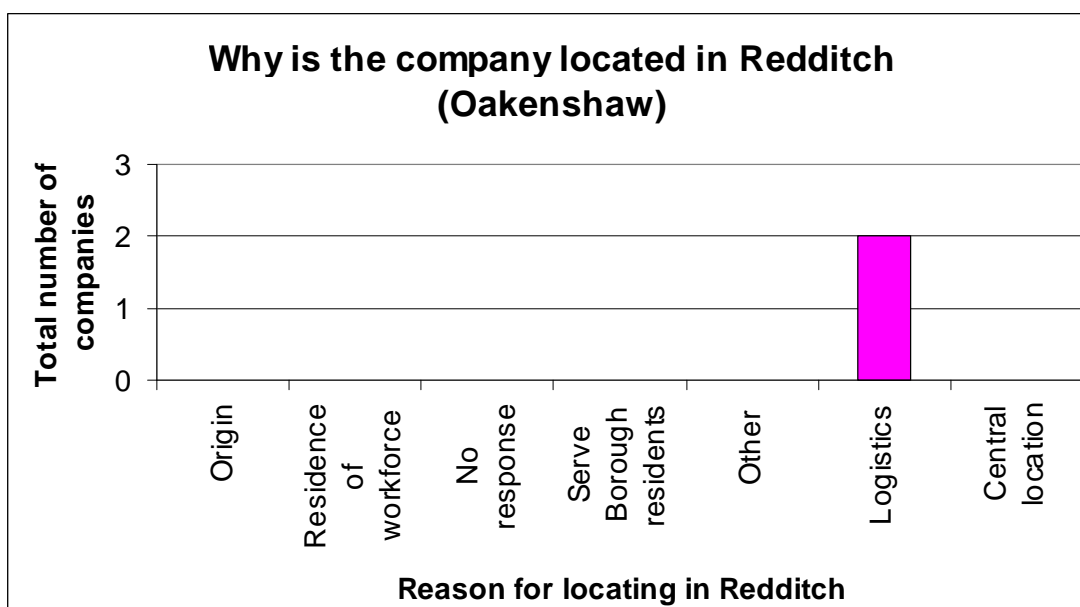
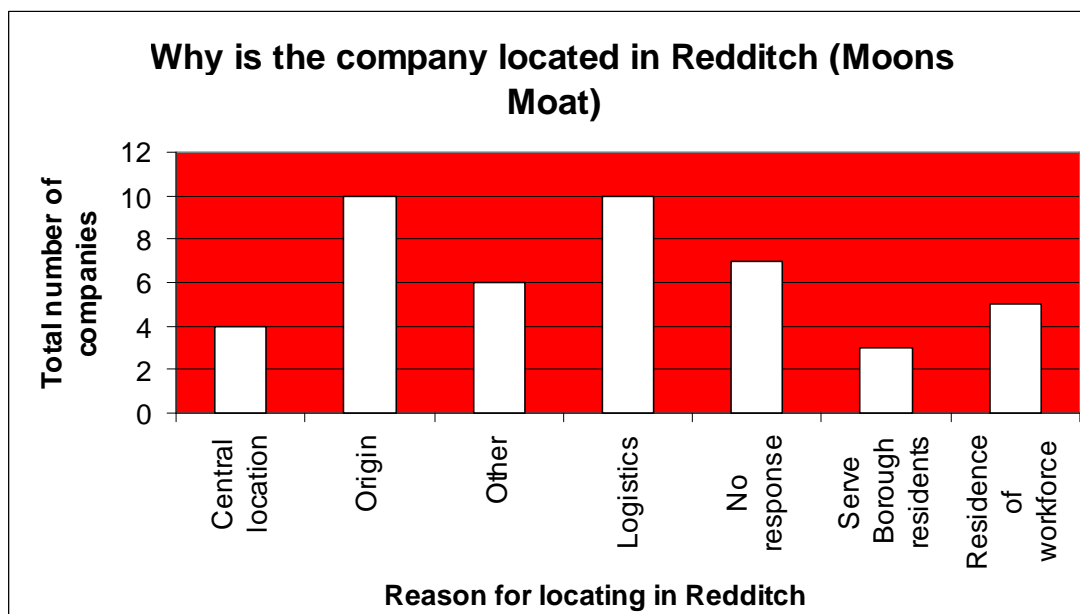


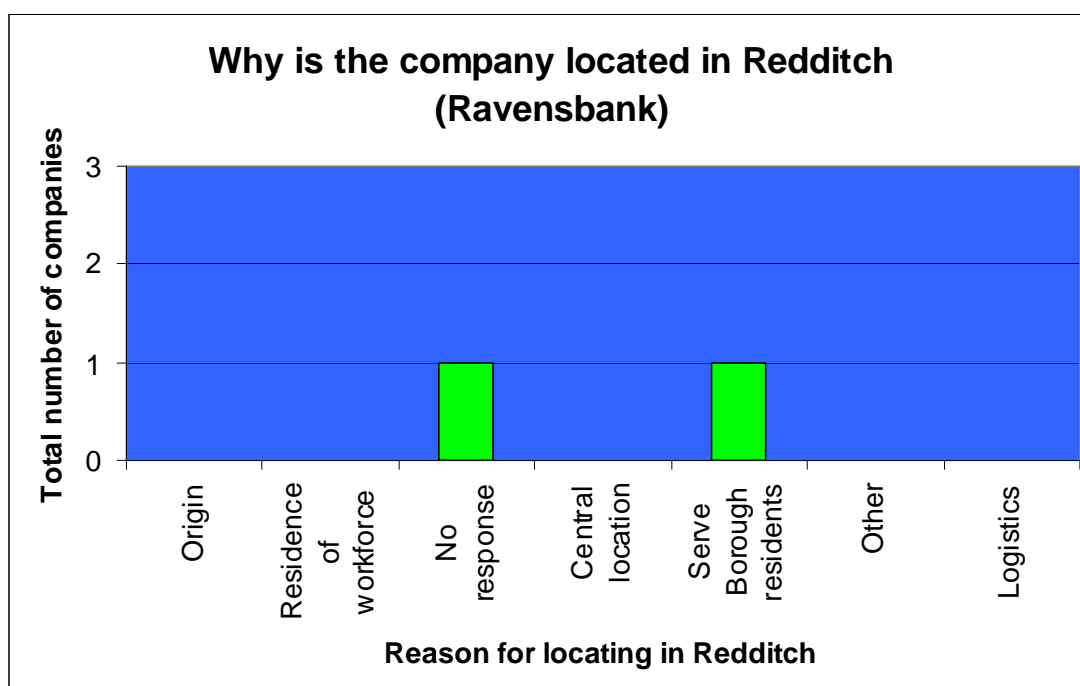
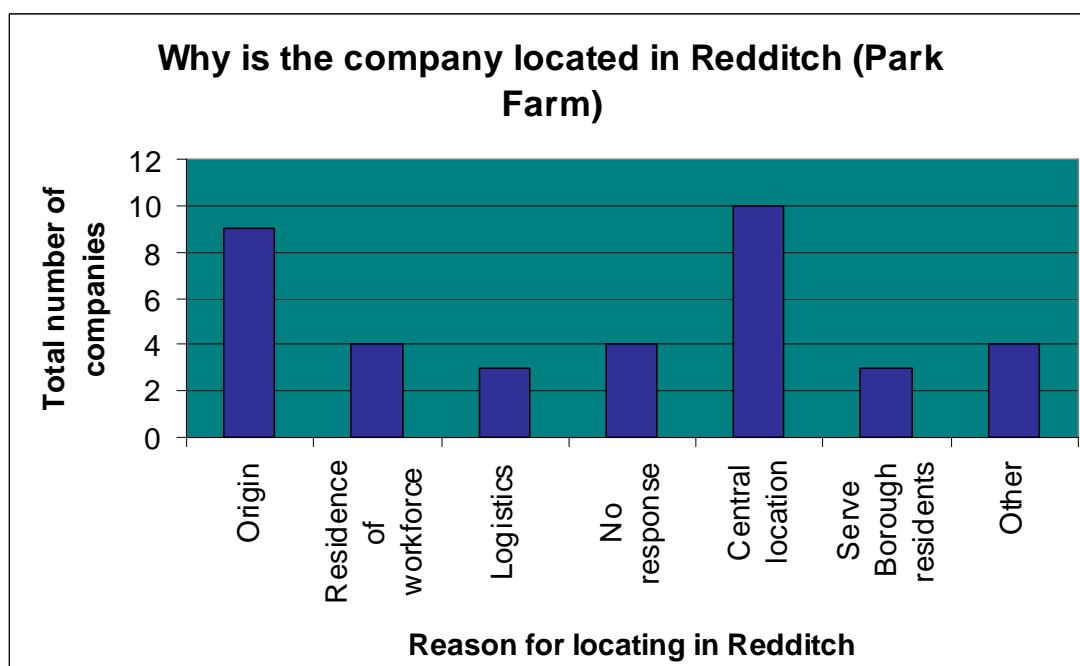
### ***Reasons for locating in Redditch***



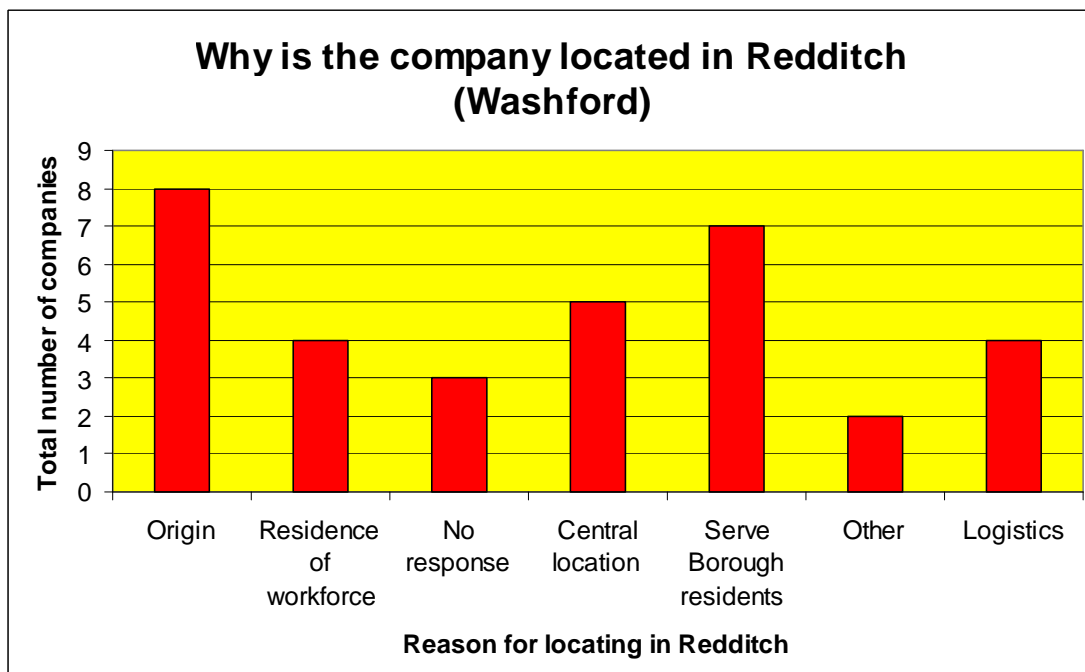




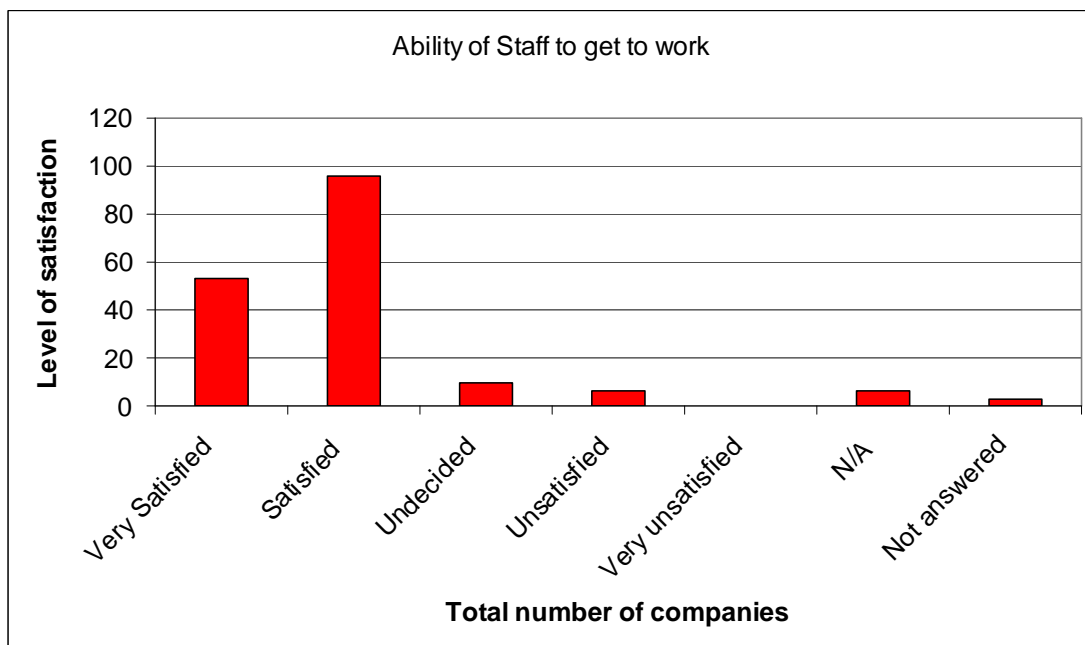


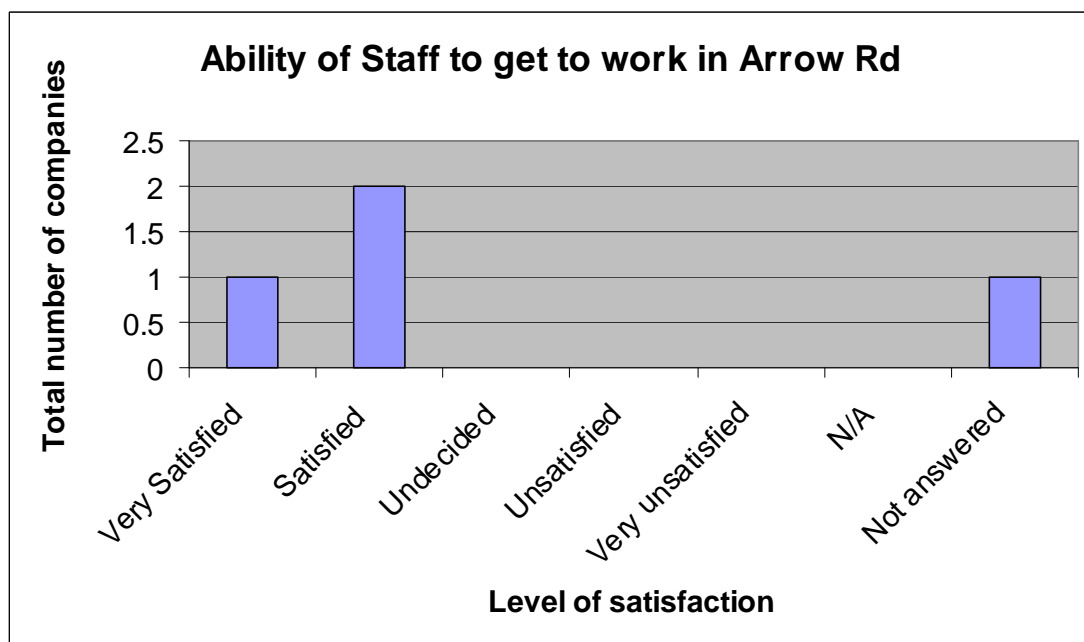






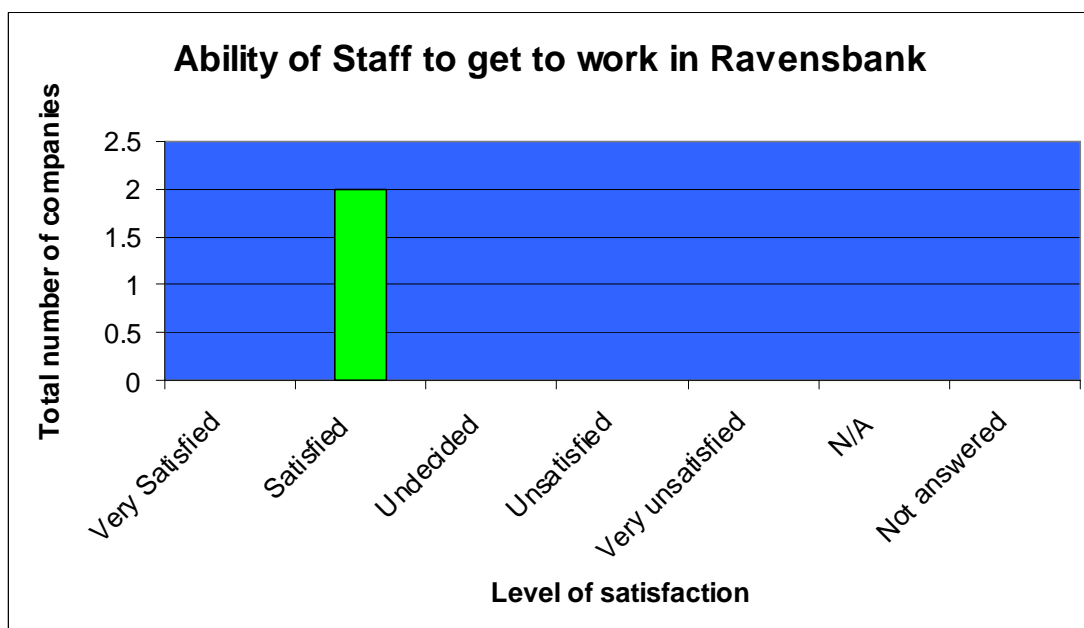
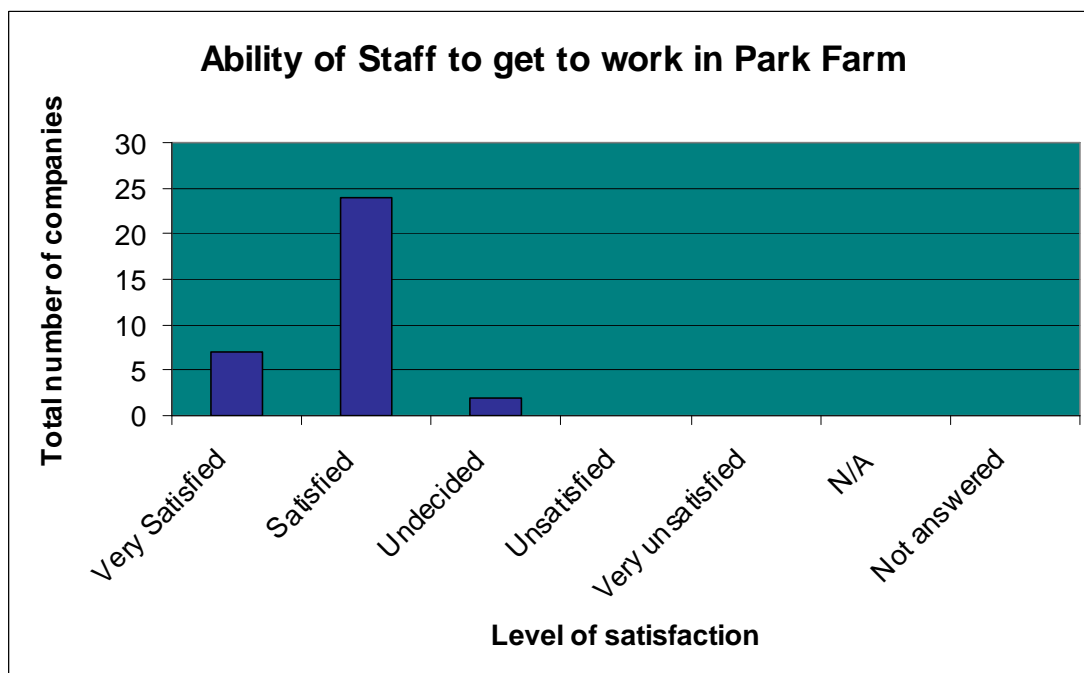
### ***Ability of Staff to get to work***

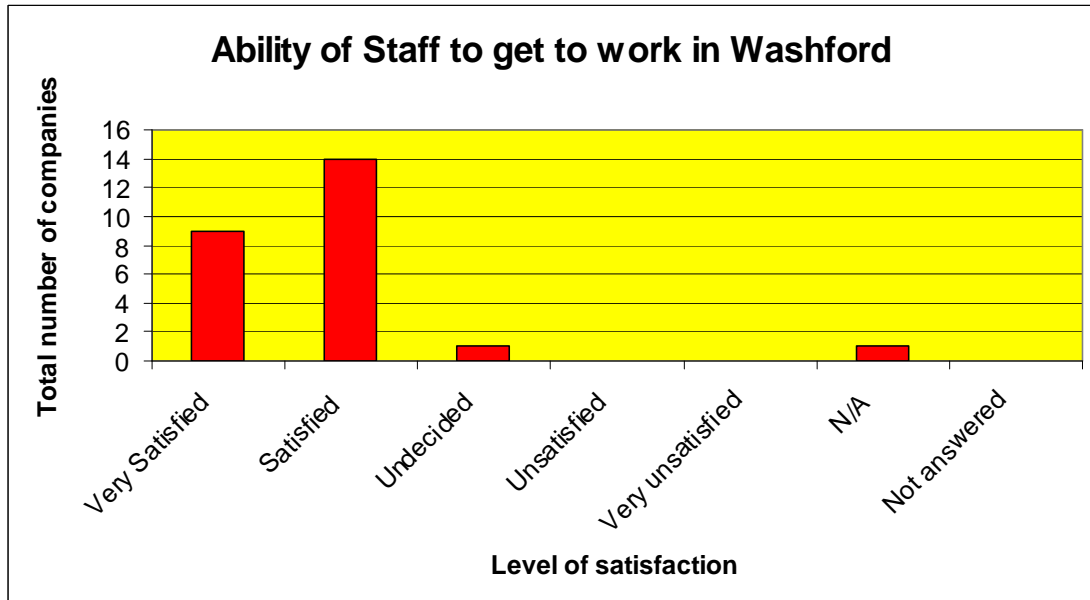




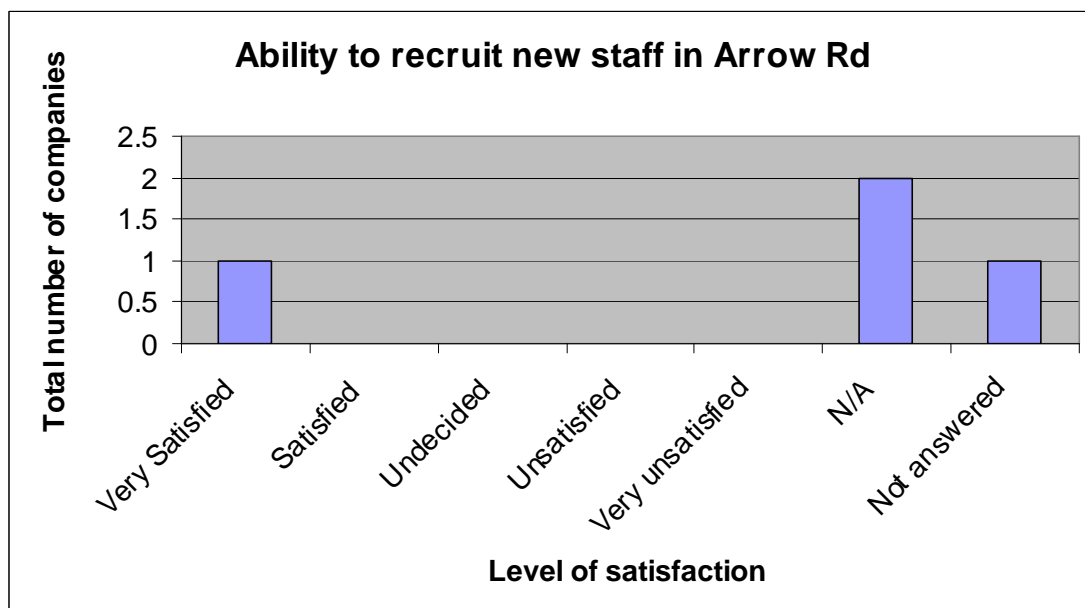
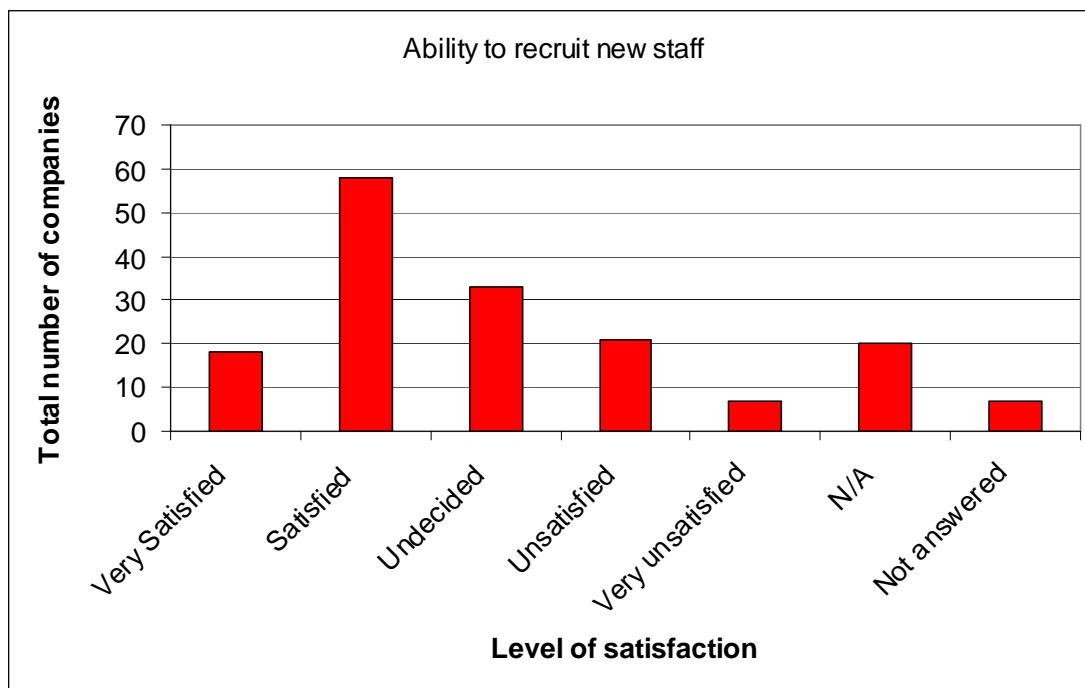


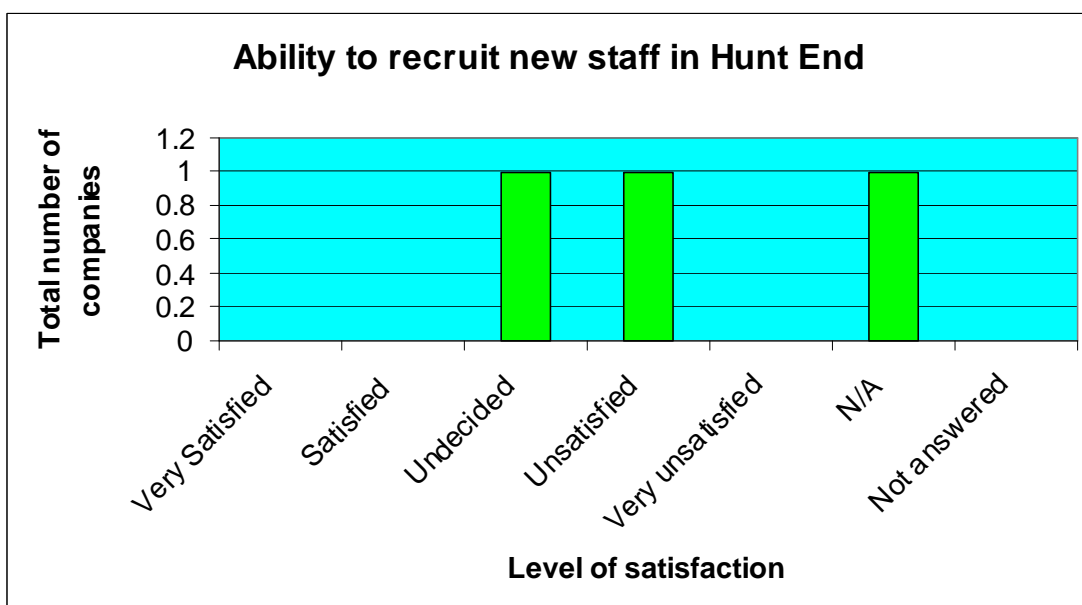




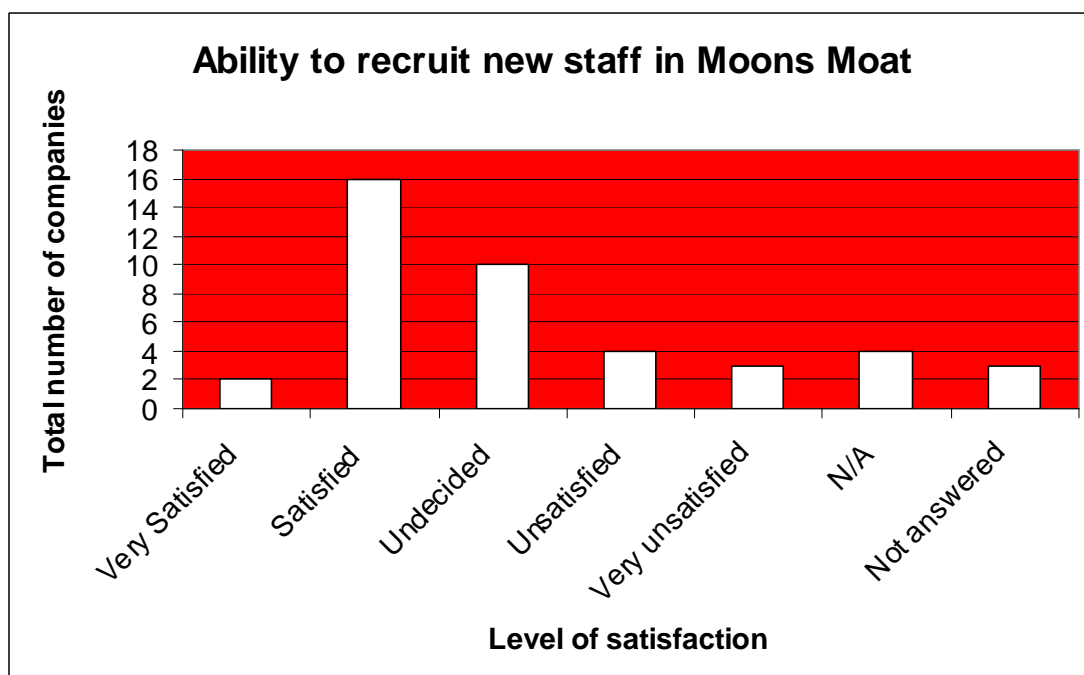


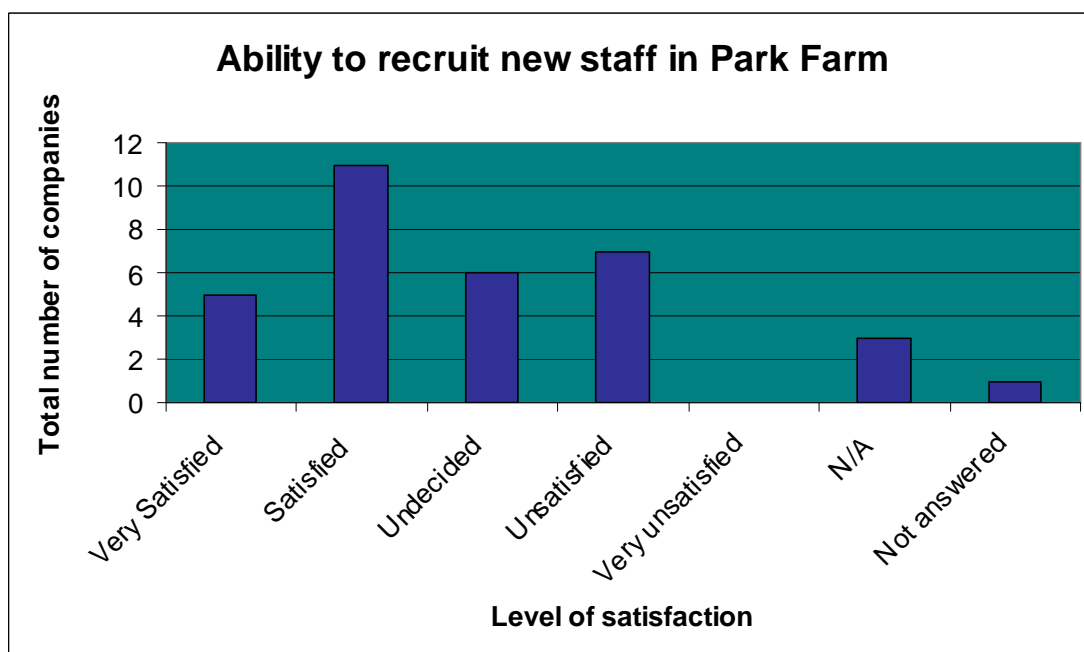
### ***Ability to Recruit New Staff***

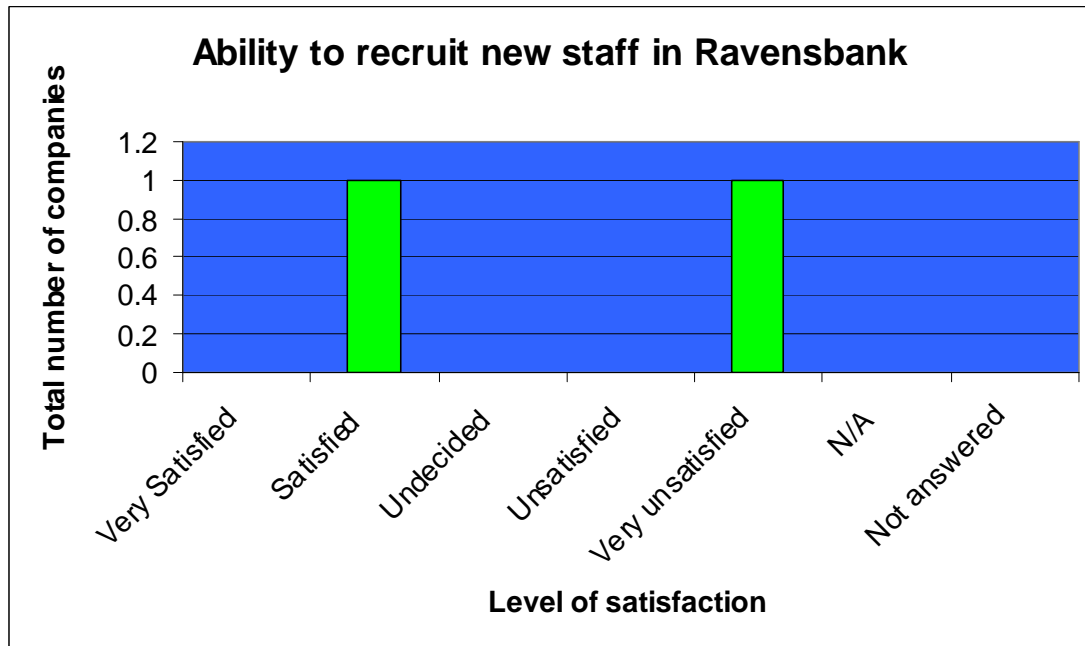




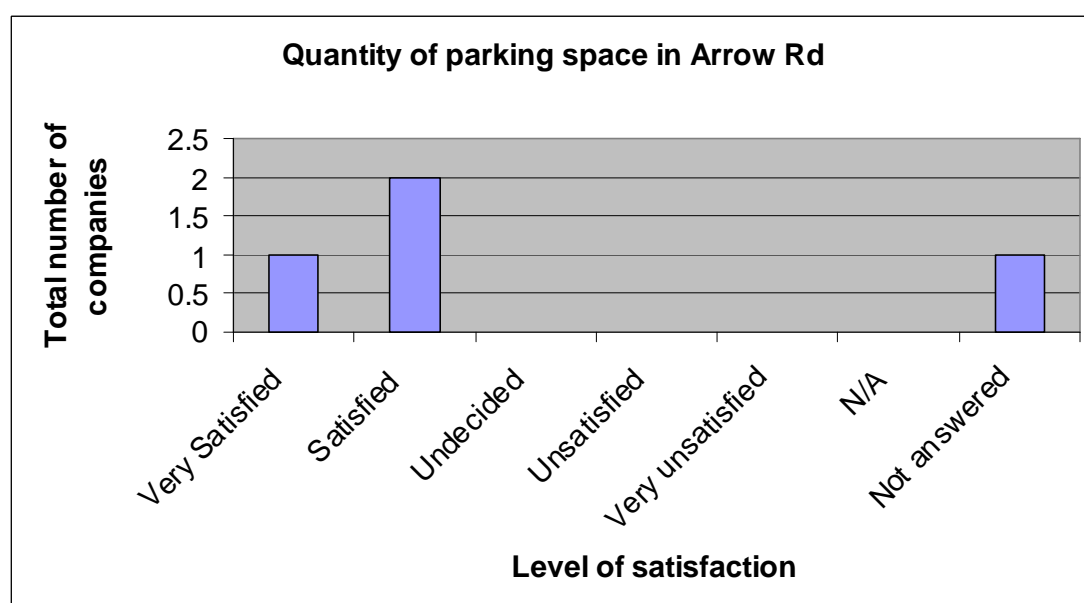
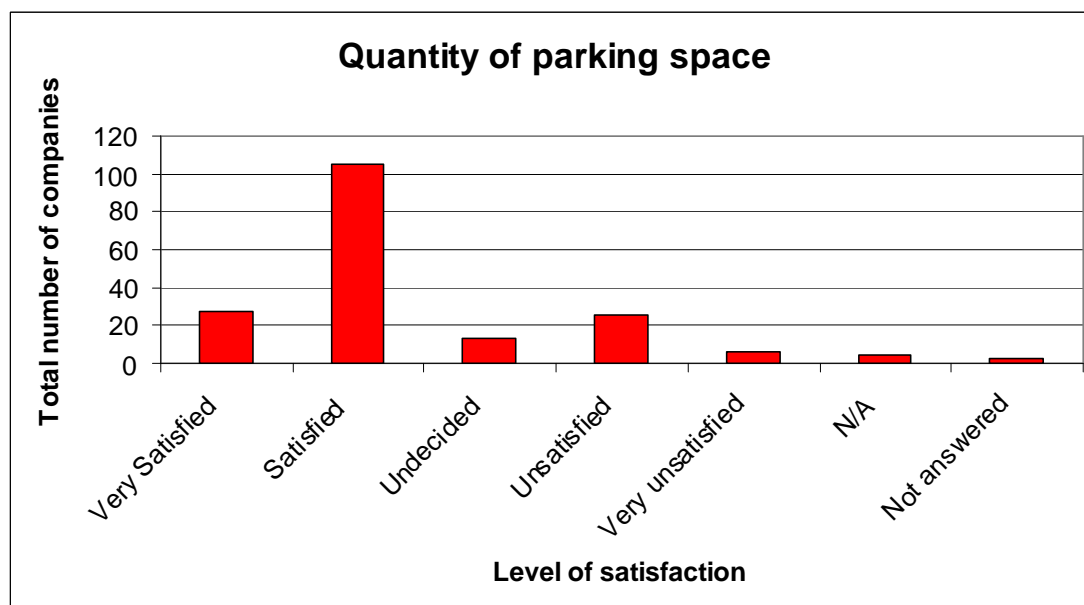


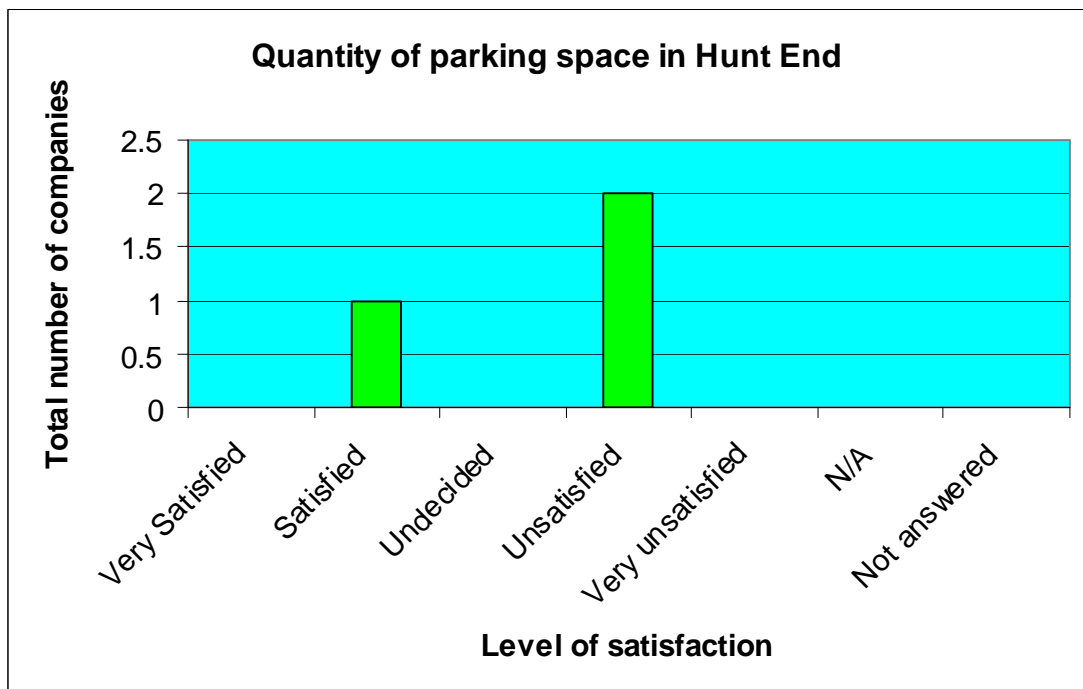
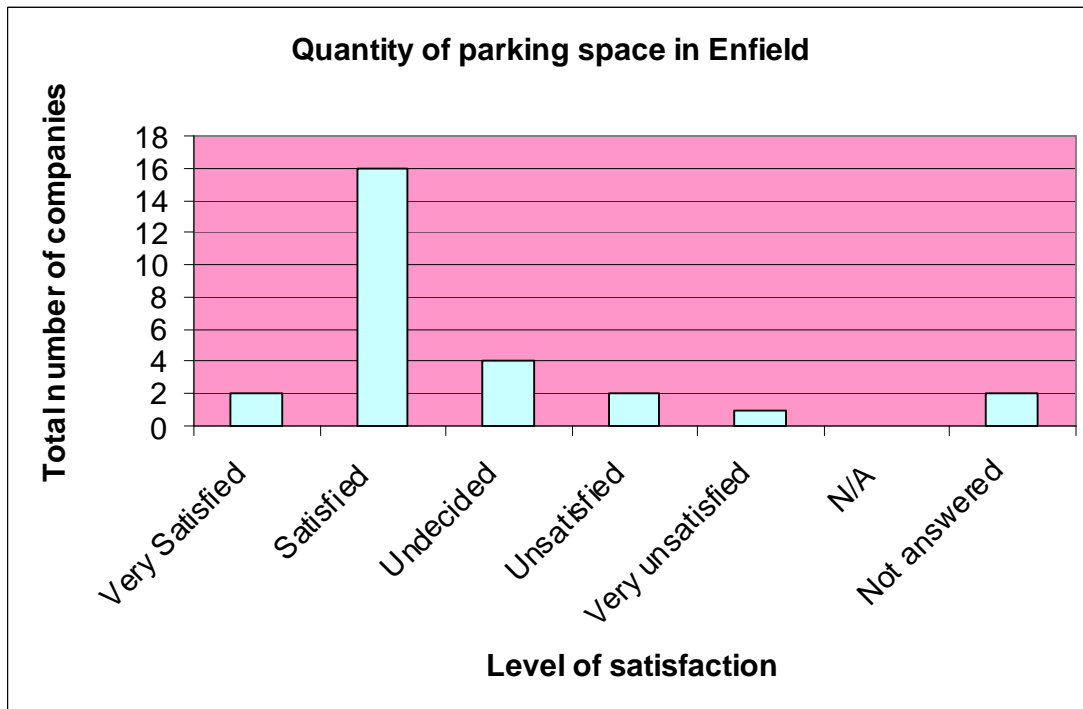


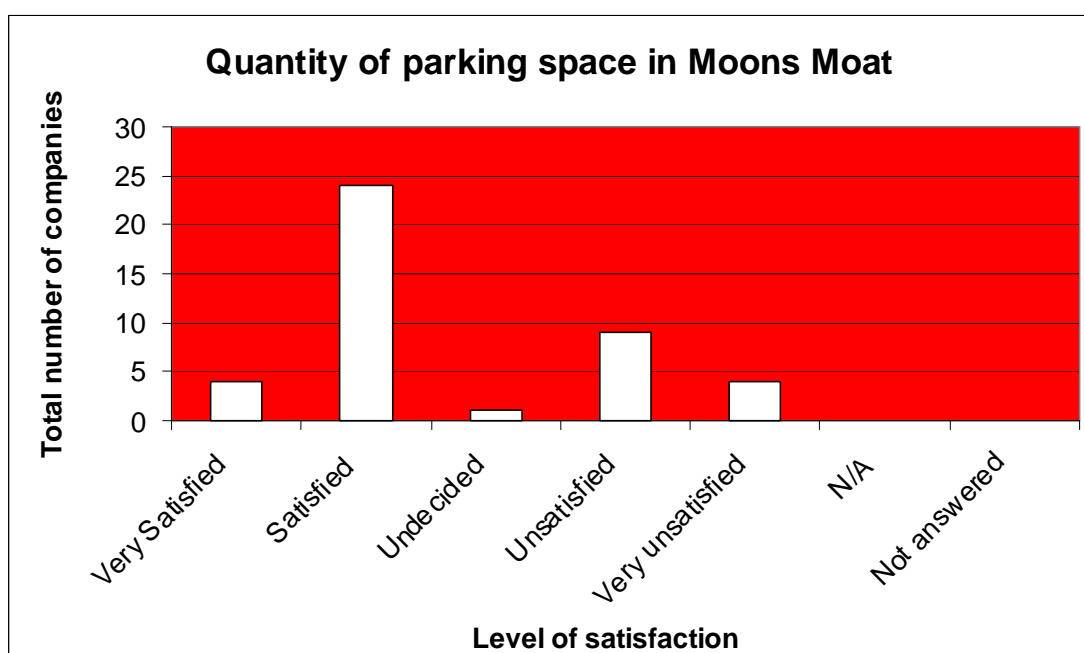
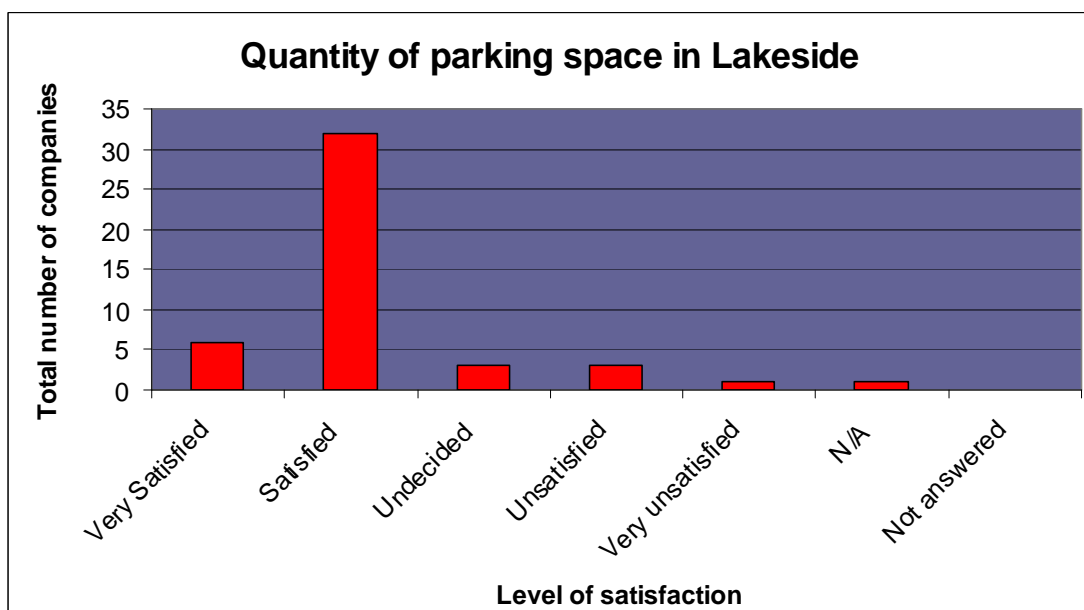


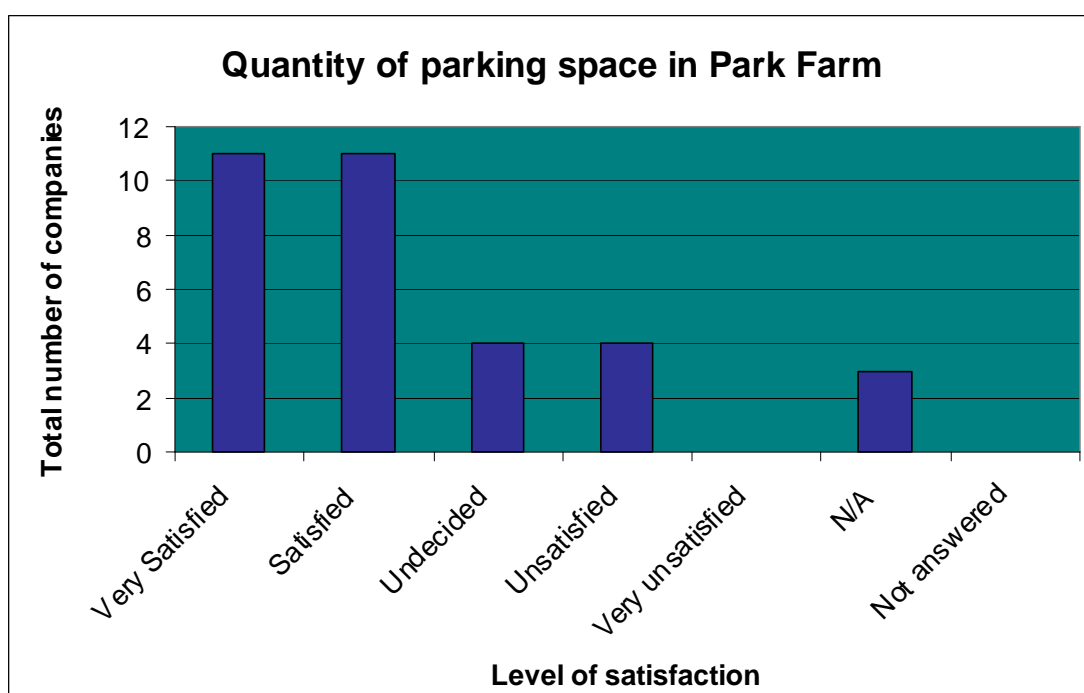
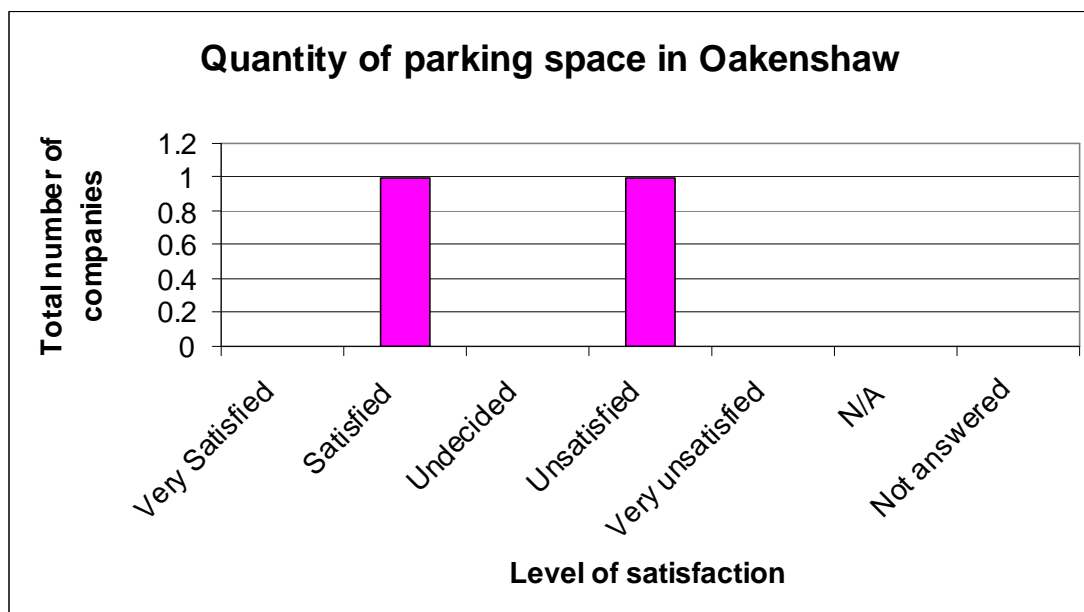


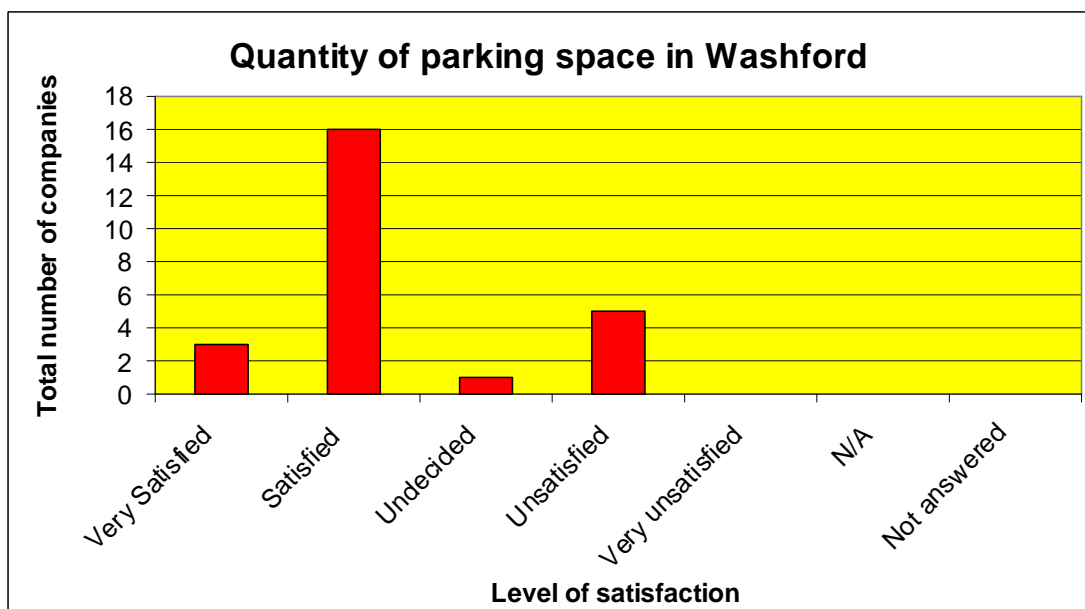
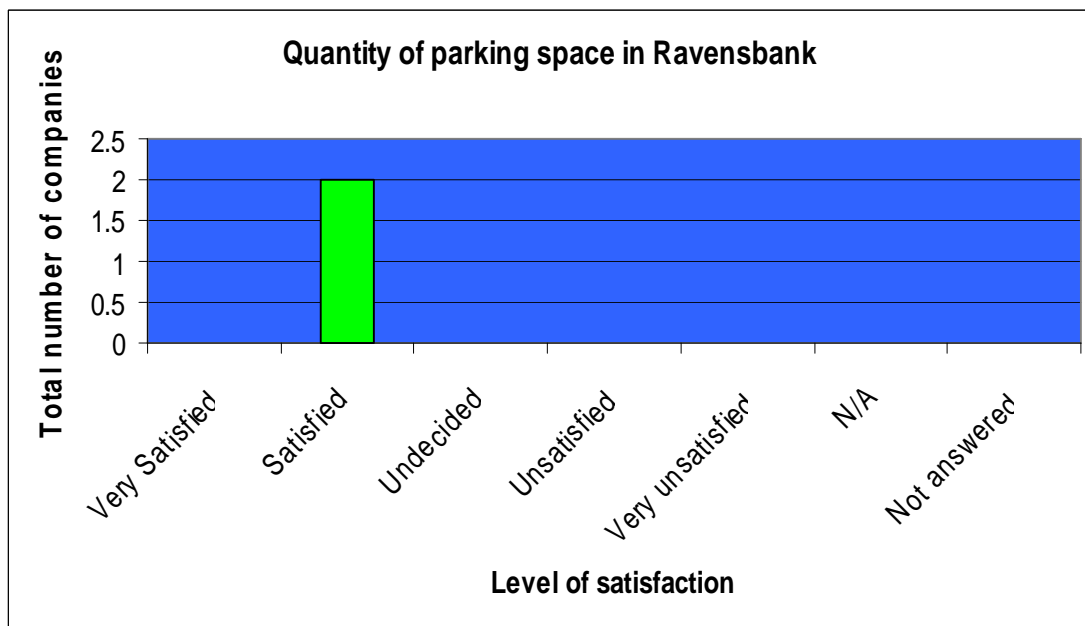
## ***Parking Space***





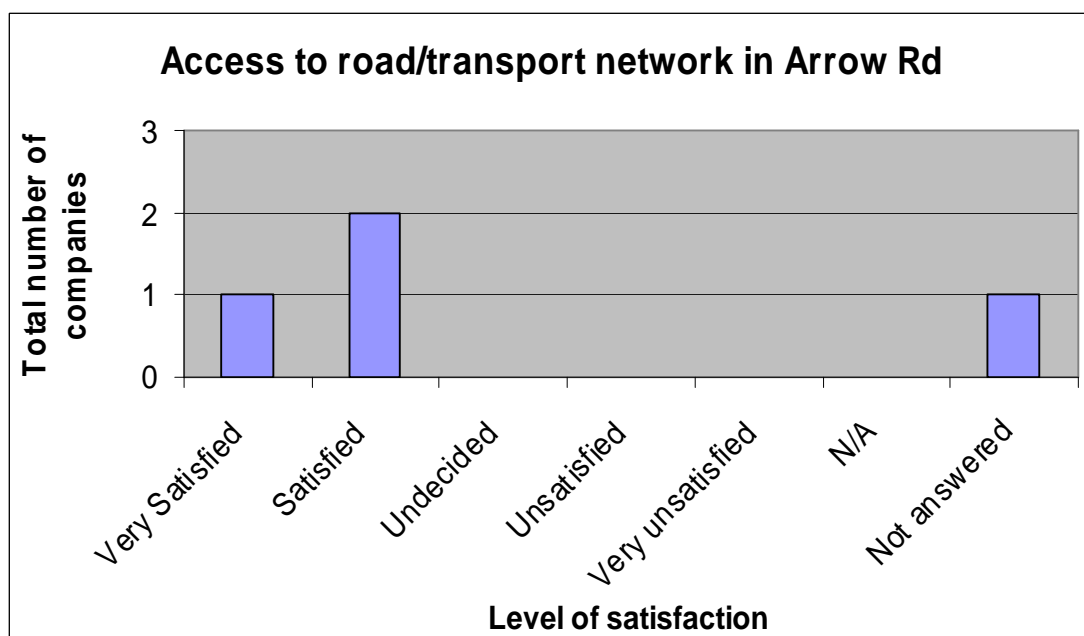
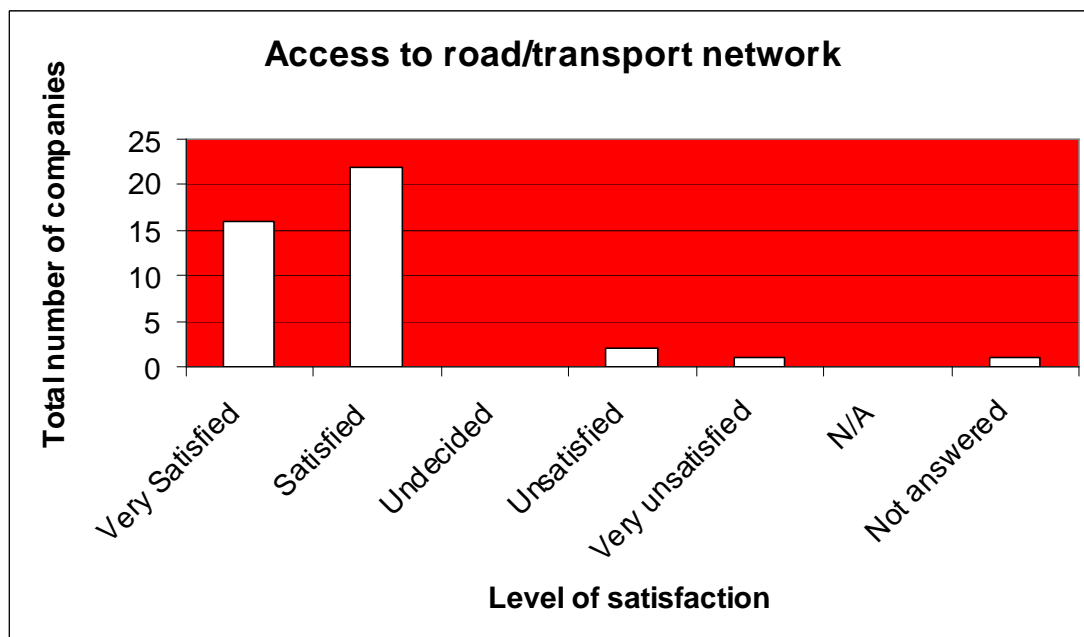


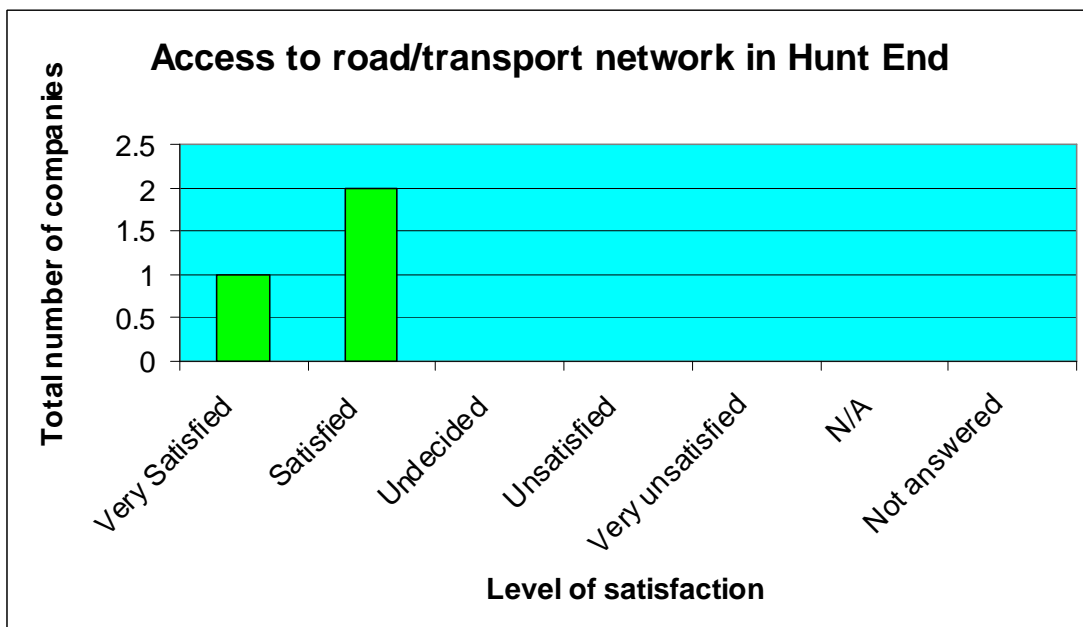
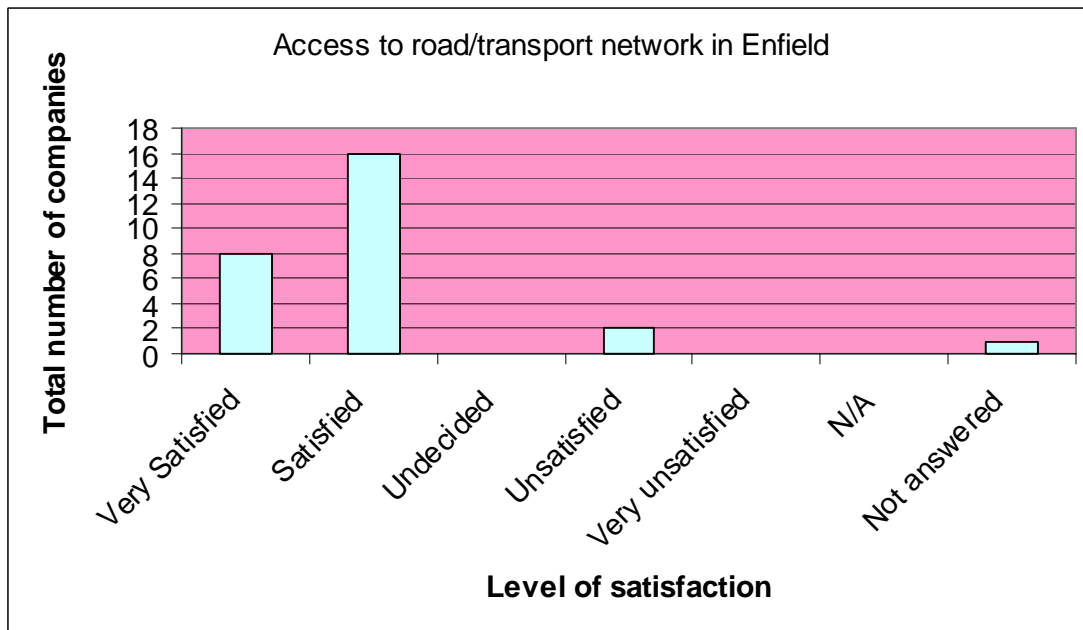


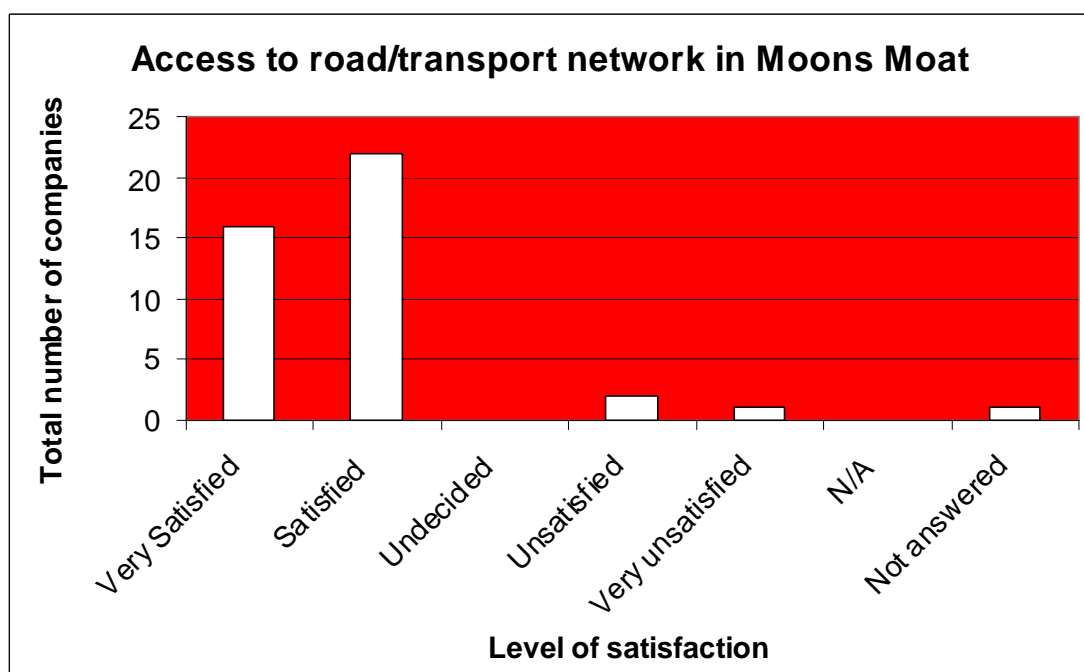
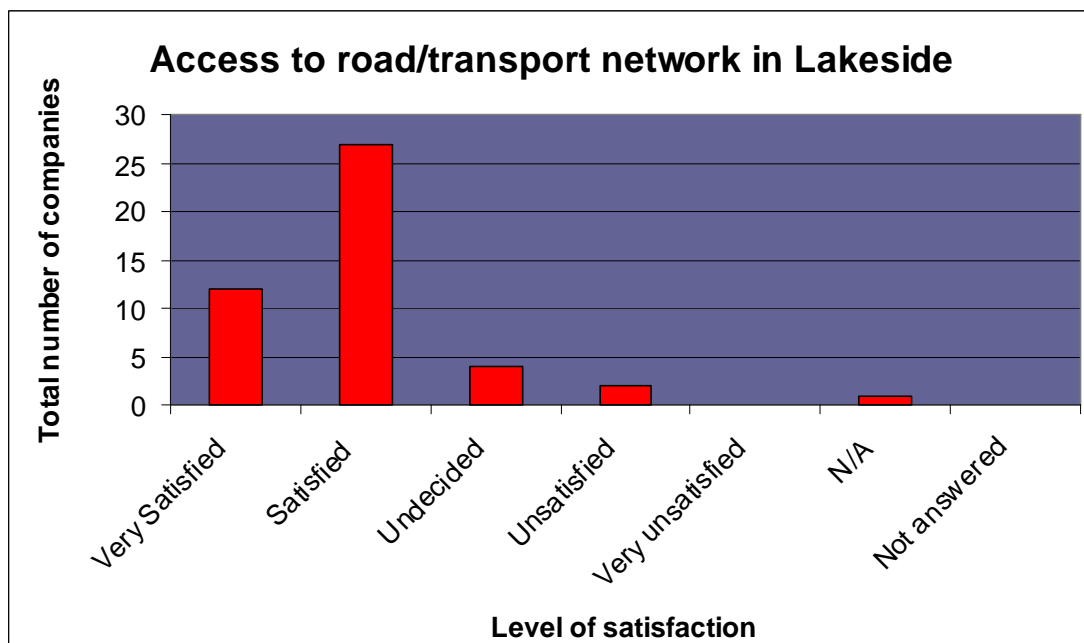


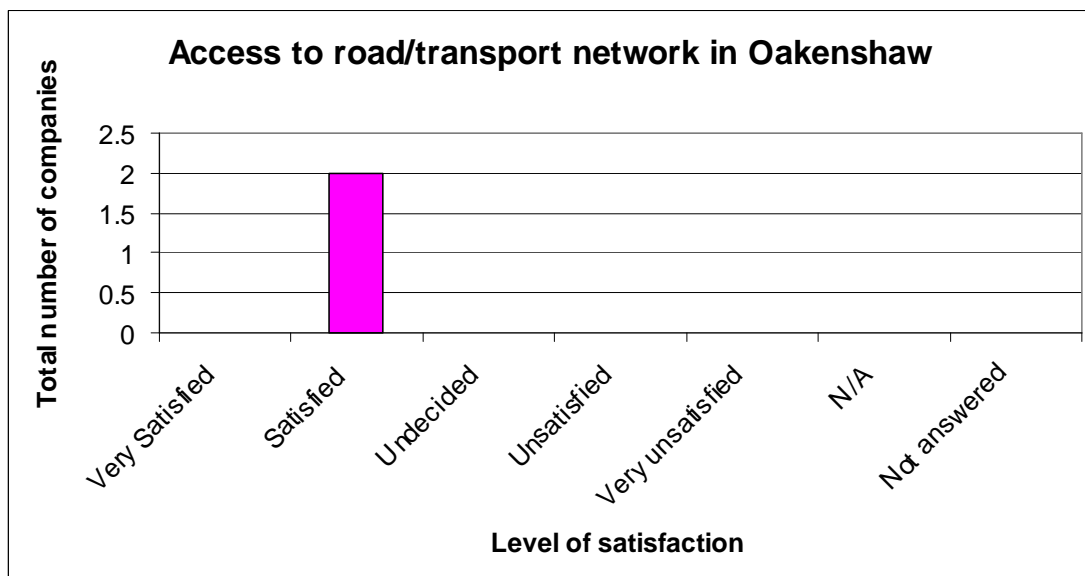


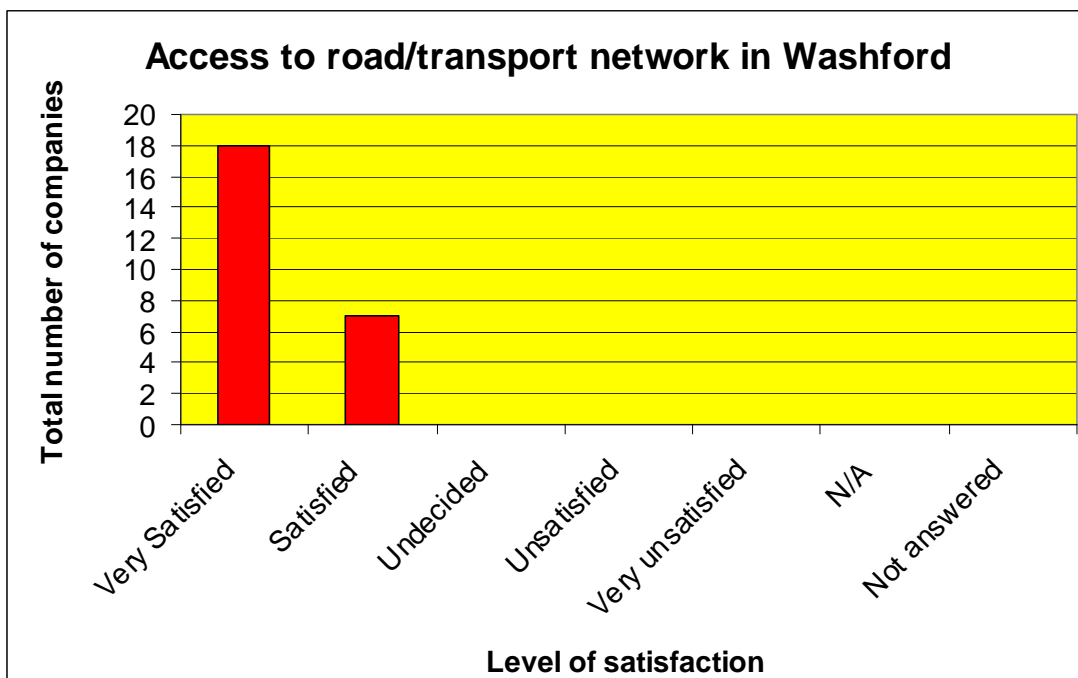
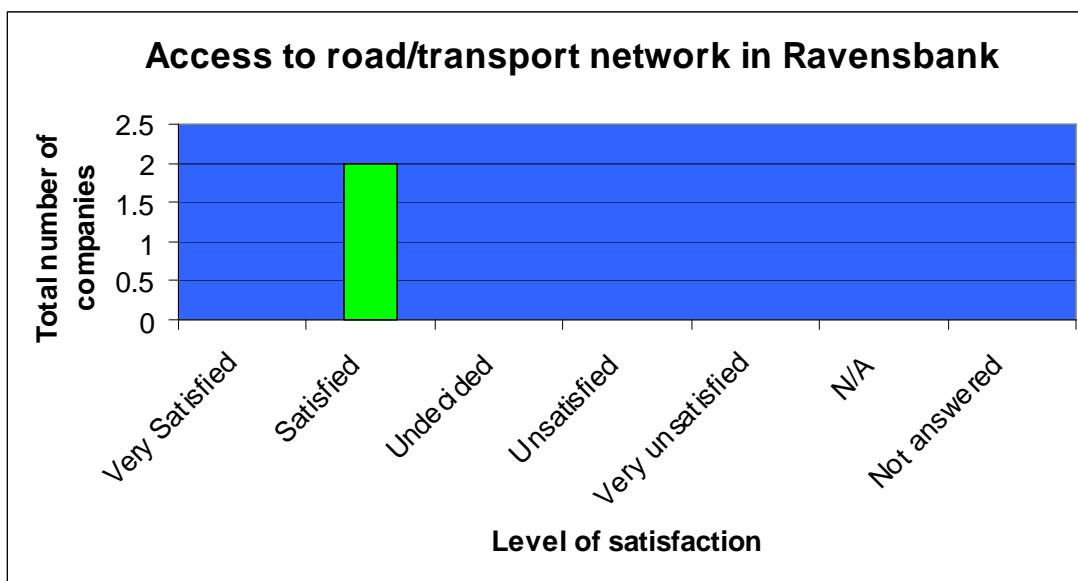
## ***Access to Road/Transport Network***



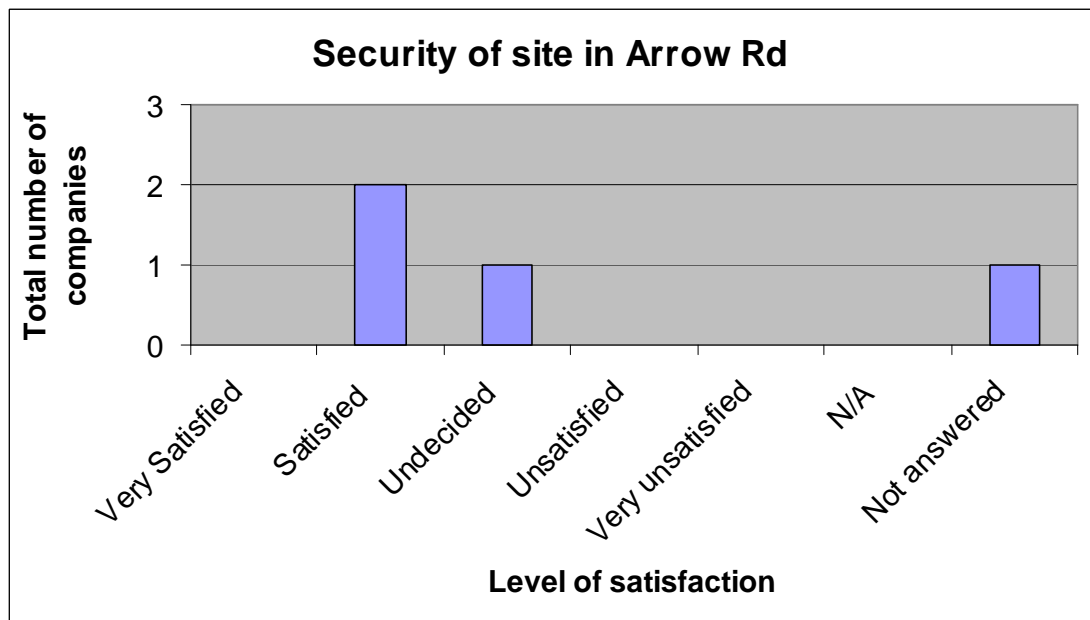
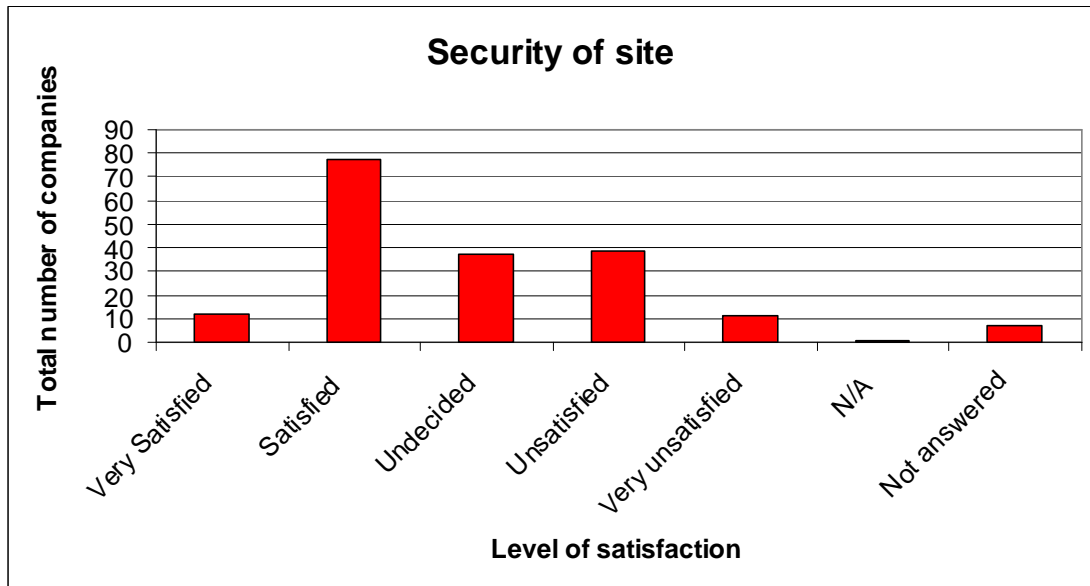


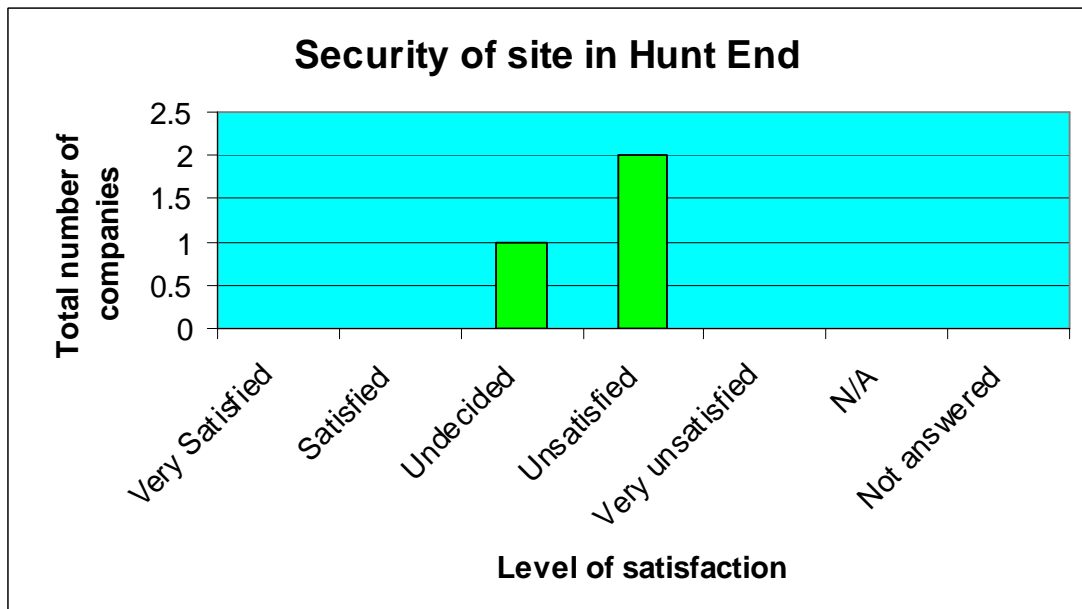
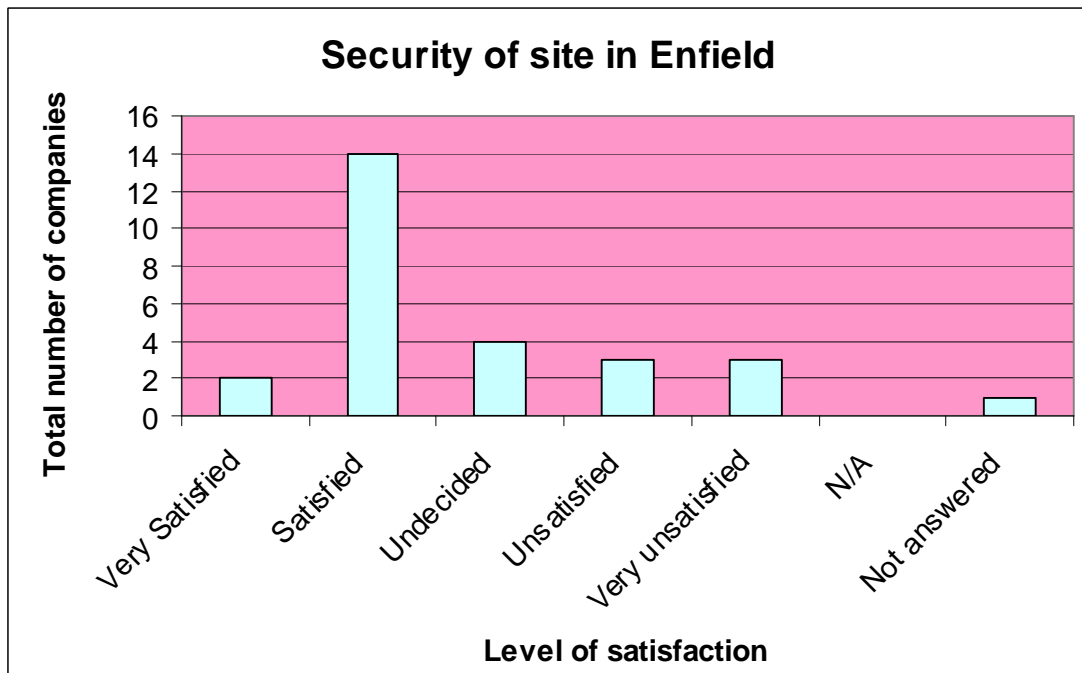


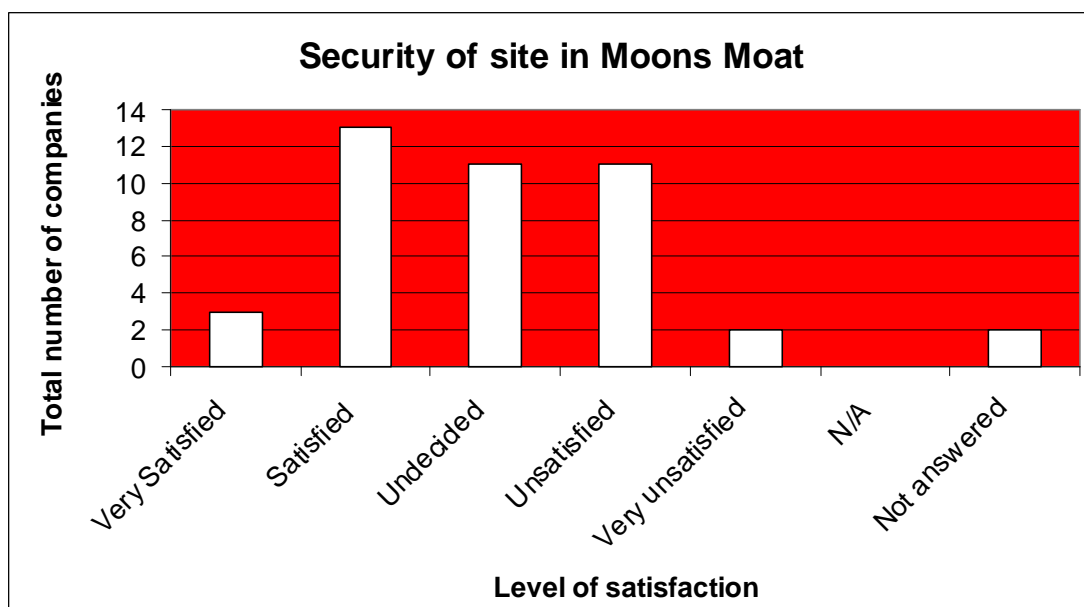
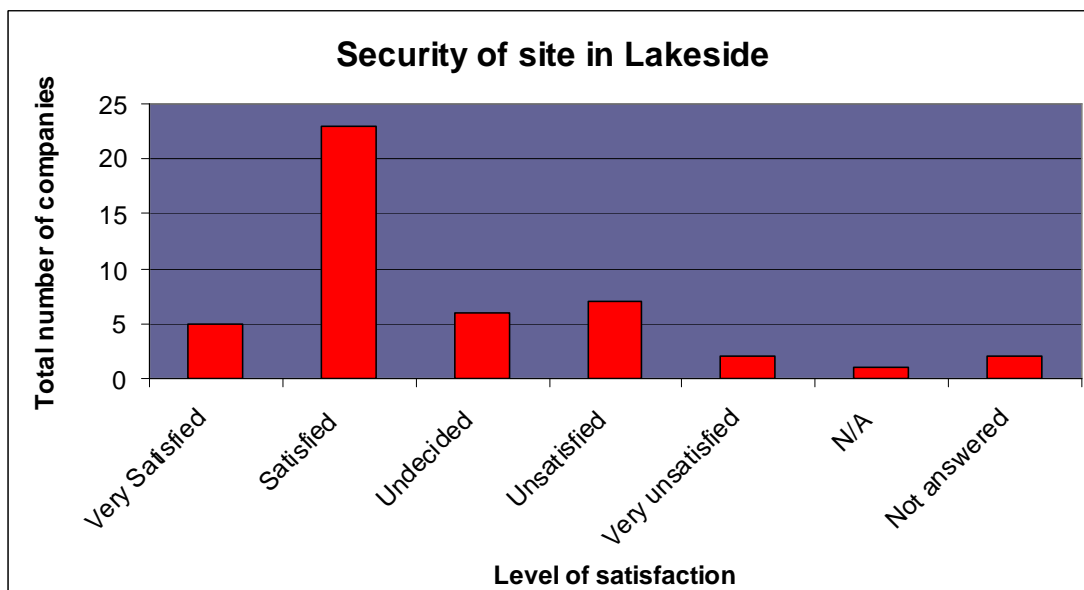




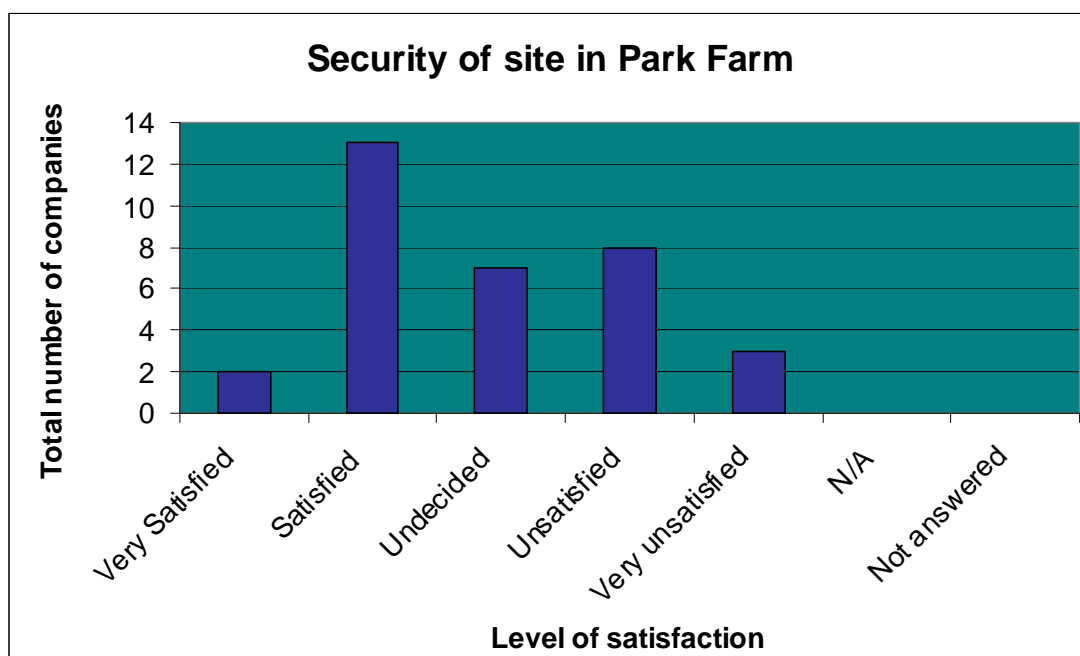
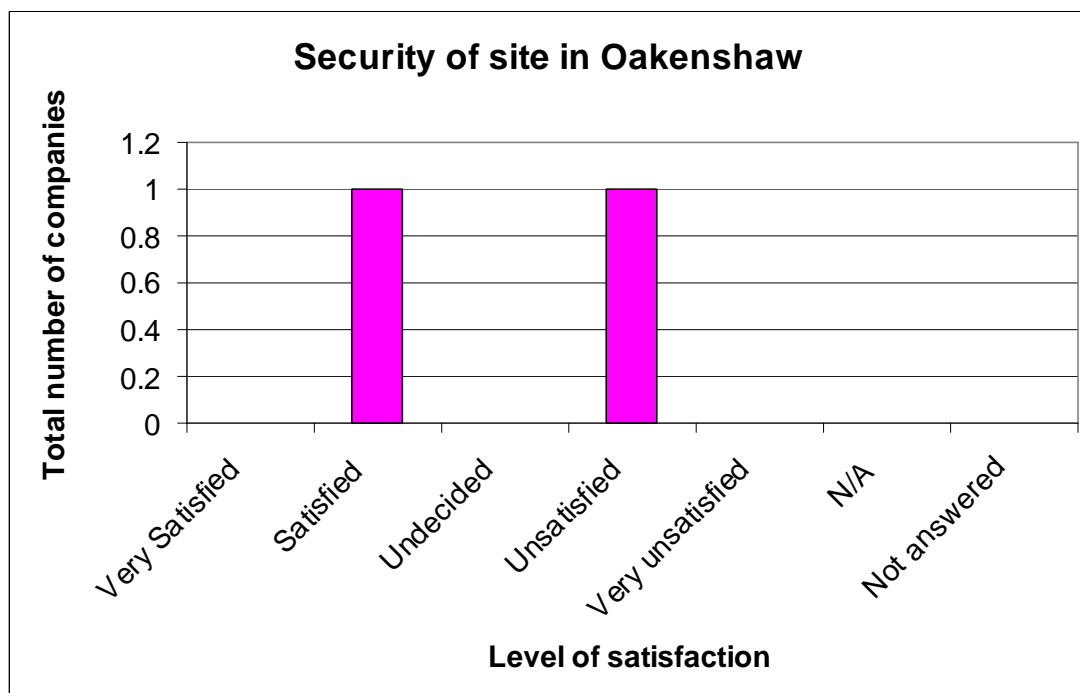
## Security of Site

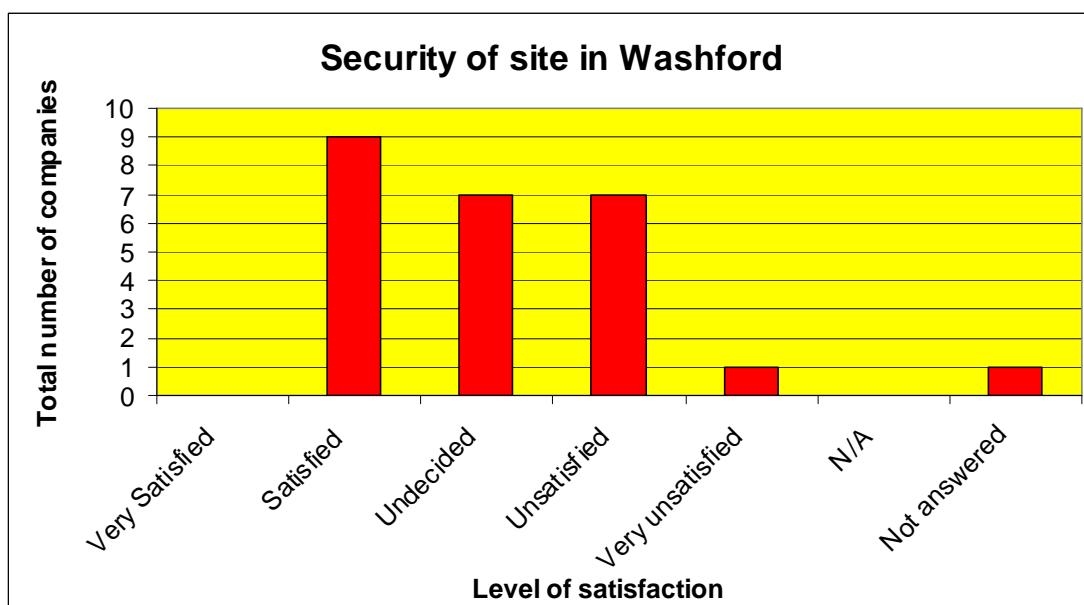
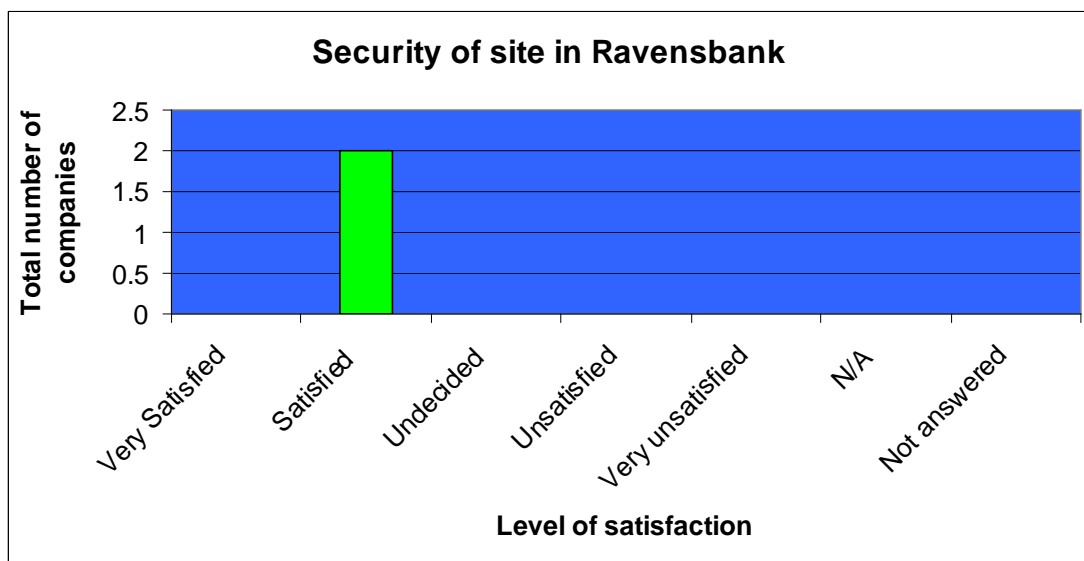




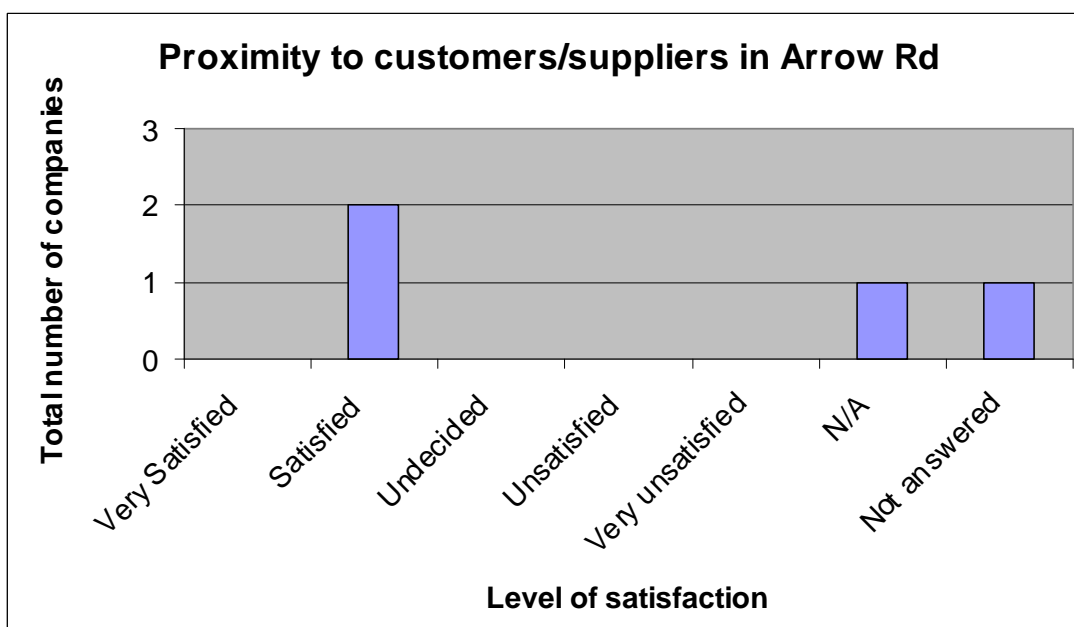
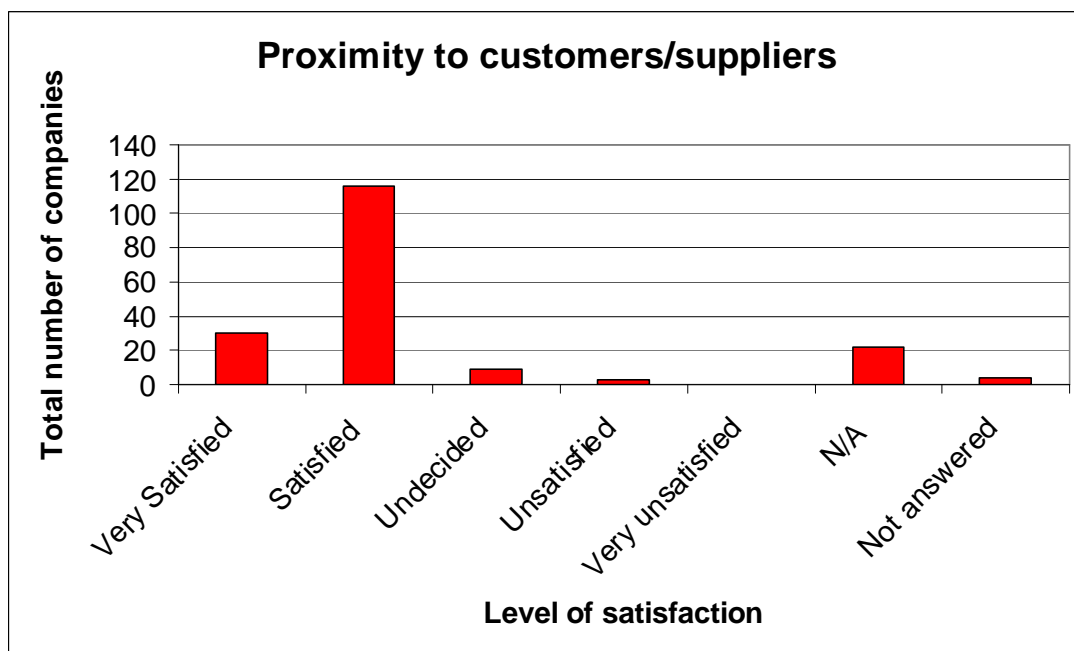


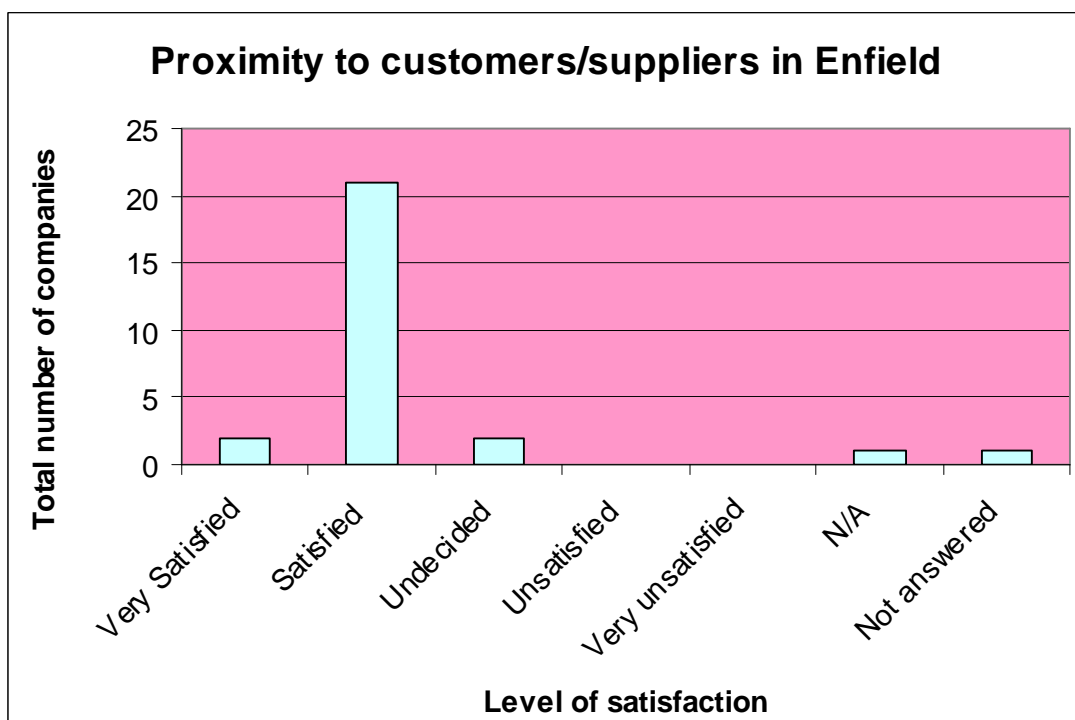


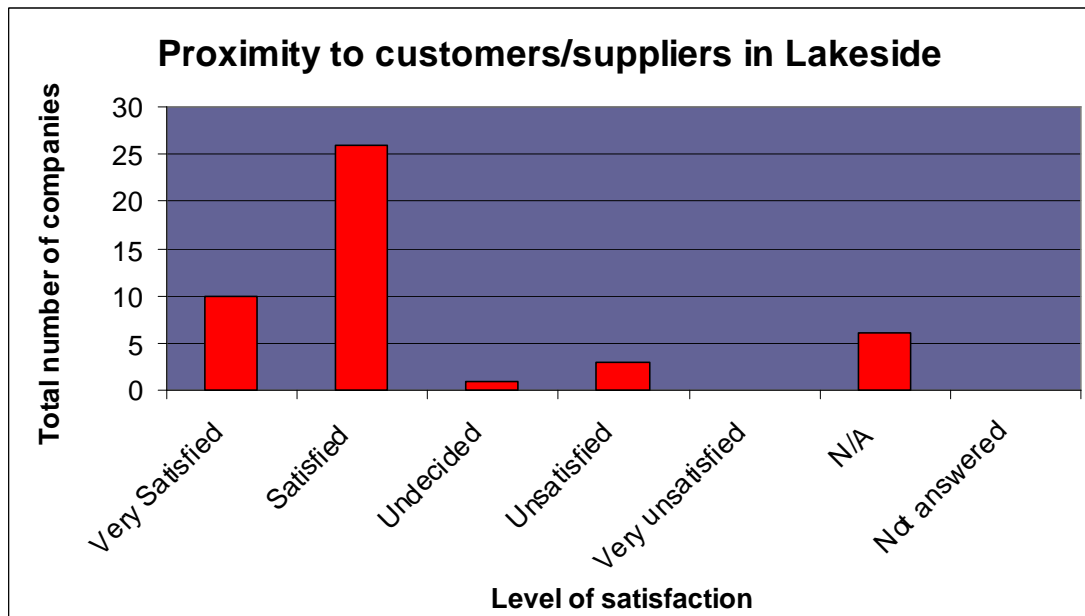


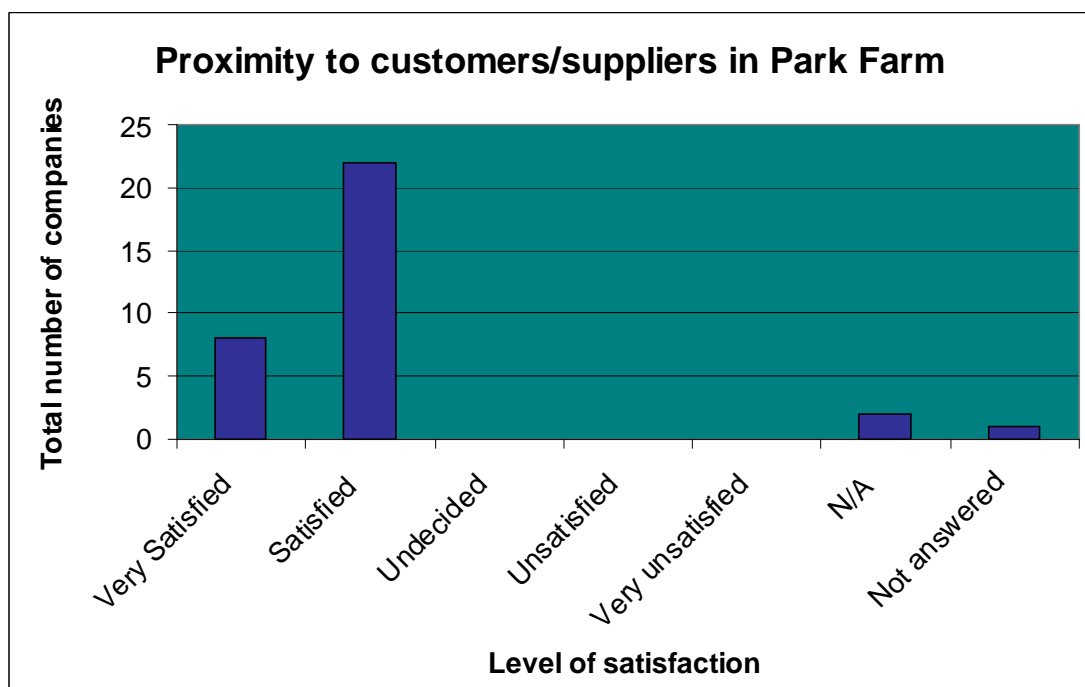
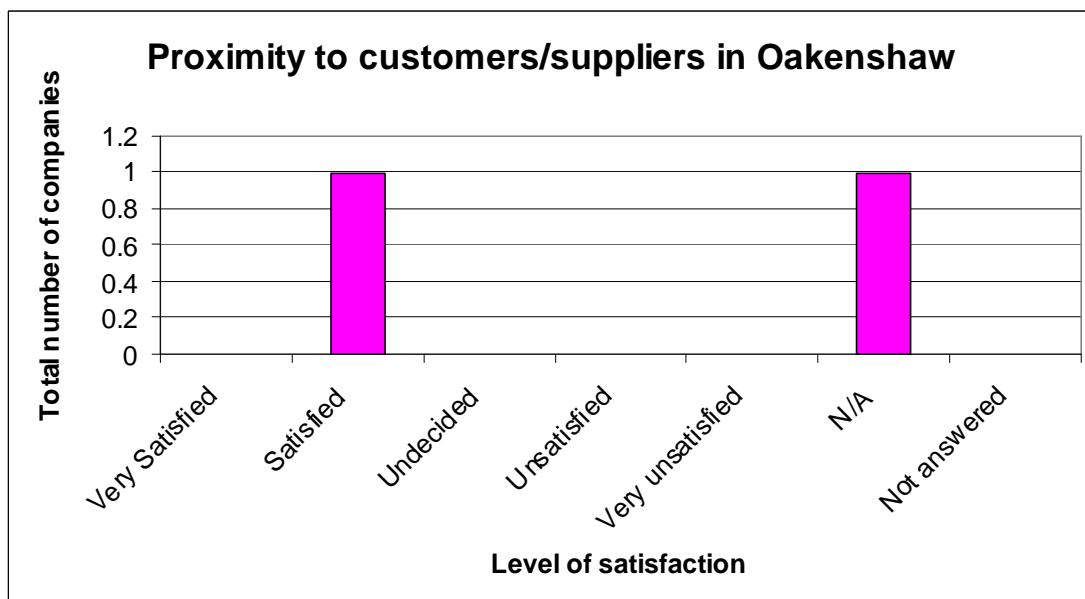


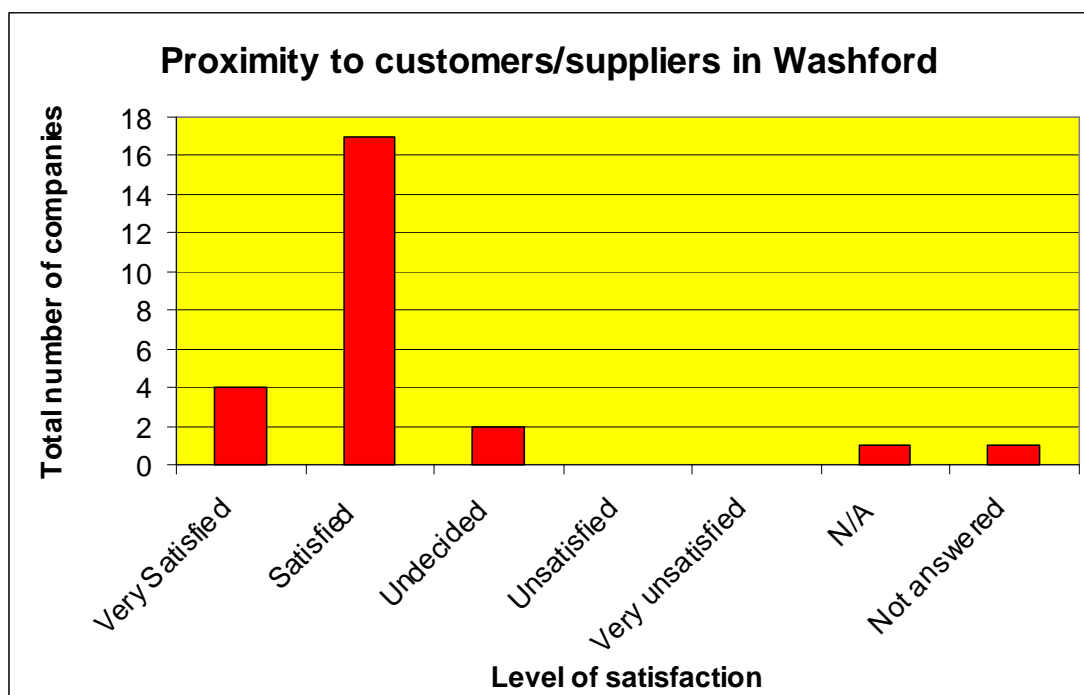
## ***Proximity to Customers and Suppliers***



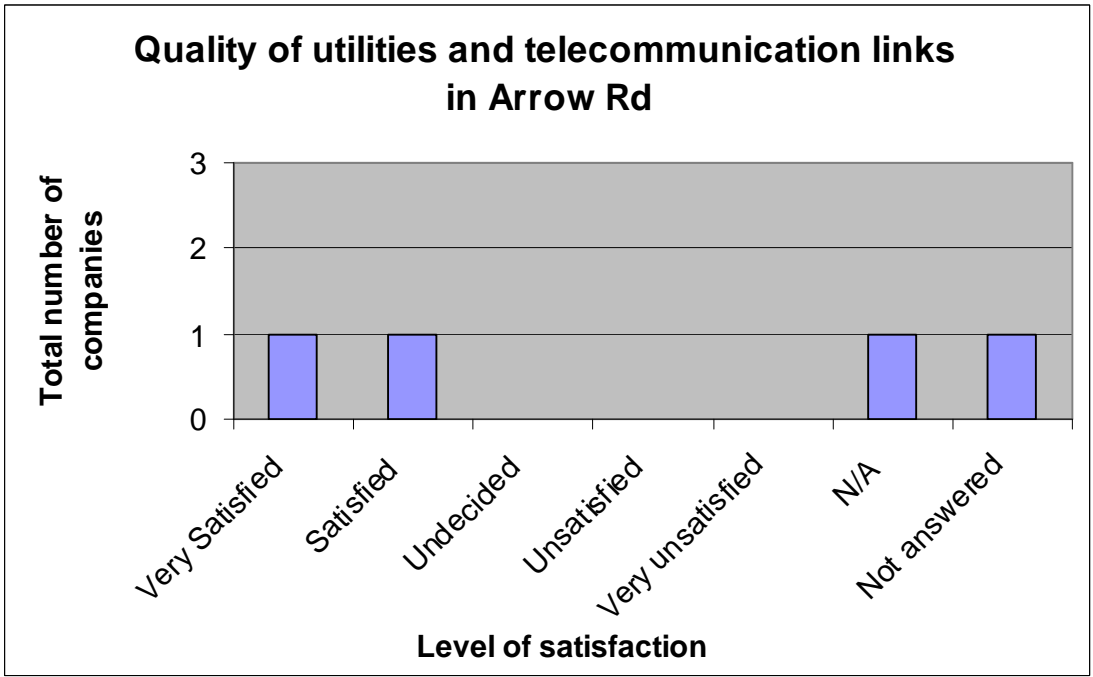
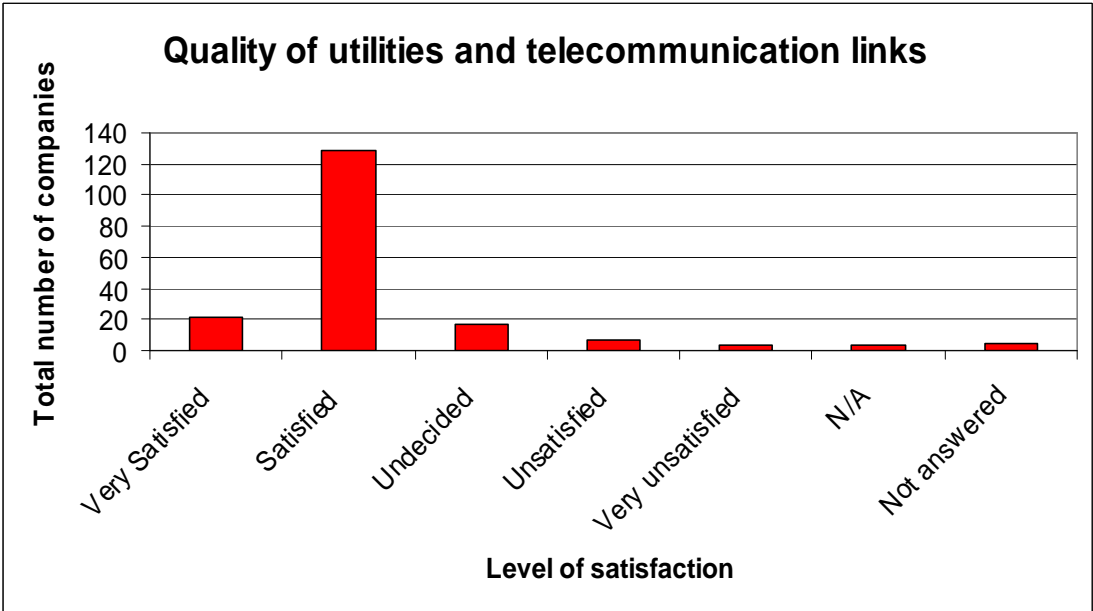




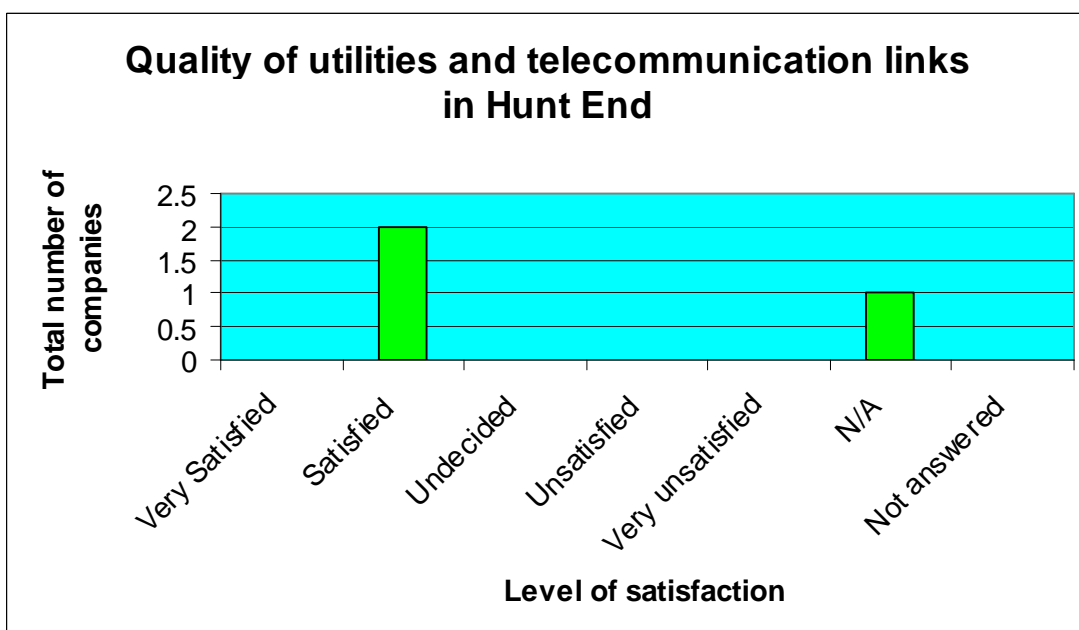
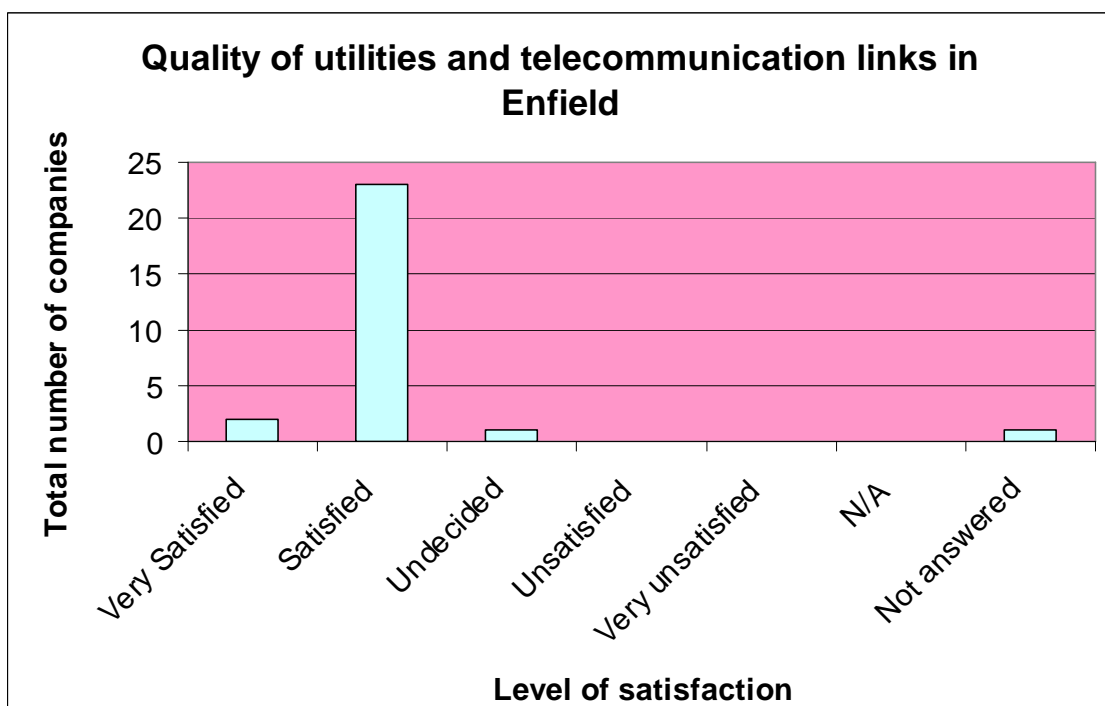


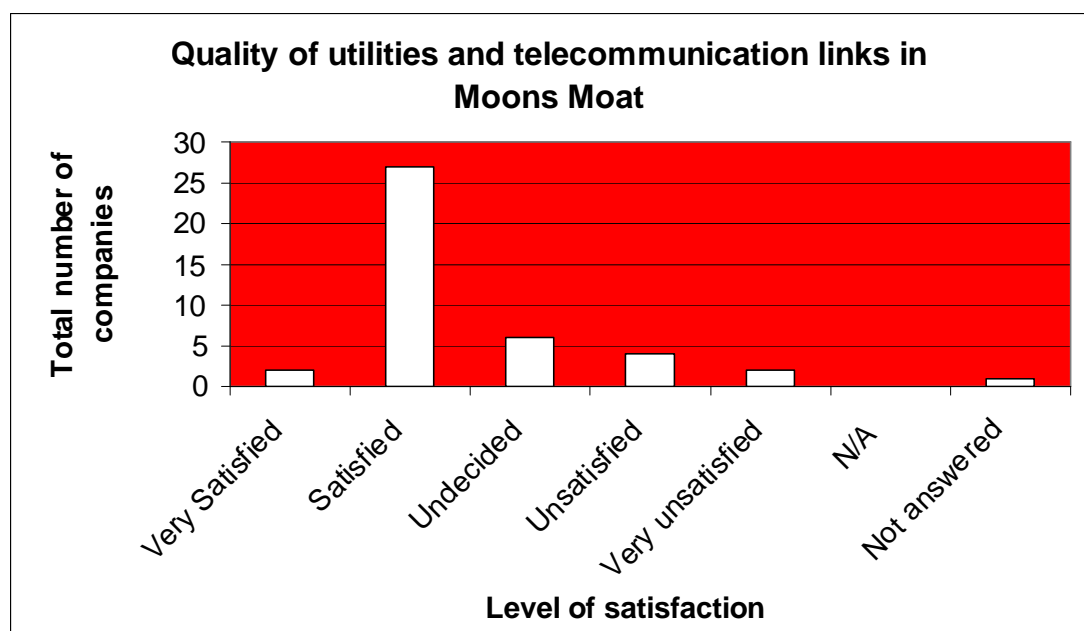
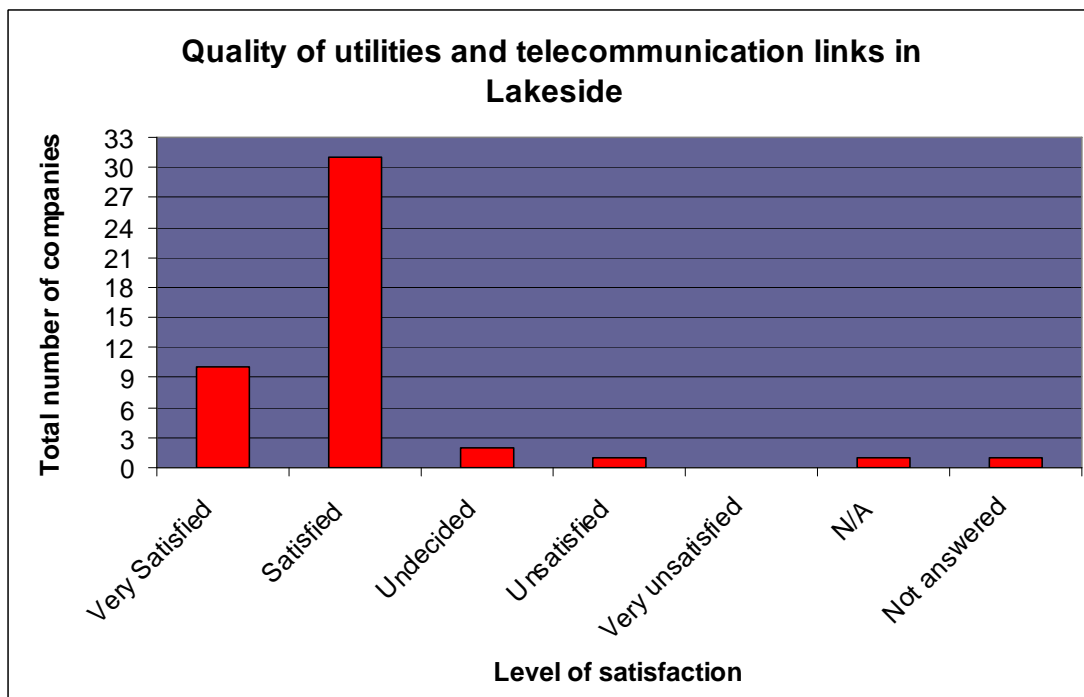


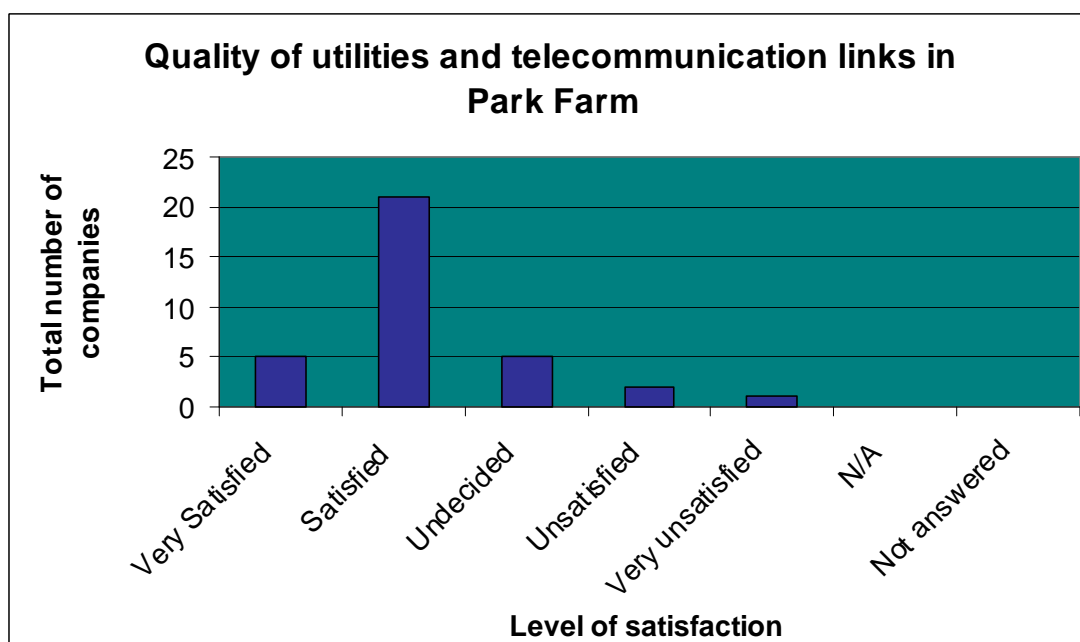
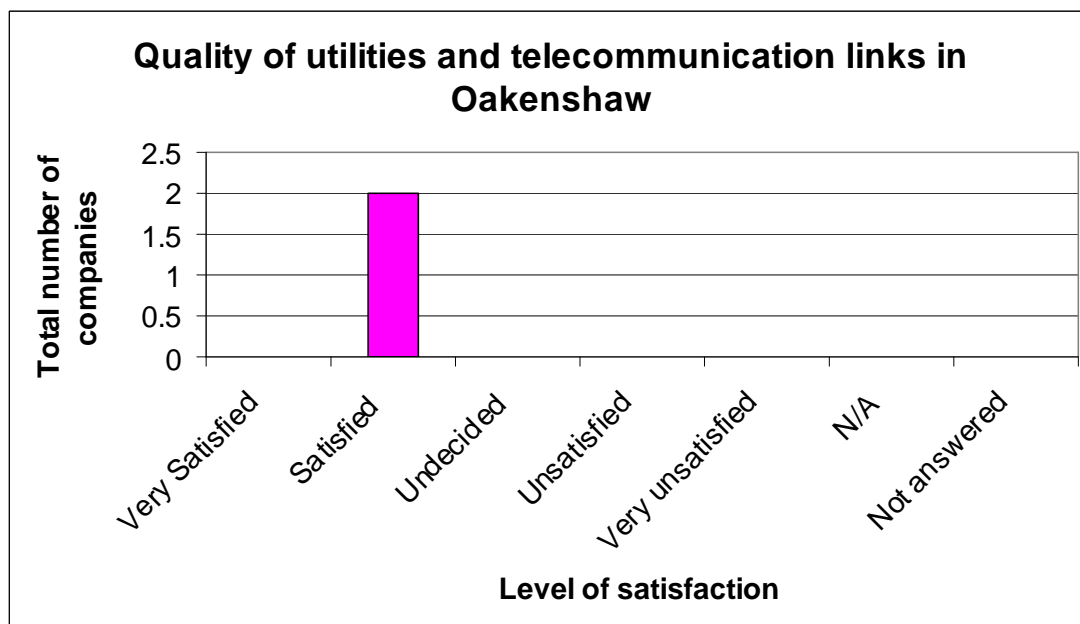
**Quality of Utilities and Telecommunication Links**

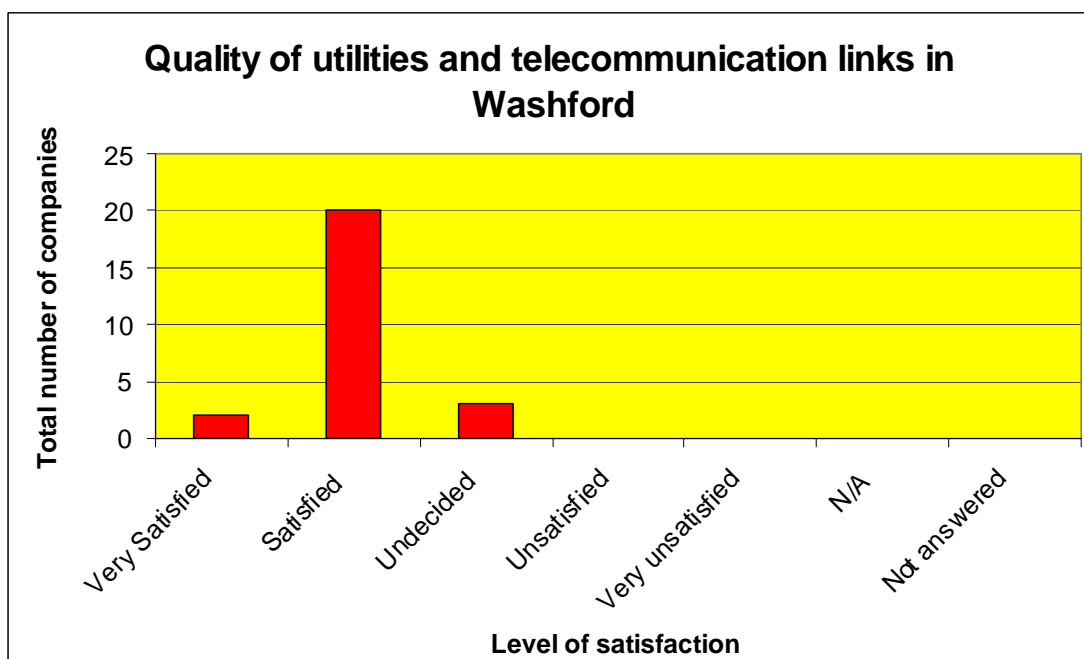
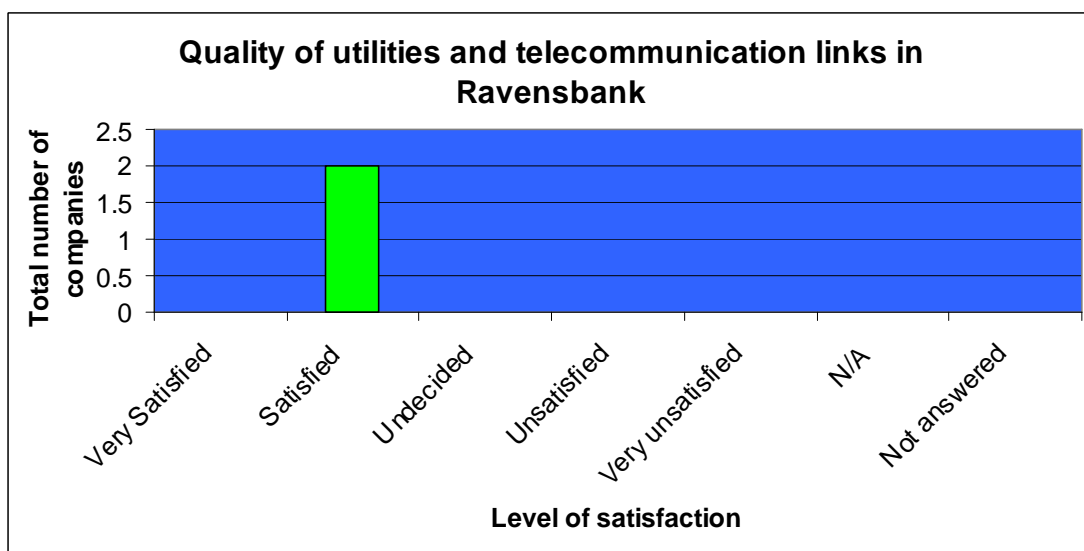




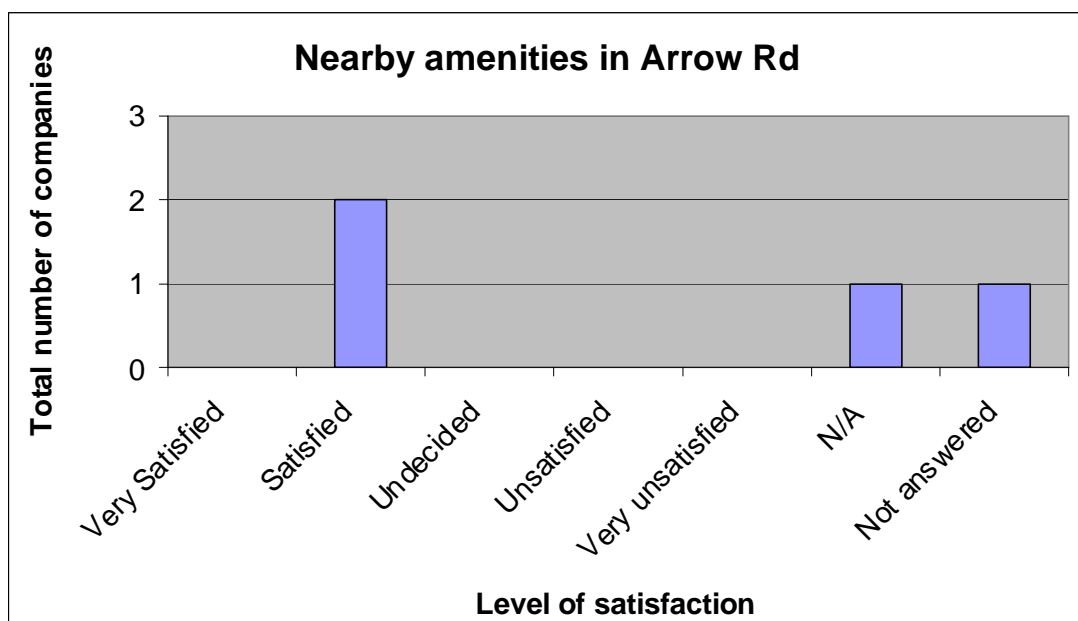
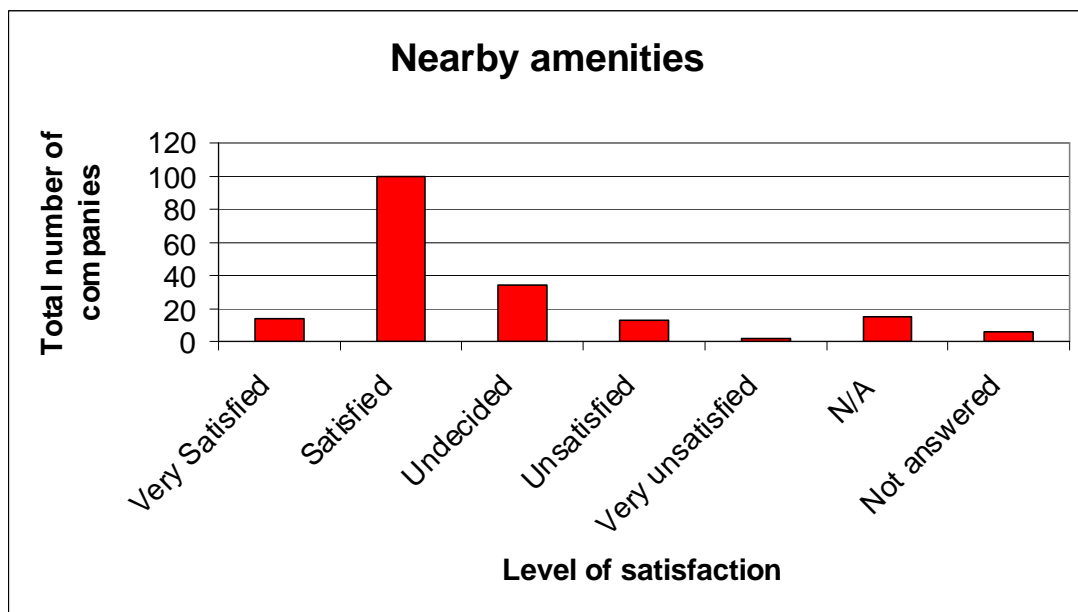


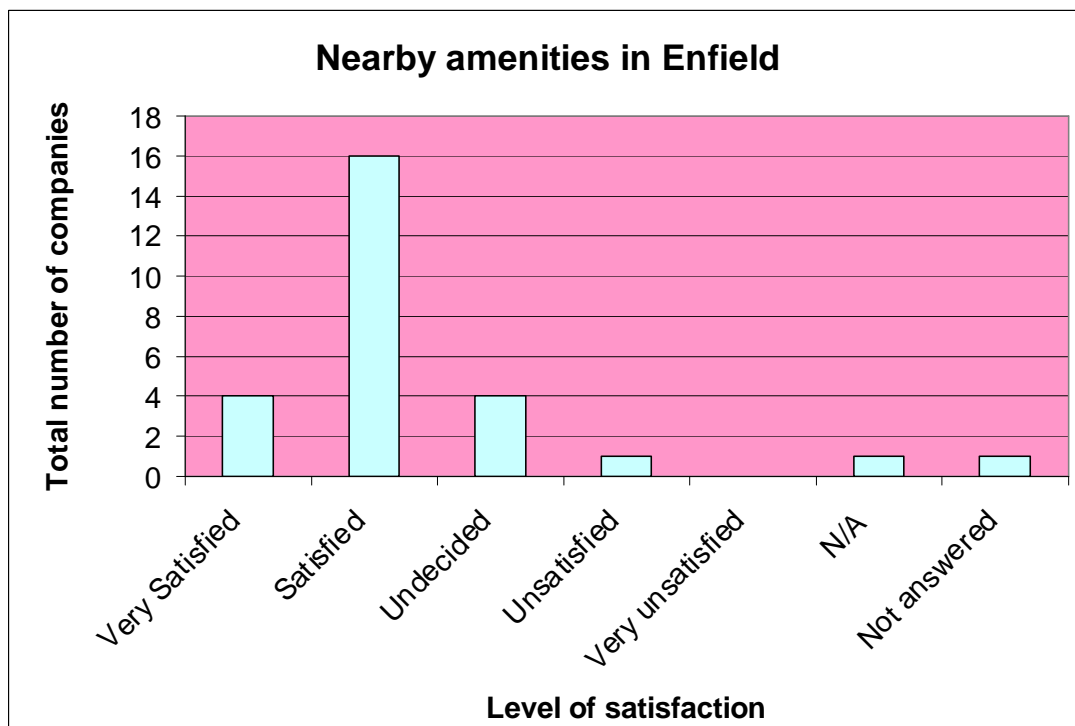


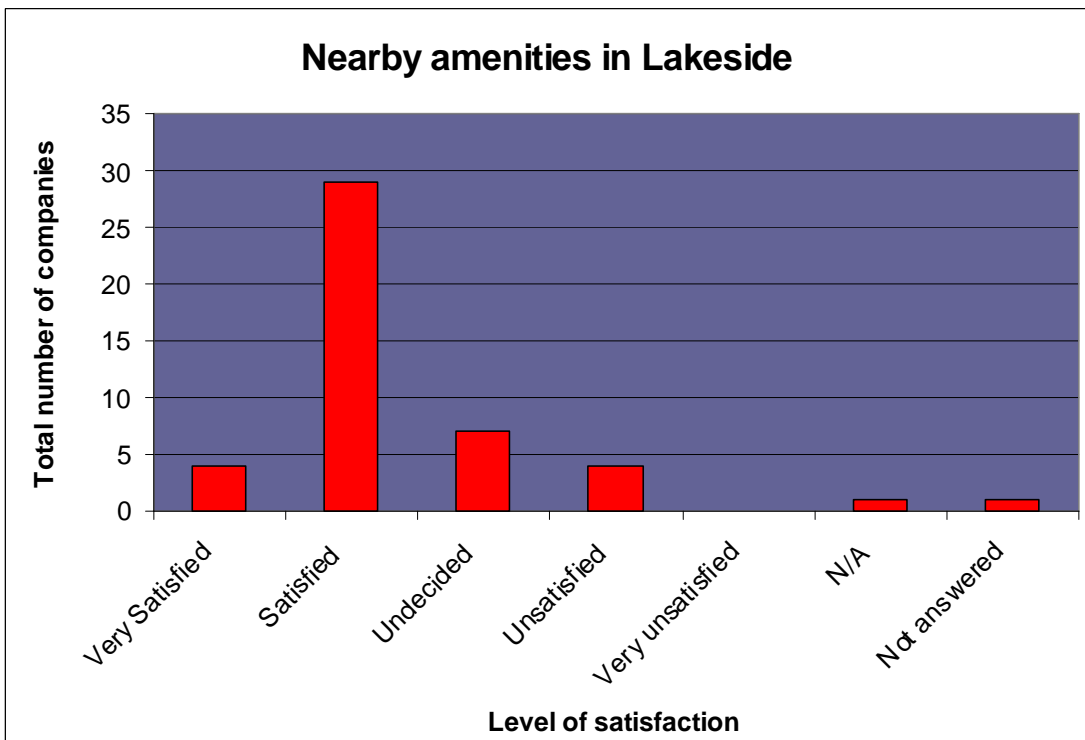
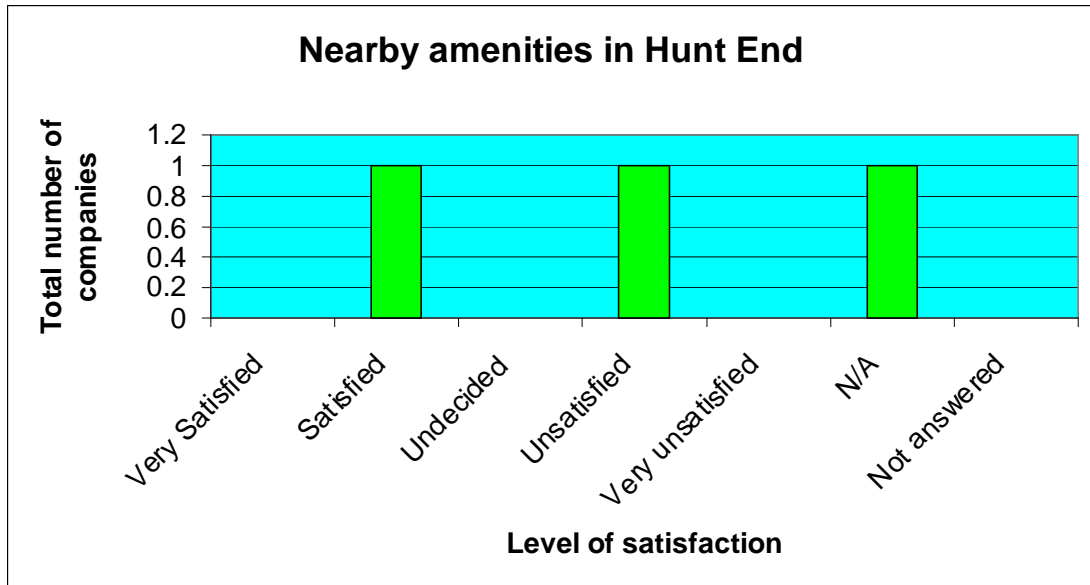


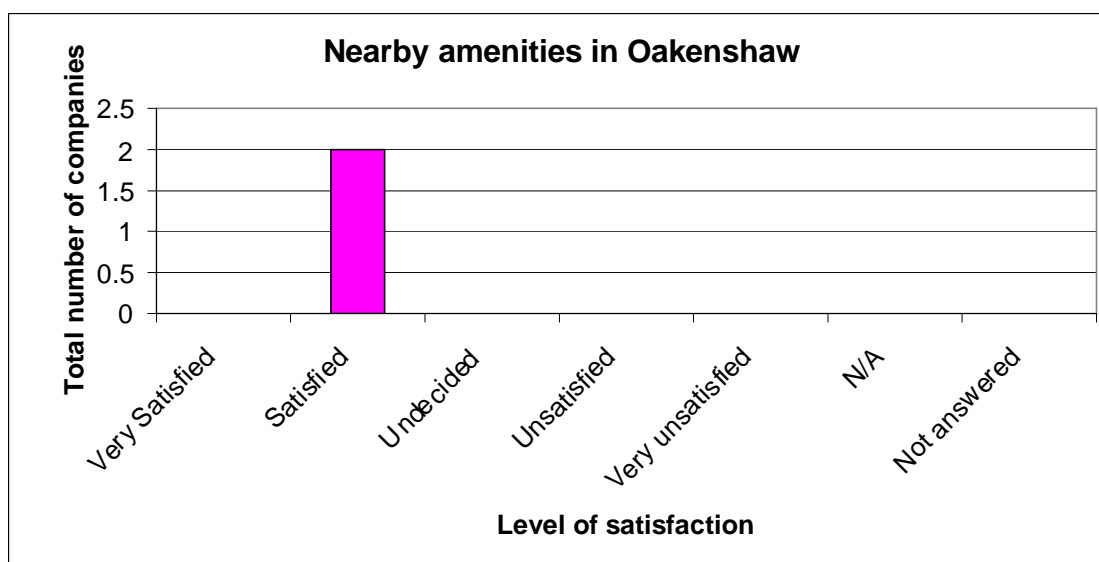
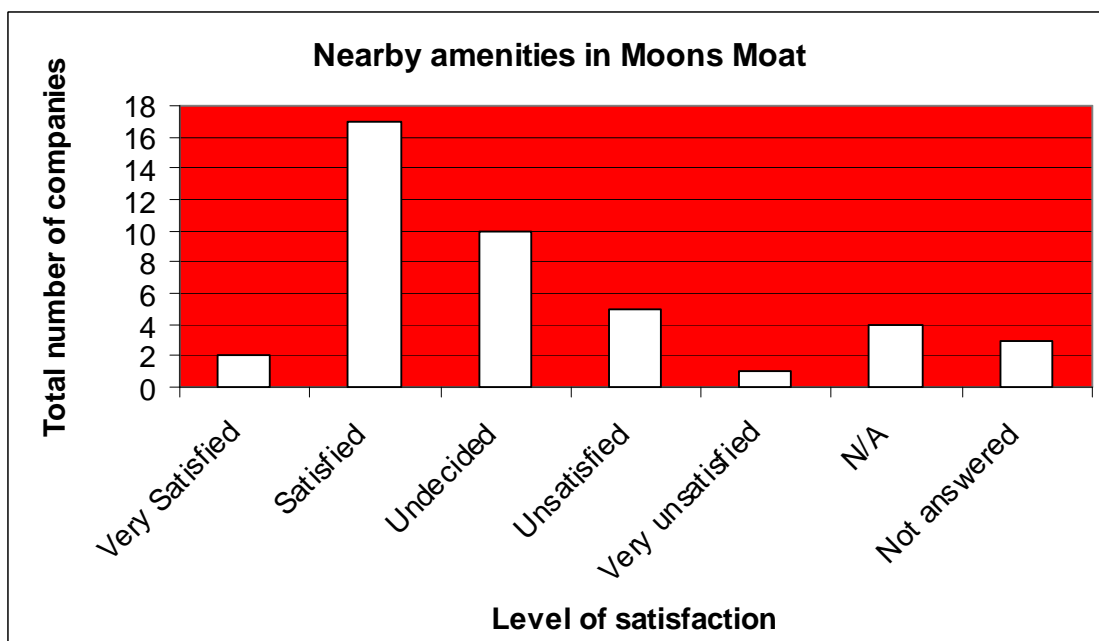


## Nearby Amenities

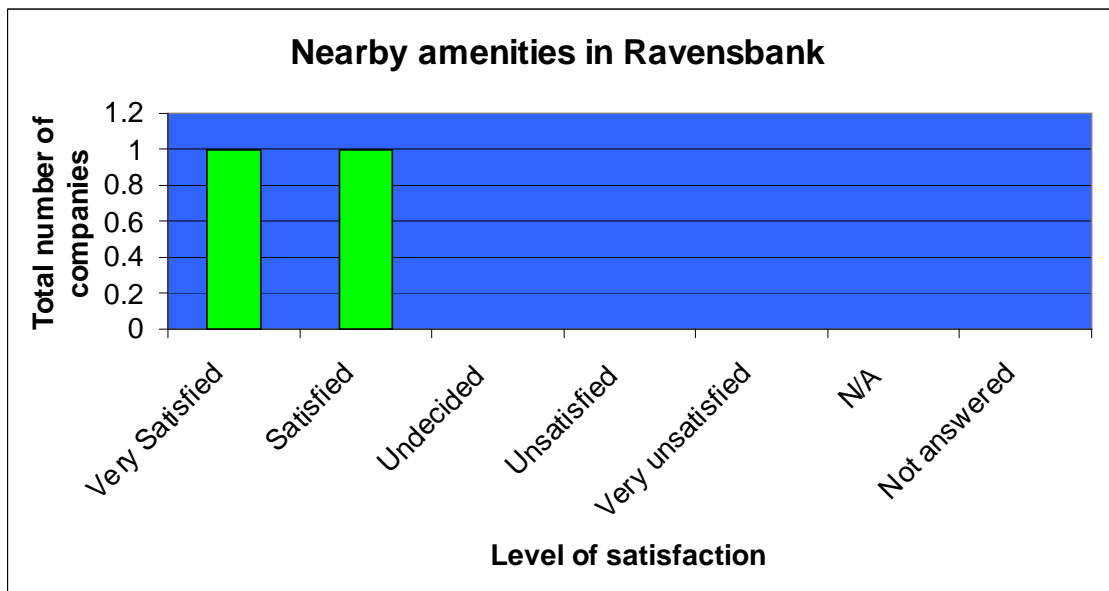
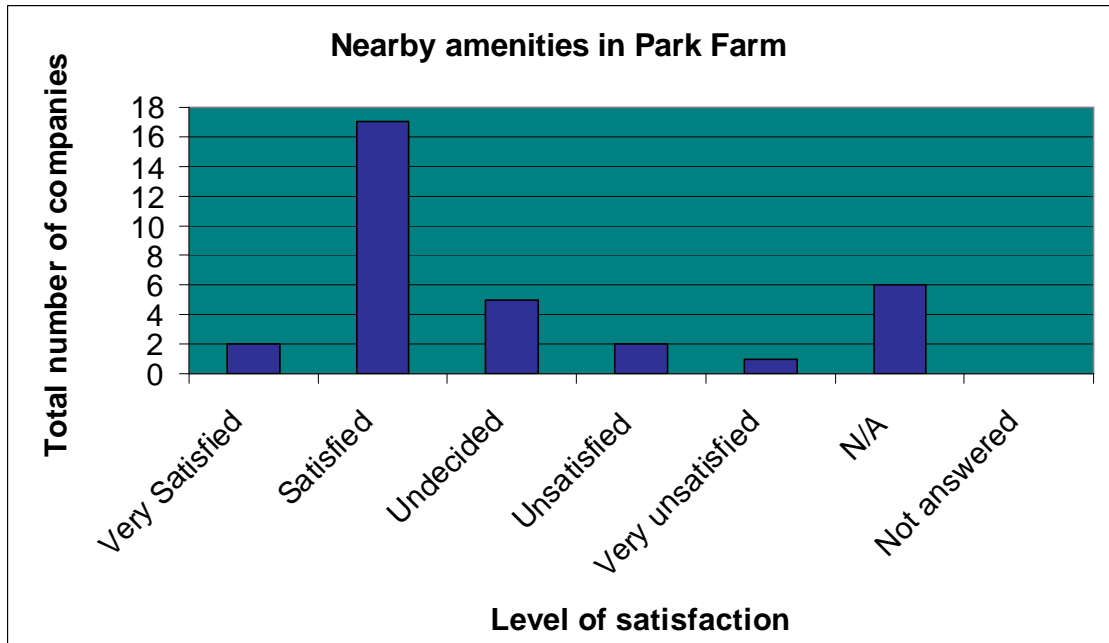


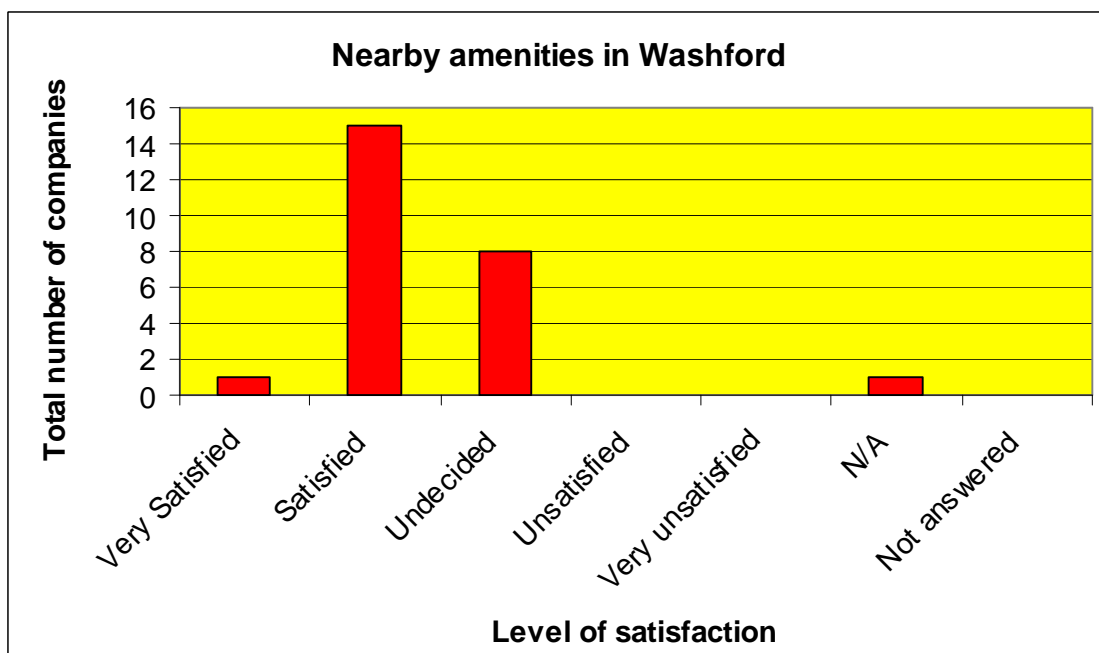




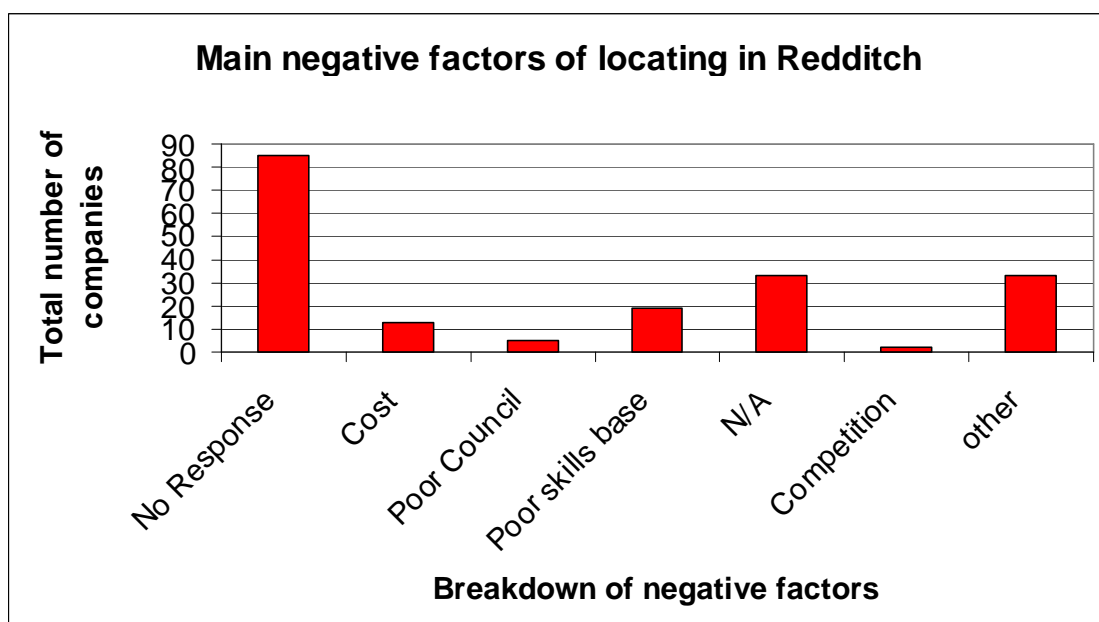


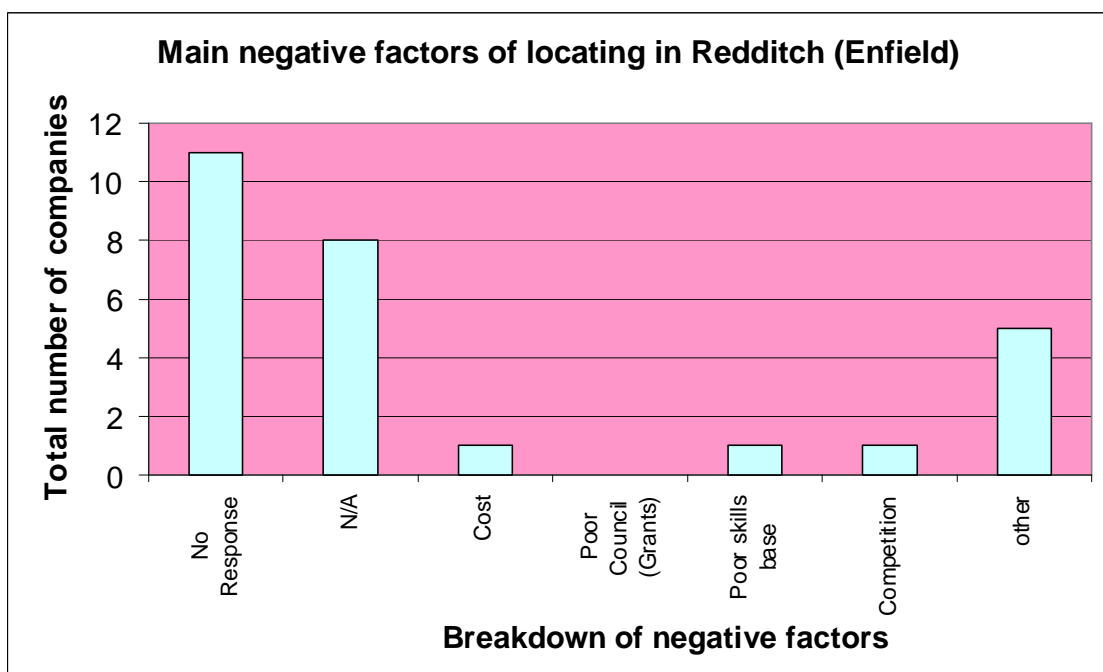
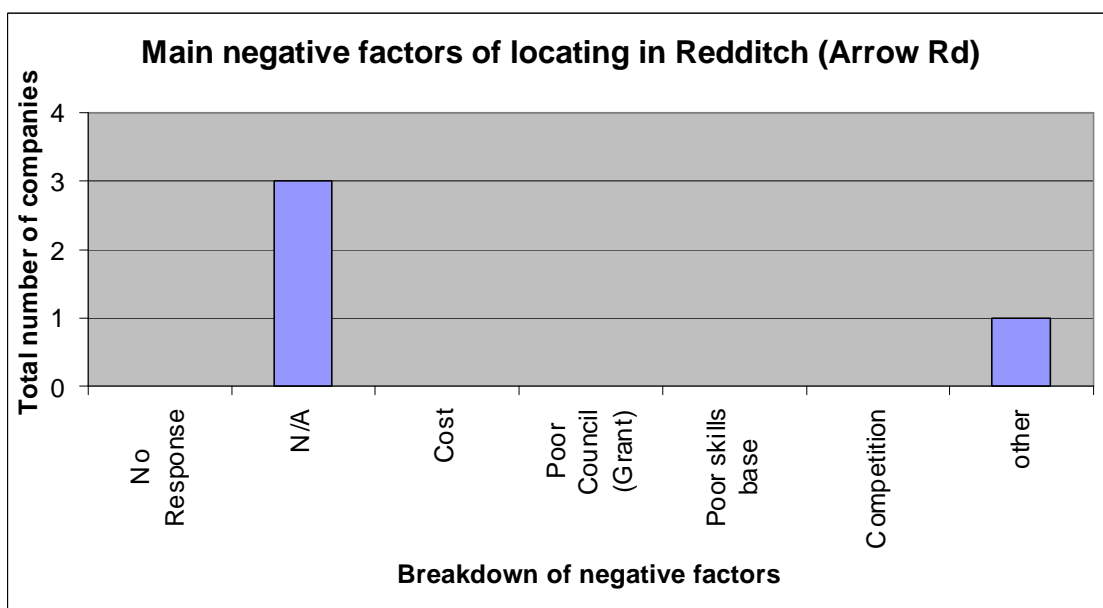


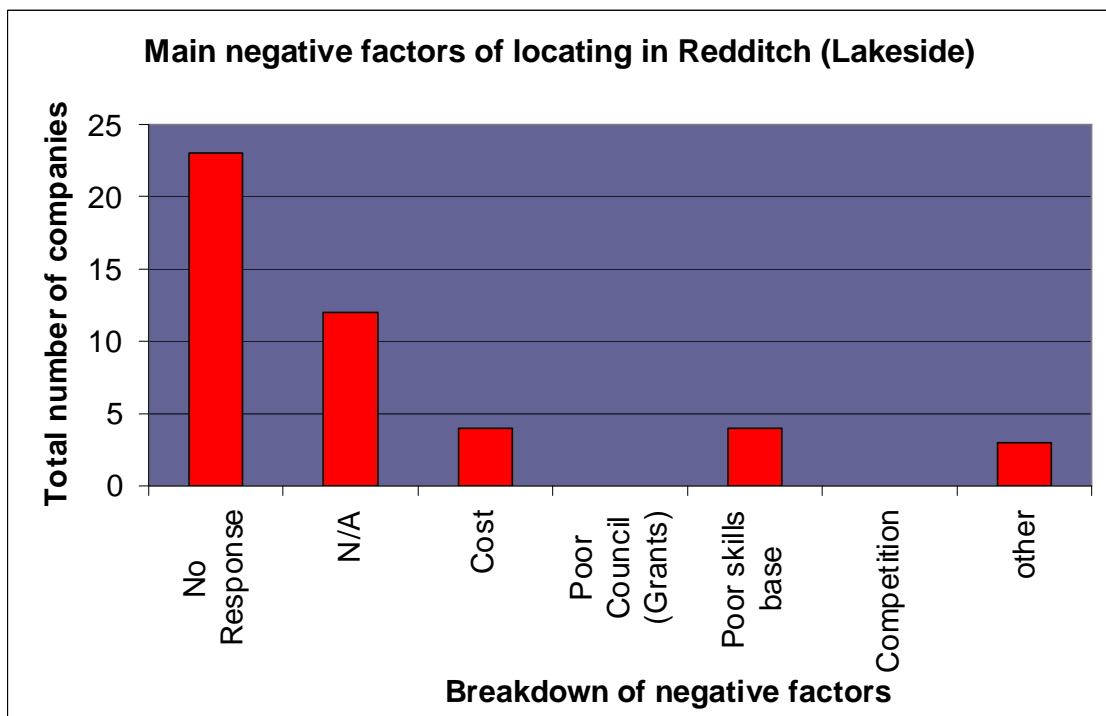
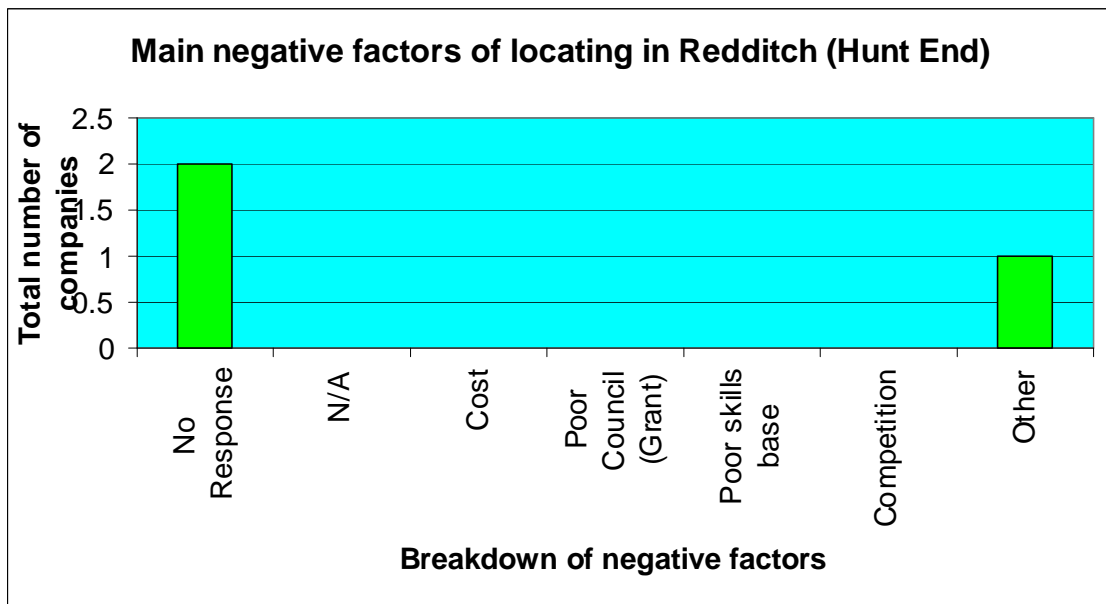


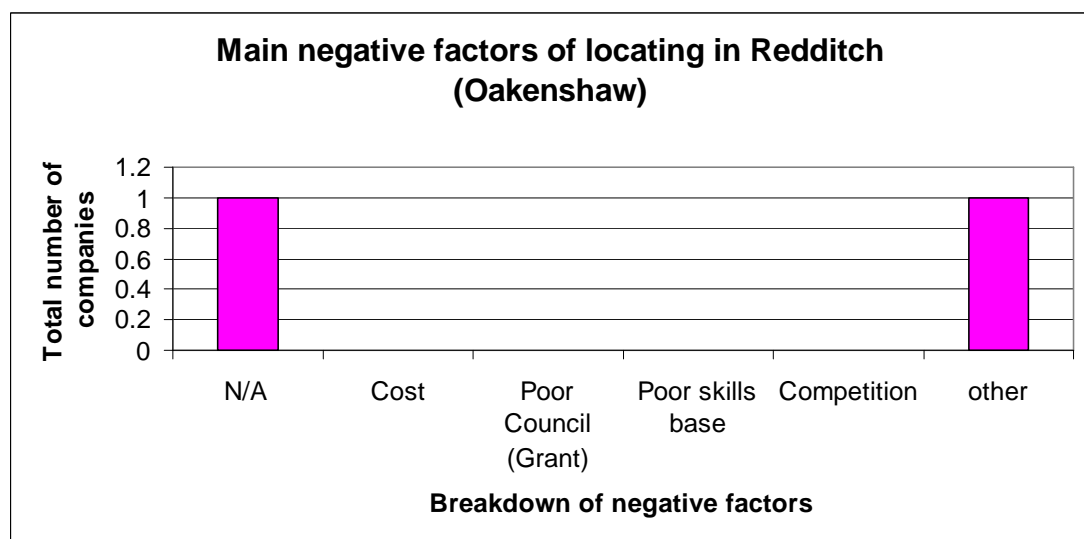
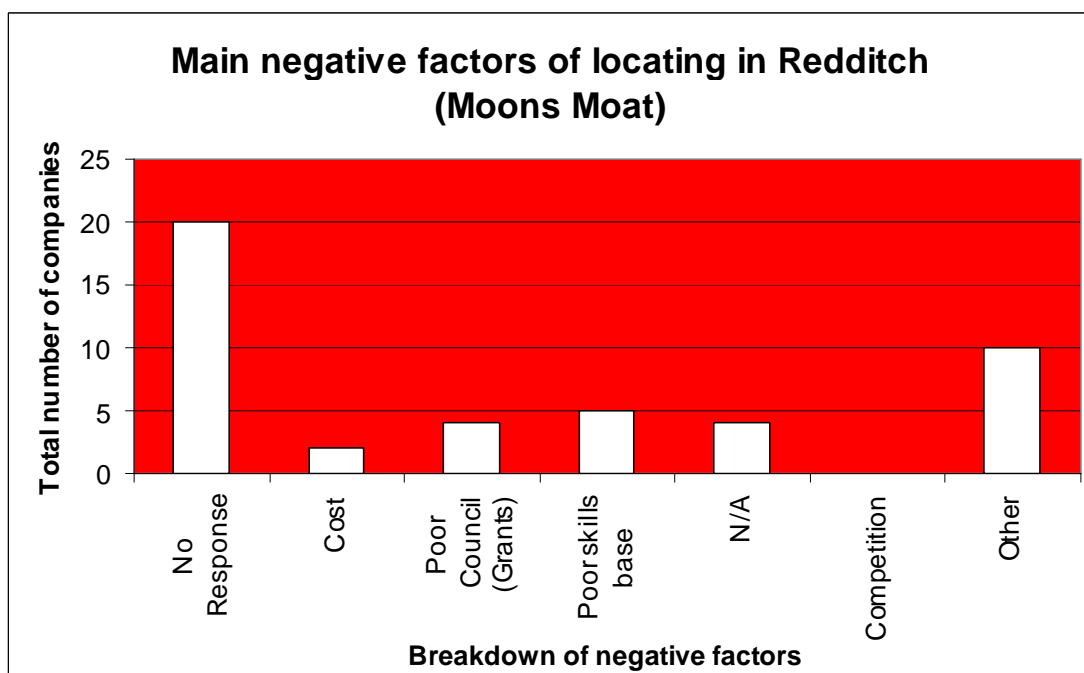


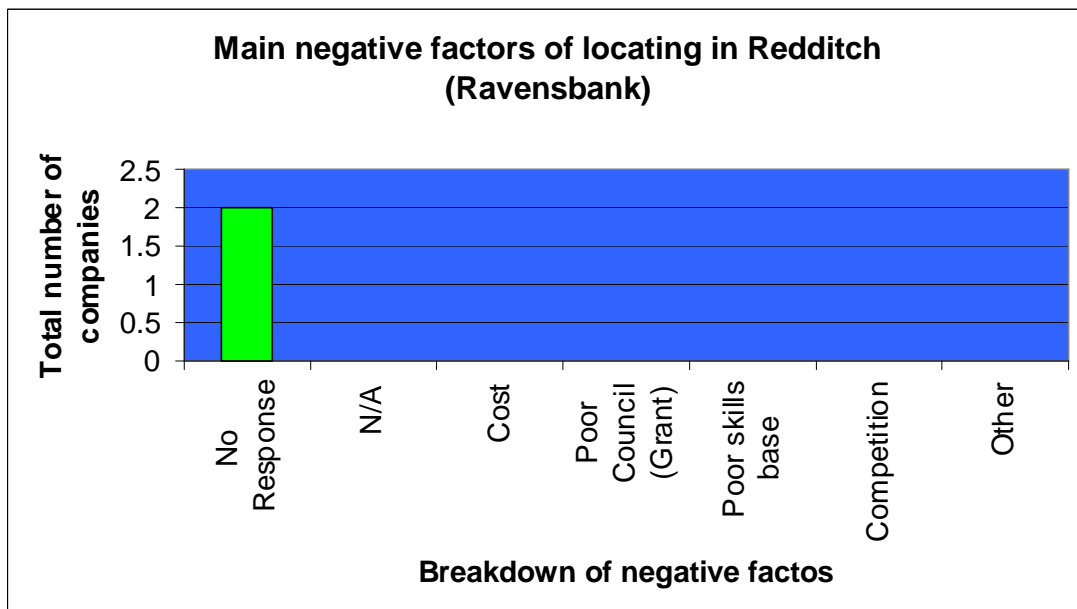
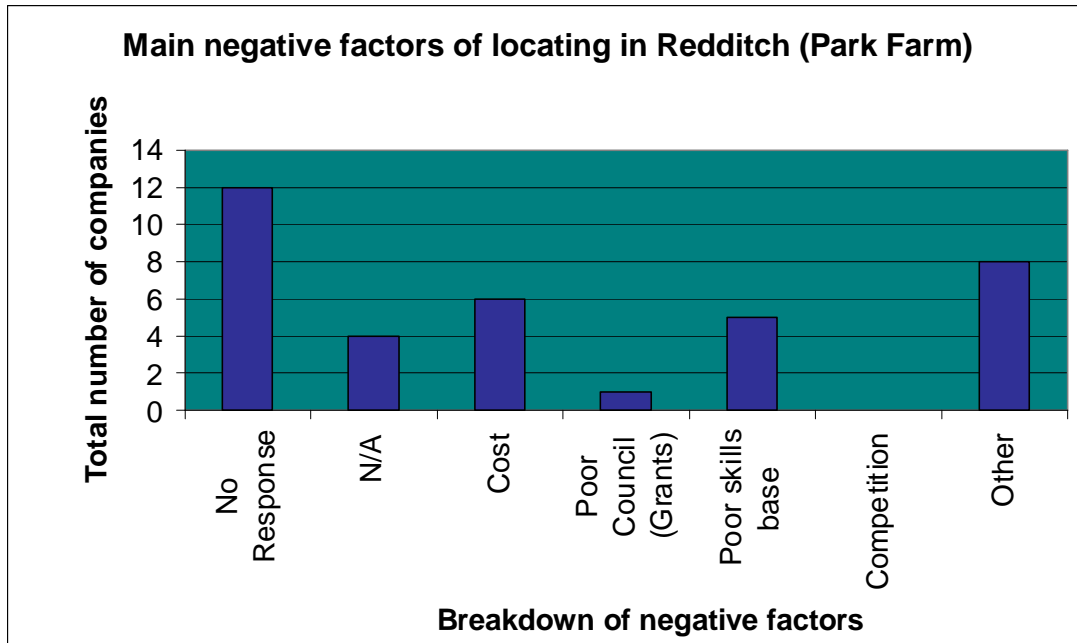
### ***Negative Factors of locating in Redditch***

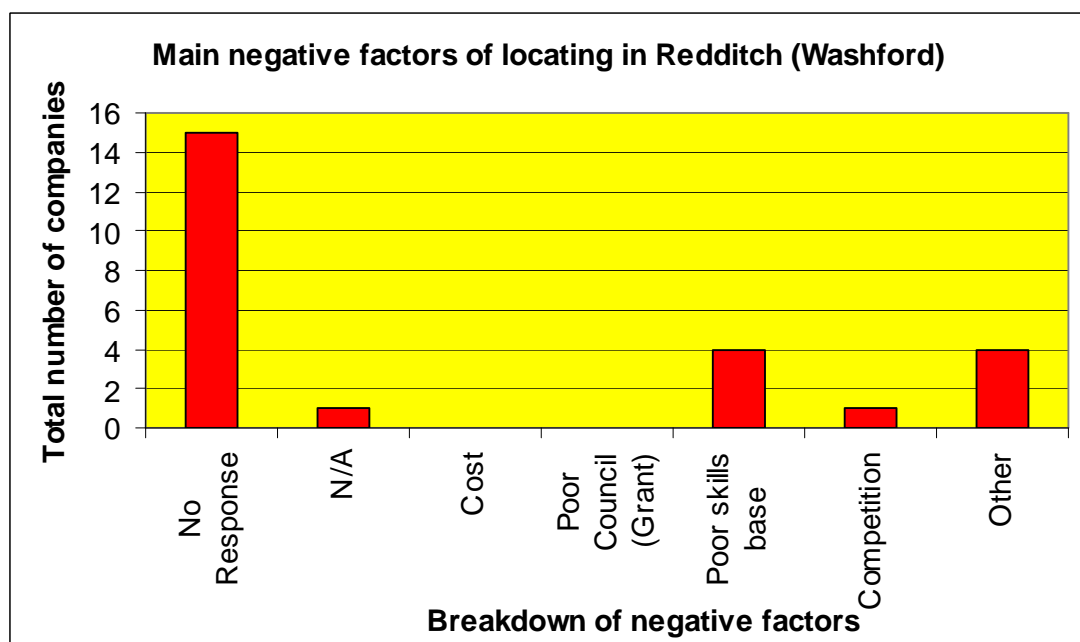




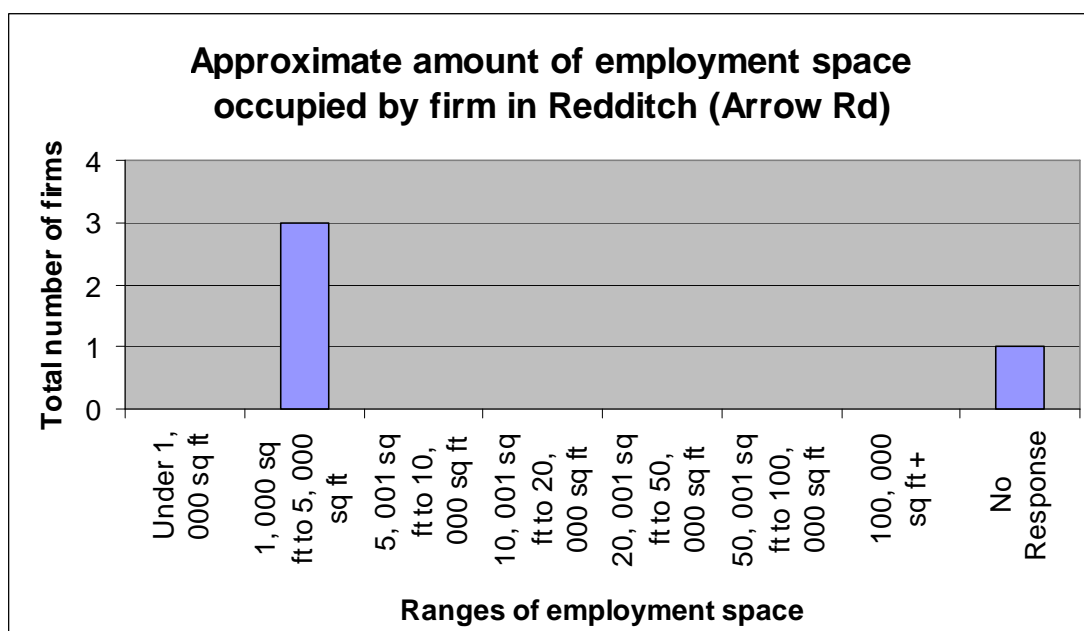
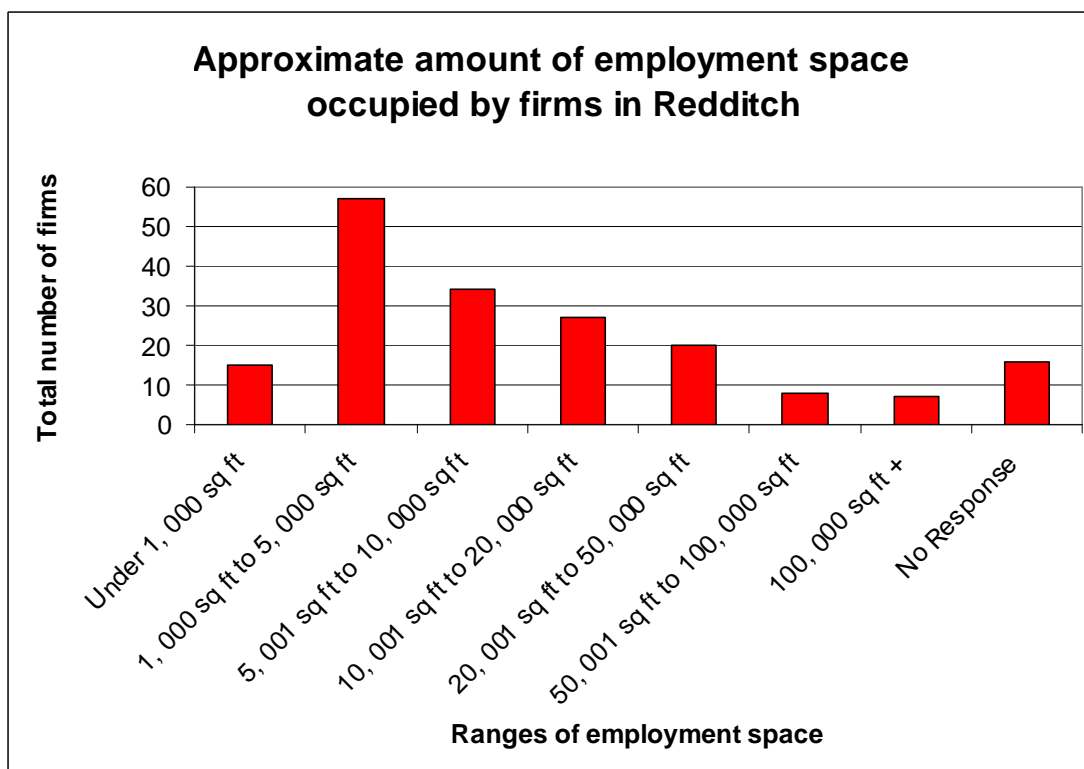




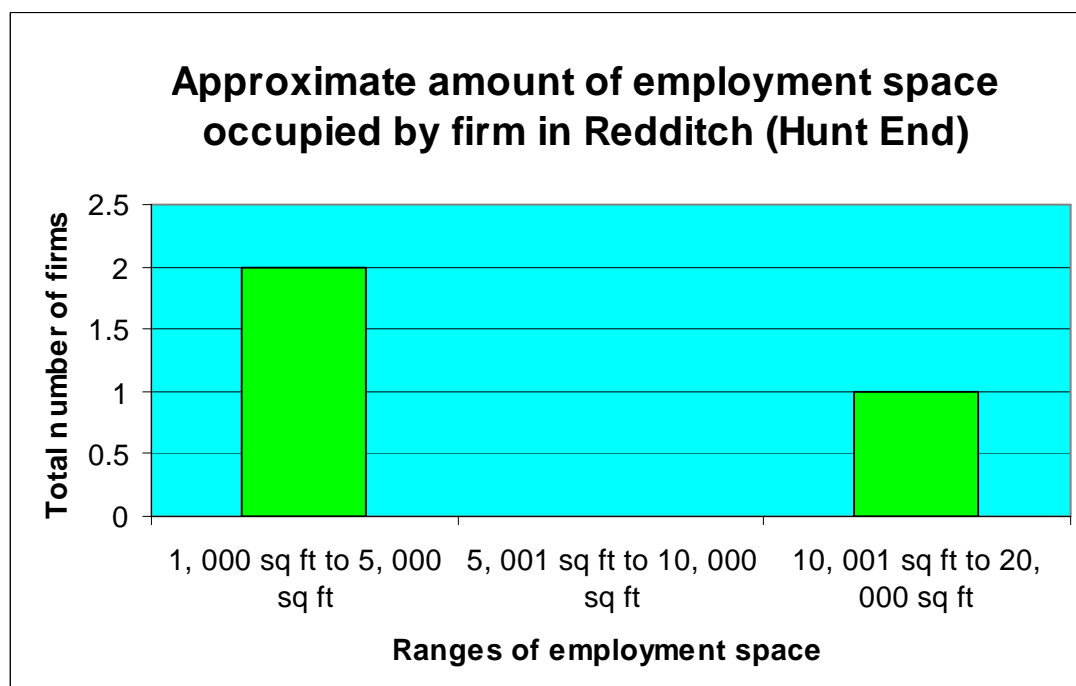
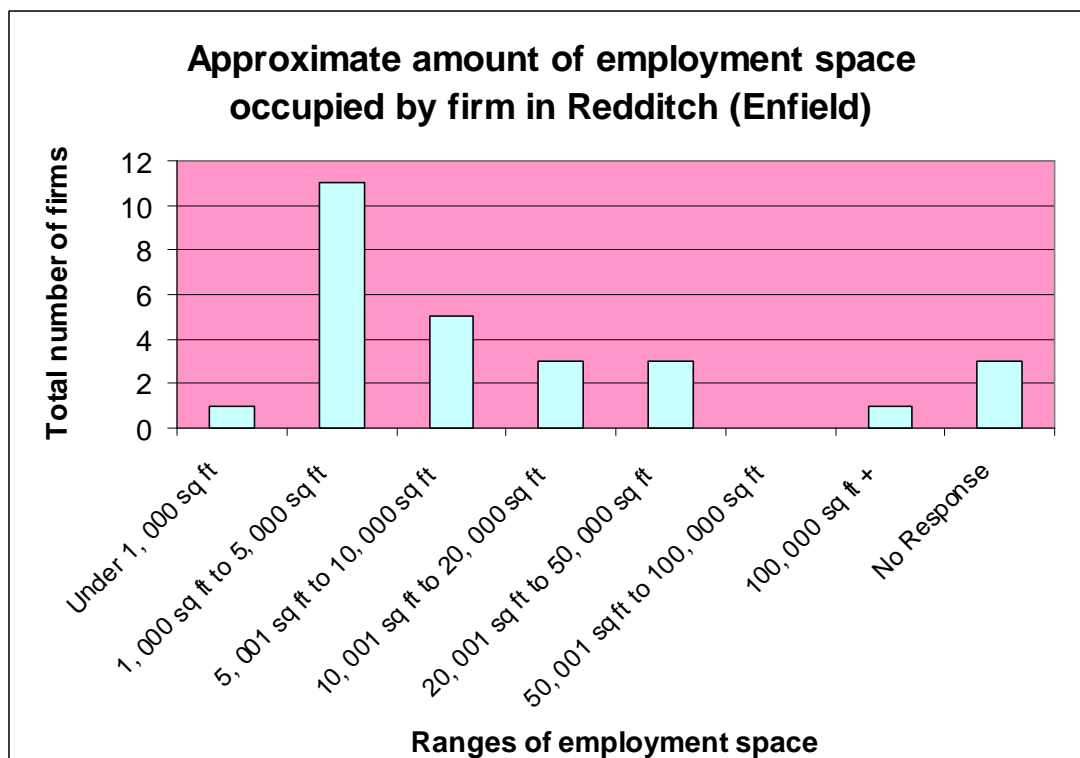


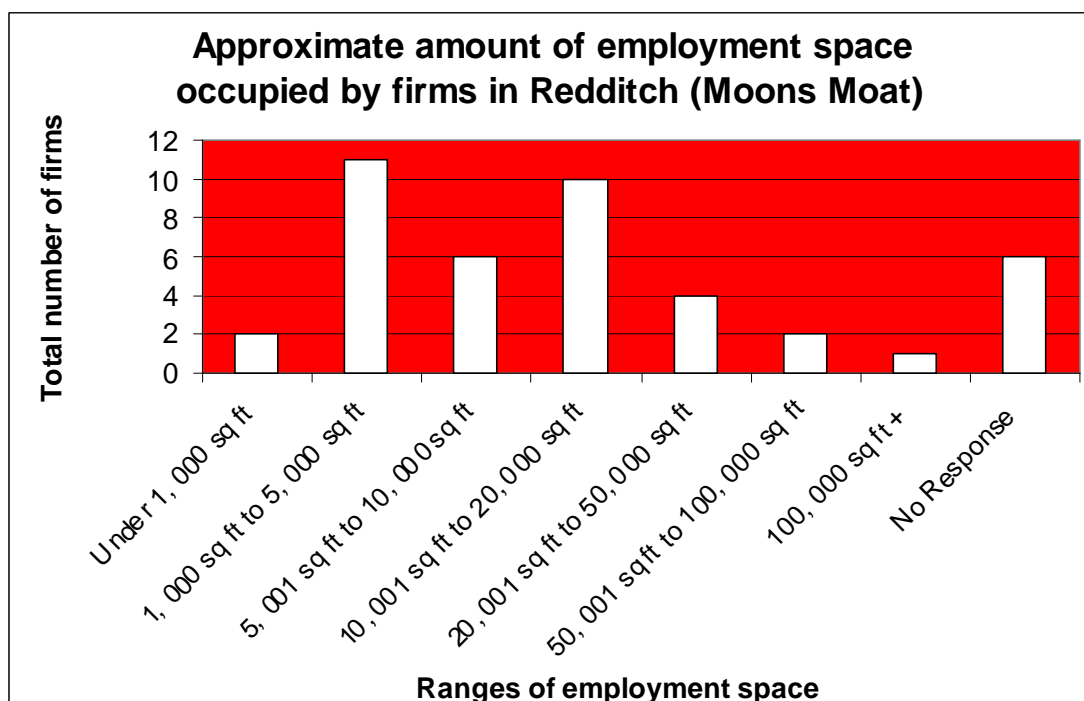
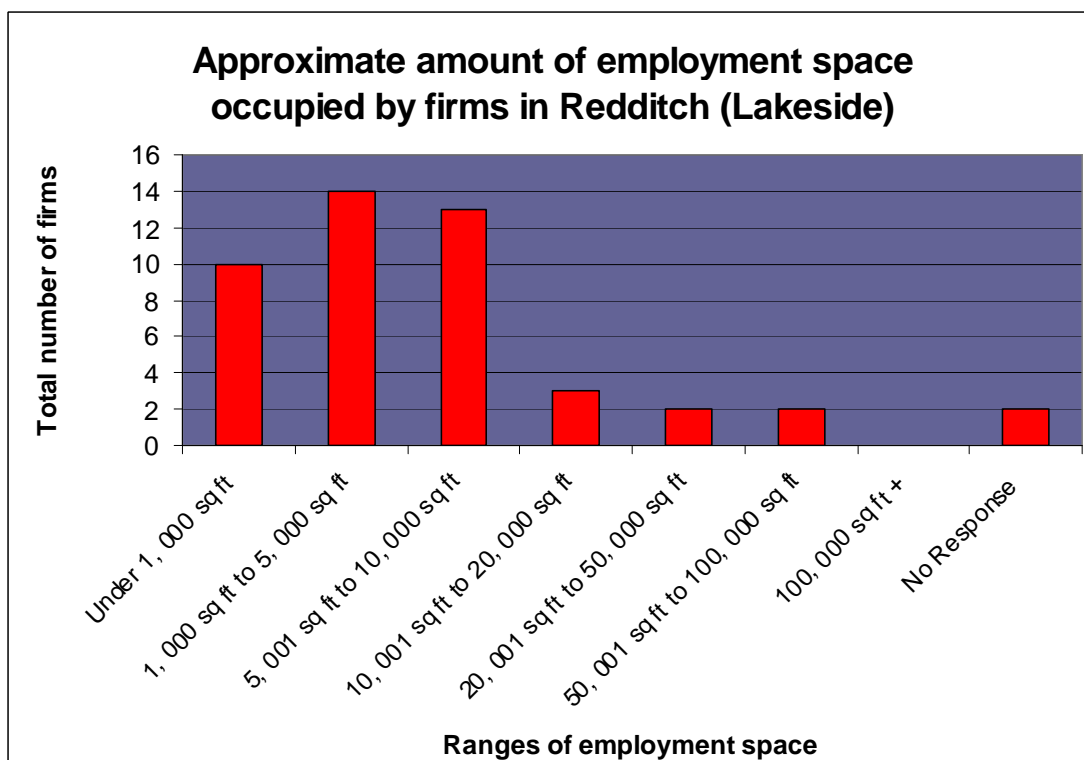


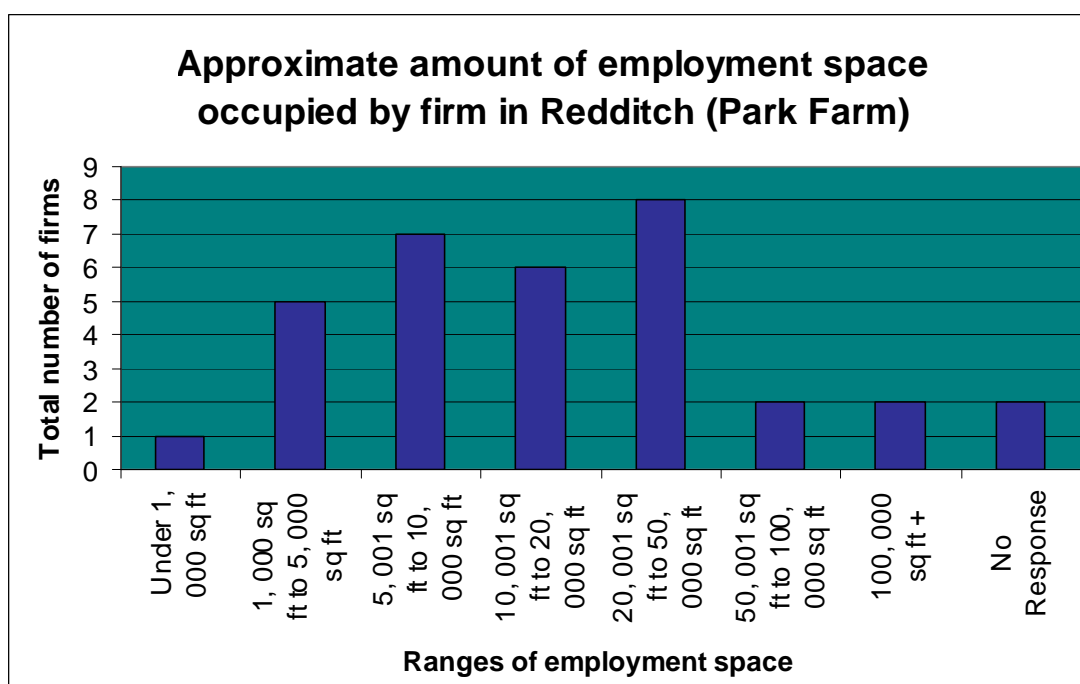
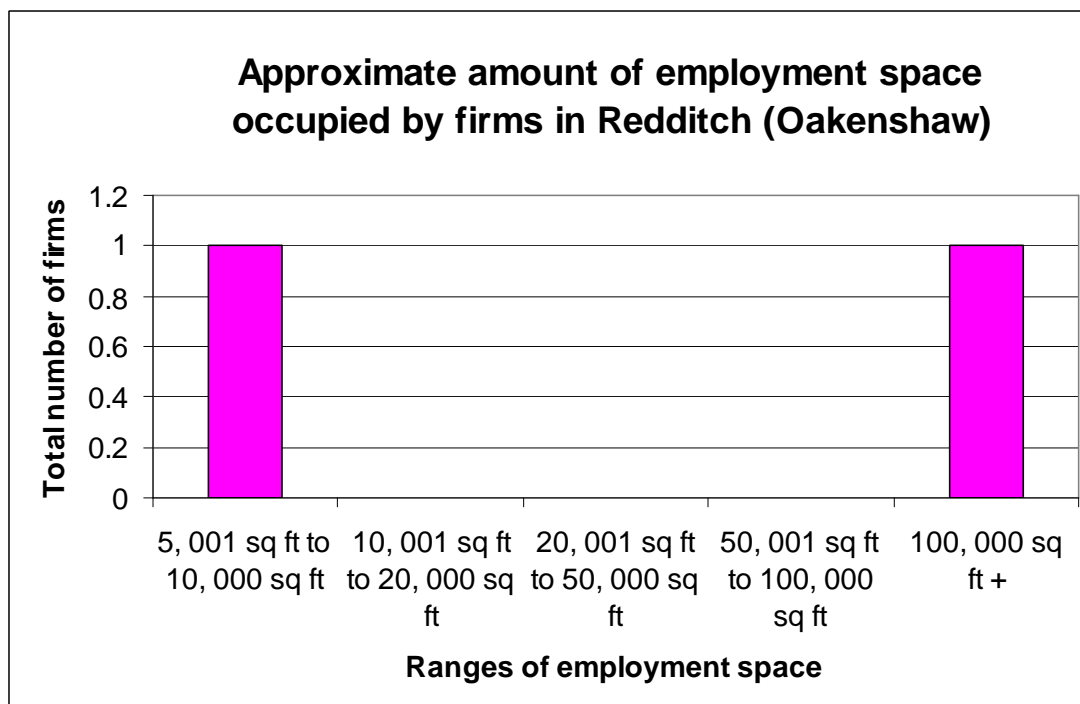
### ***Total Space***







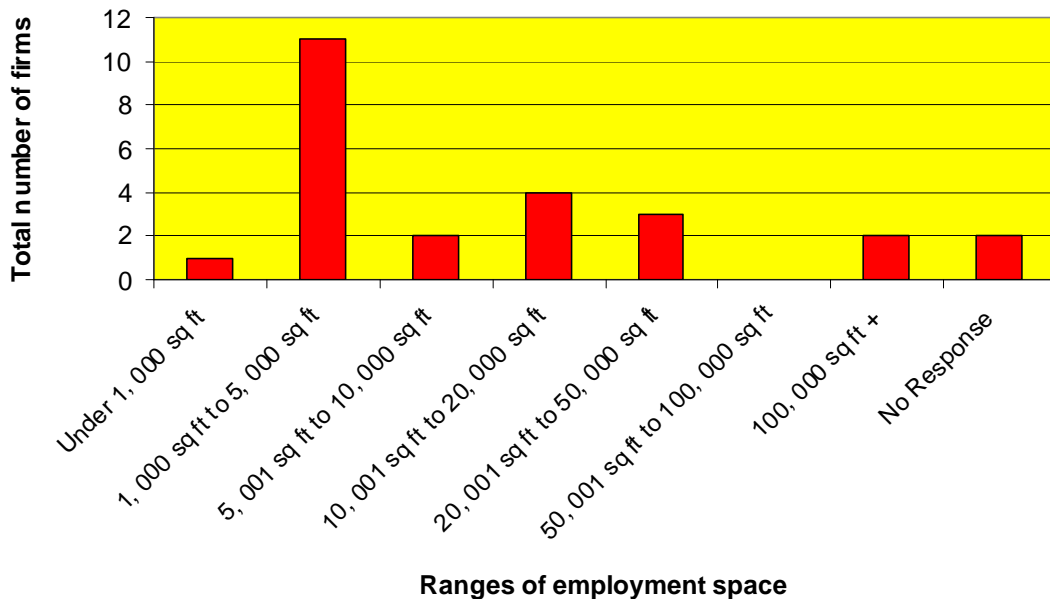




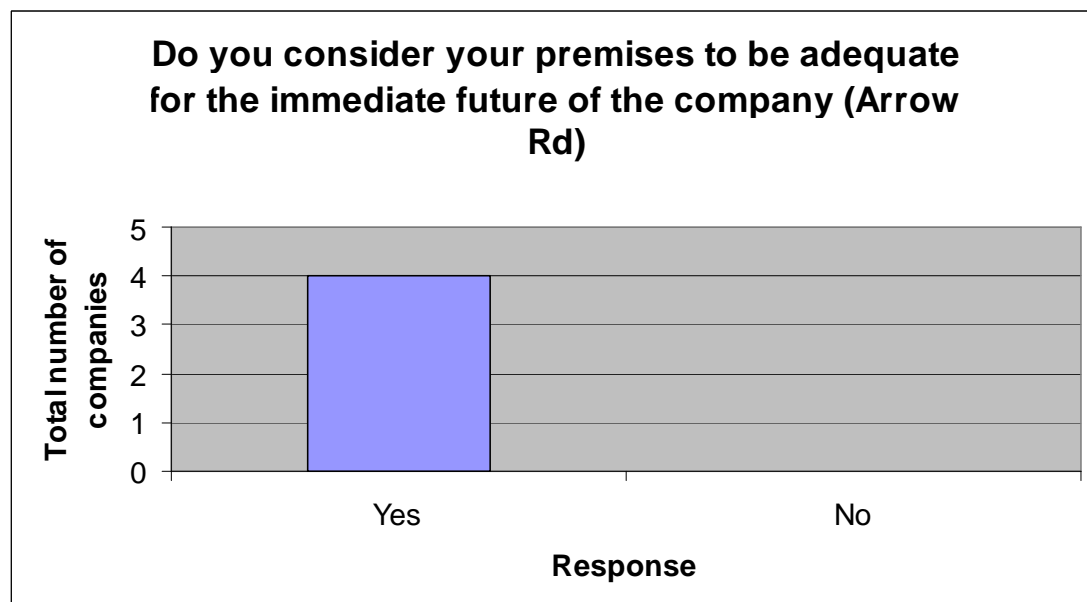
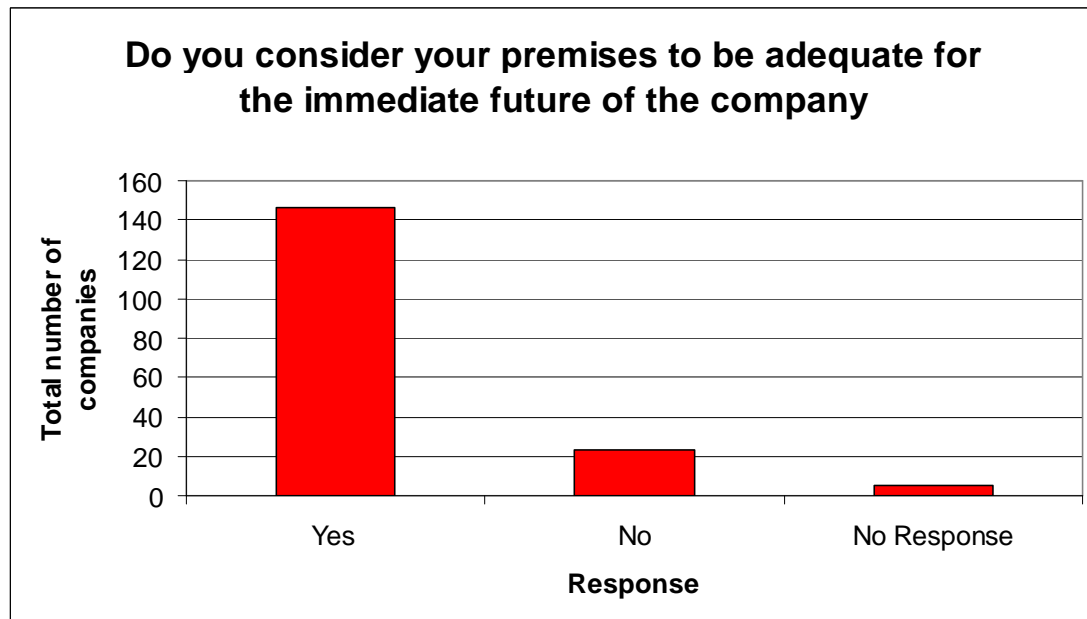
### Approximate amount of employment space occupied by firms in Redditch (Ravensbank)

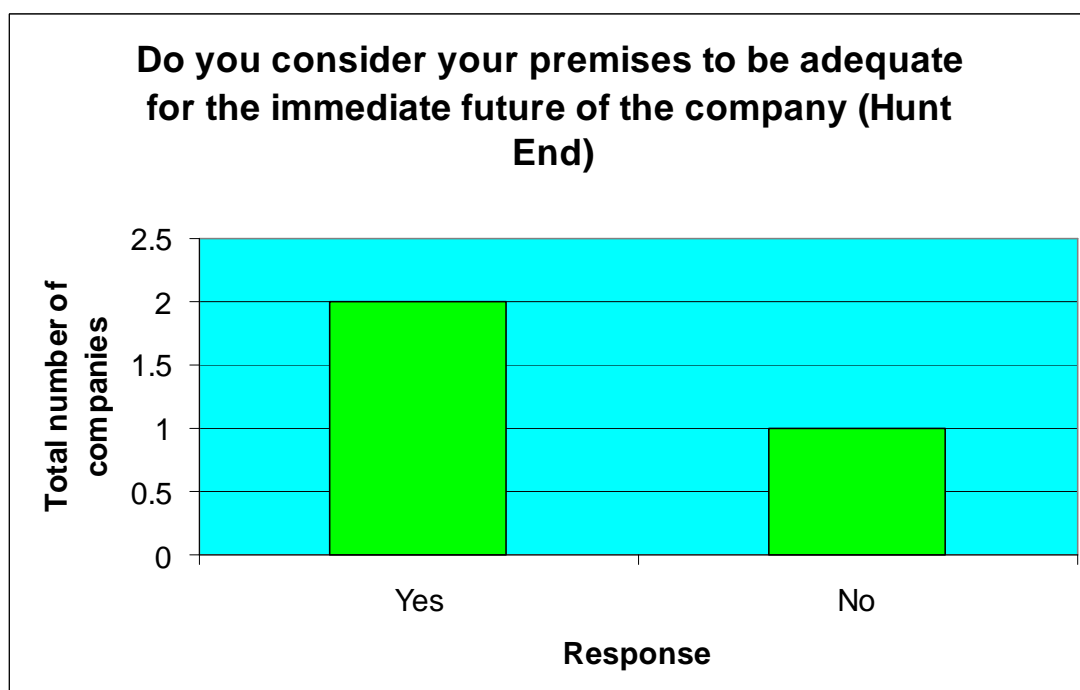
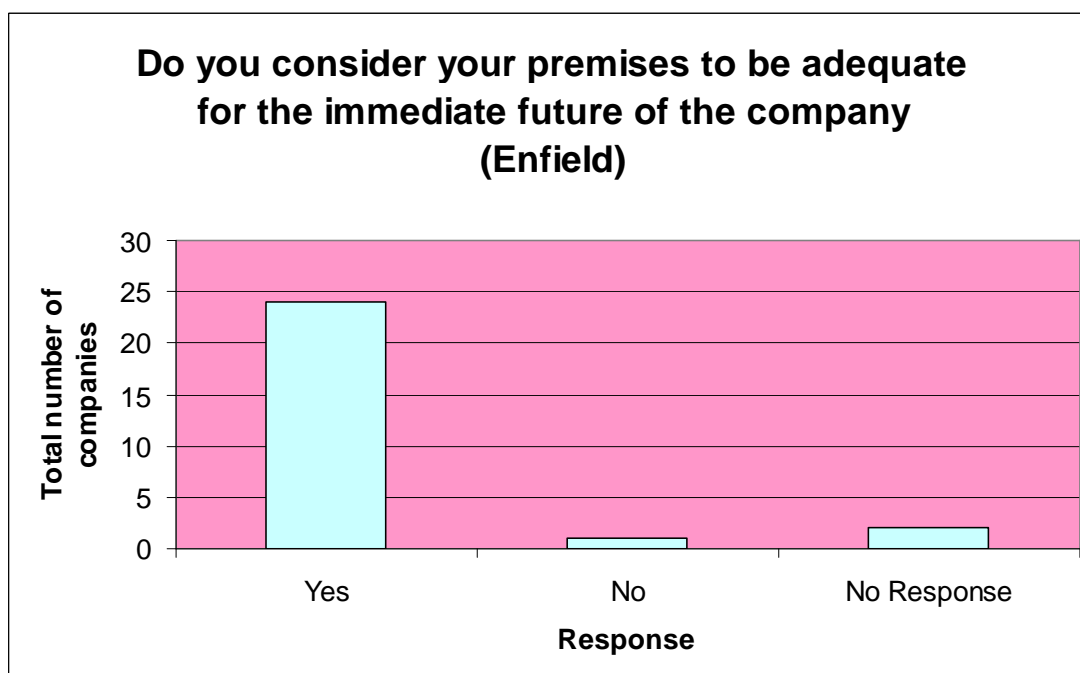


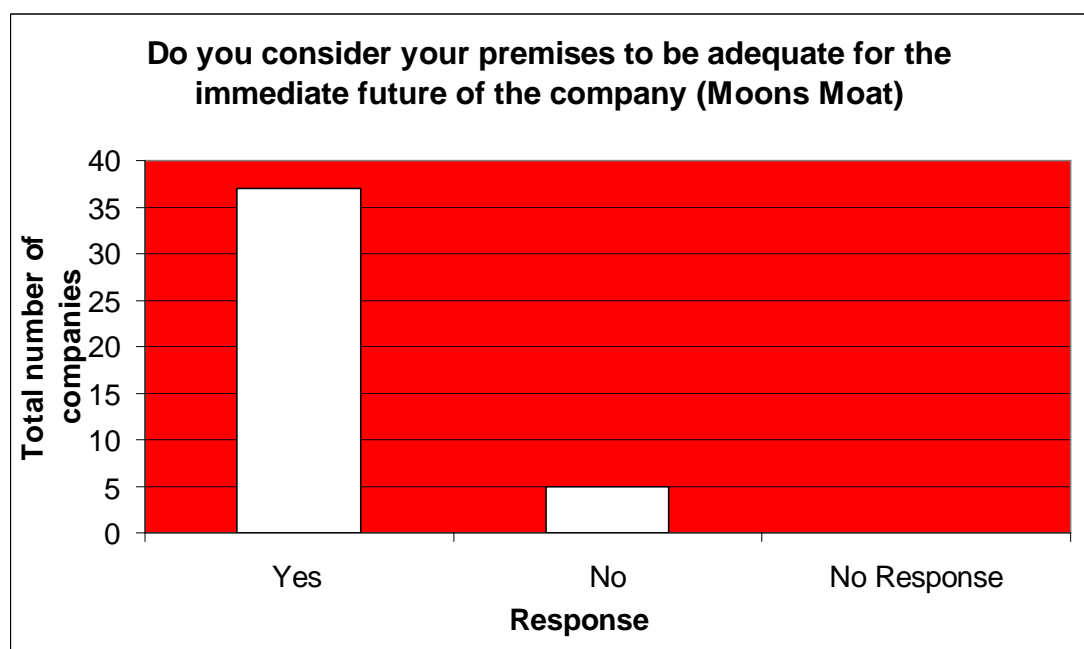
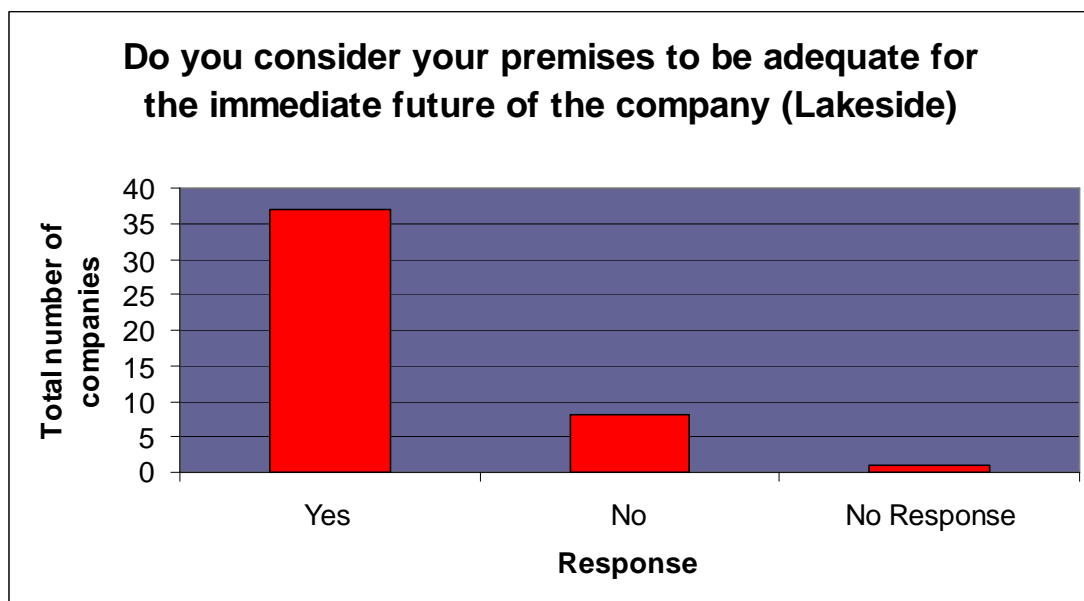
### Approximate amount of employment space occupied by firms in Redditch (Washford)

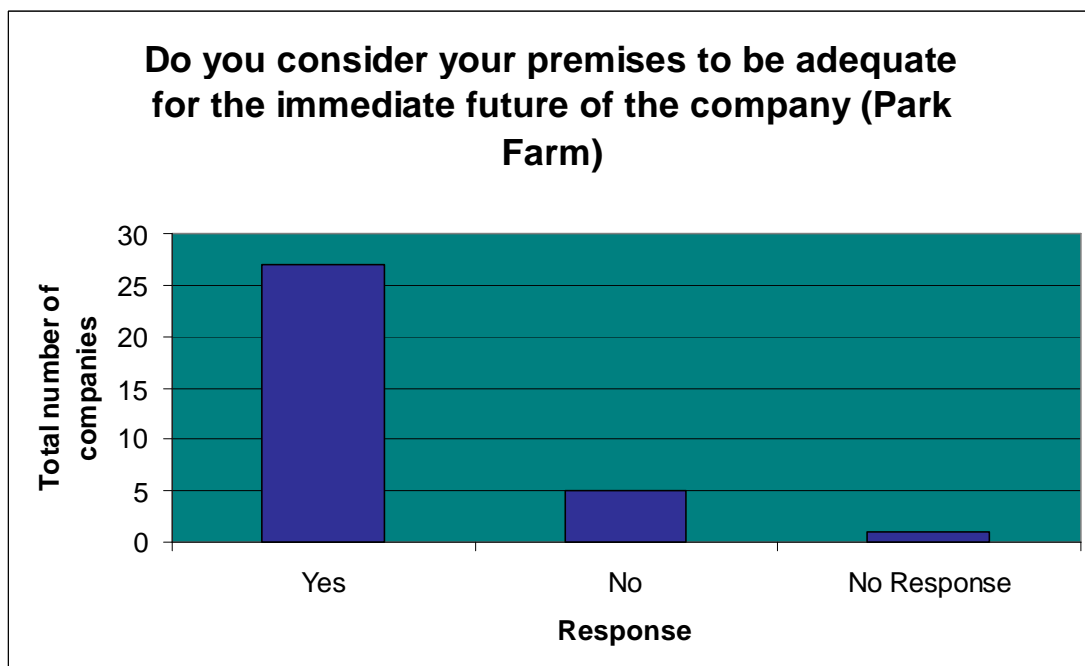
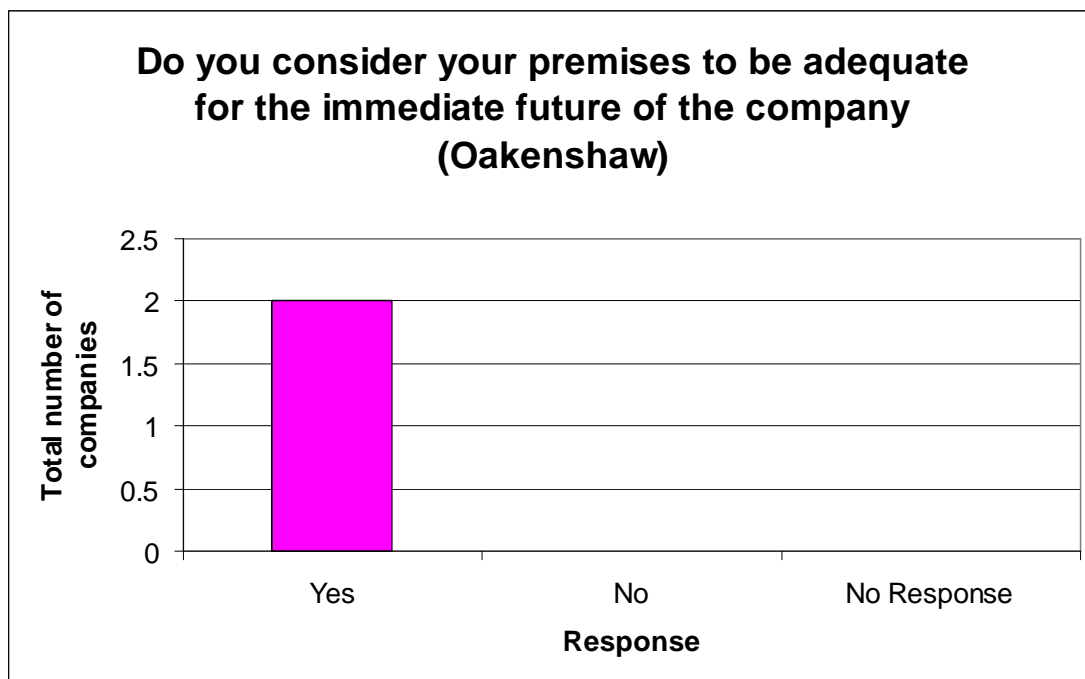


## ***Adequate Premises***

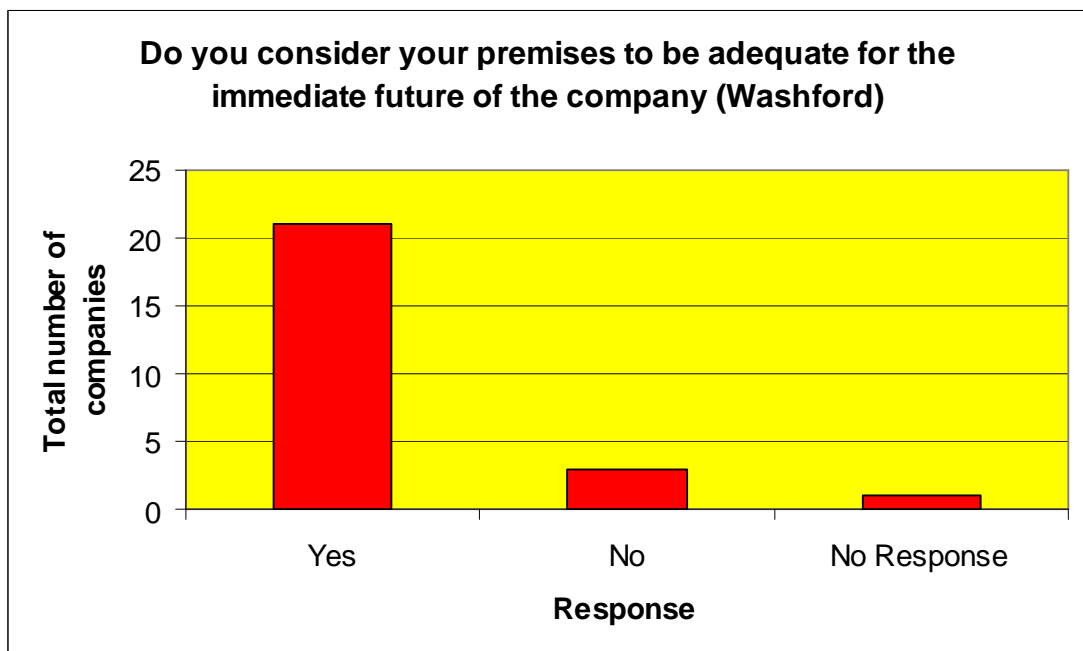
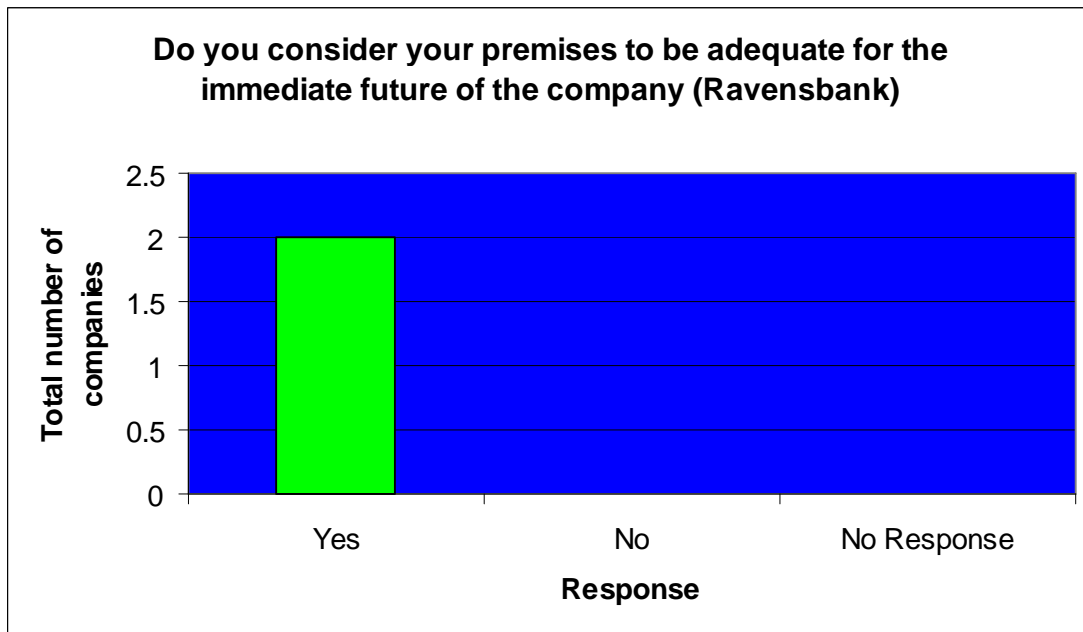




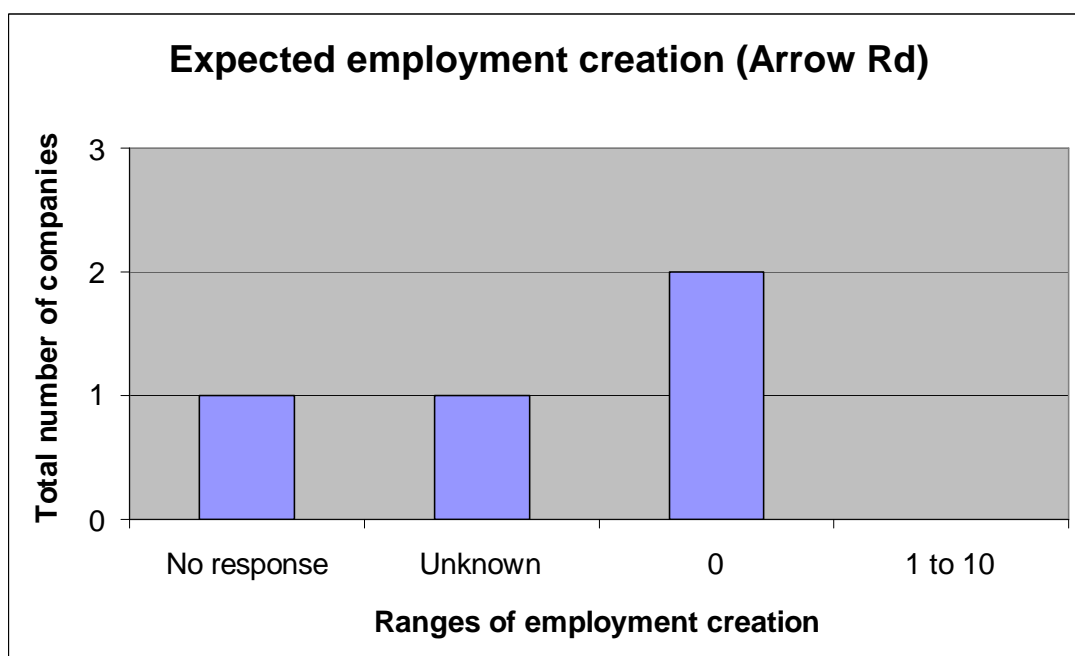
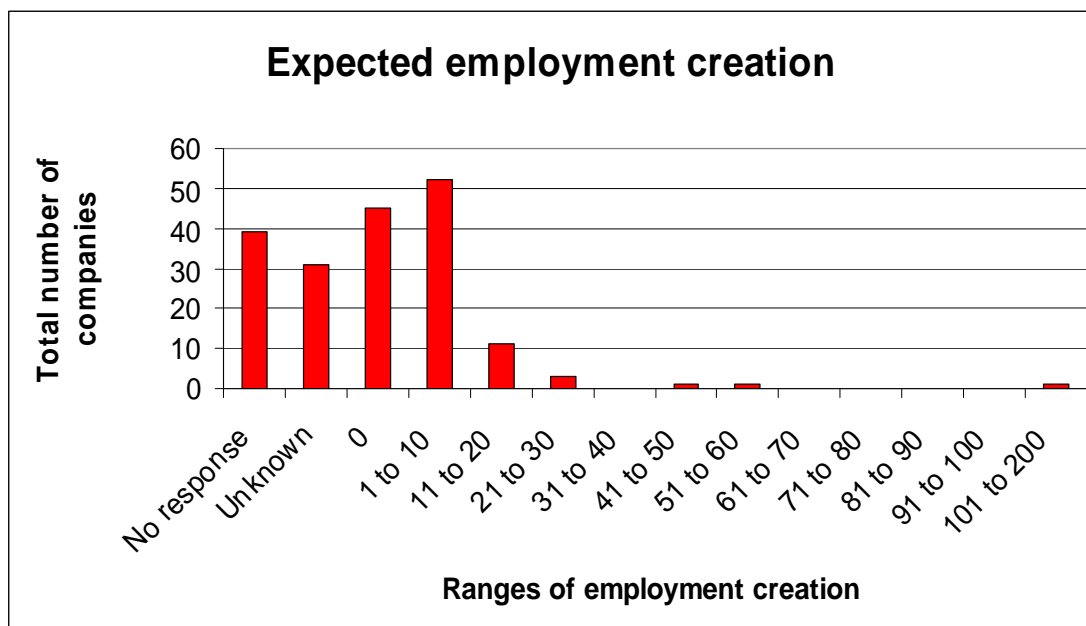


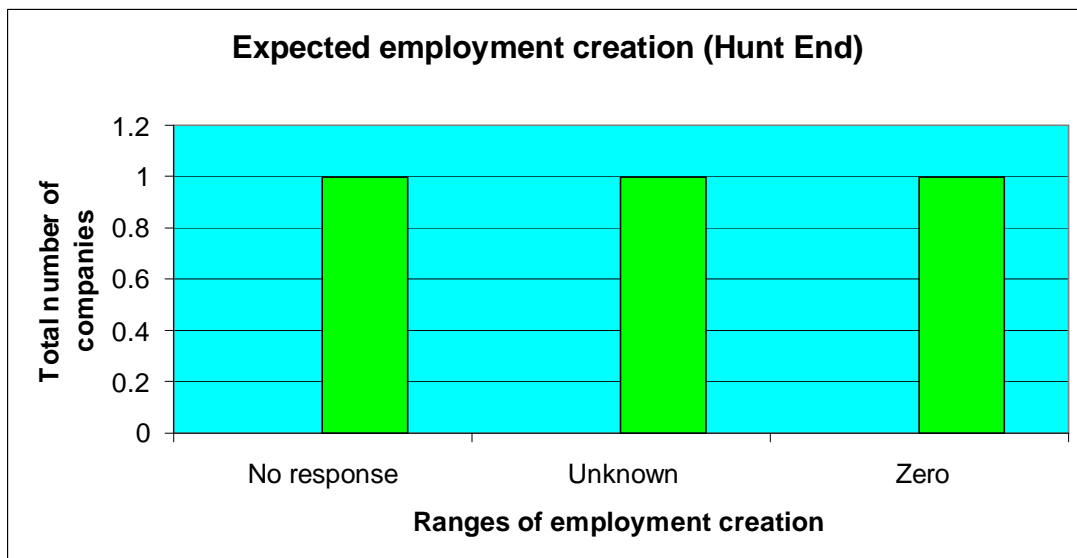
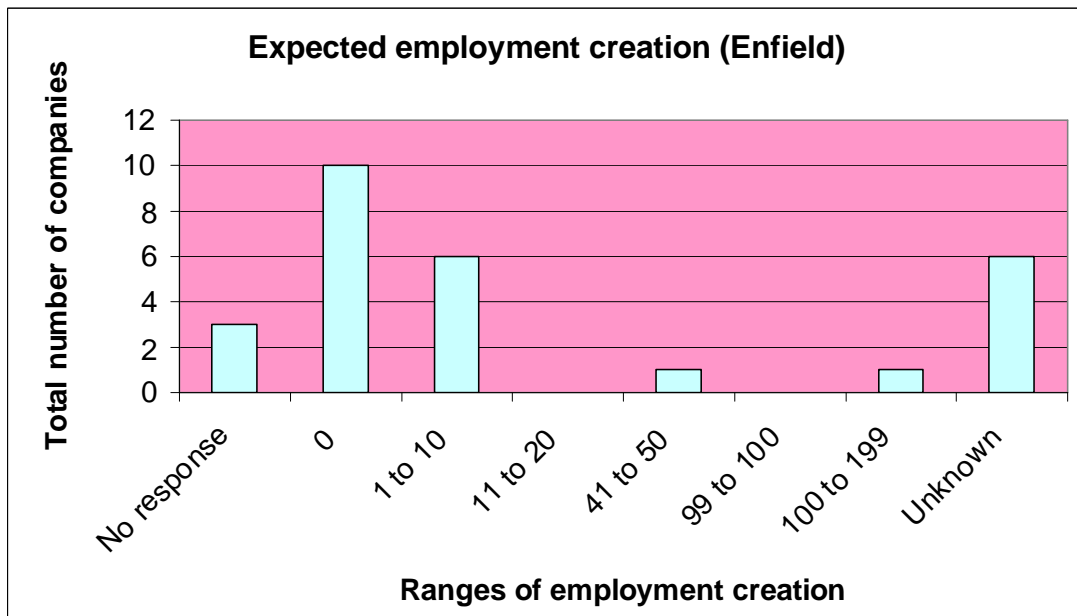


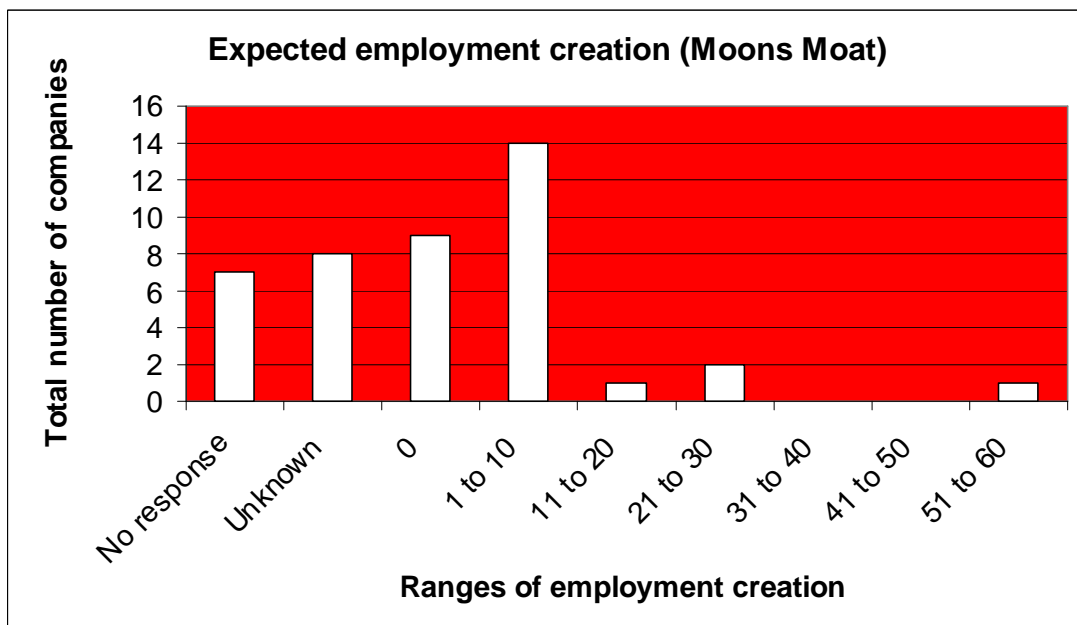
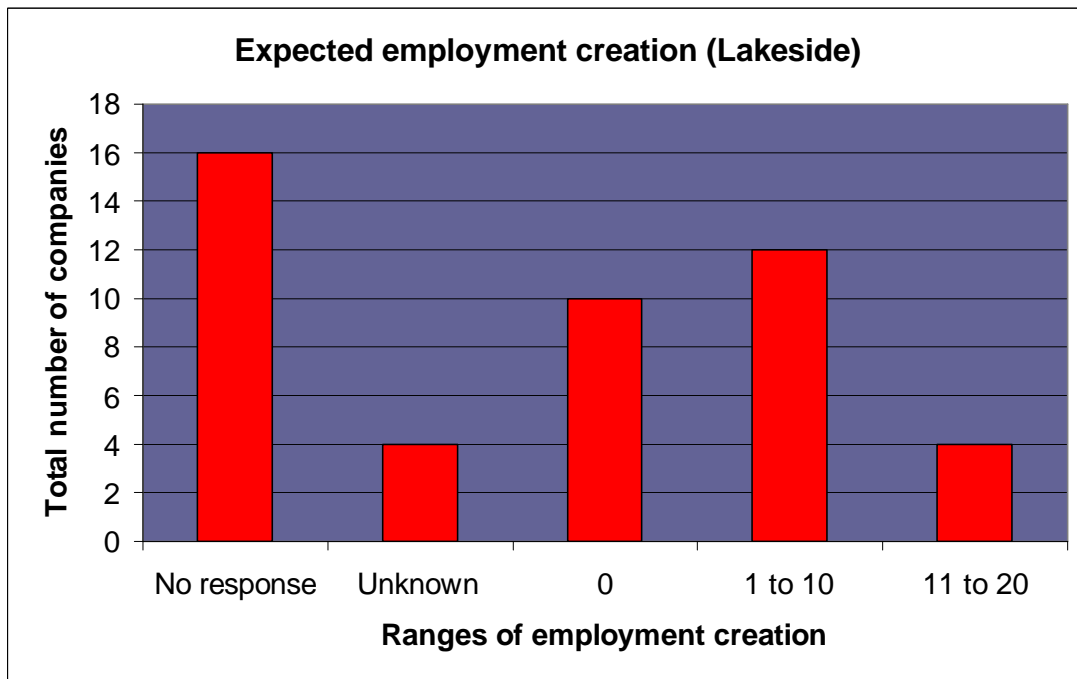


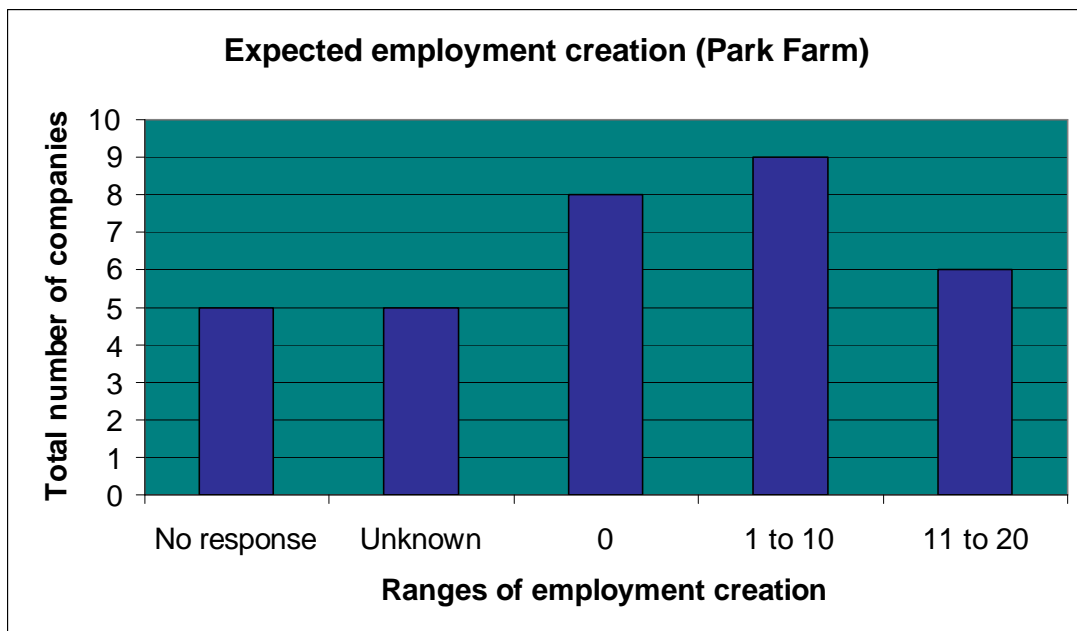
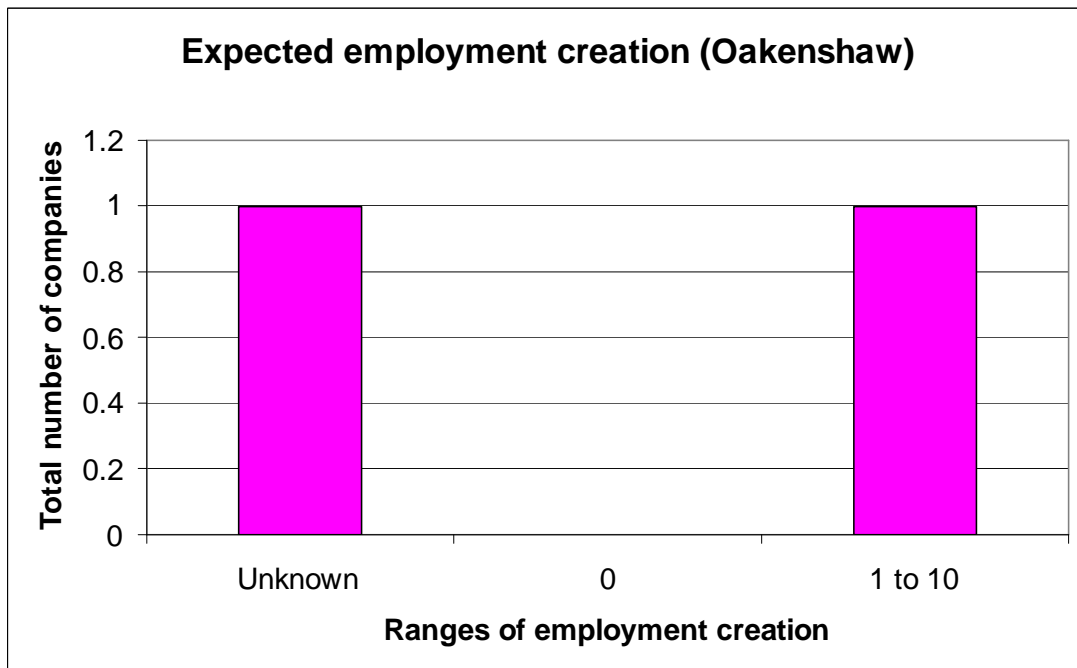


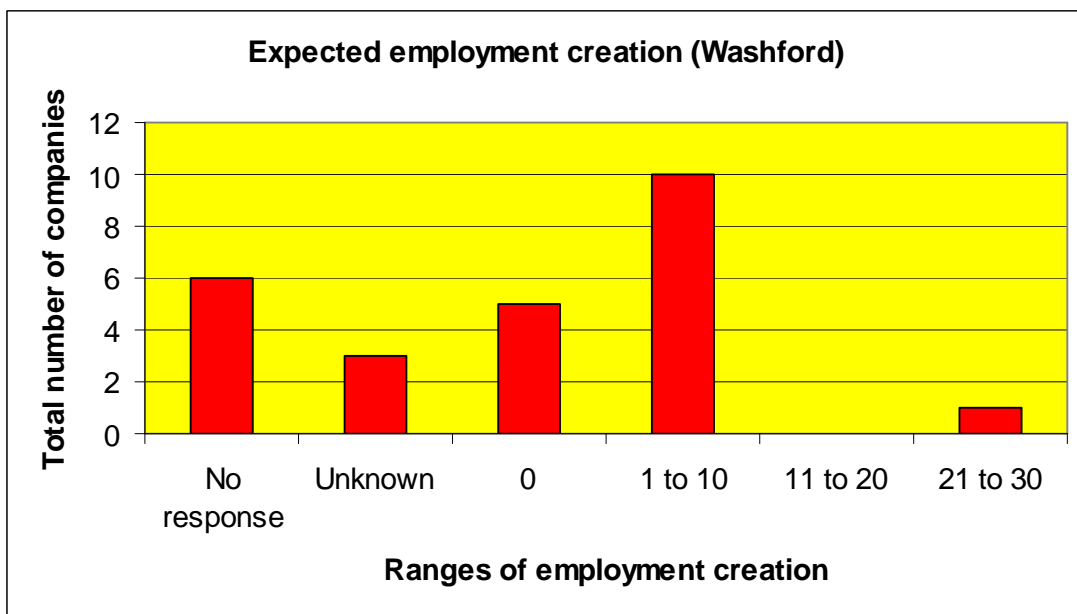
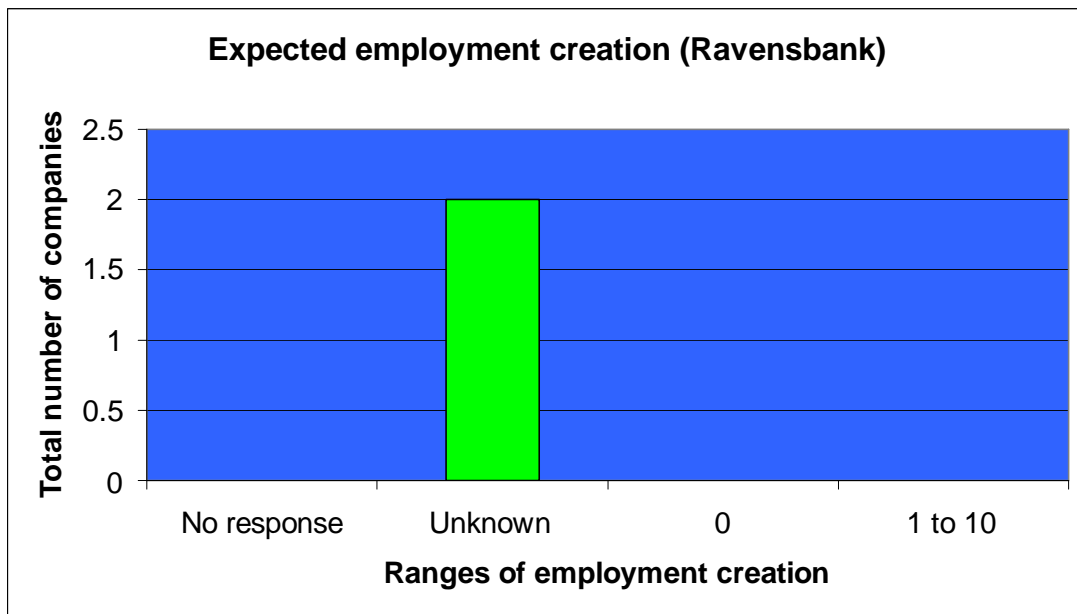
## Employment Creation



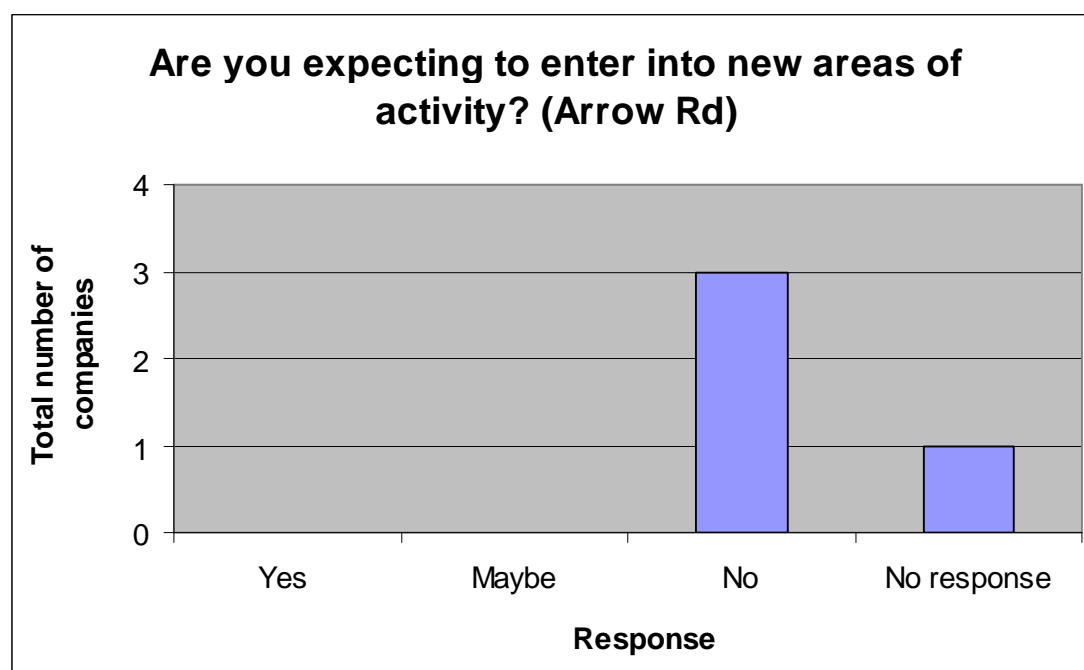
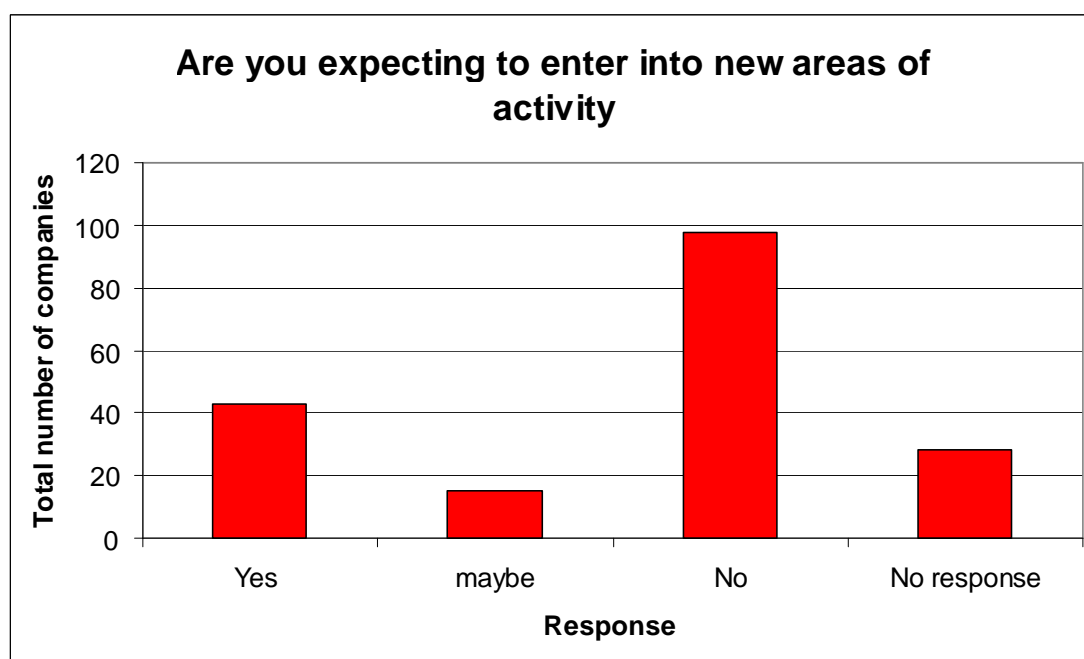


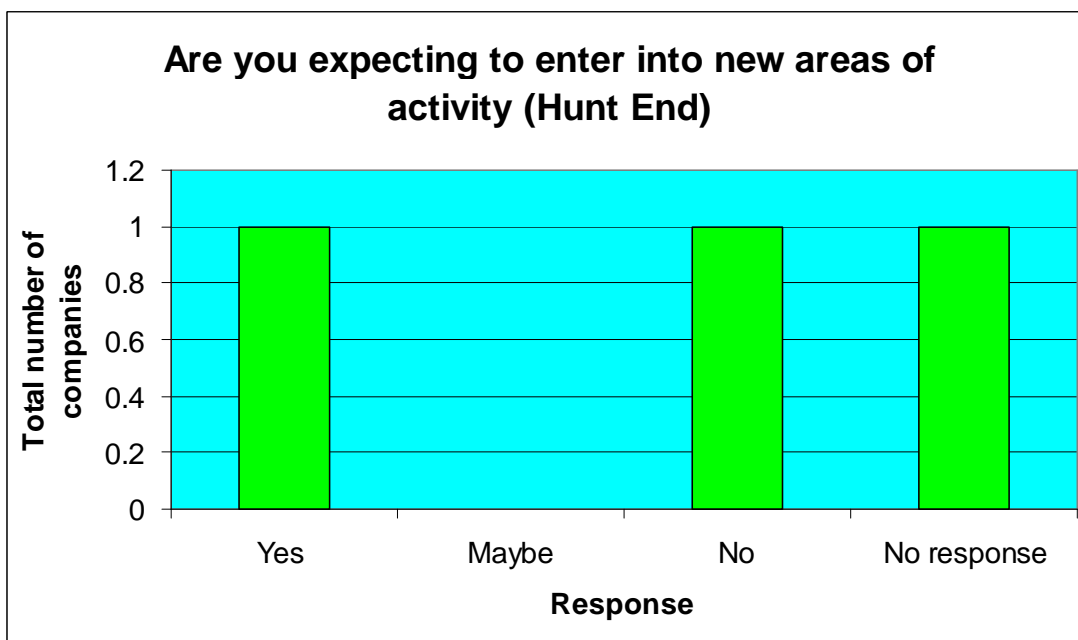
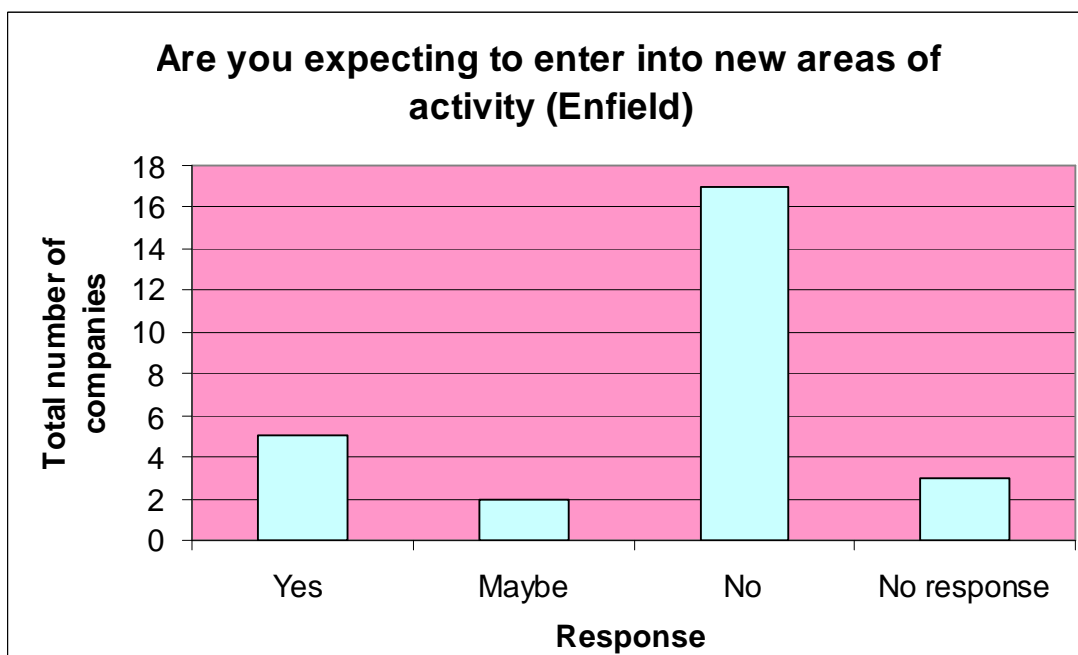




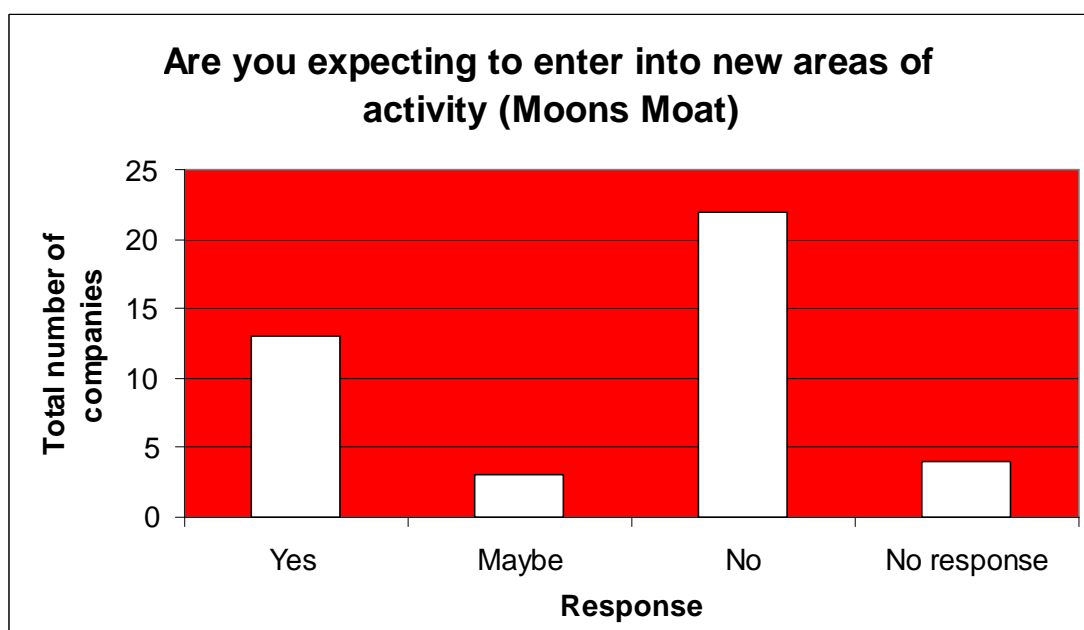


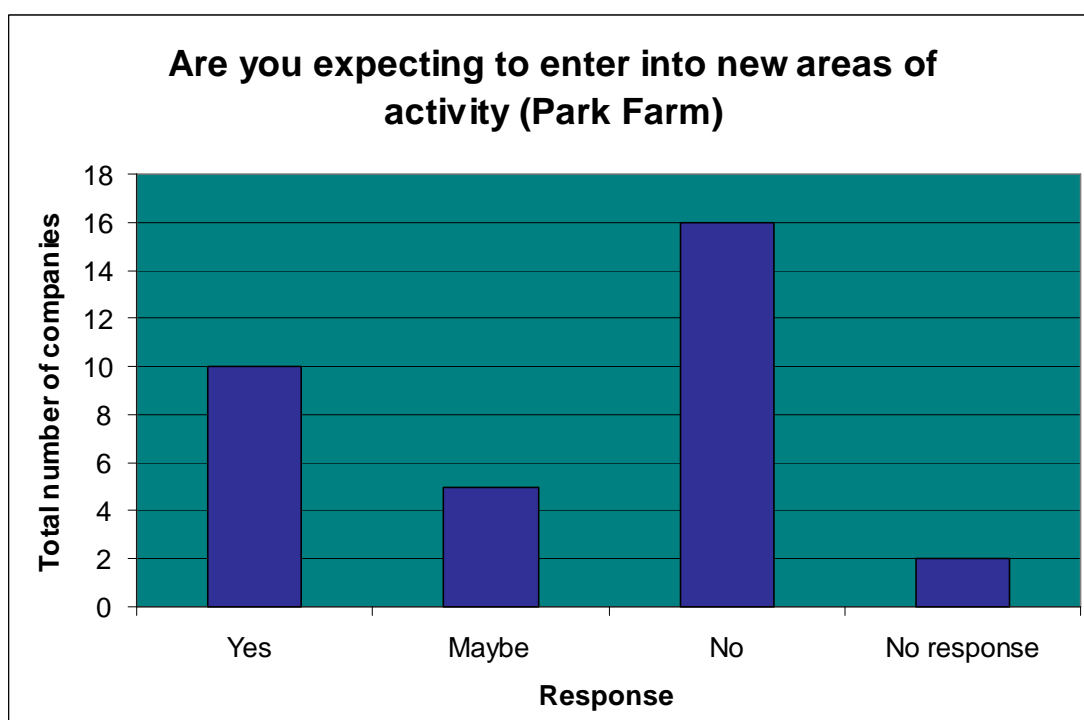
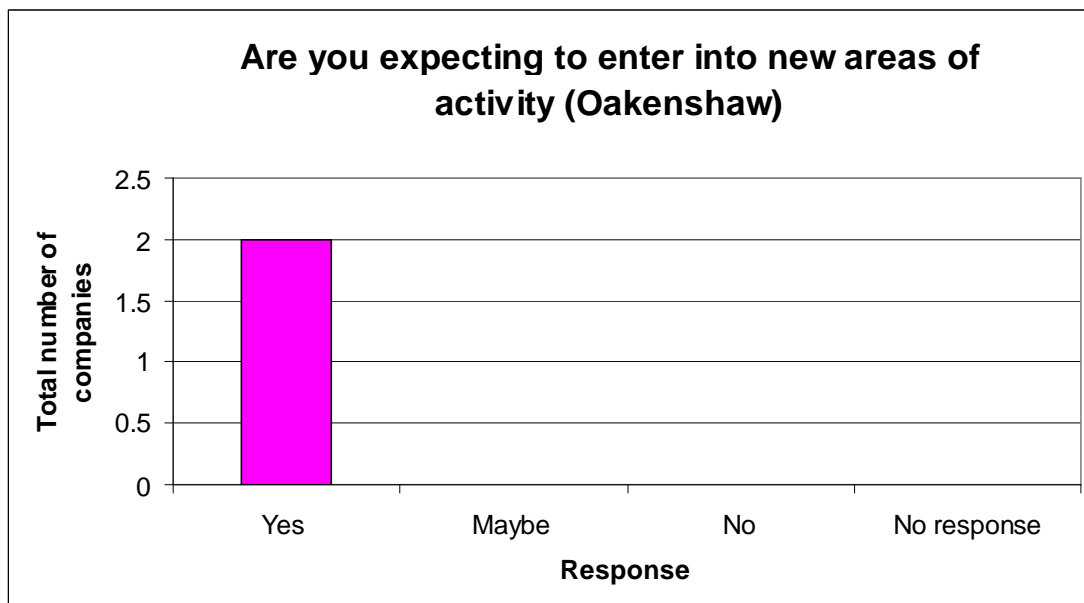
## ***New Areas of Activity***

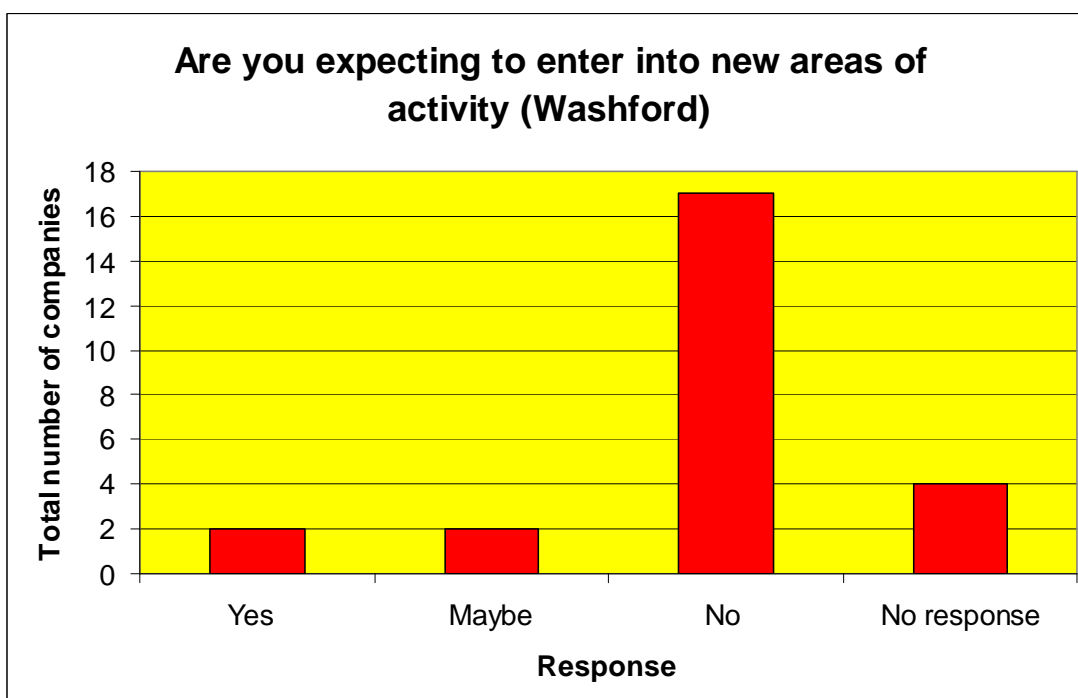
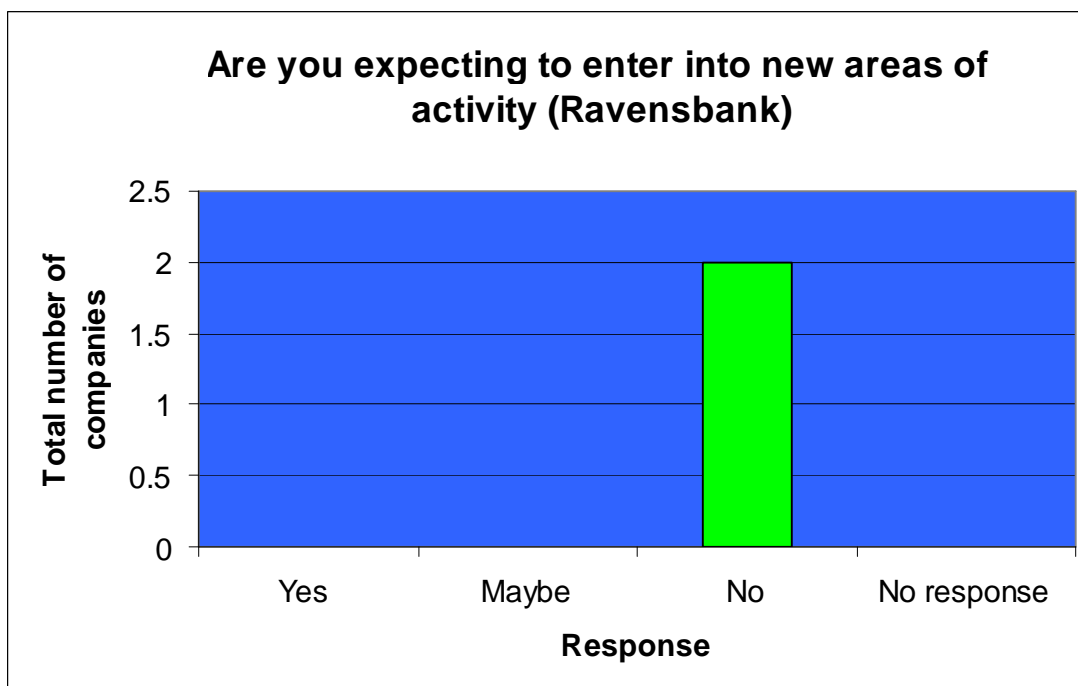




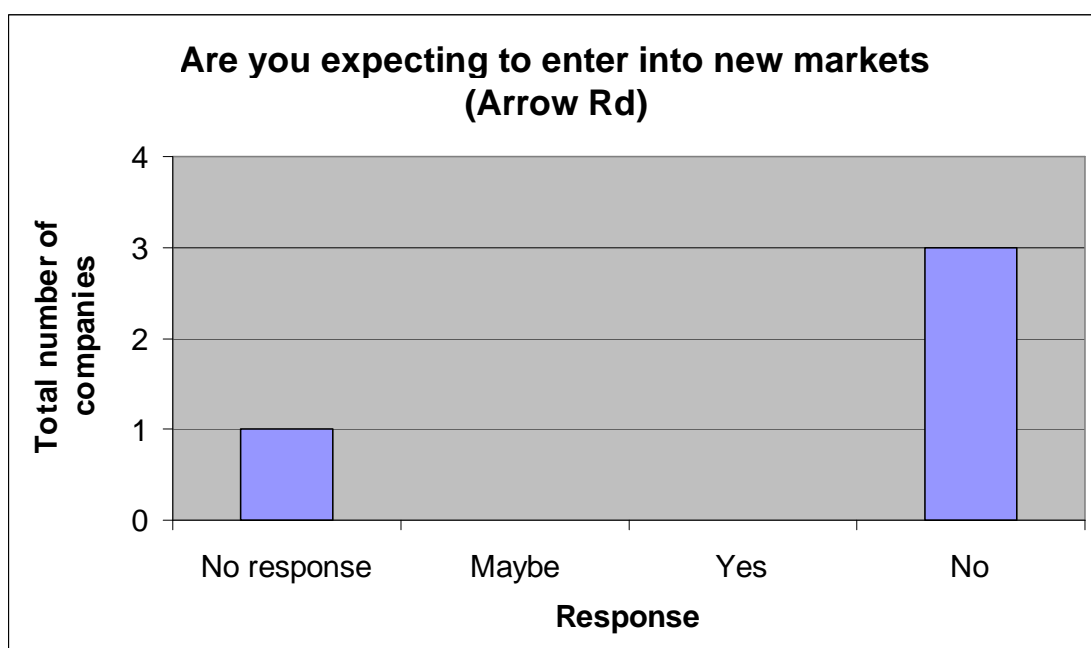
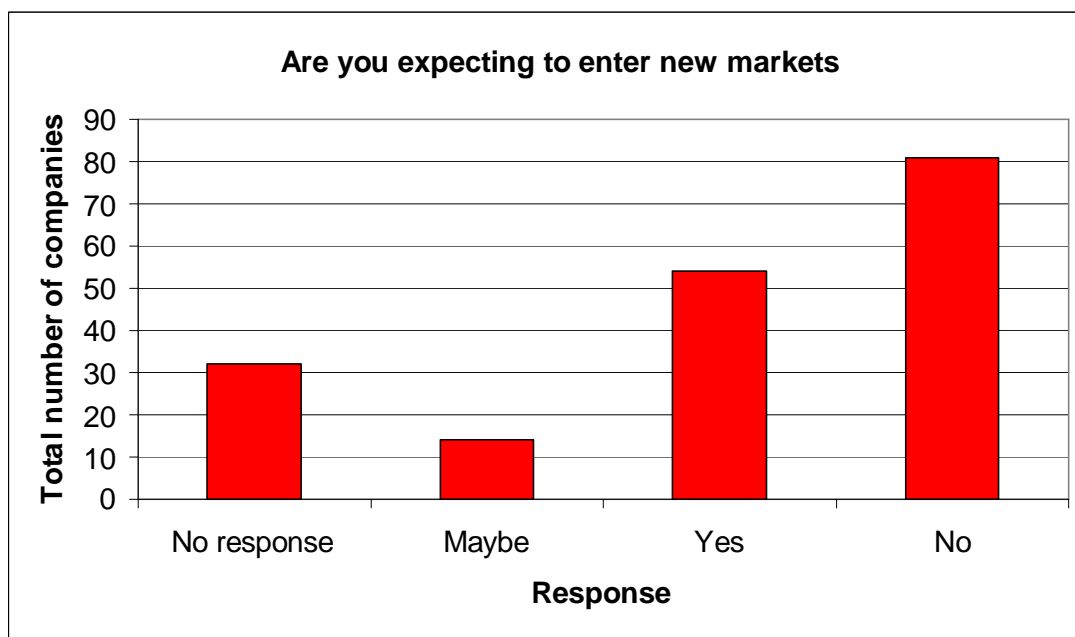


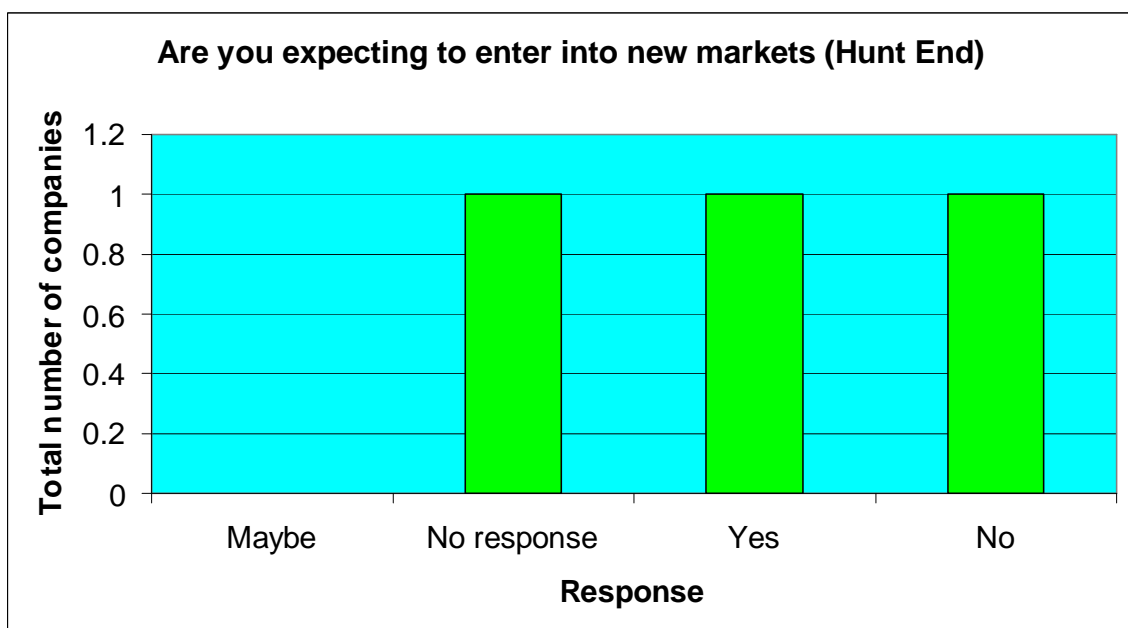
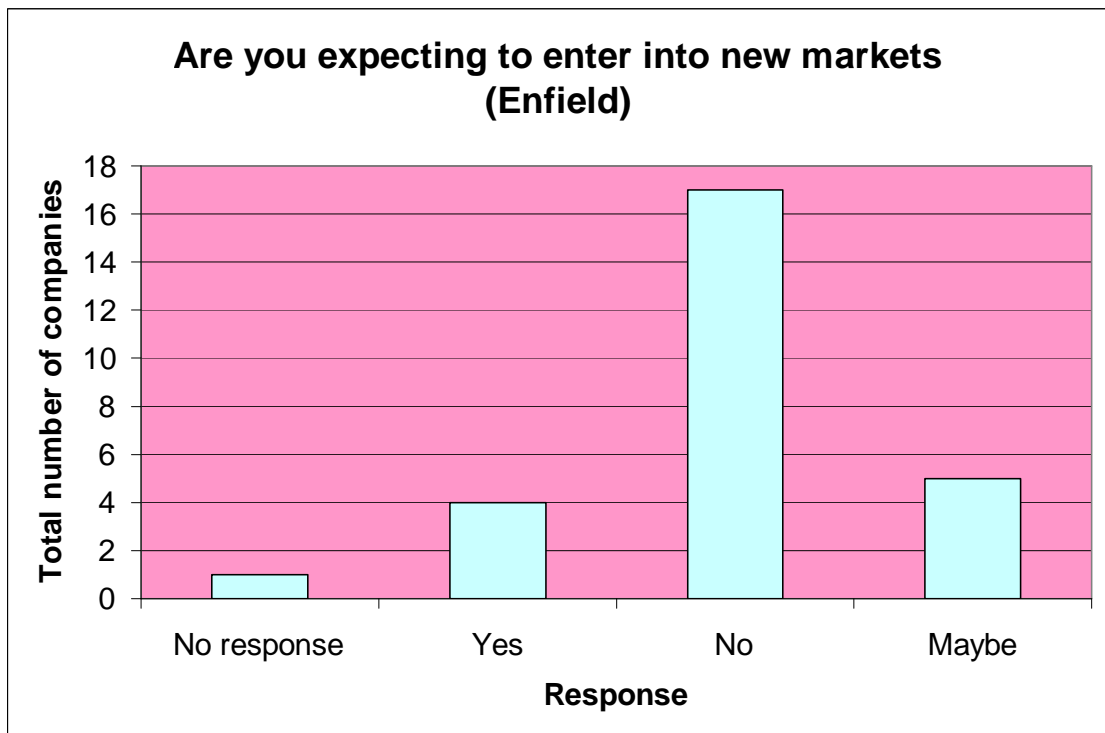


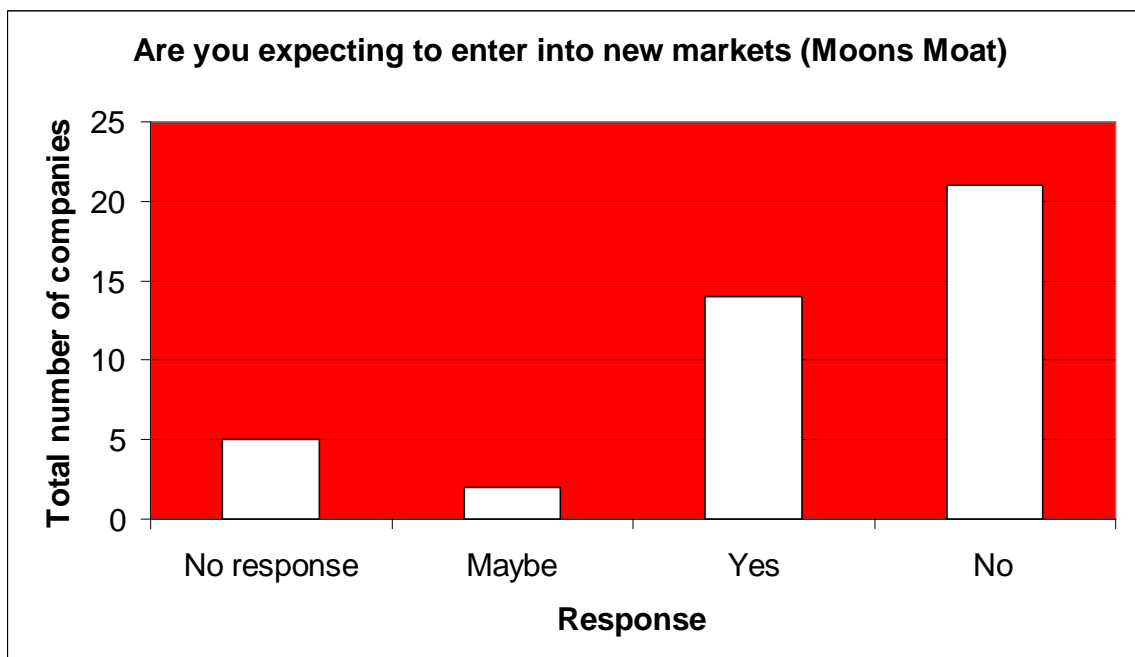
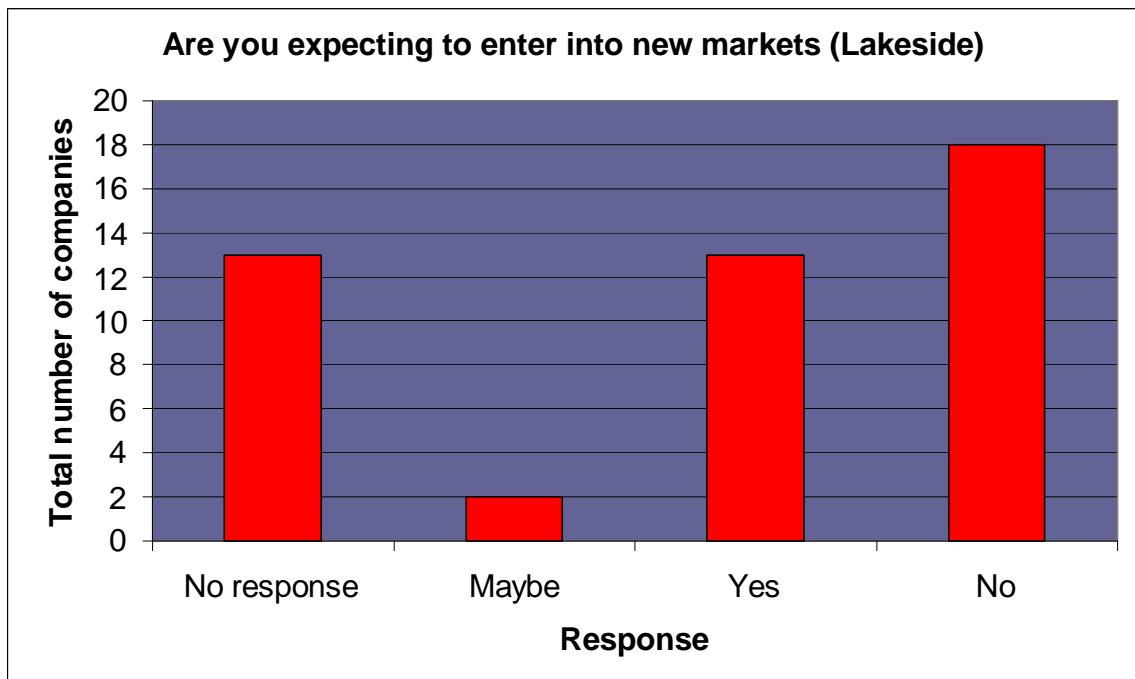


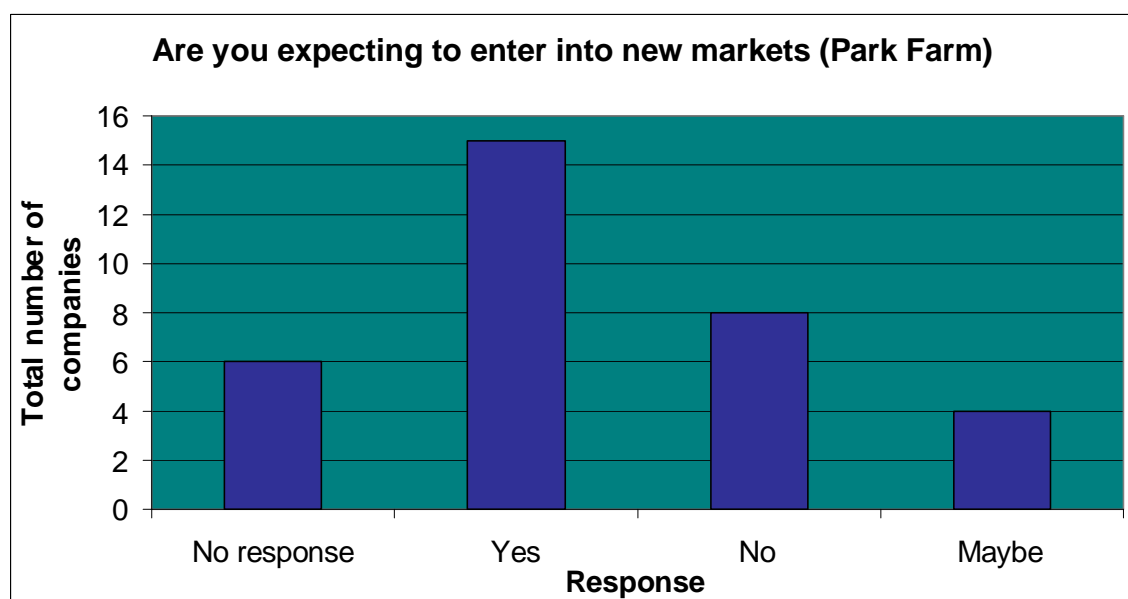
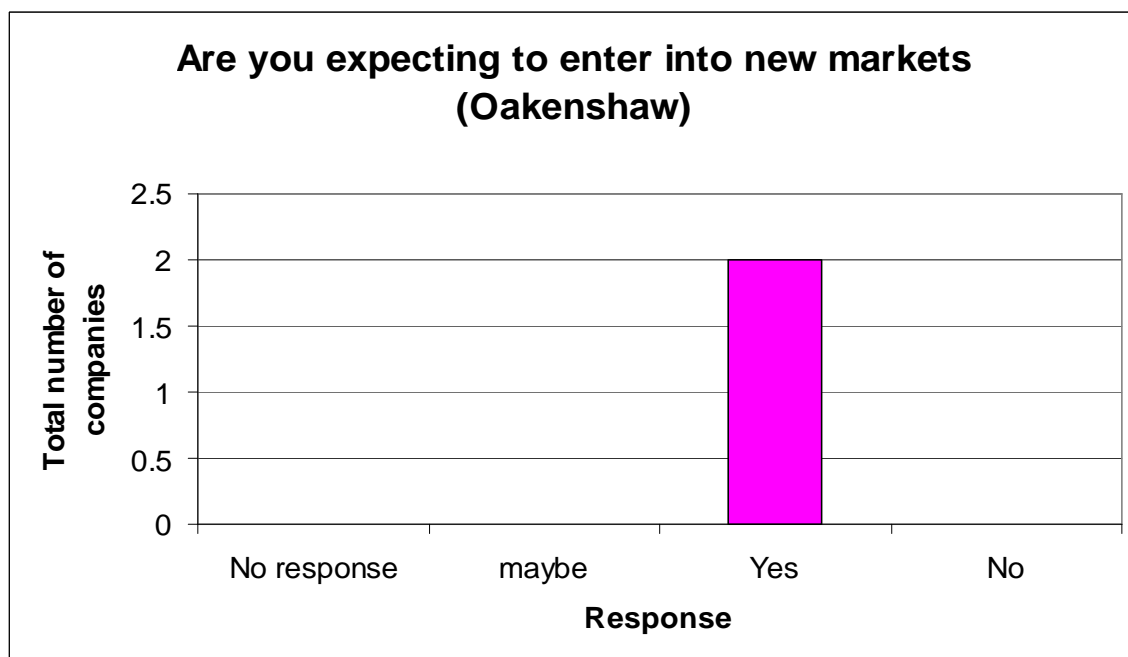


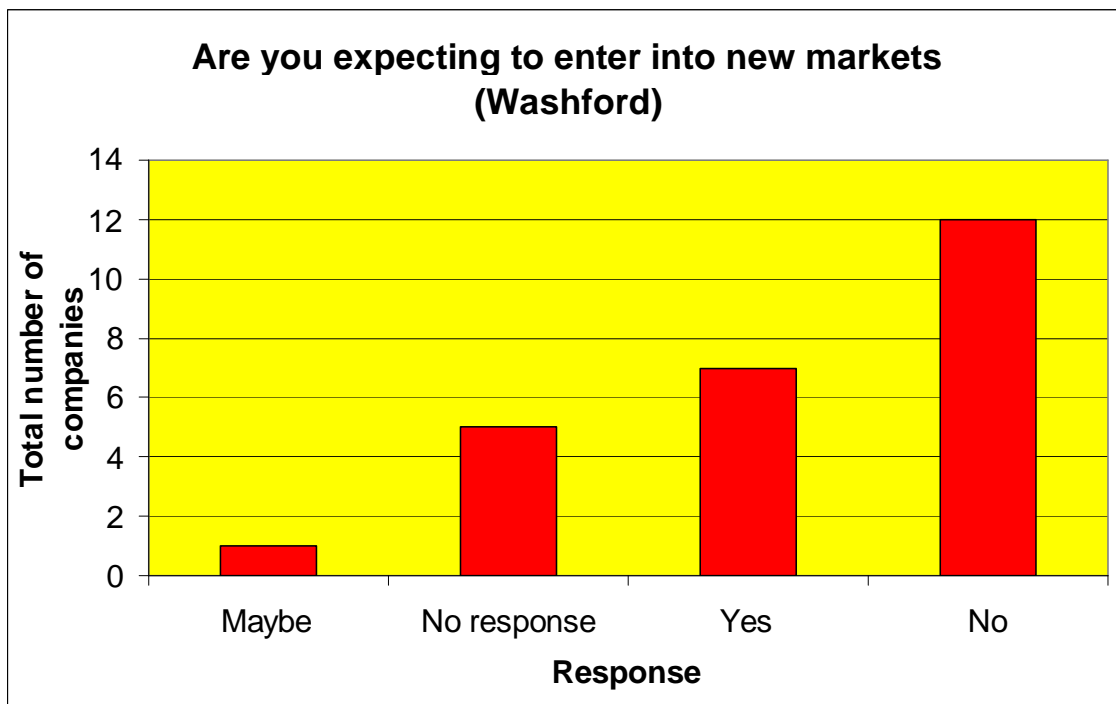
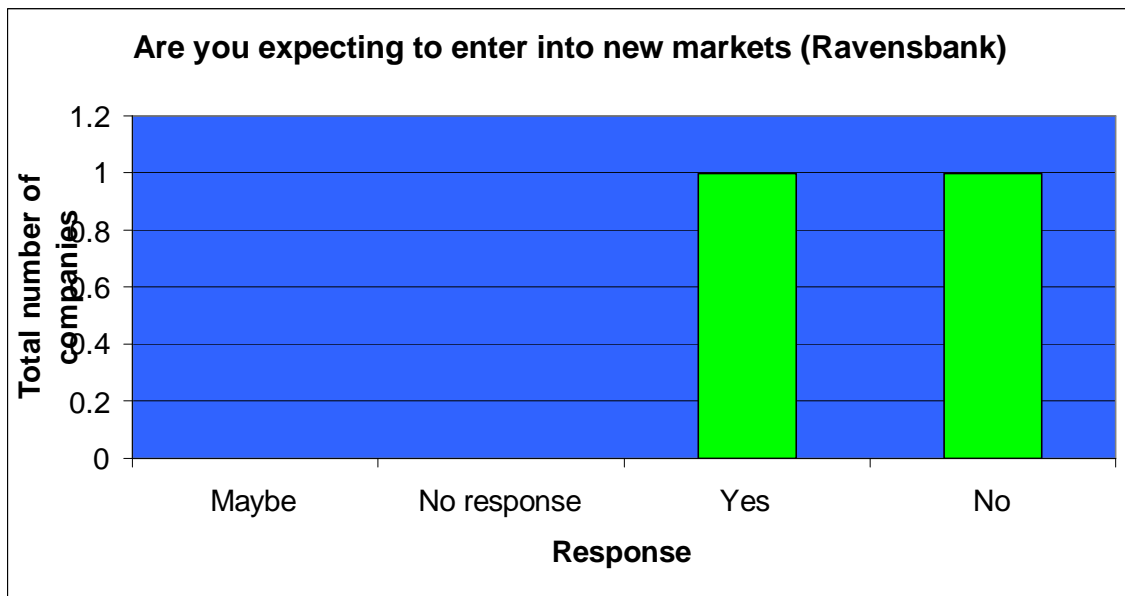
## Entering New Markets





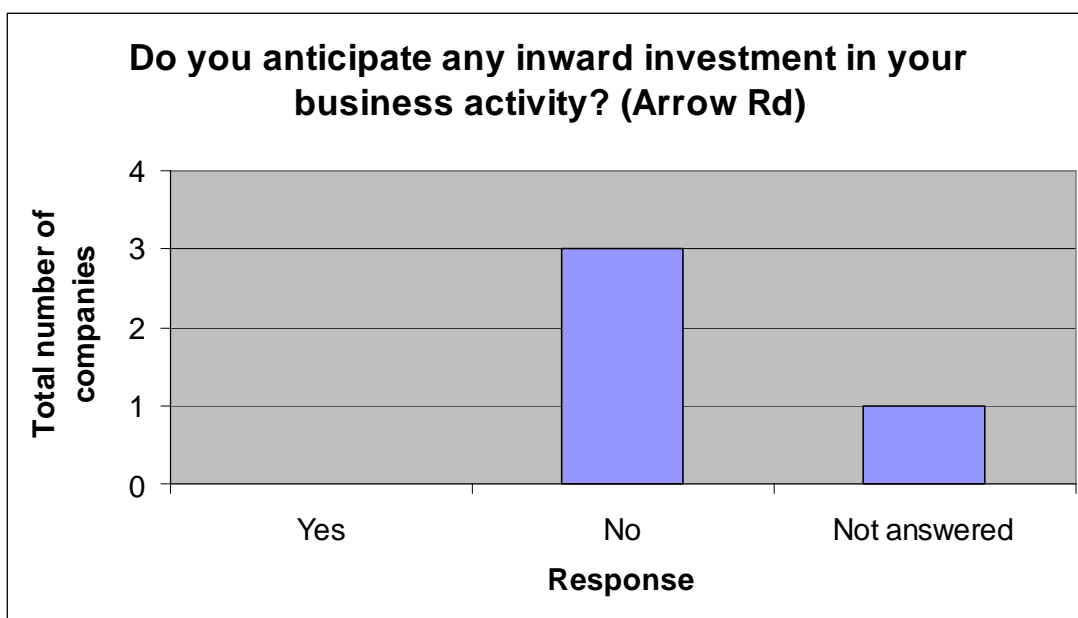
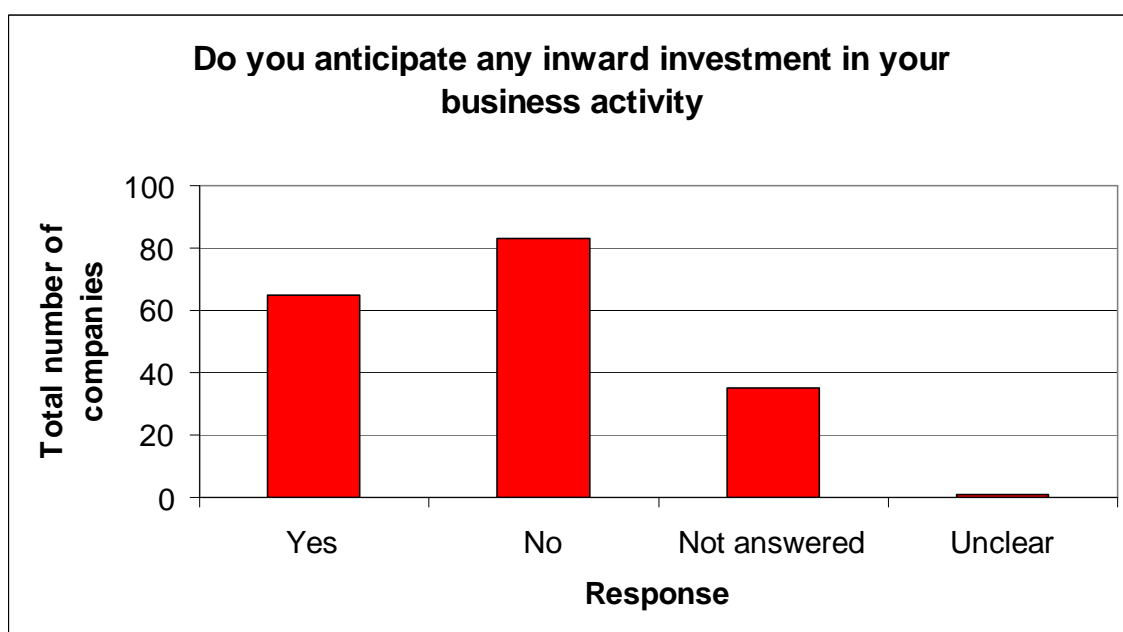


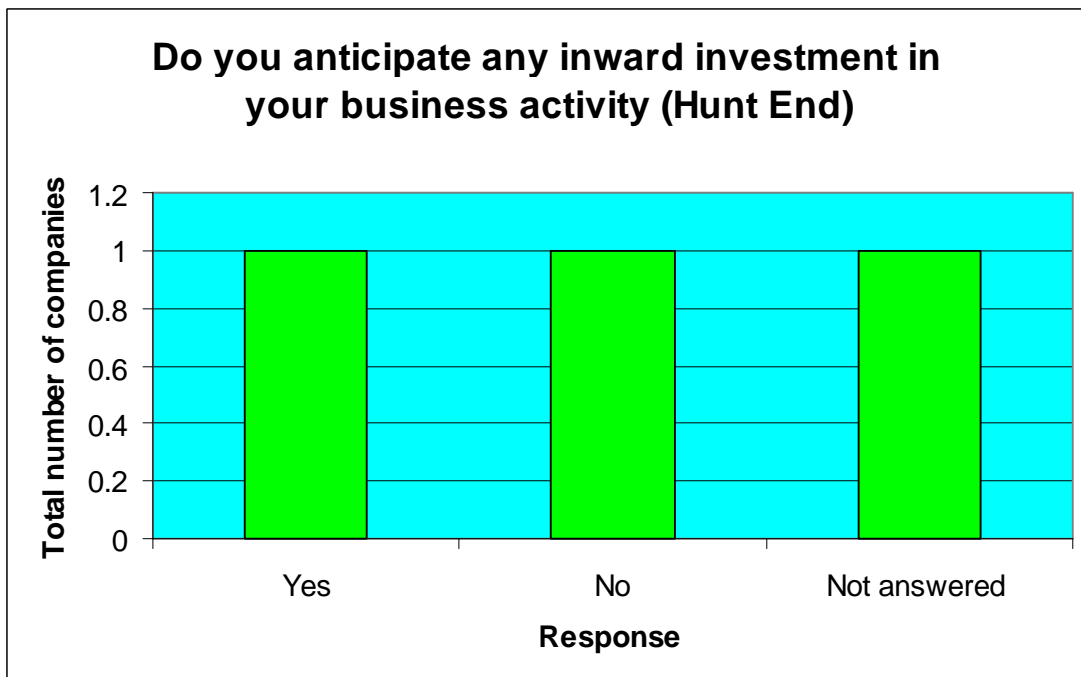
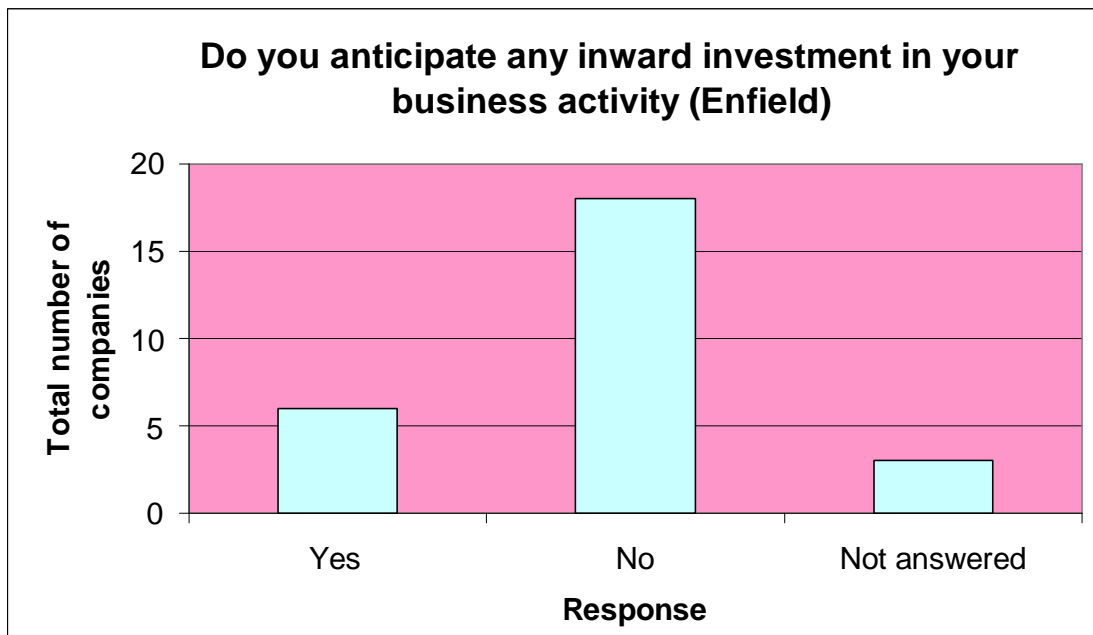


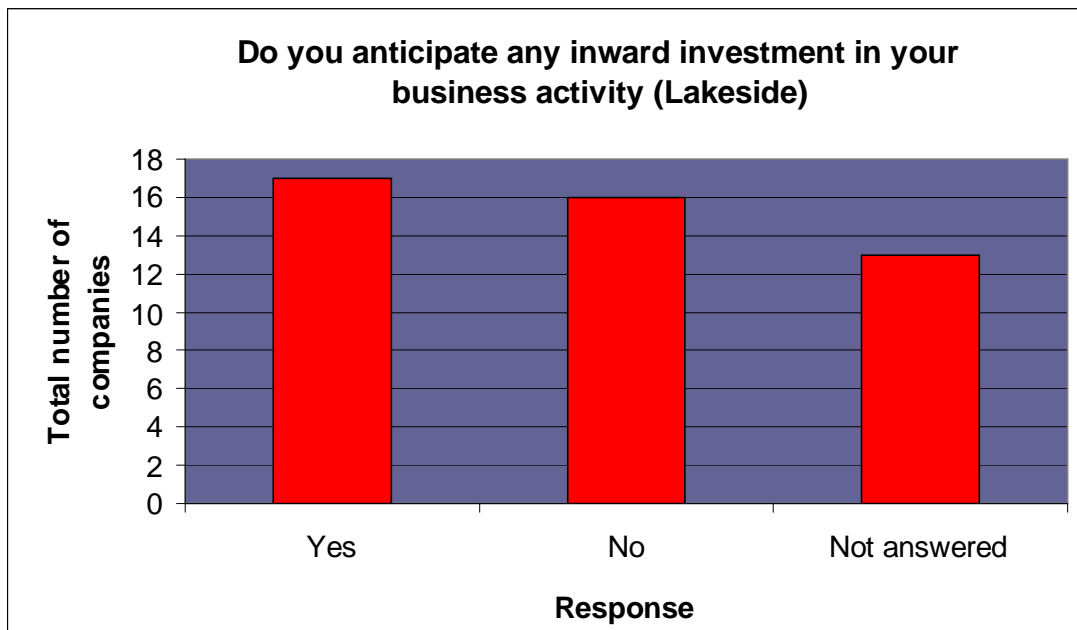


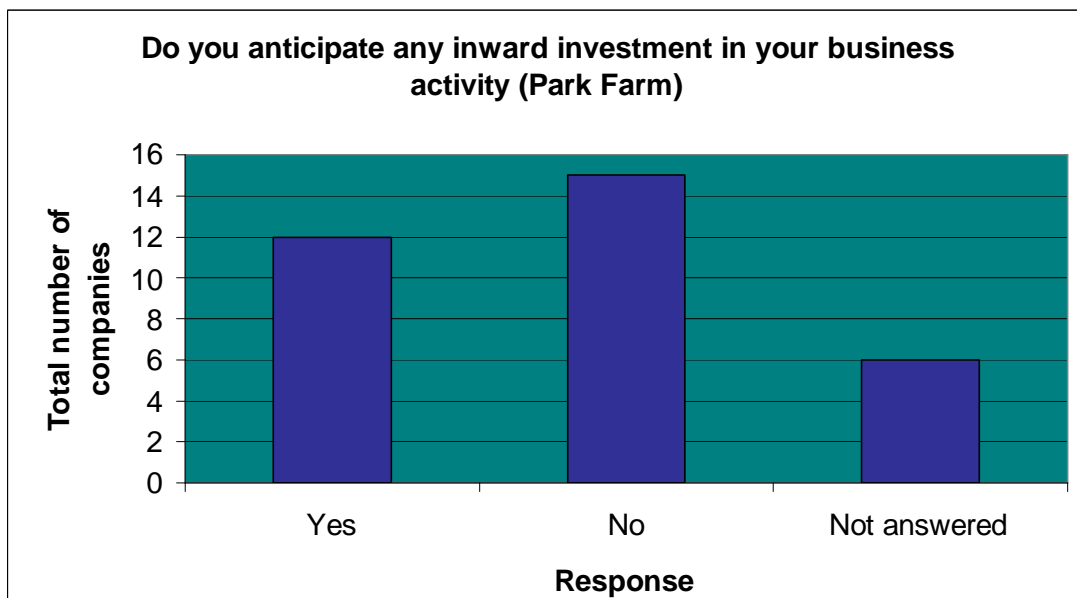
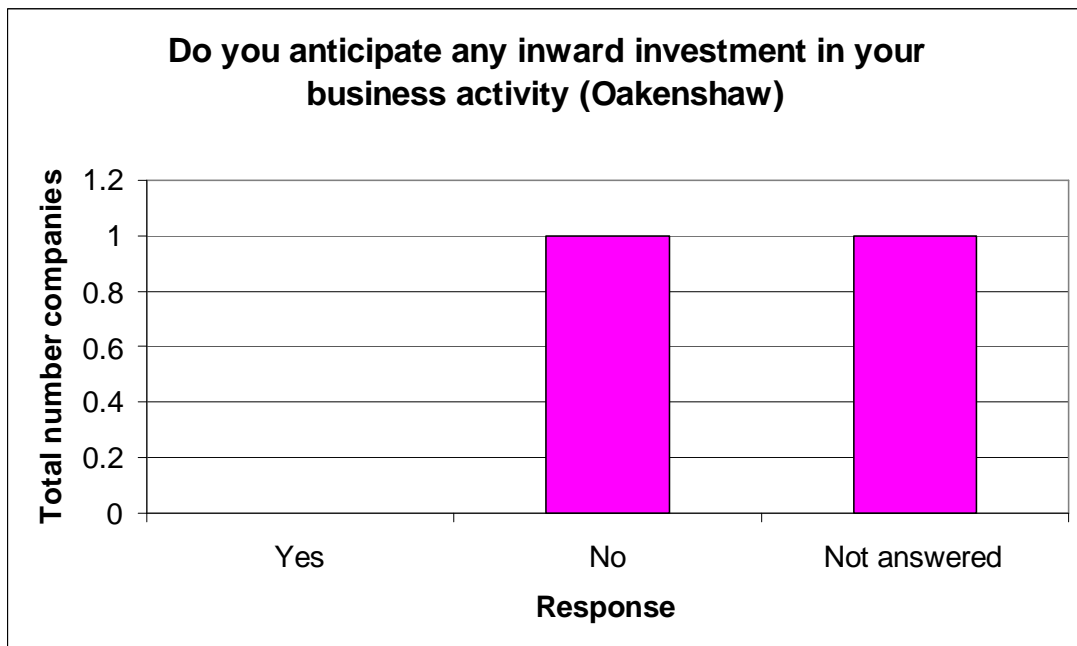


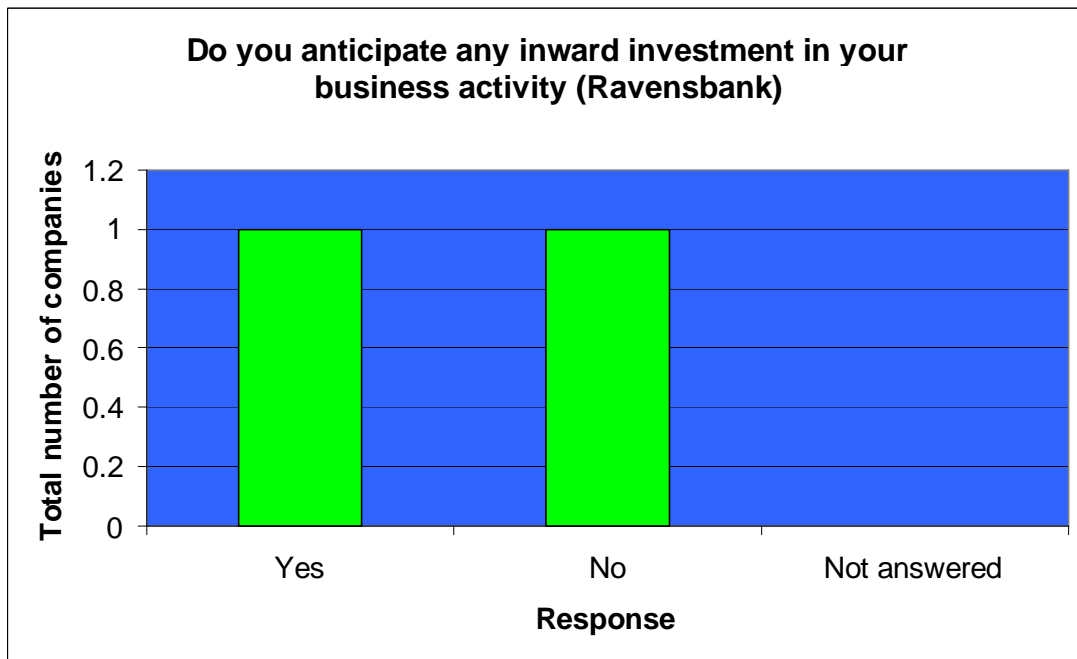
## ***Inward Investment***



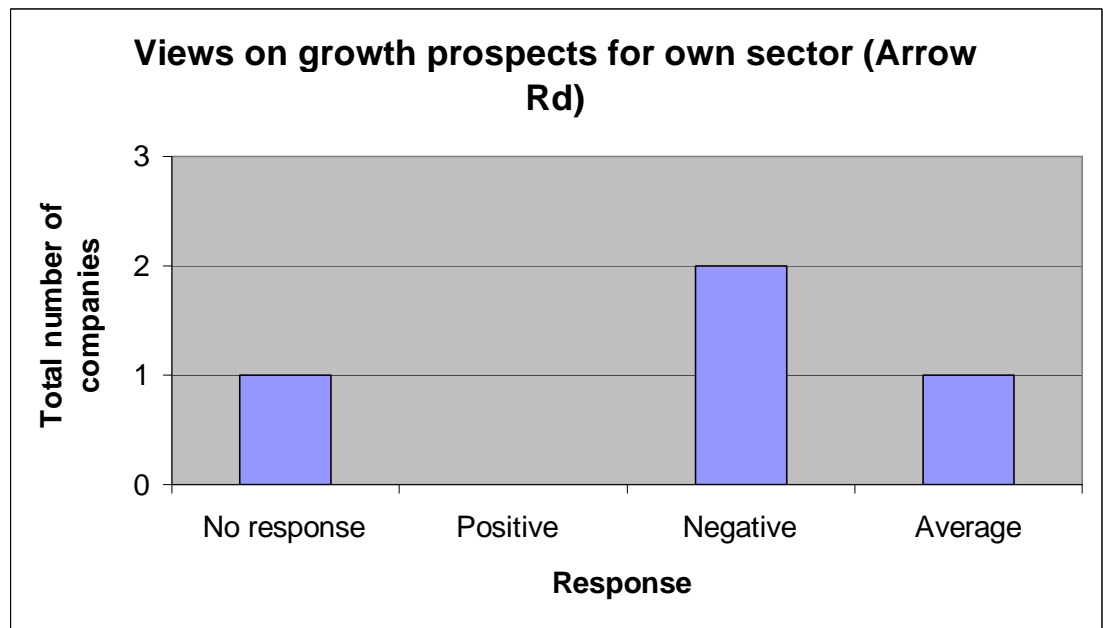
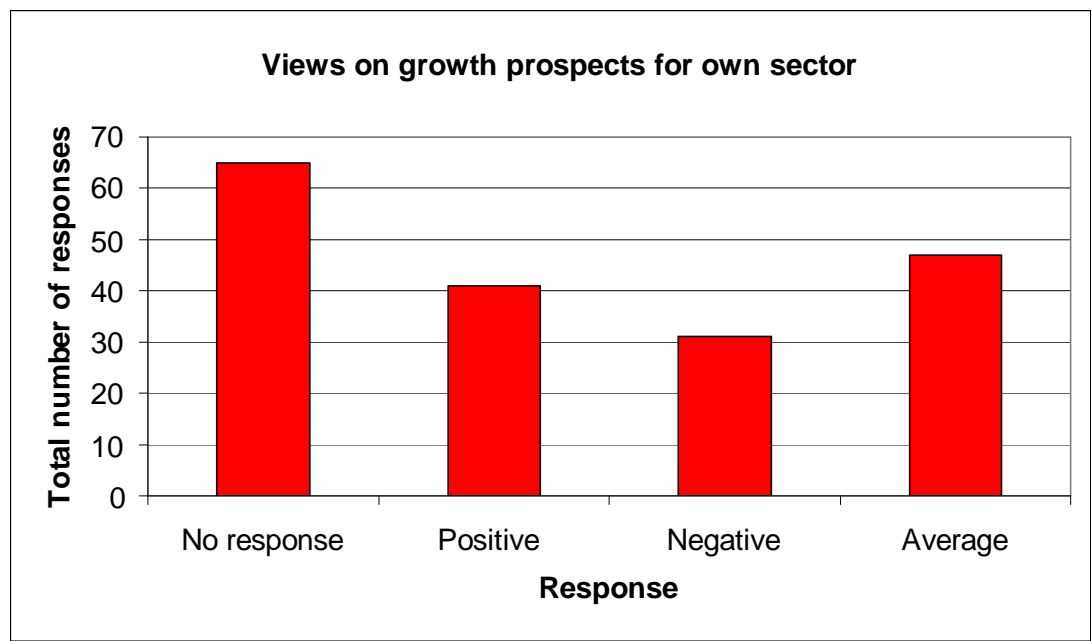


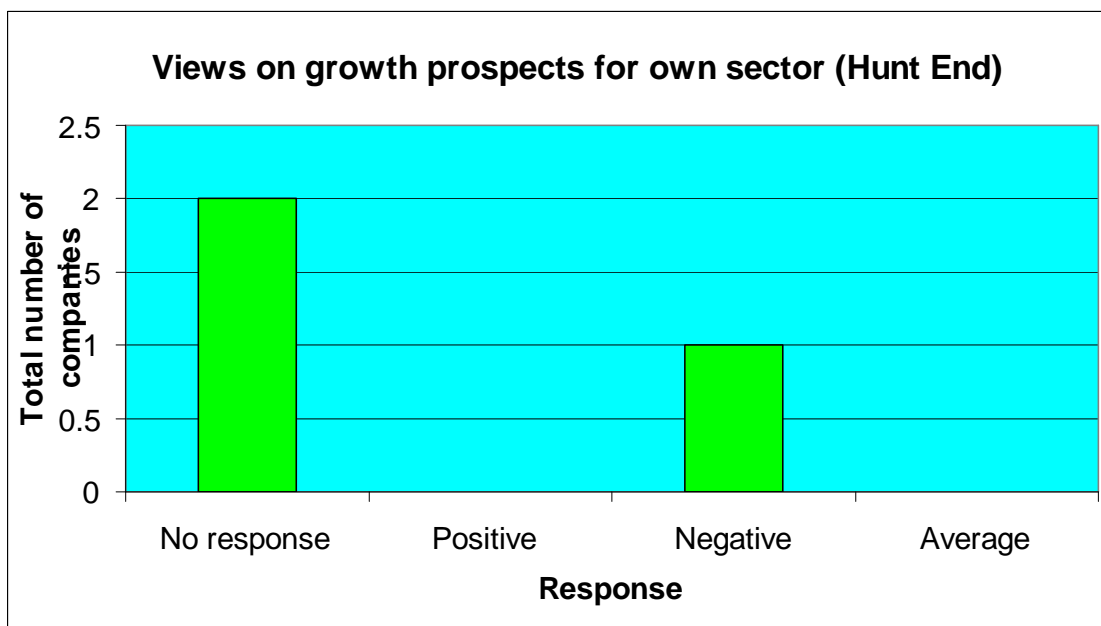
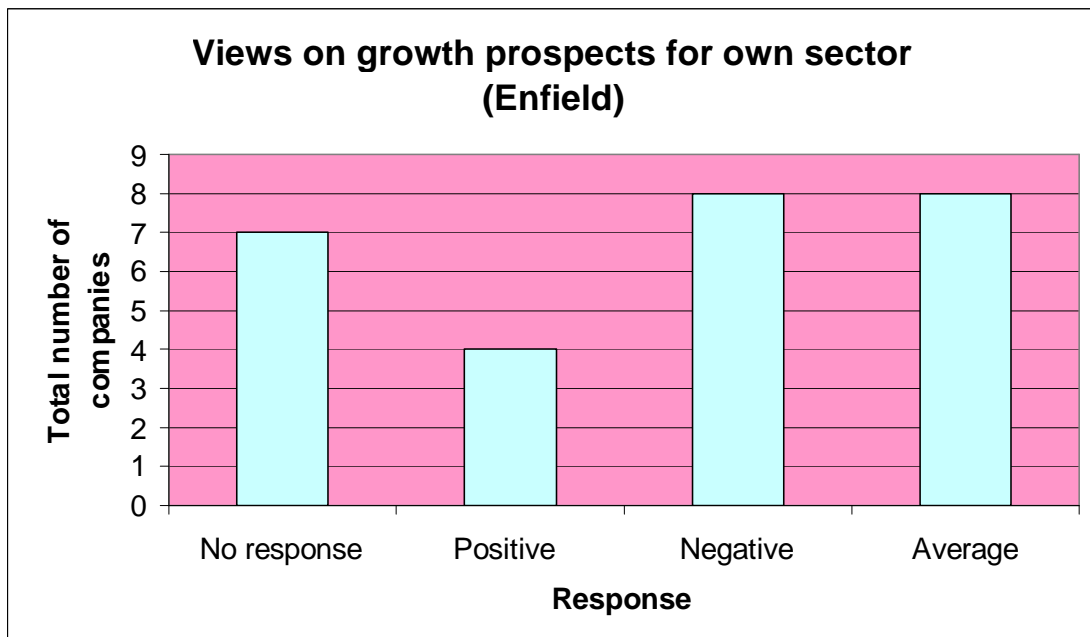


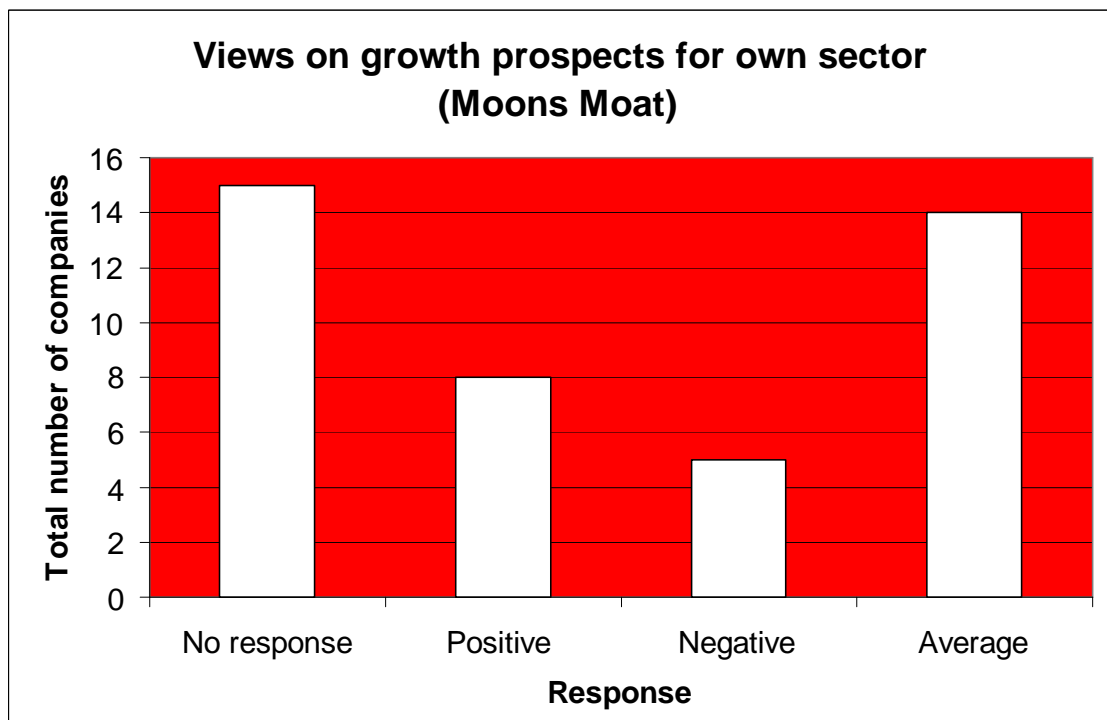
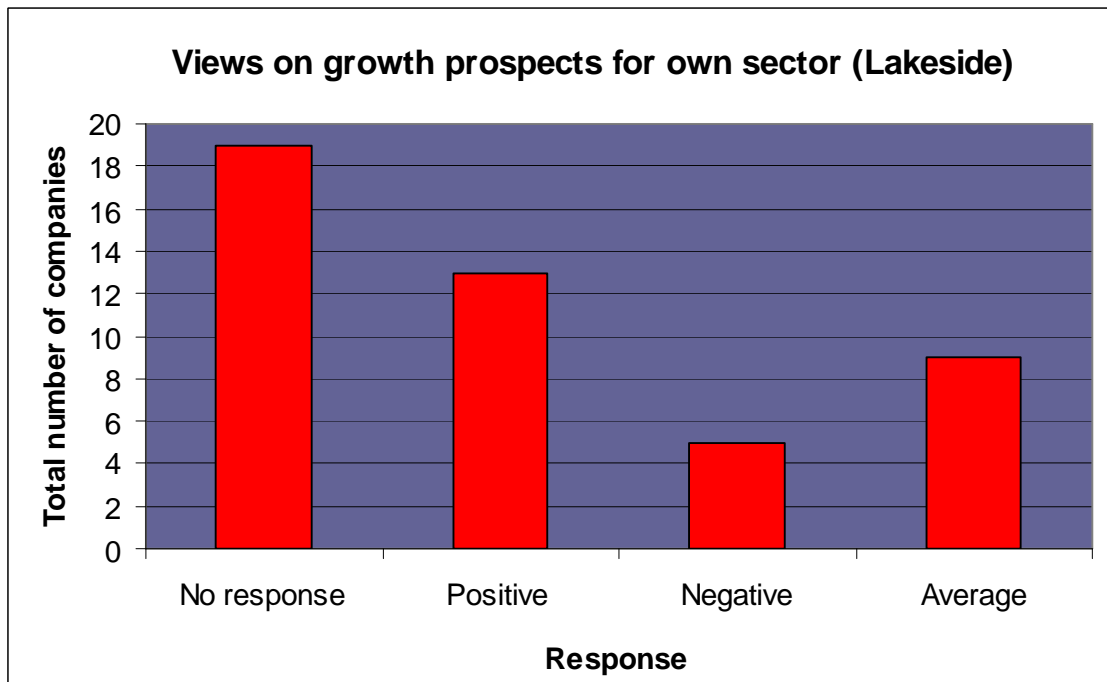




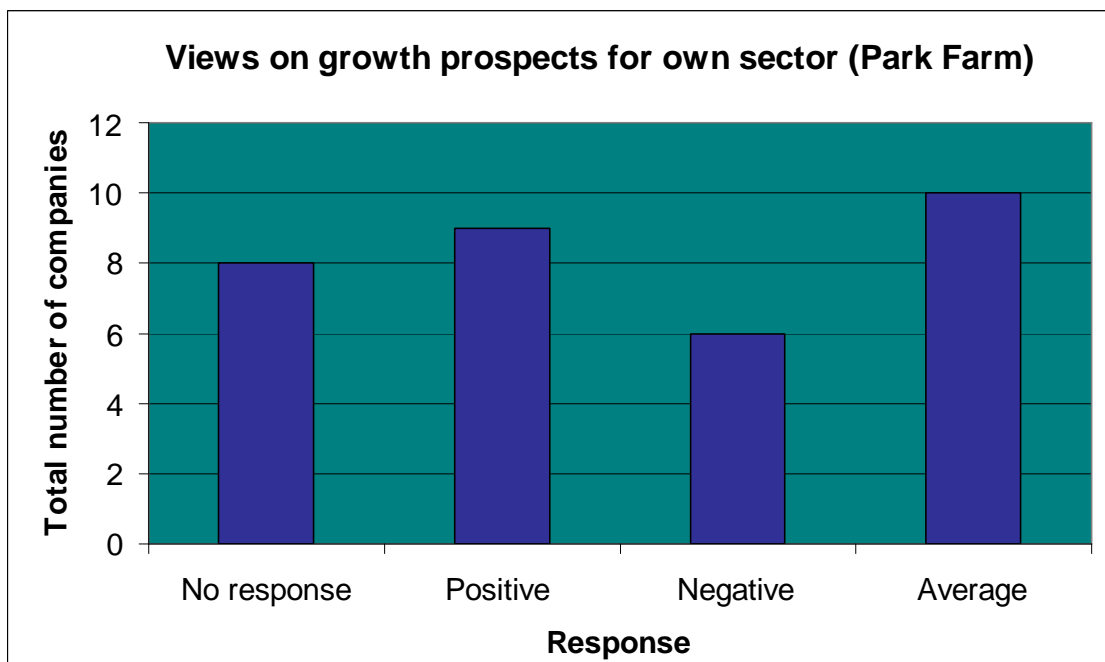
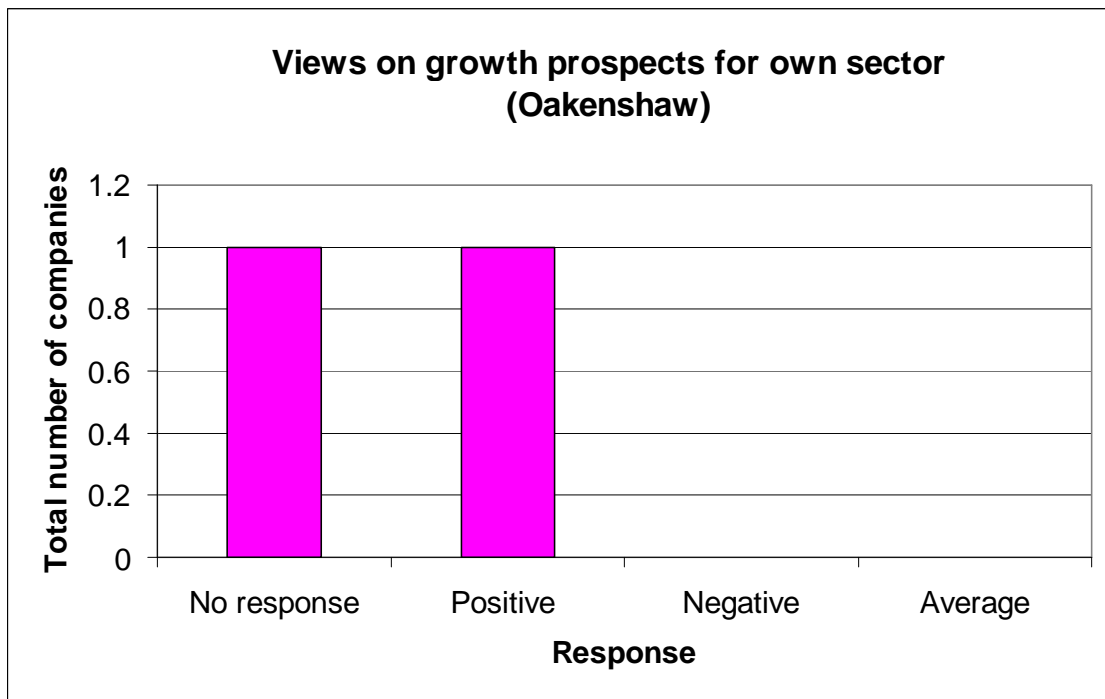
**Growth Prospects**

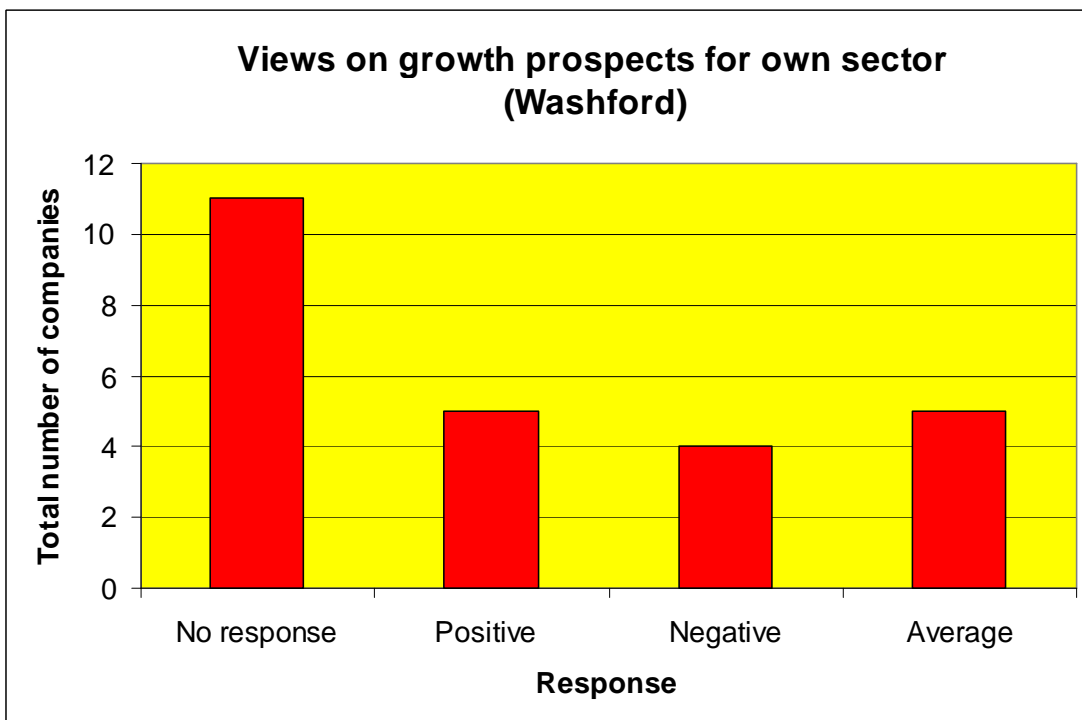
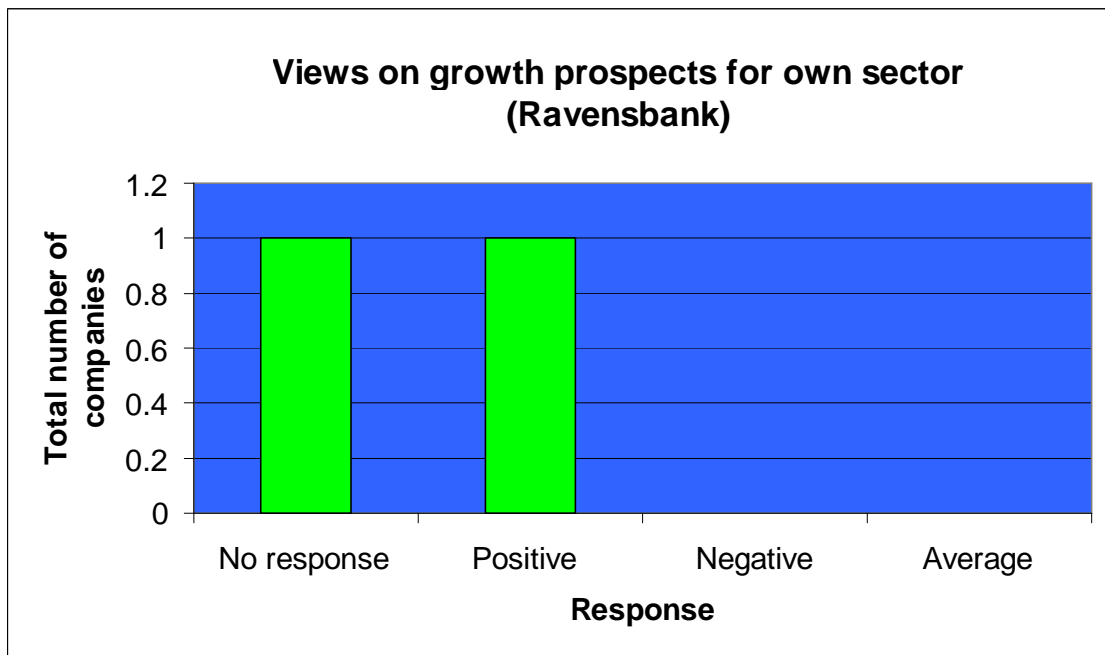




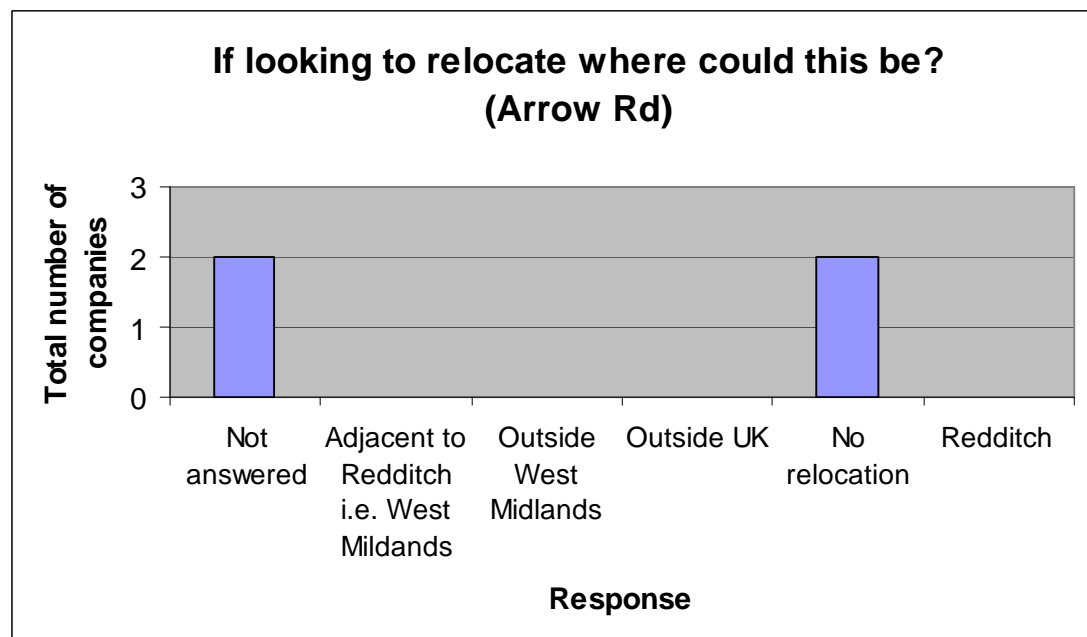
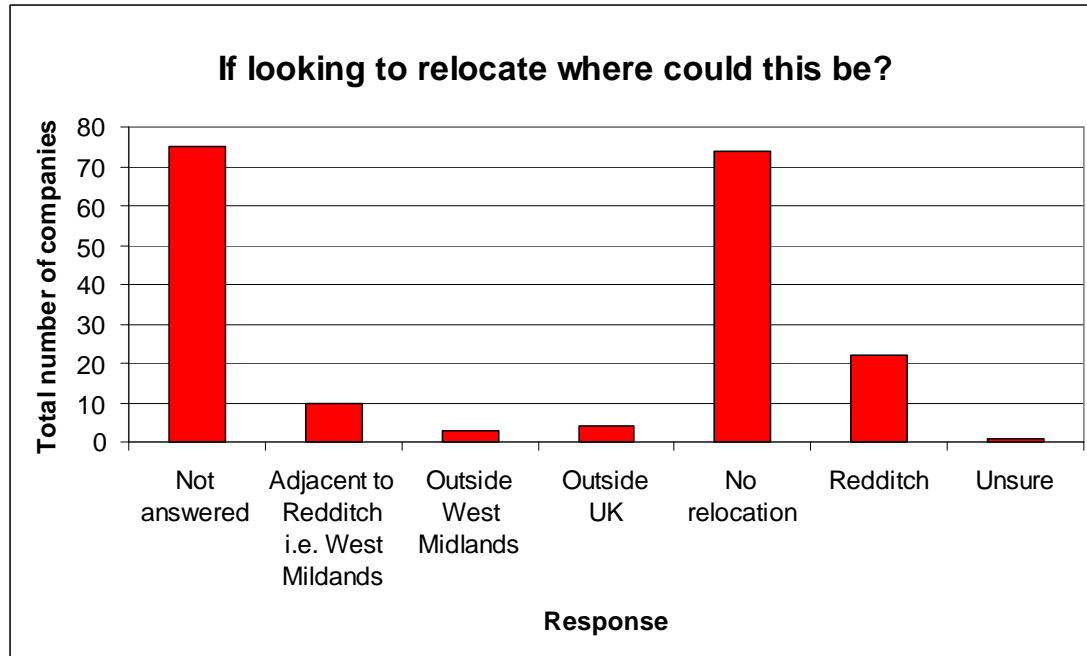


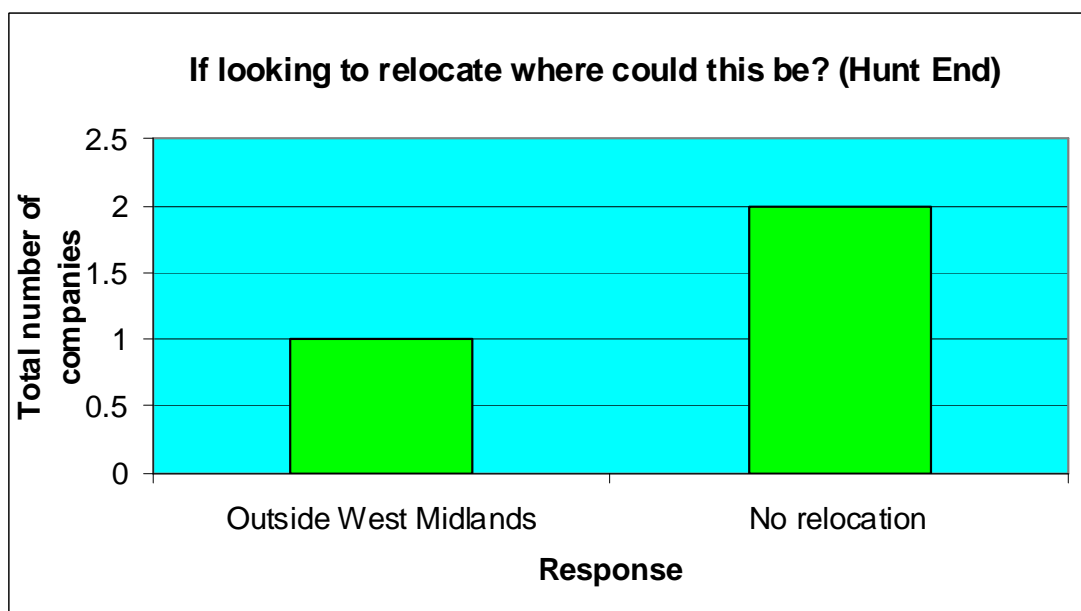
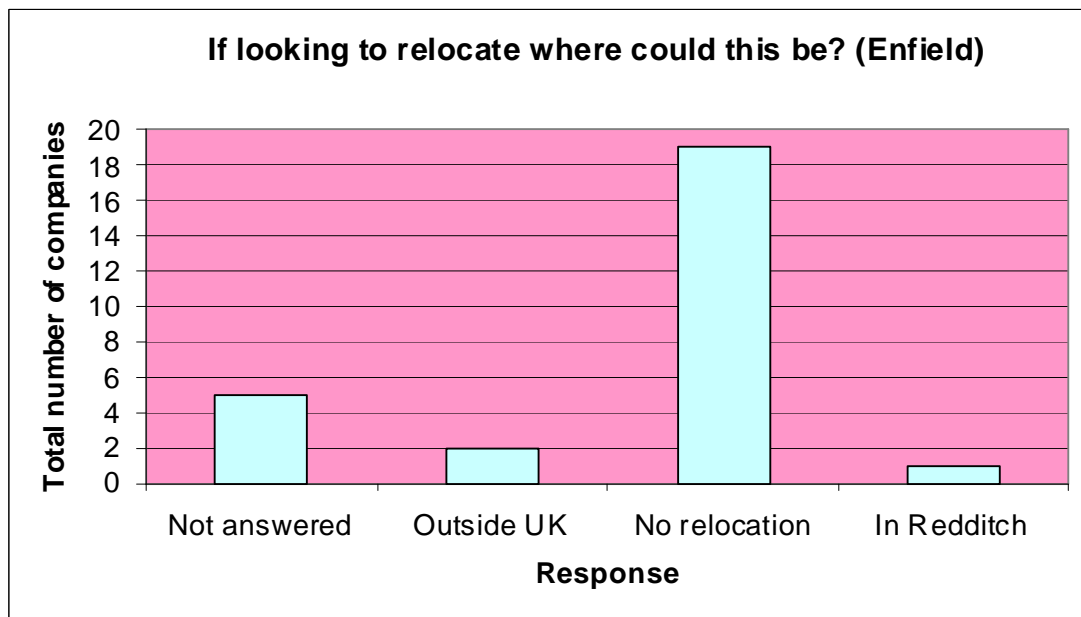


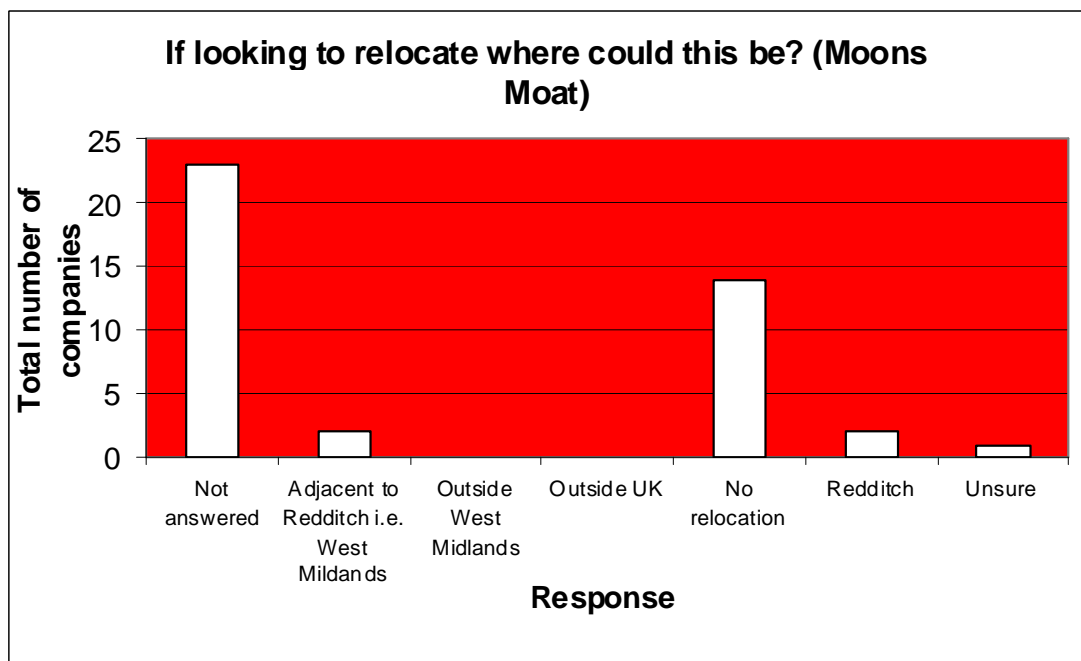
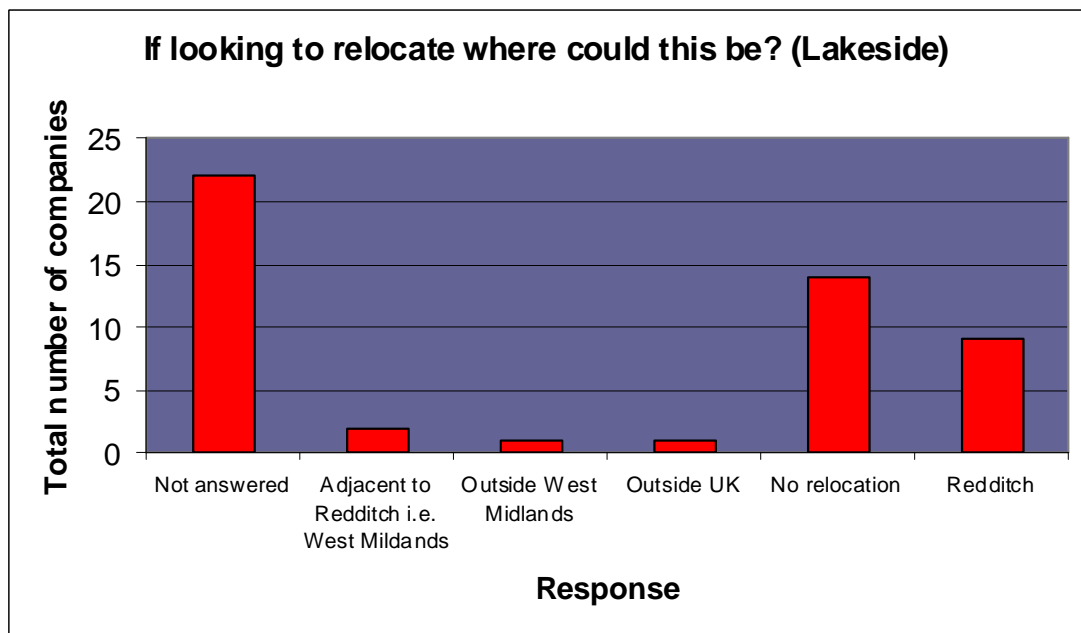


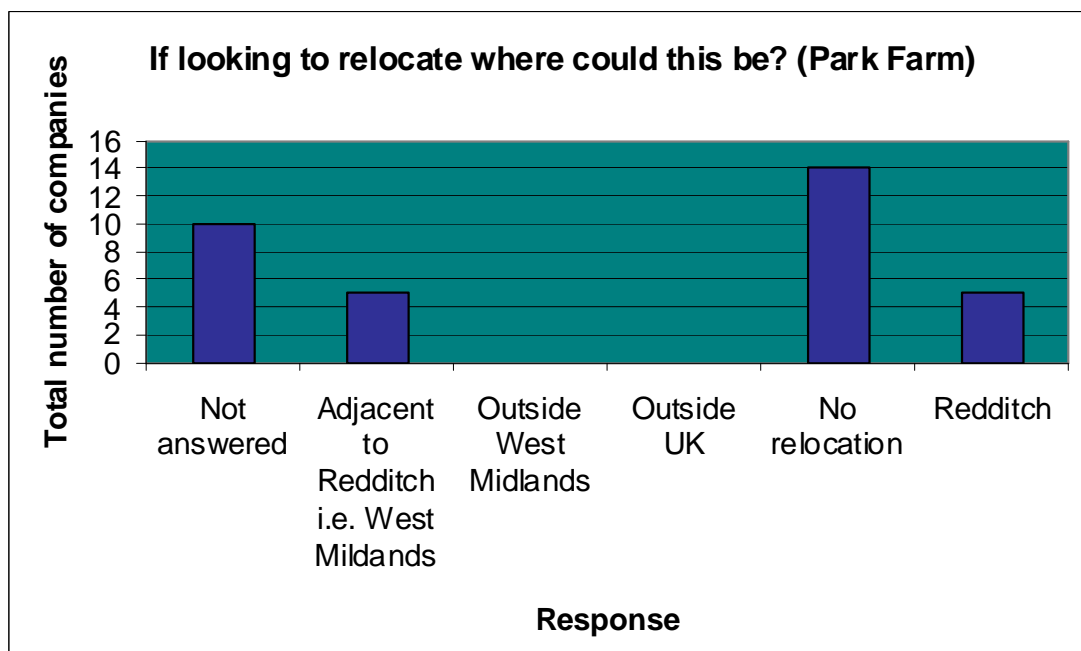
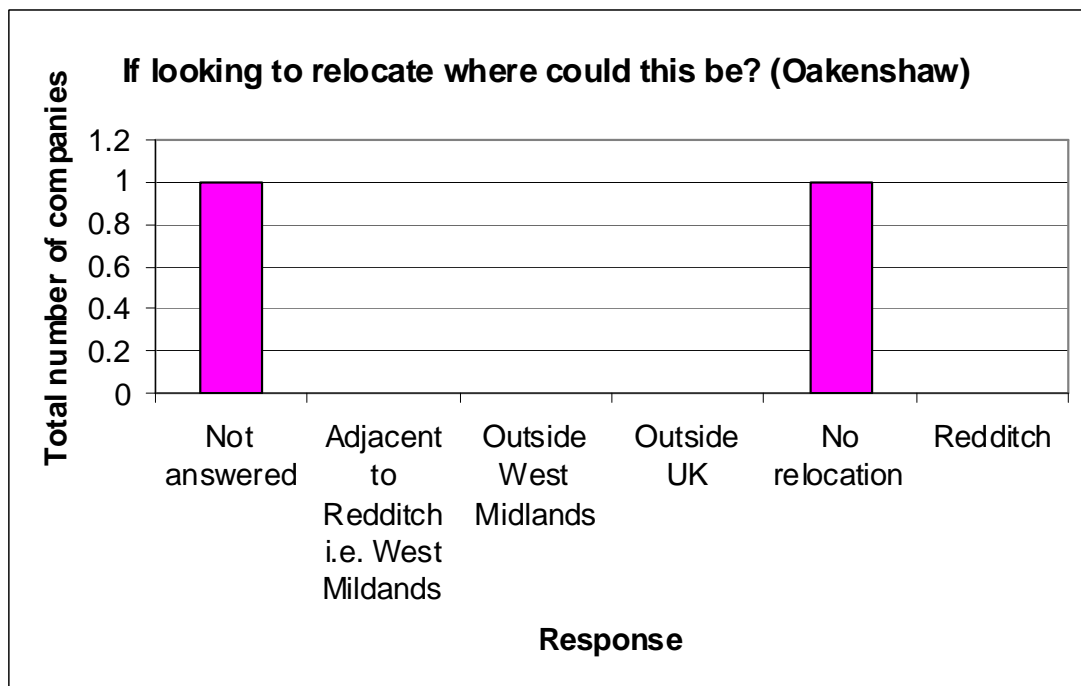


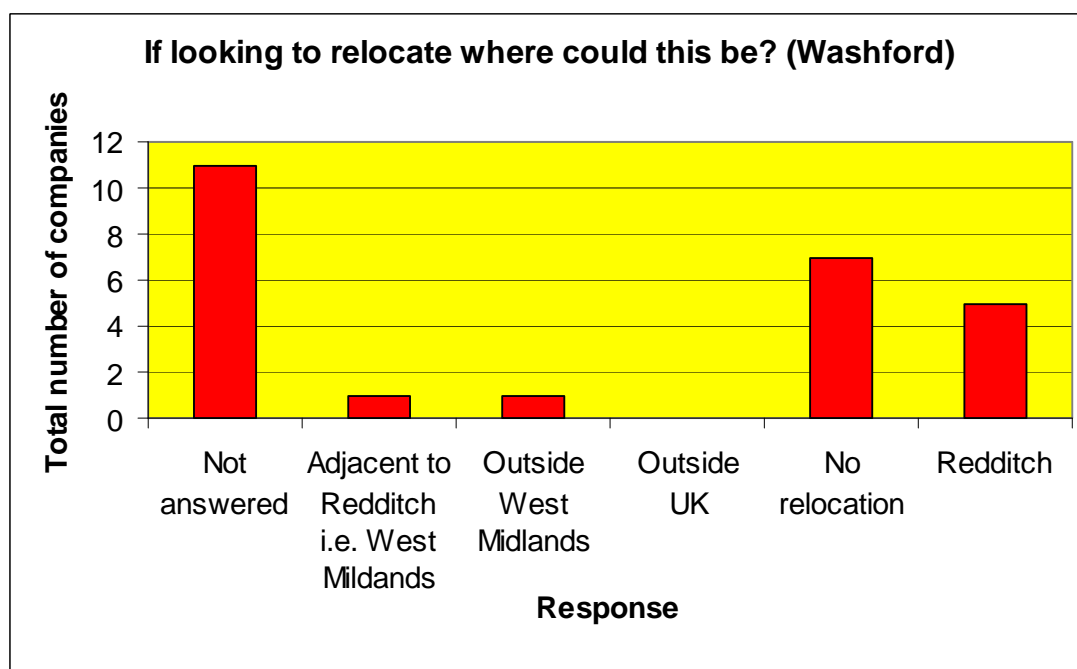
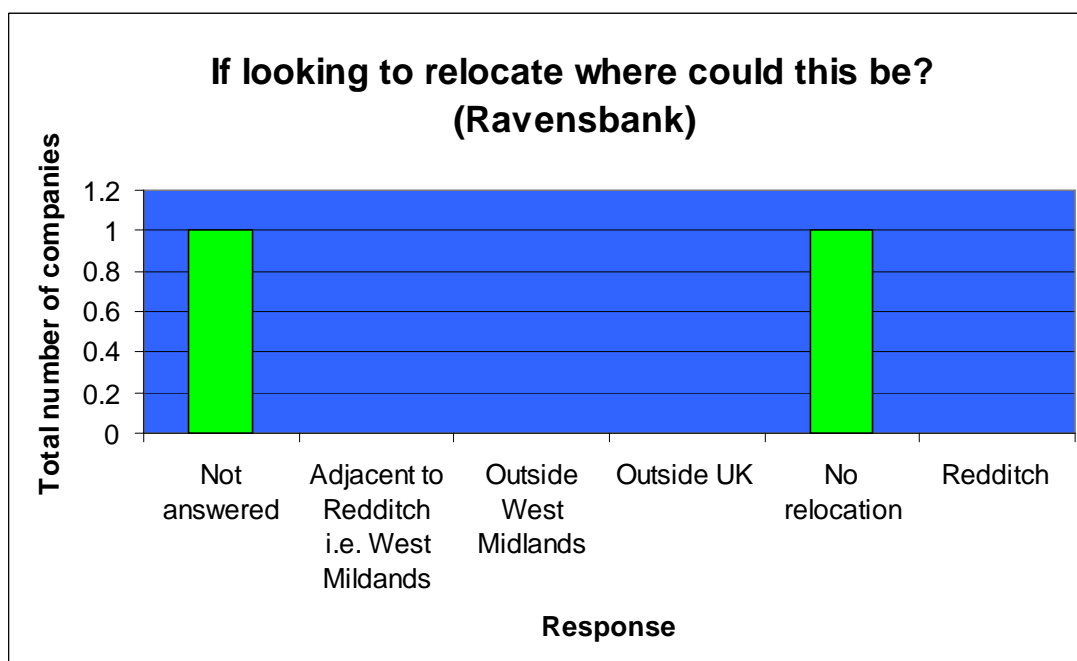
***If looking to relocate, where could this be?***



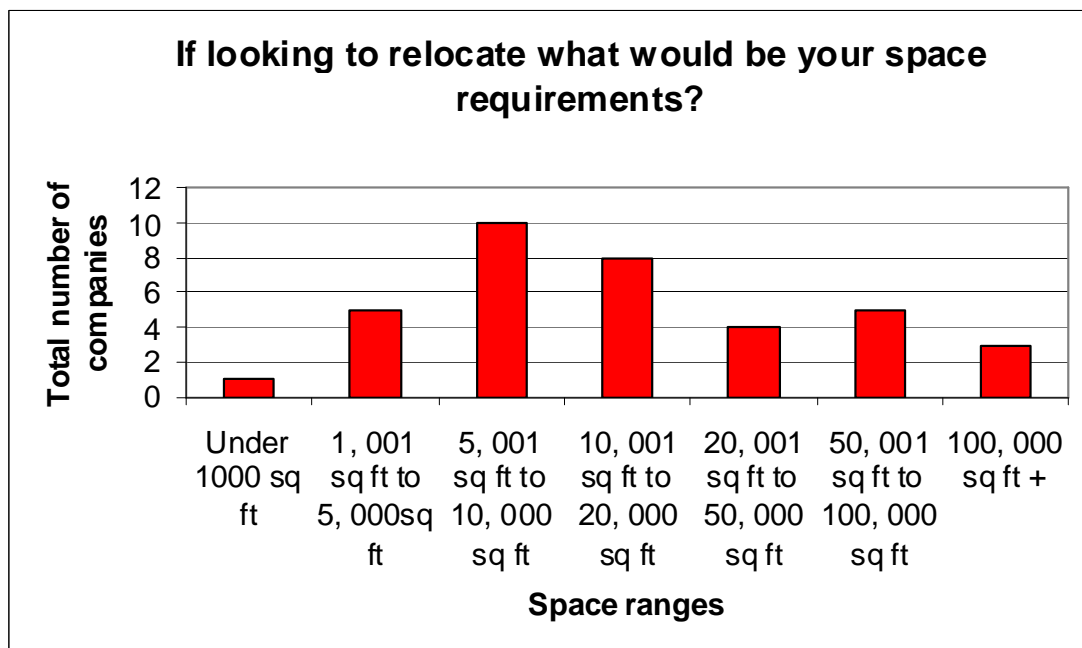
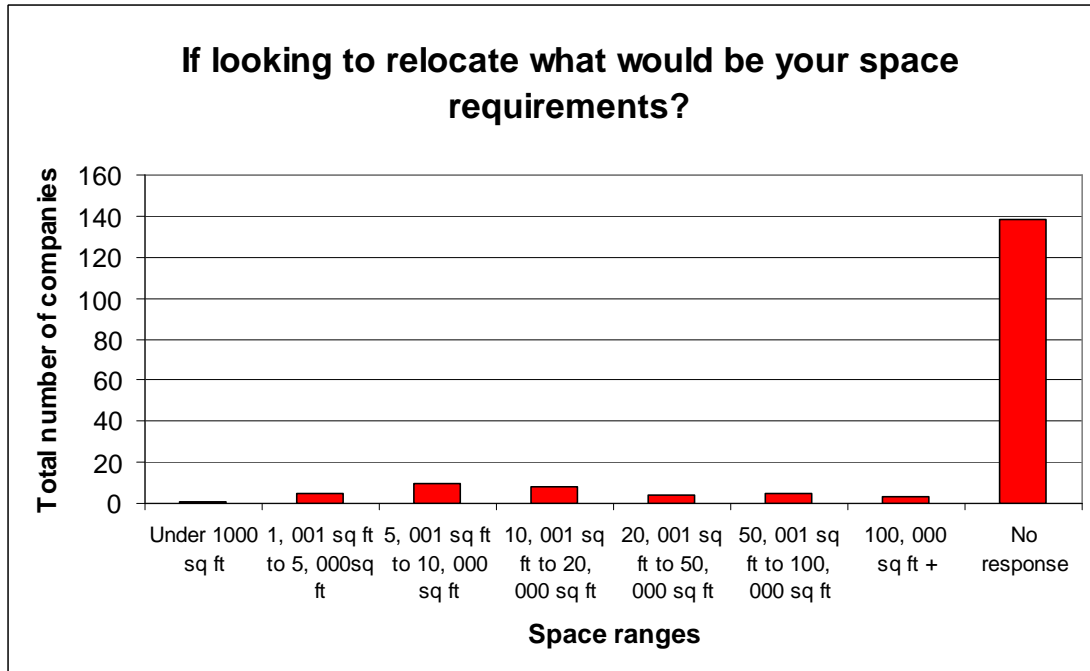








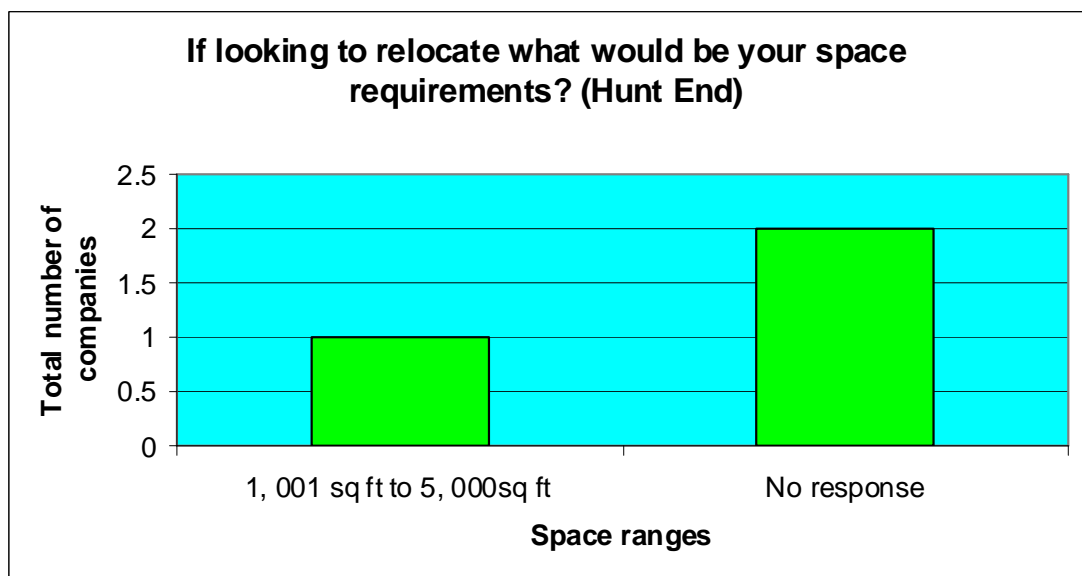
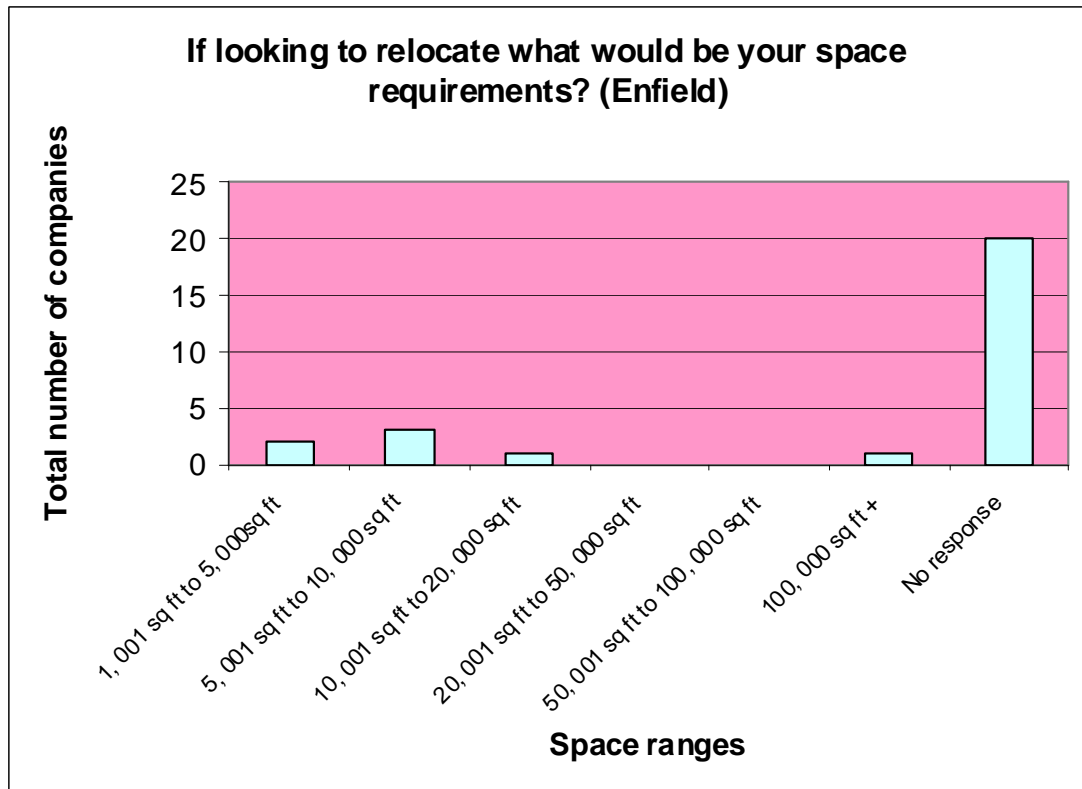
## Space requirements for relocation

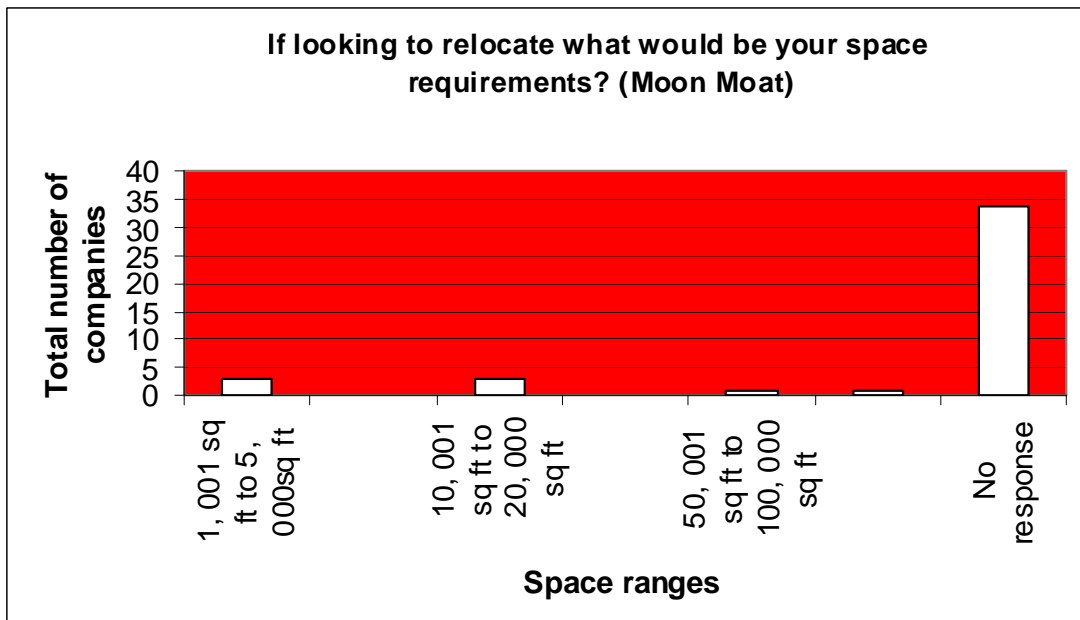
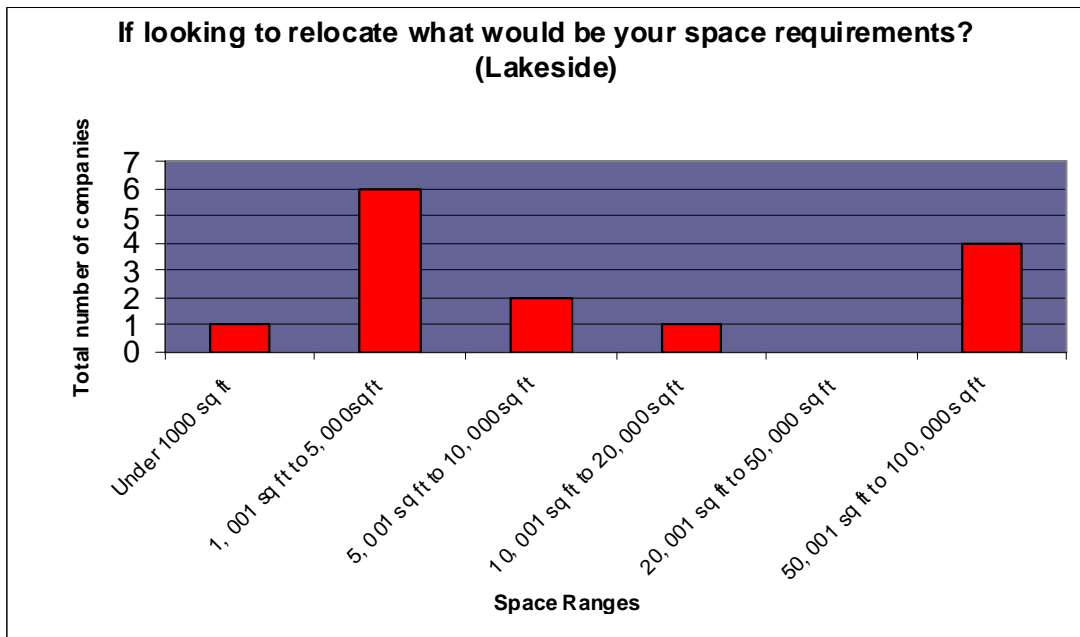




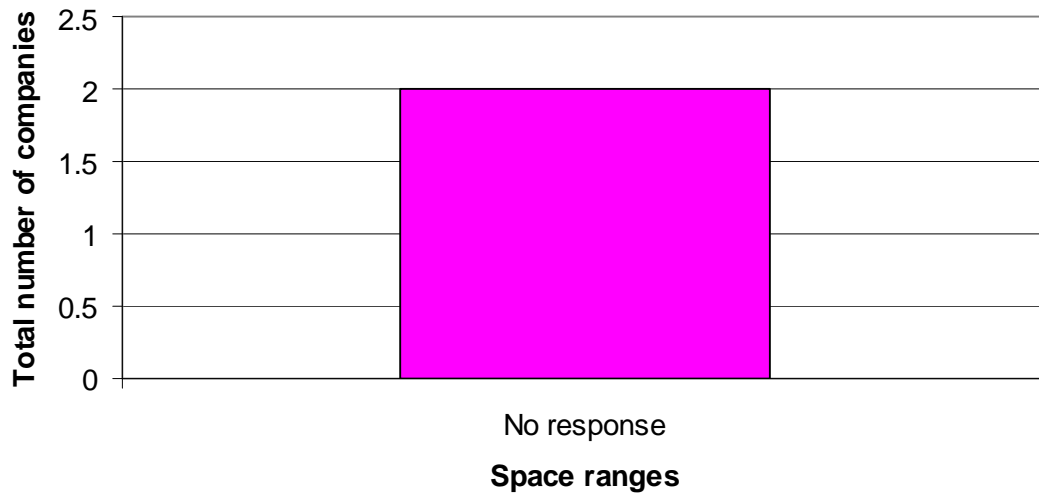
### If looking to relocate what would be your space requirements? (Arrow Rd)



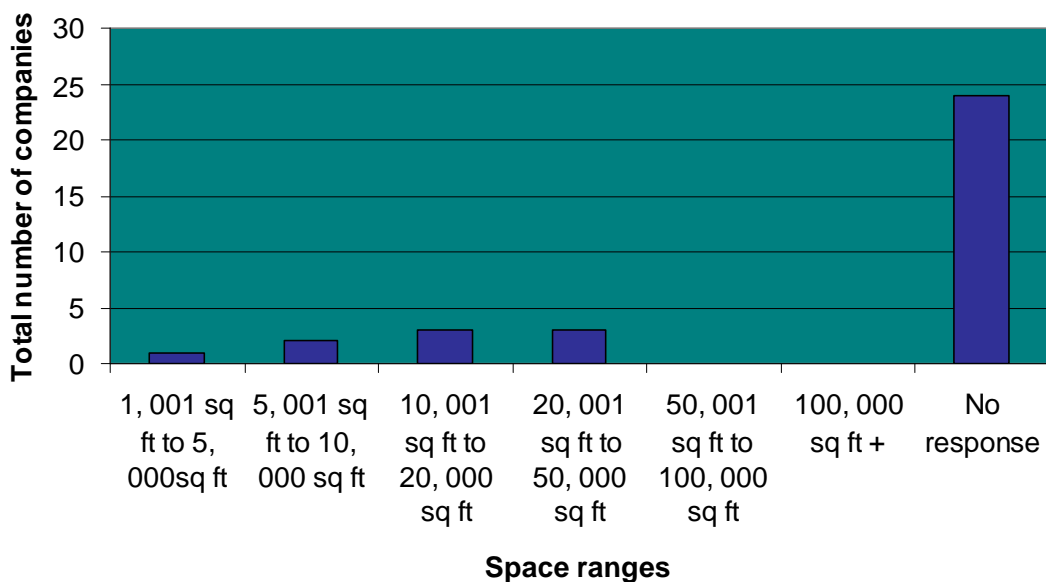


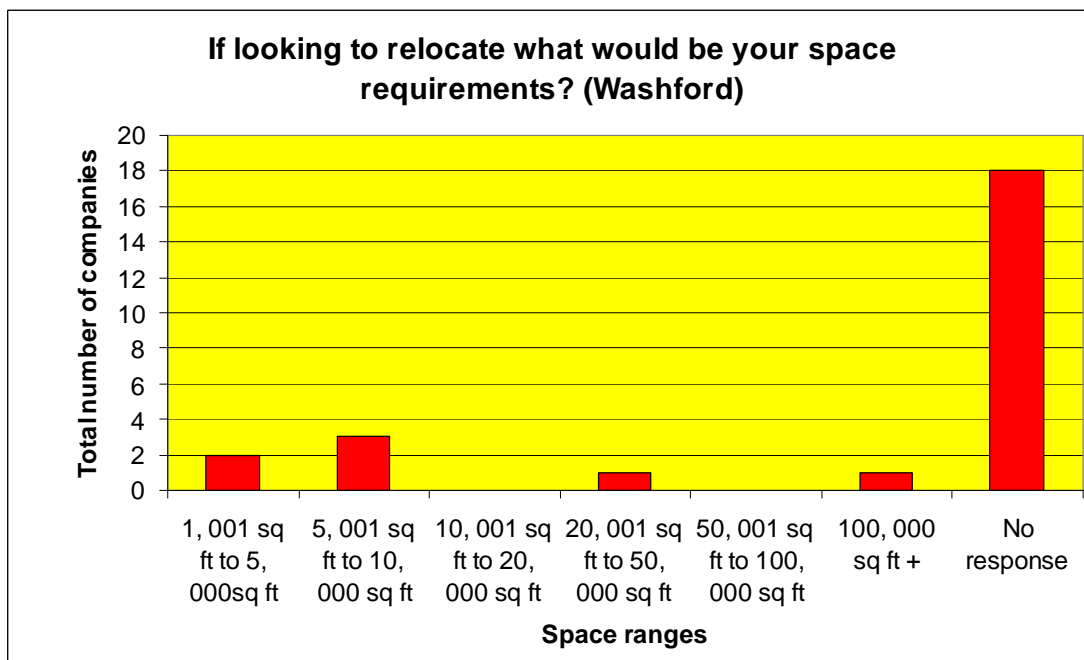
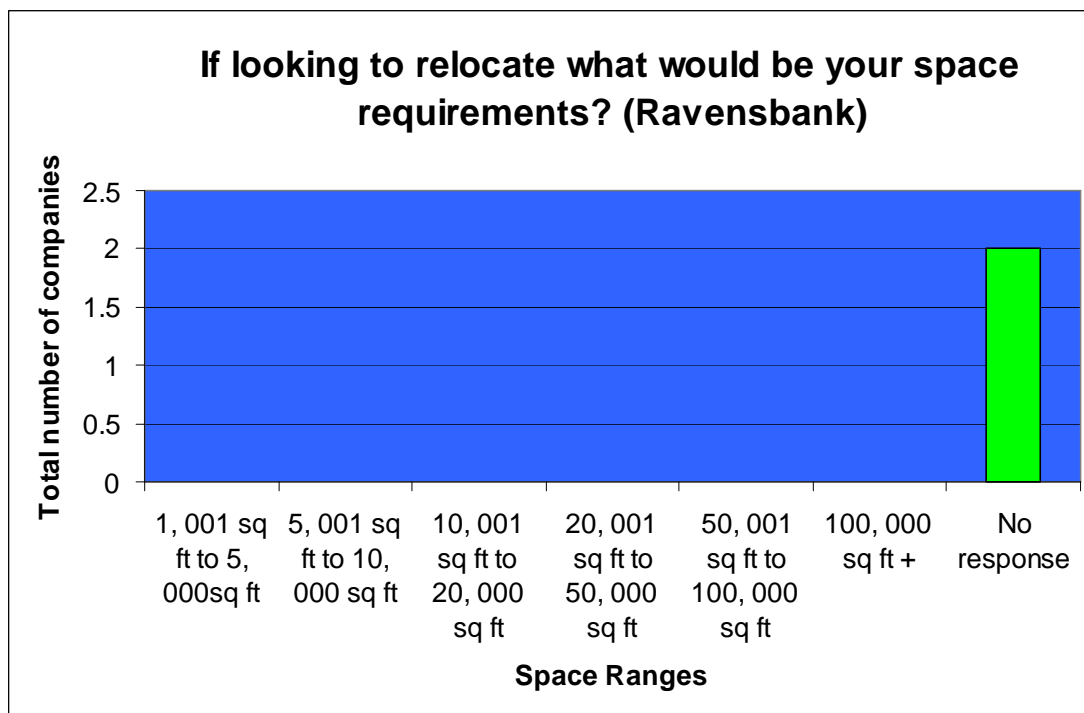


### If looking to relocate what would be your space requirements (Oakenshaw)

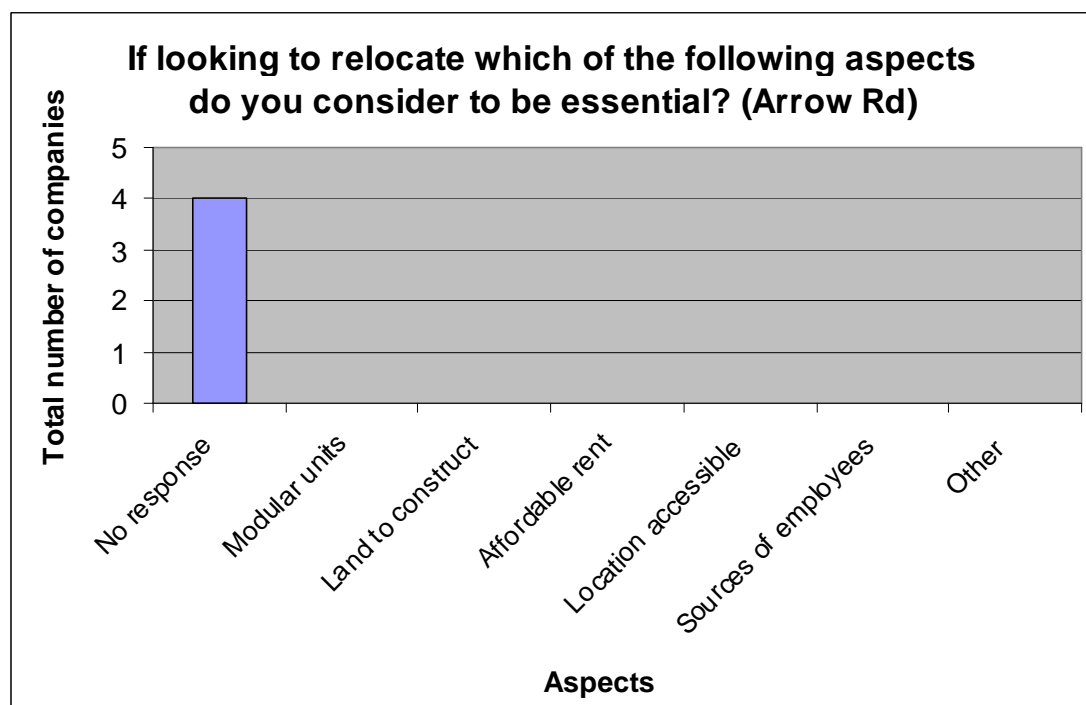
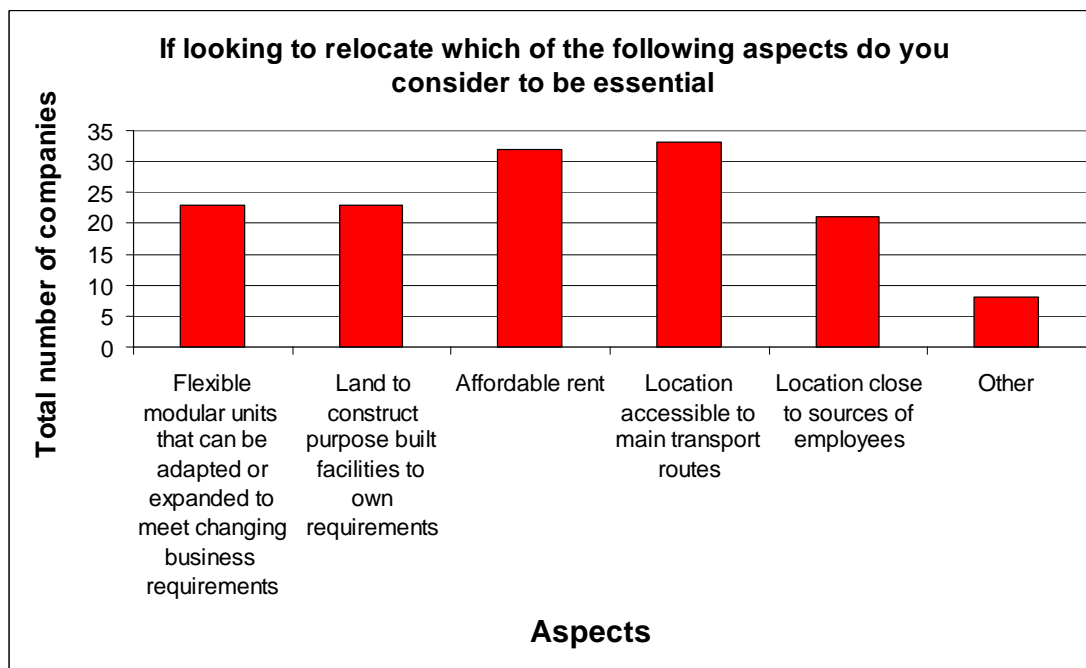


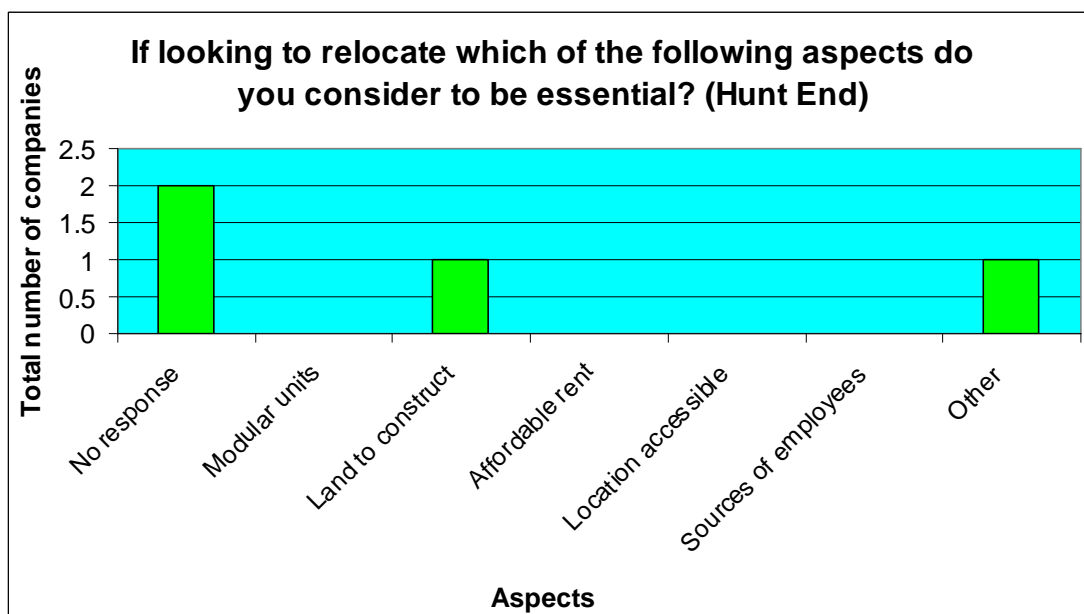
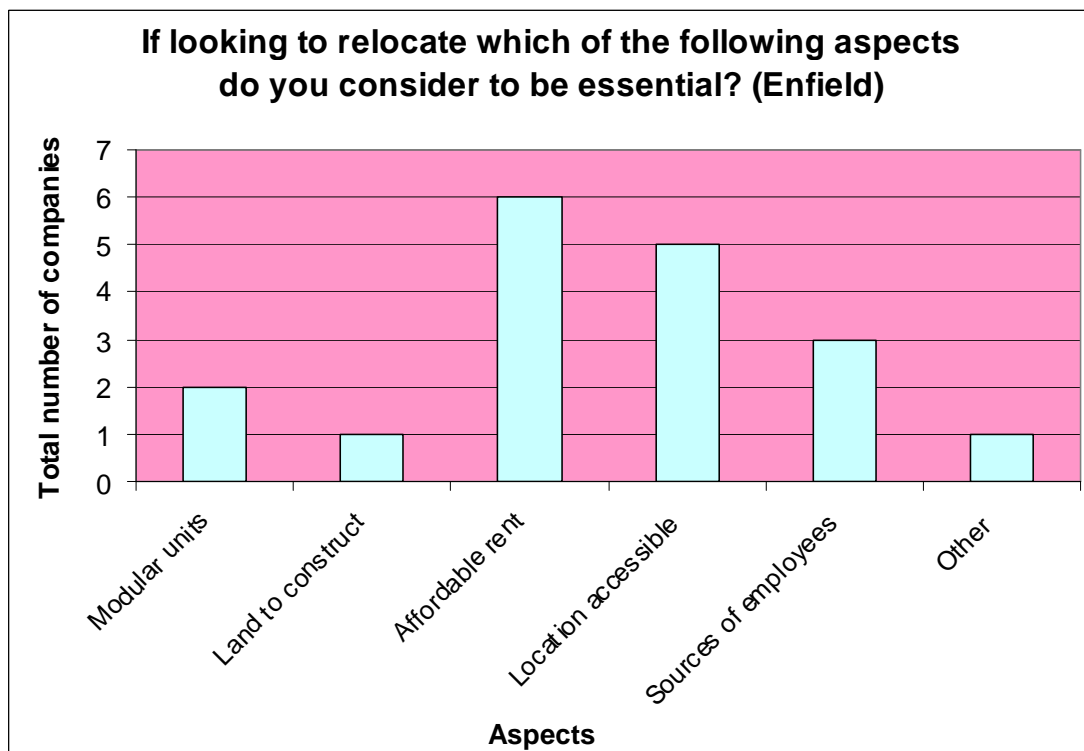
### If looking to relocate what would be your space requirements? (Park Farm)

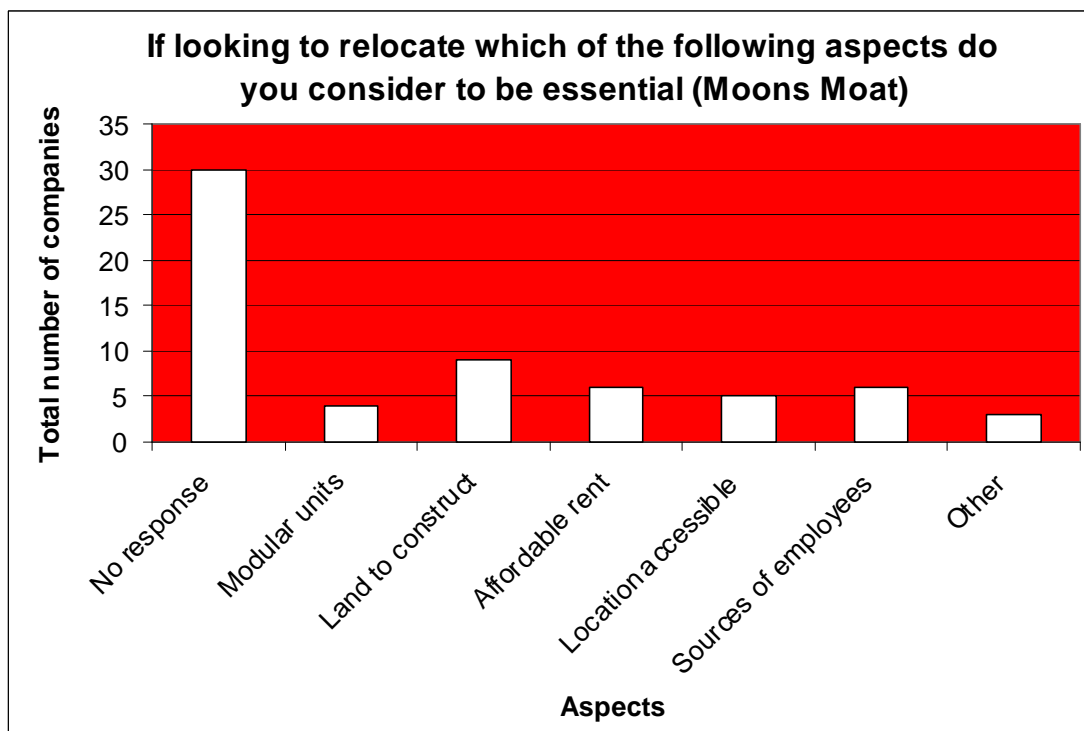
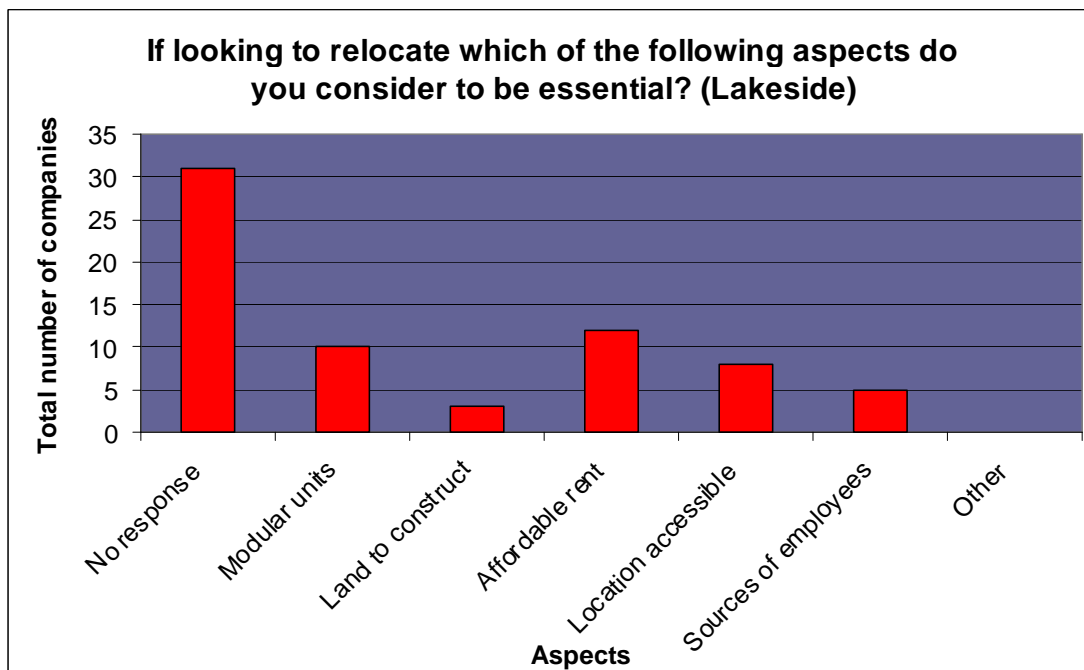




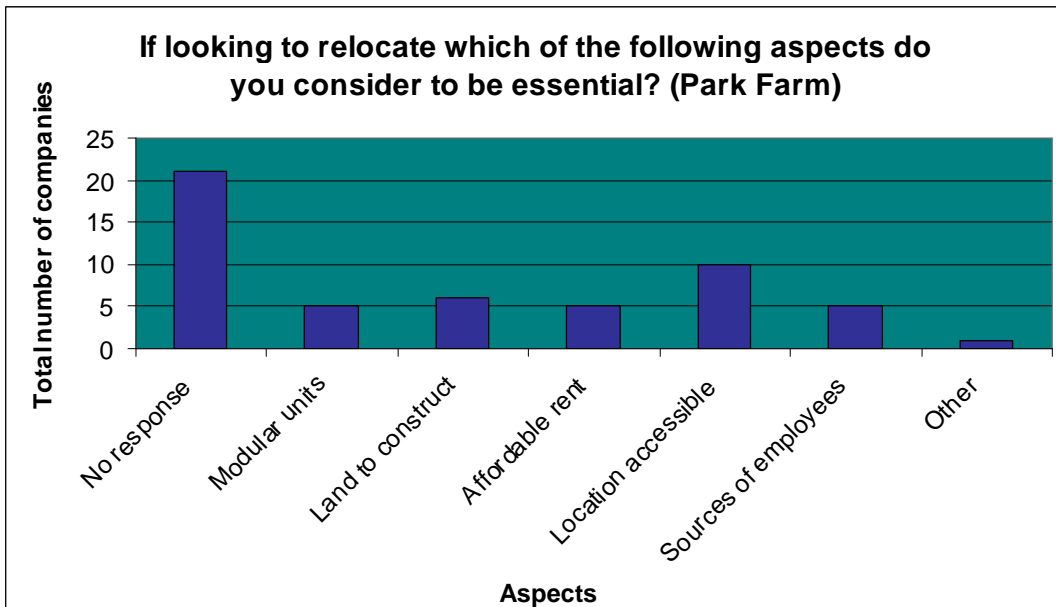
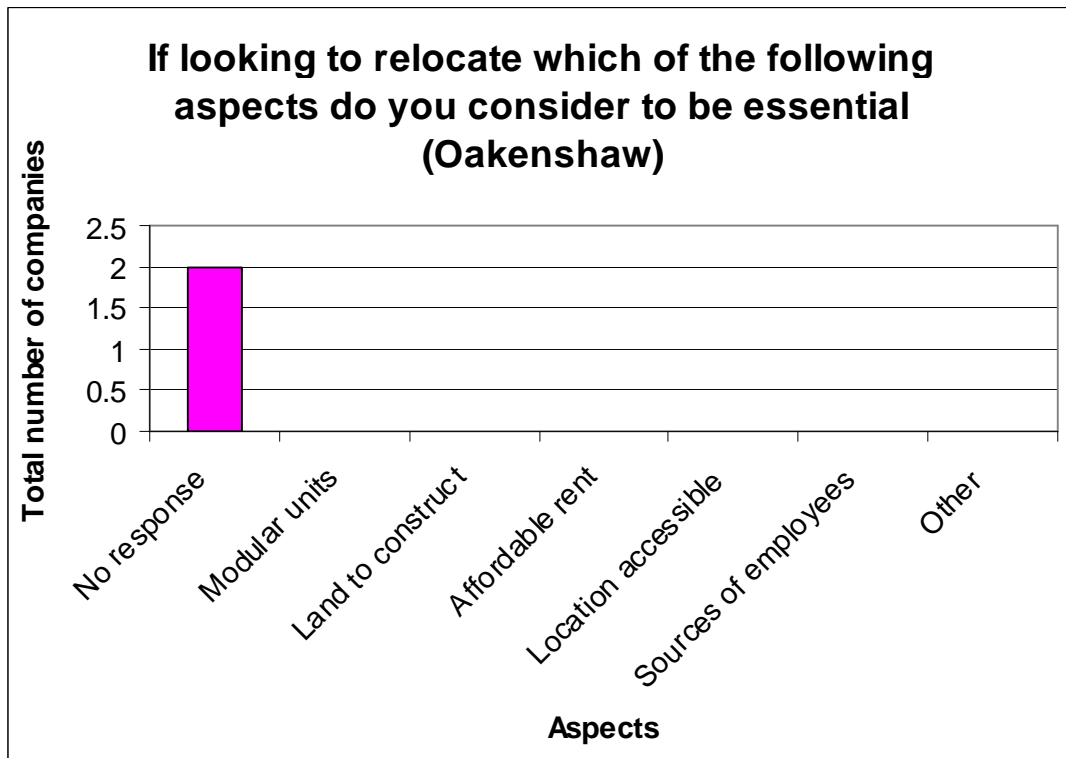
## Factors in relocating

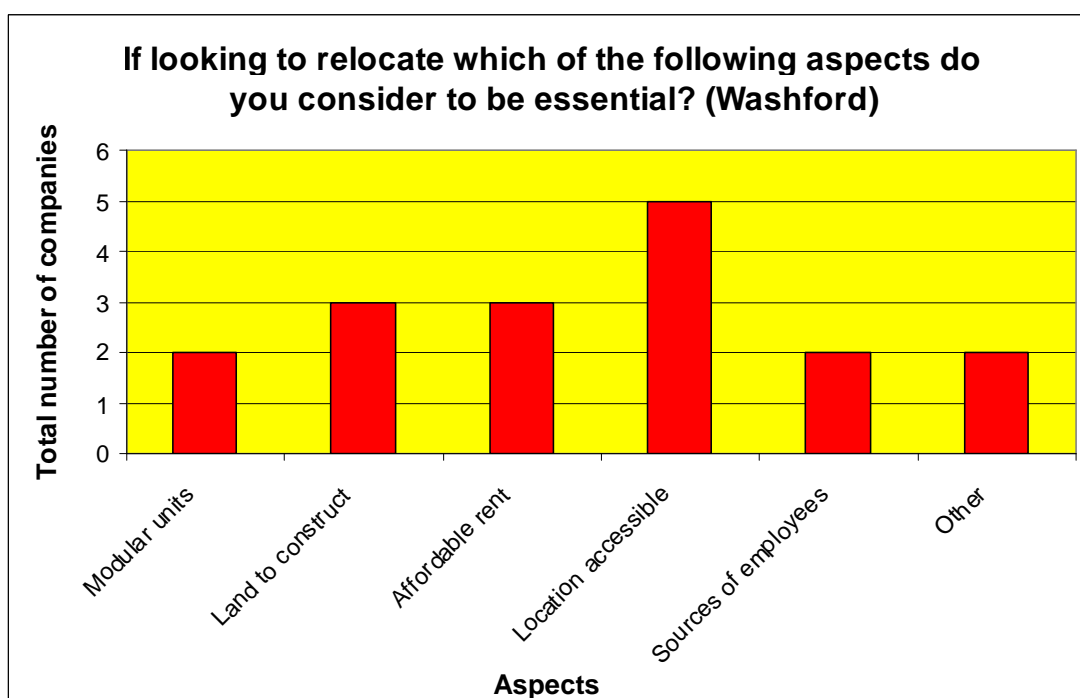
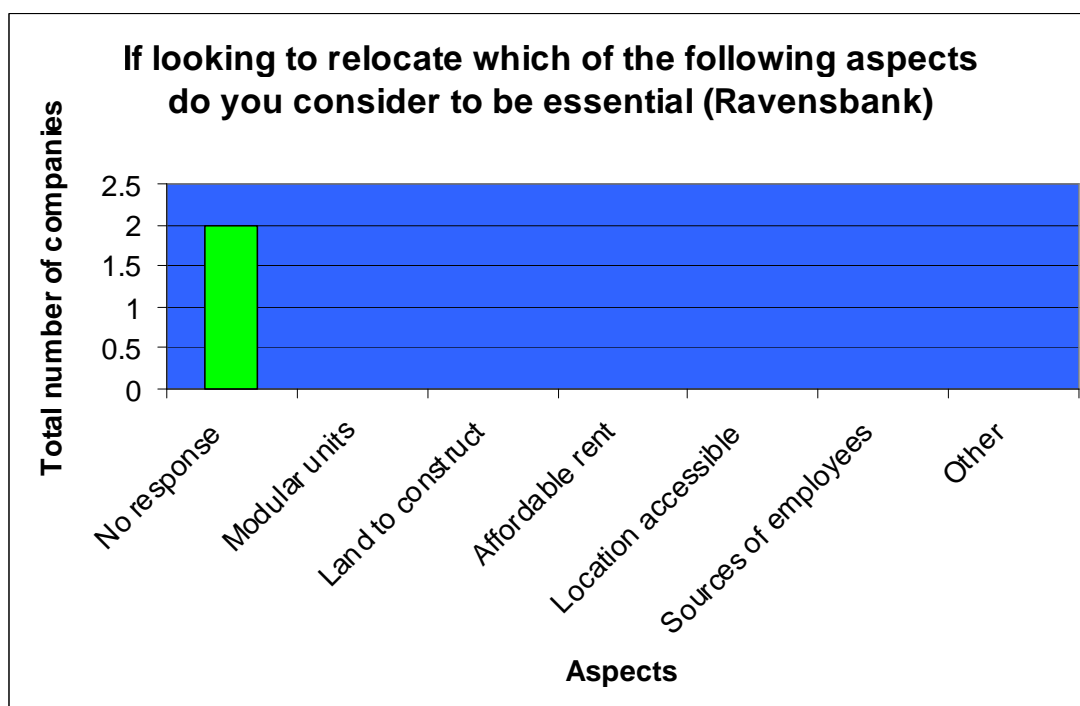




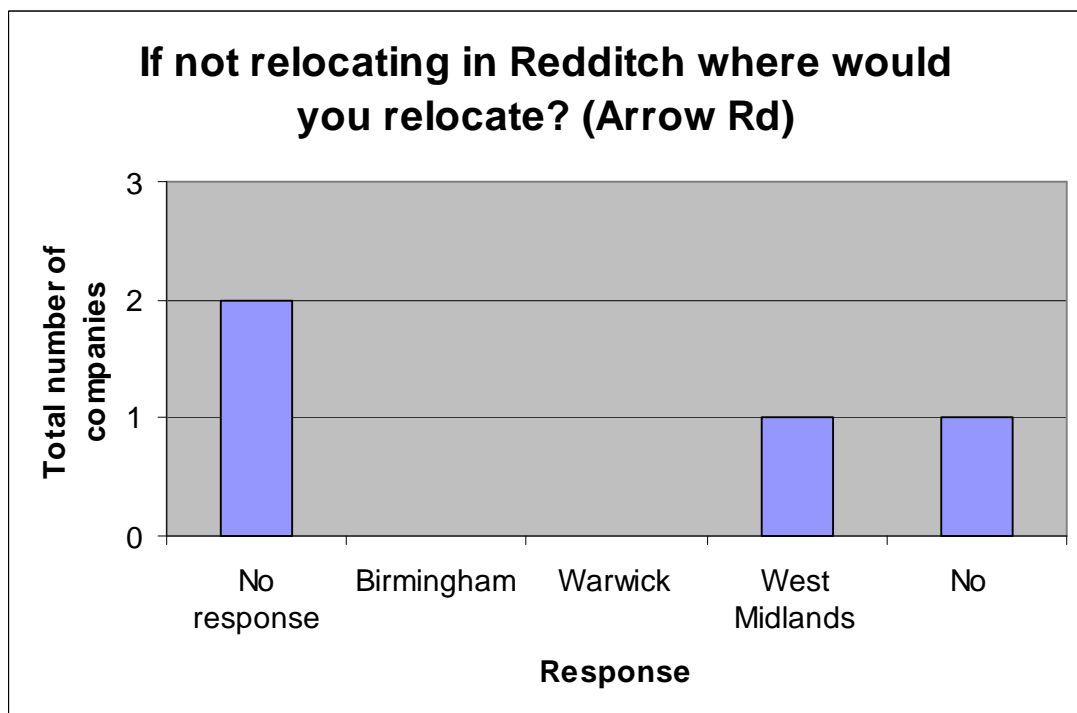
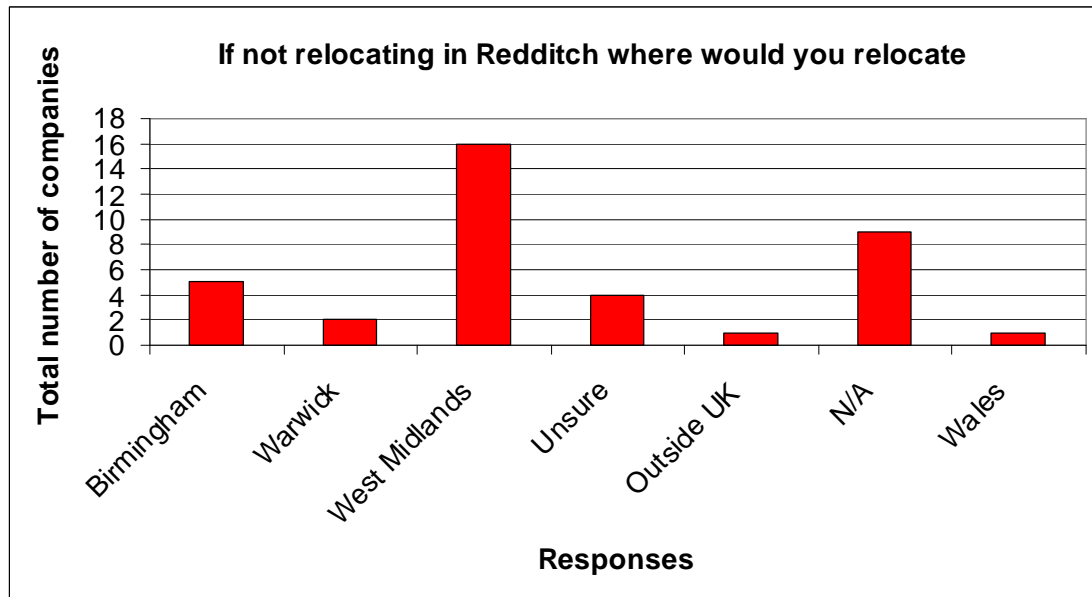


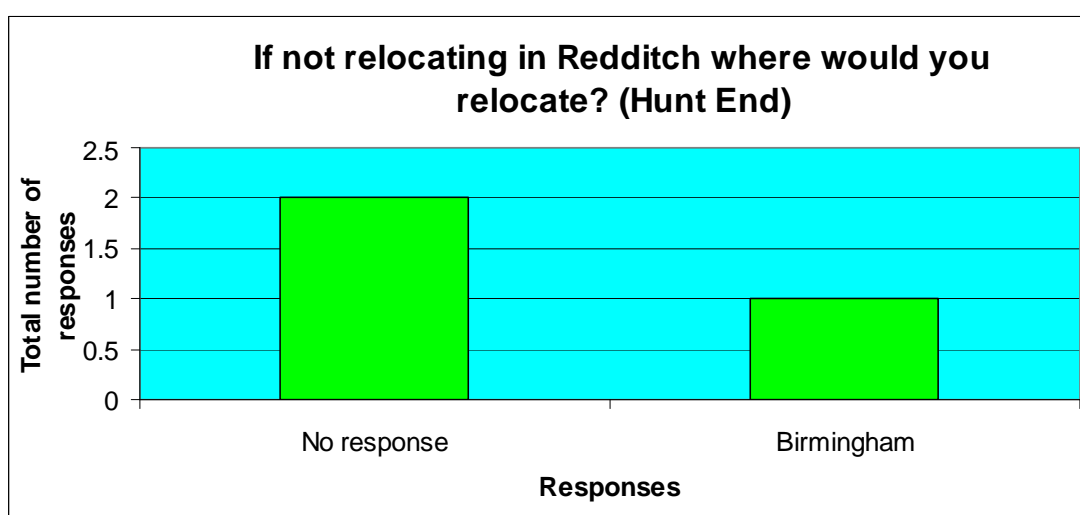
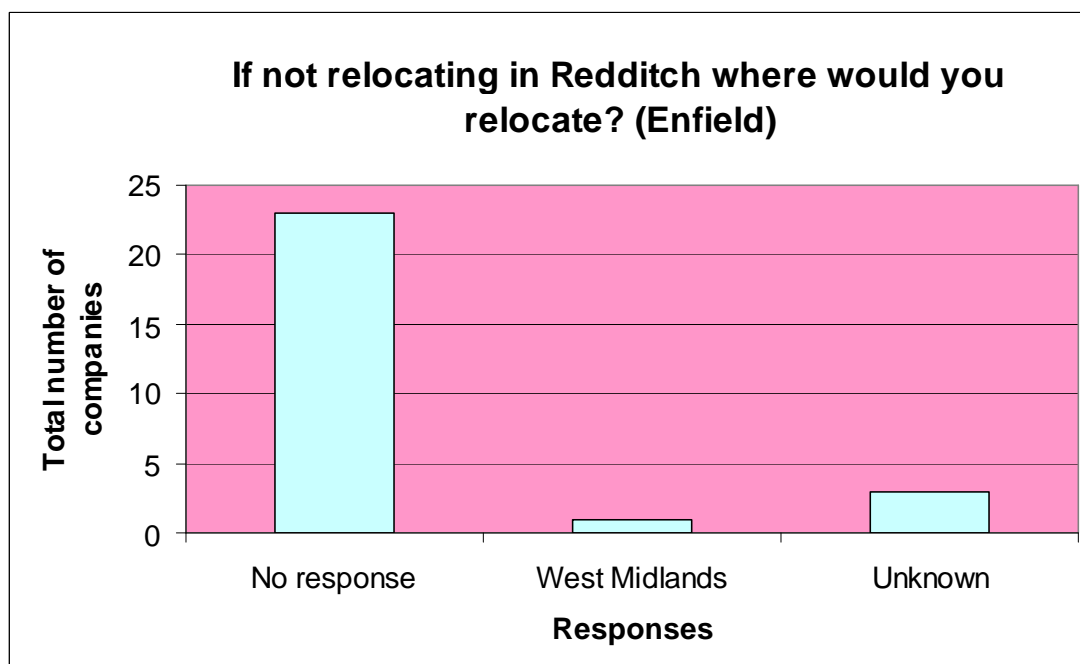


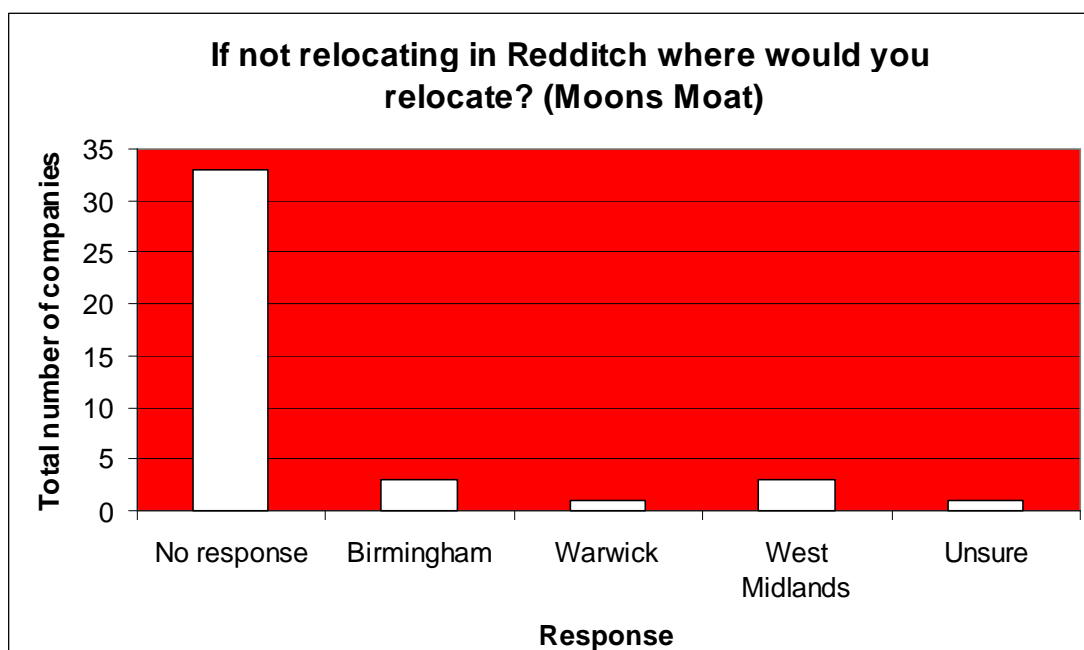
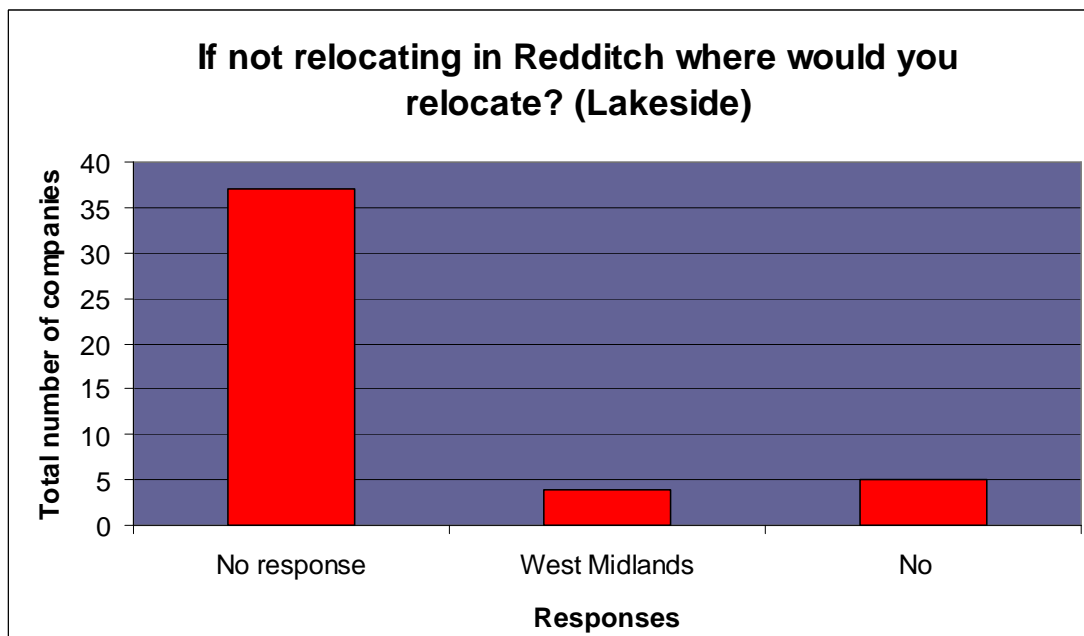


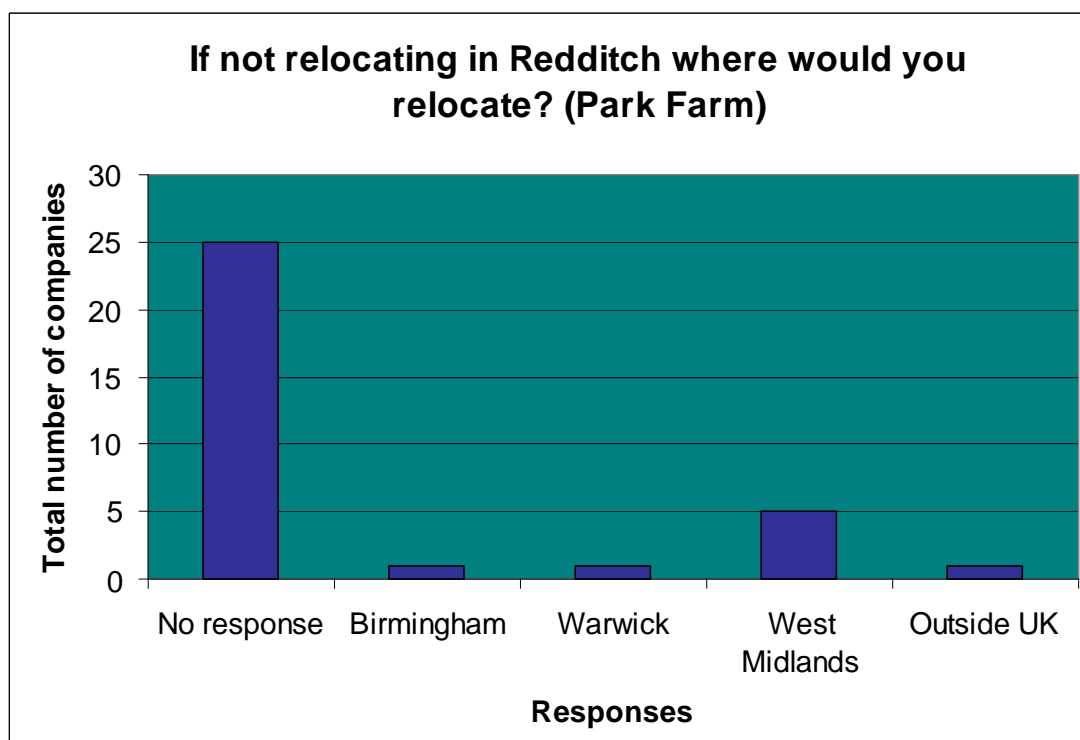
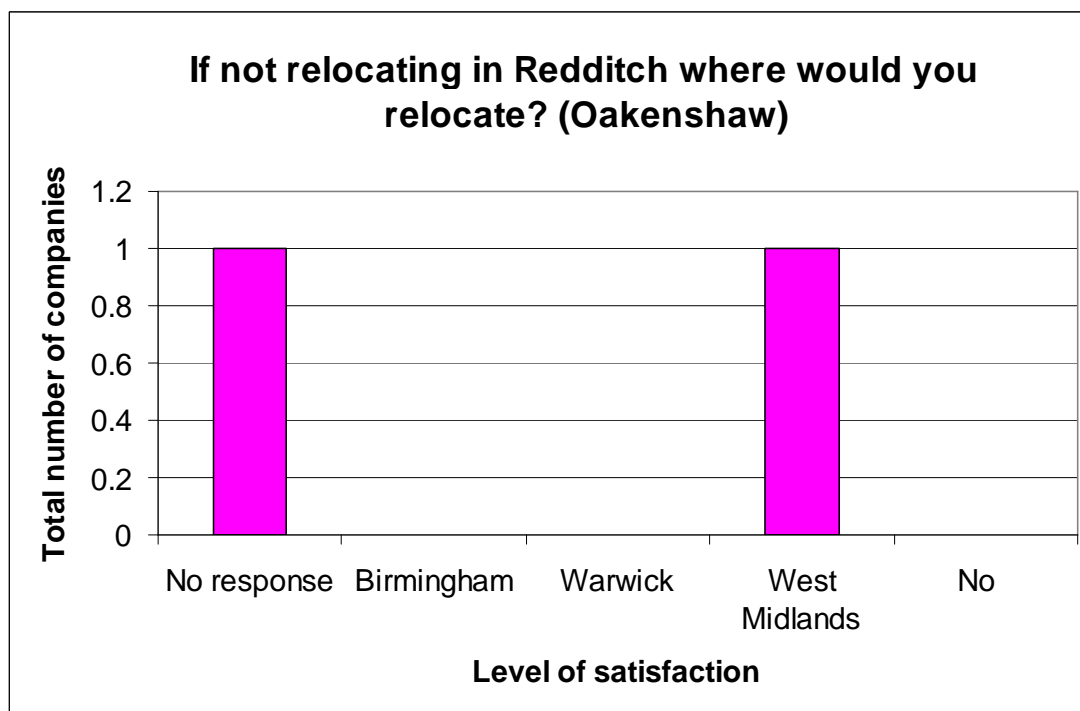


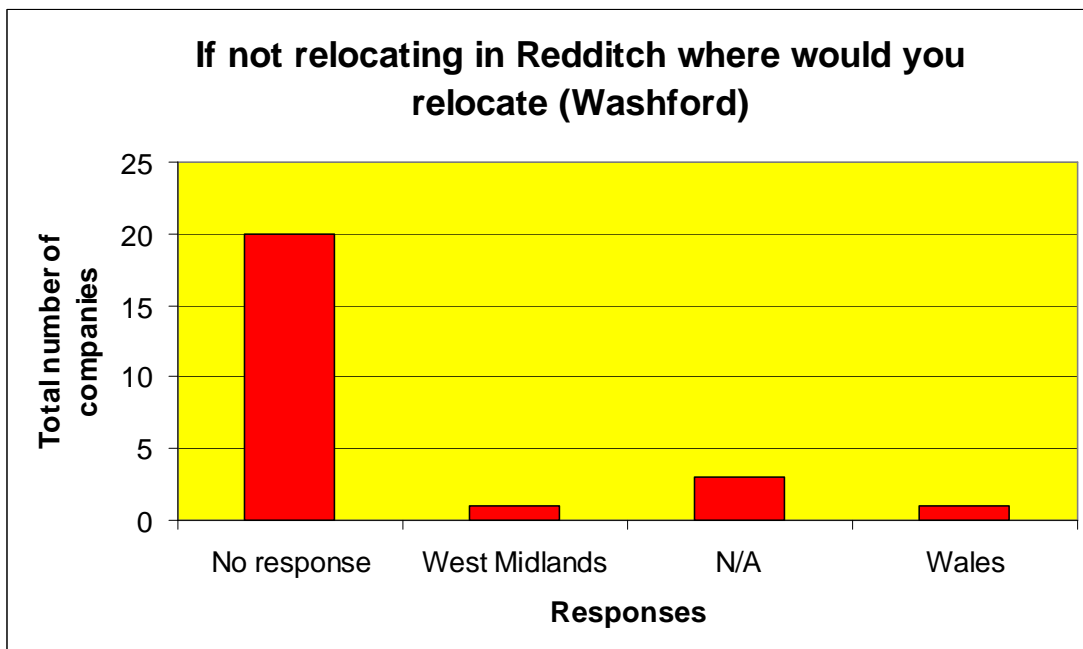
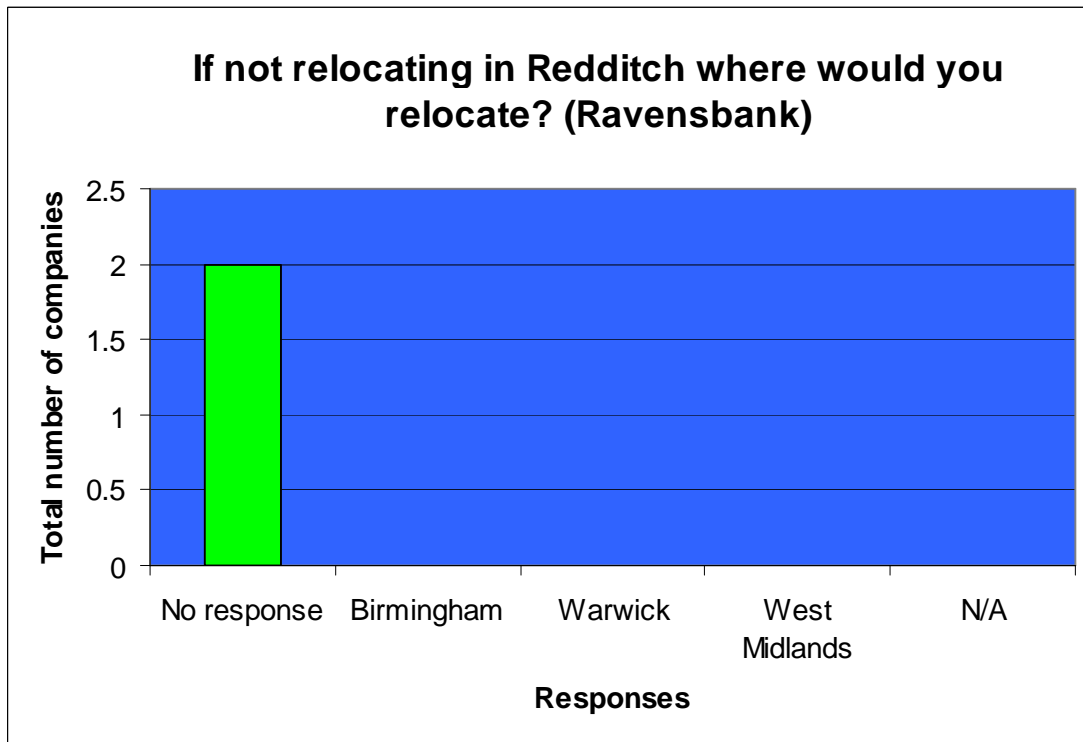
## Where to relocate



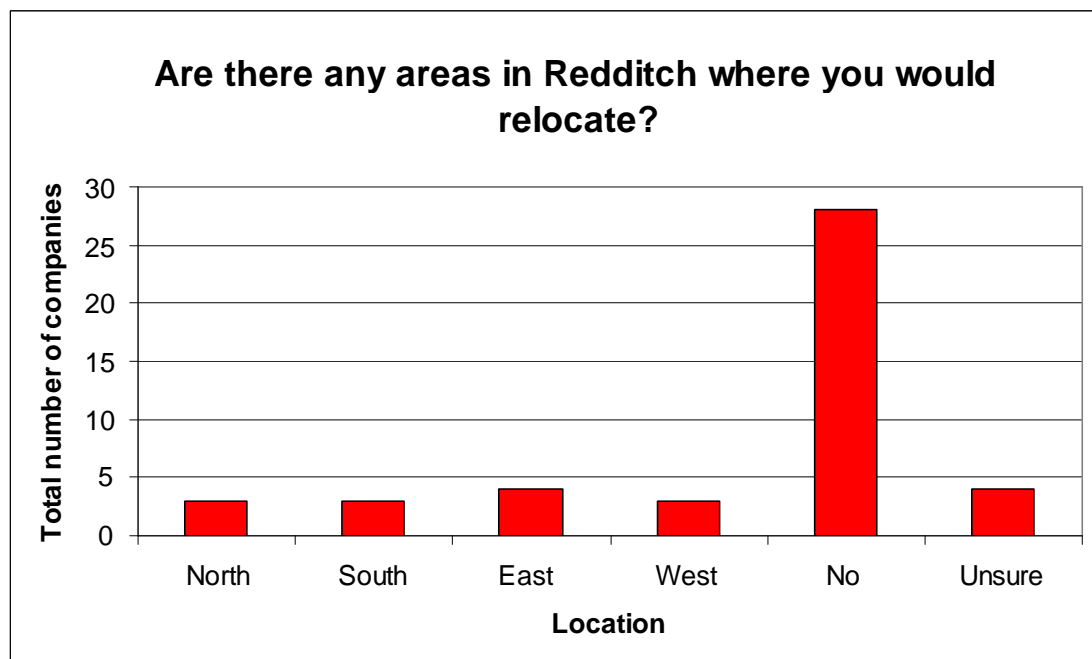
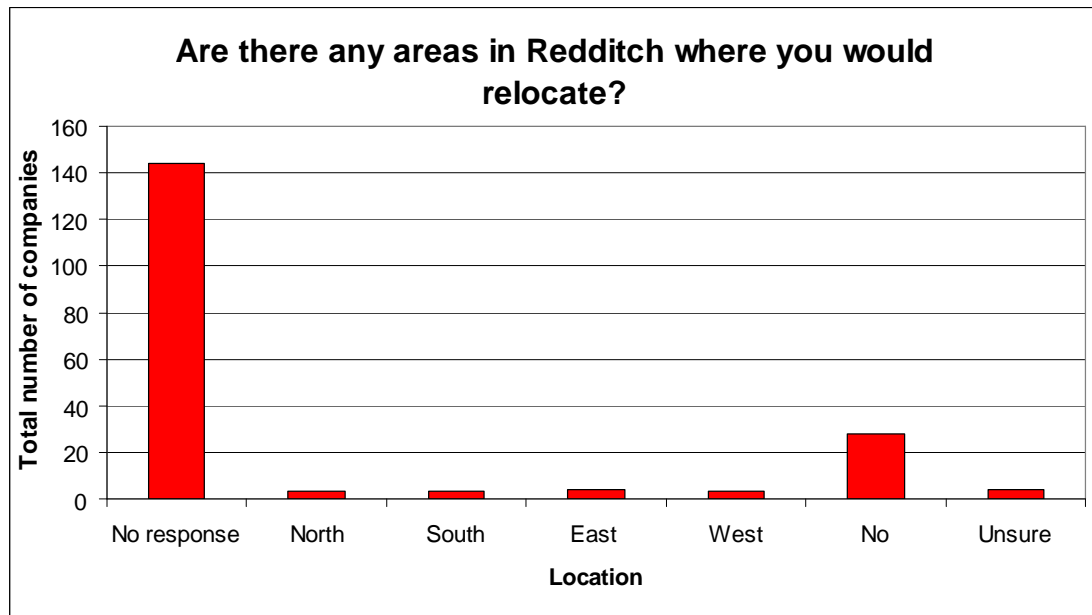




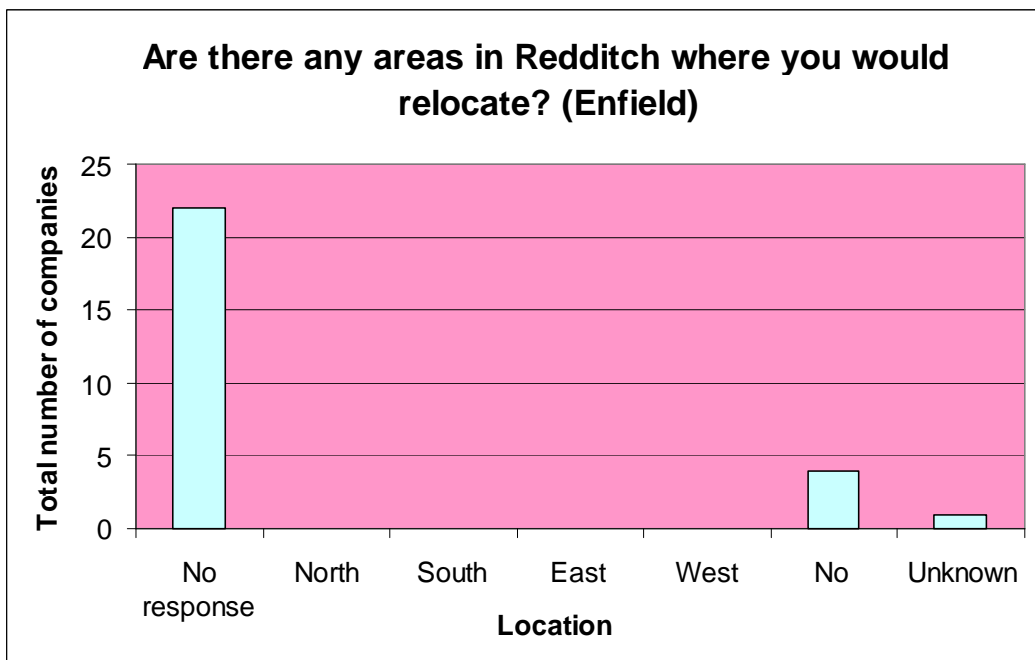
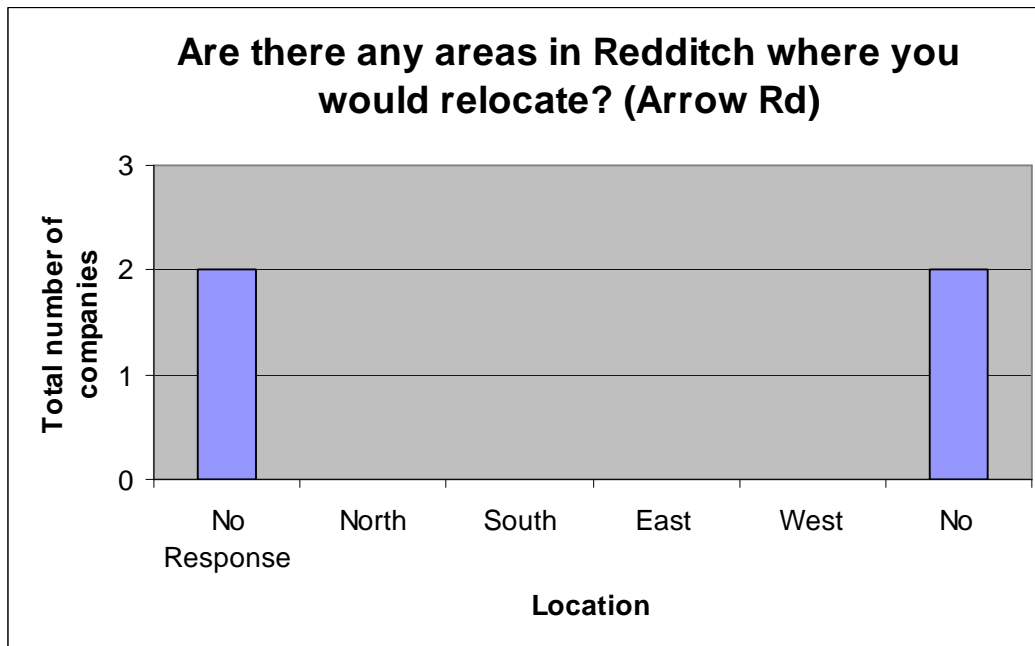


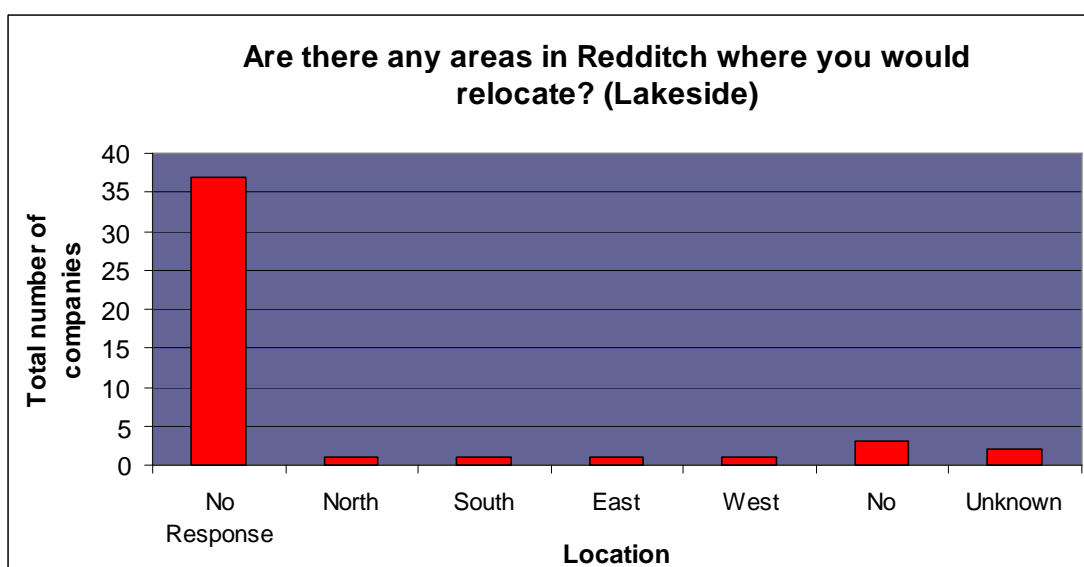
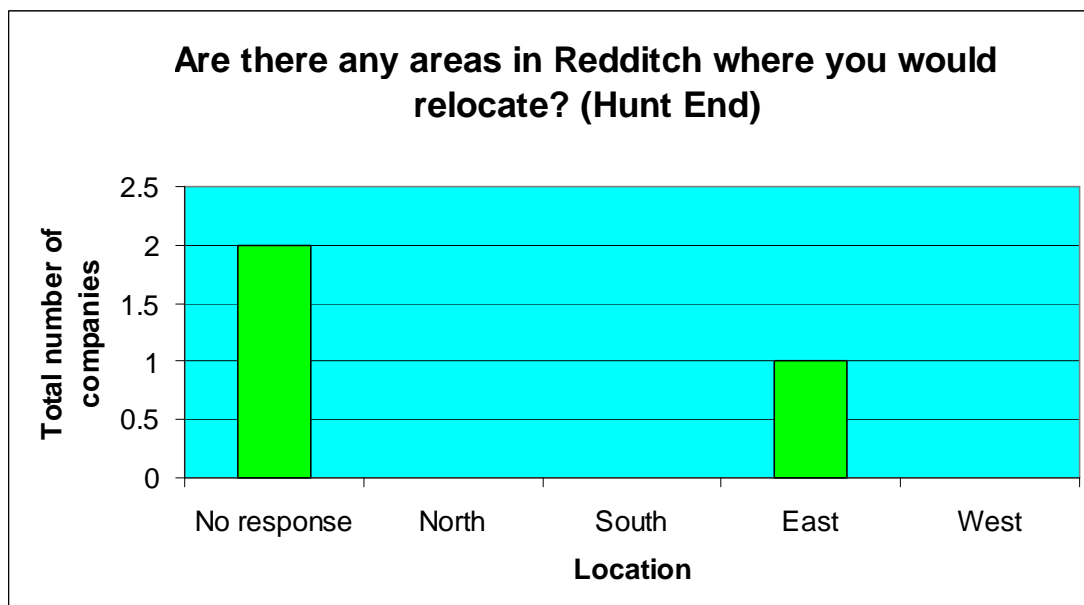


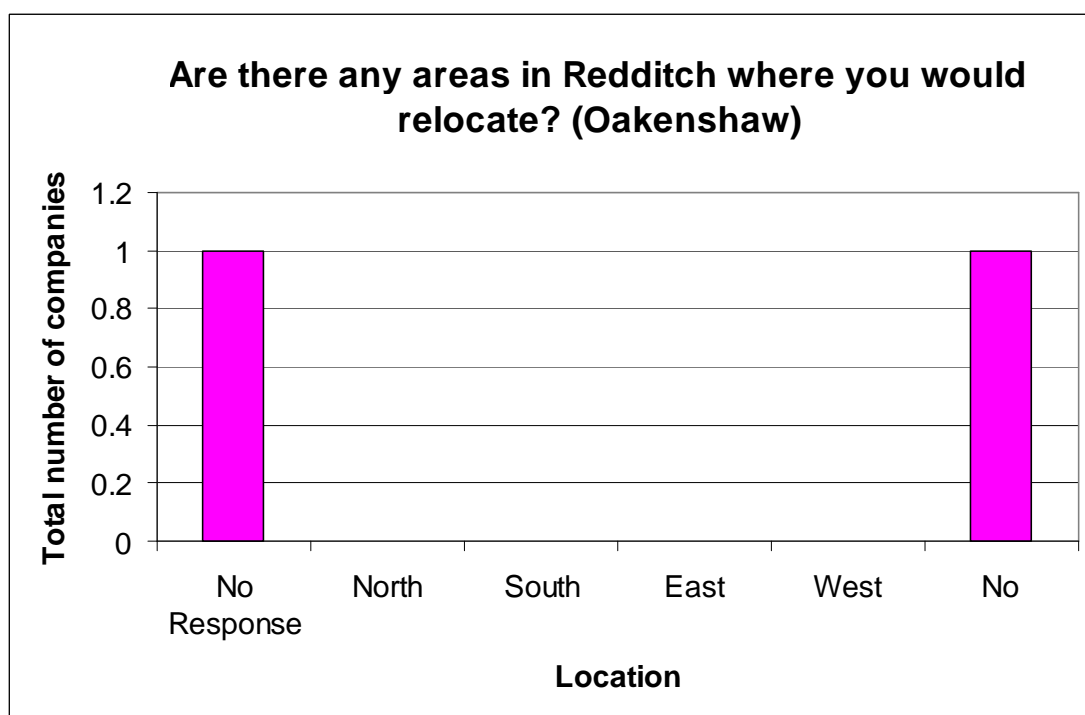
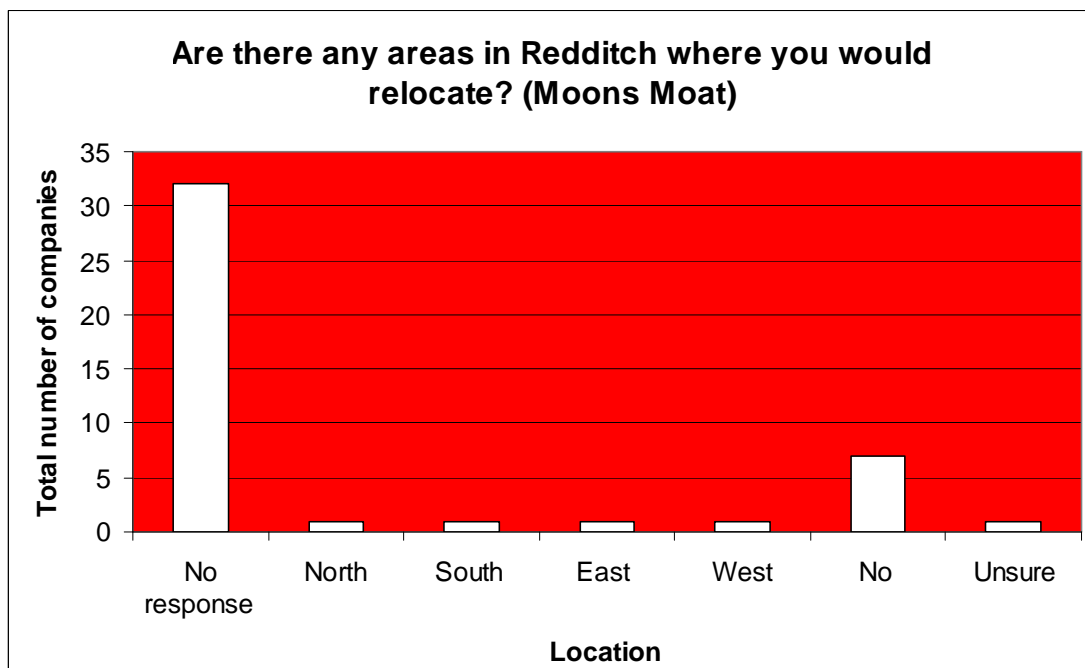
### ***Areas in Redditch to relocate***

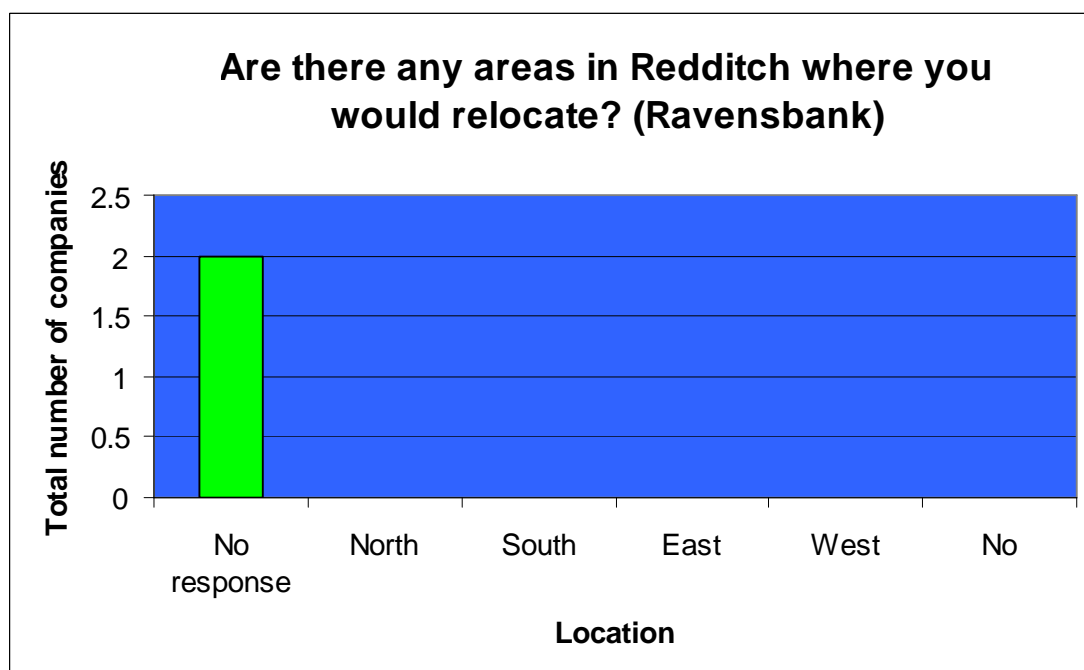
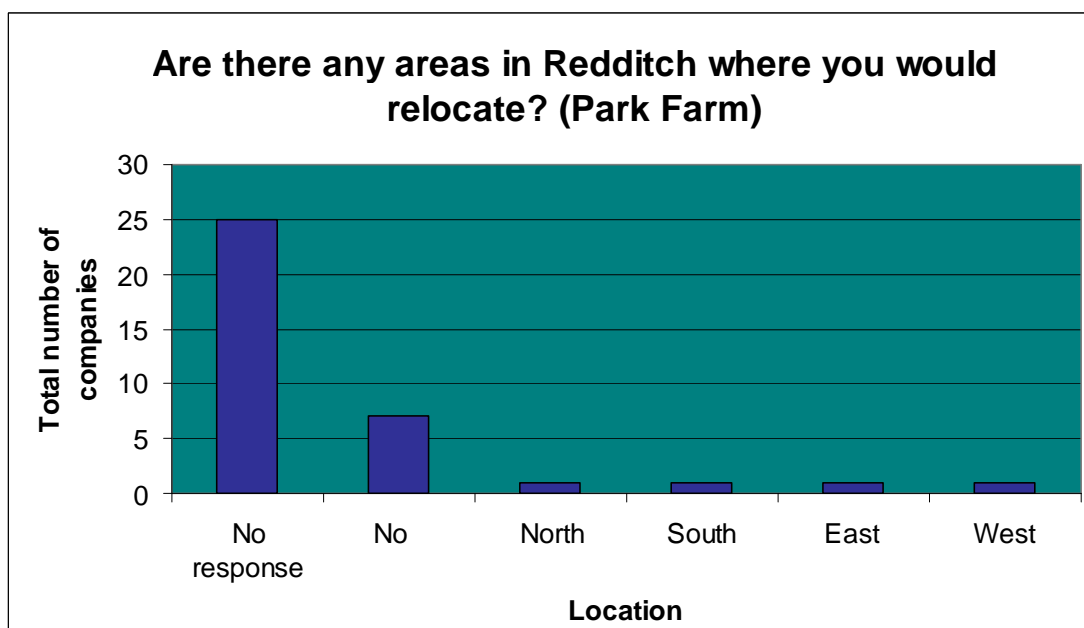


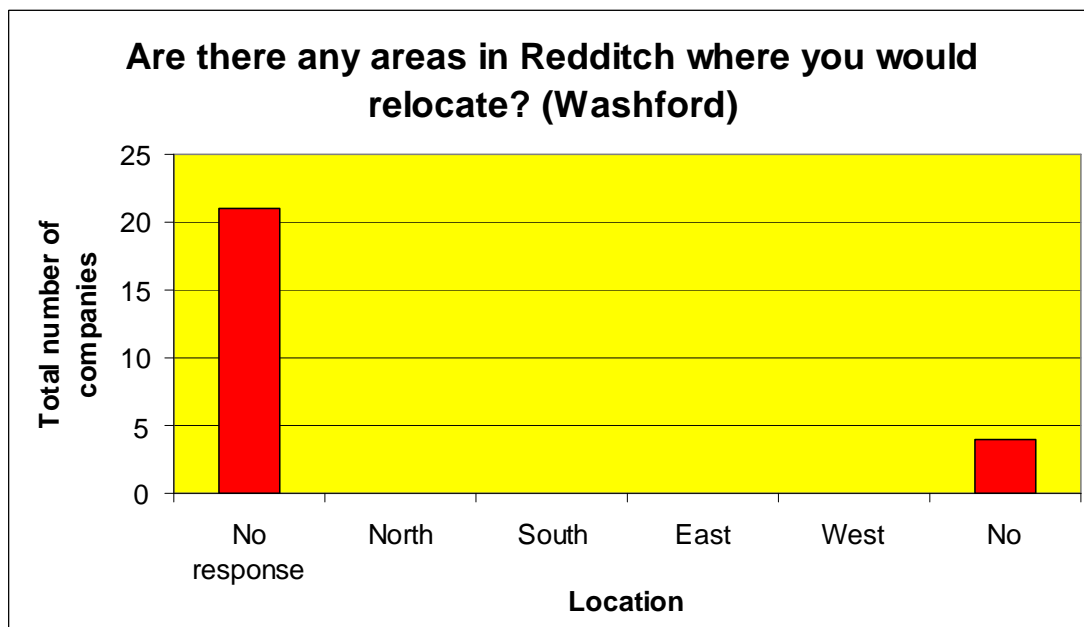




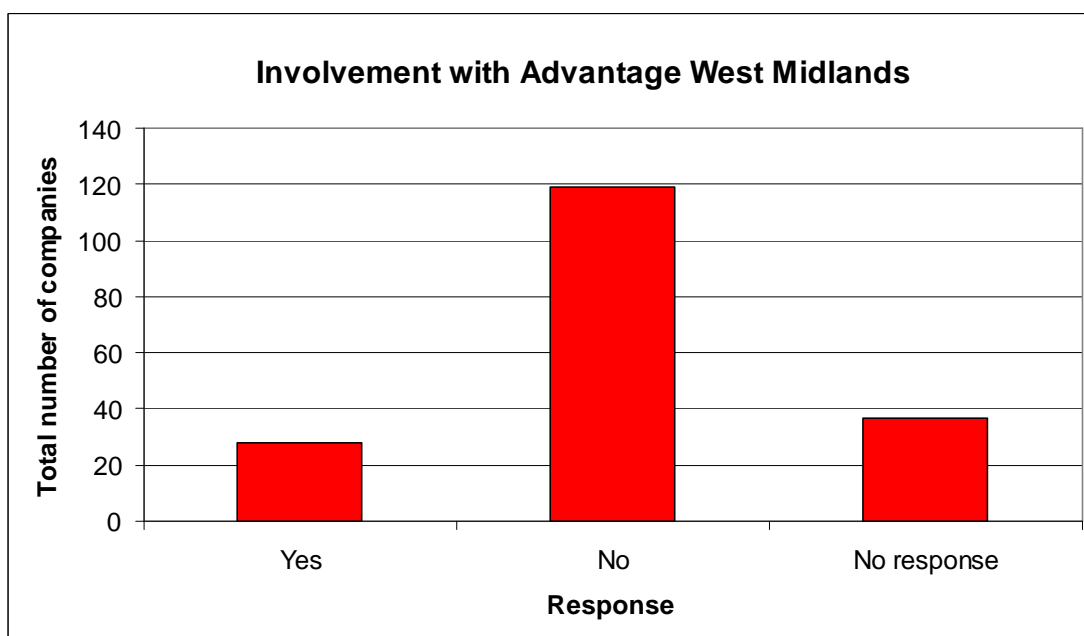


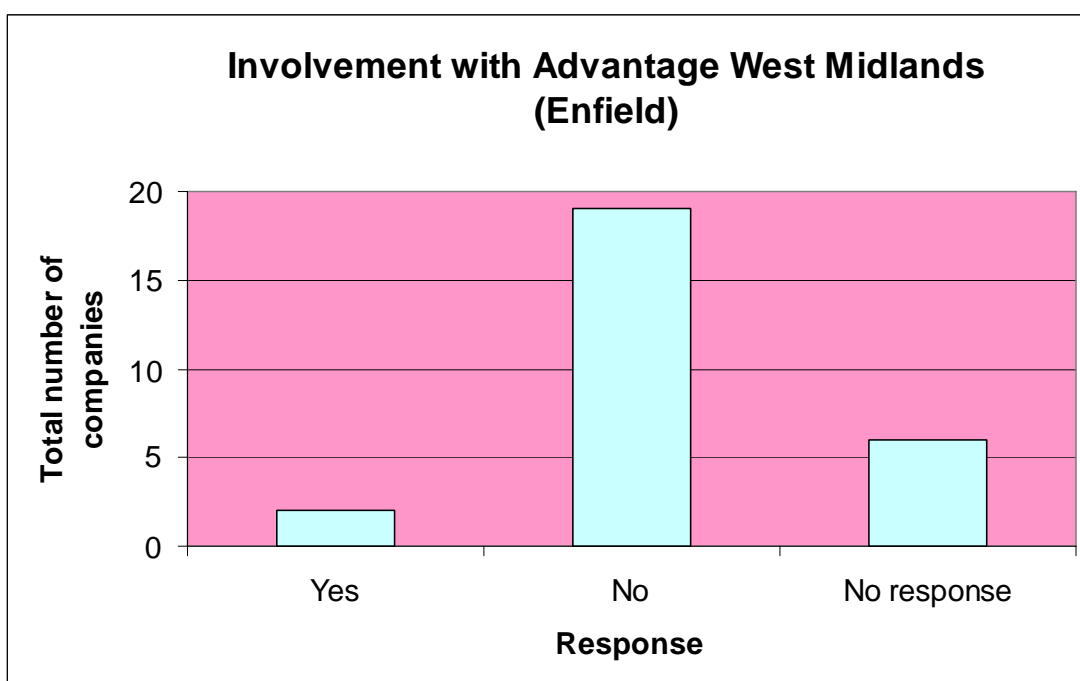
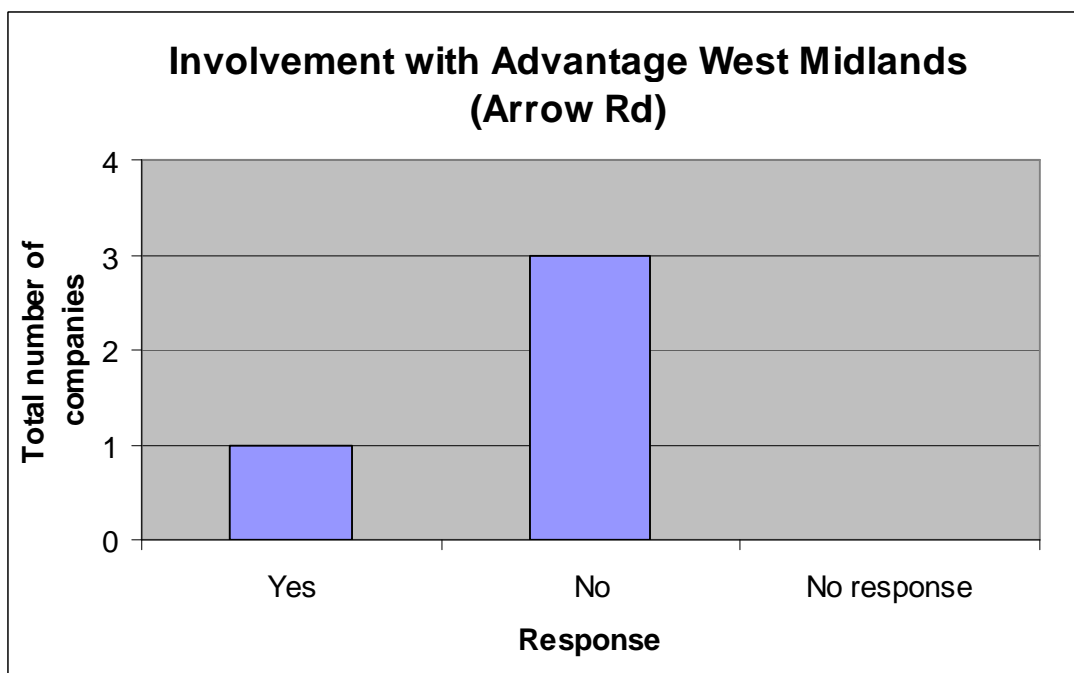


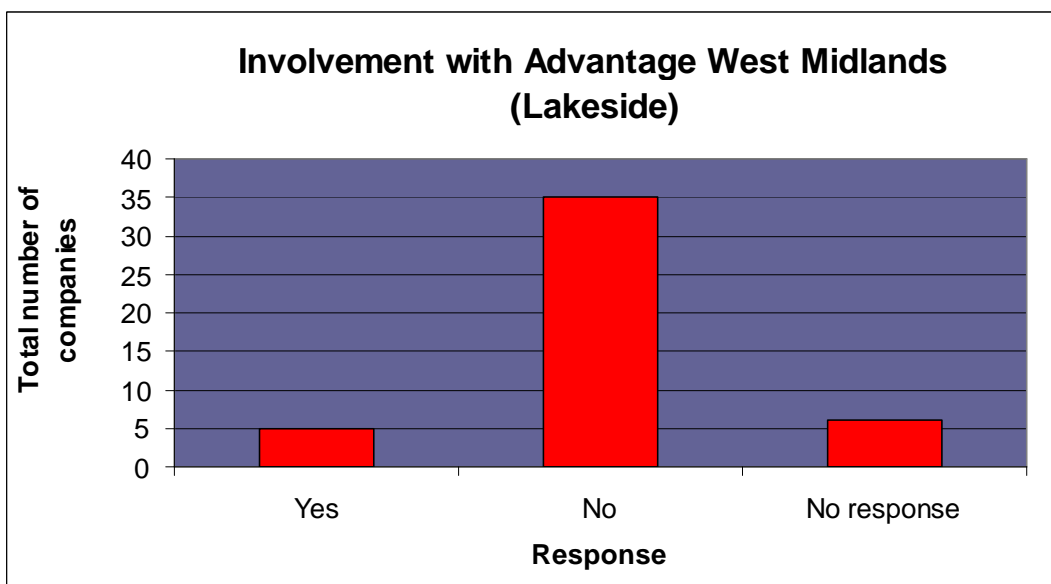
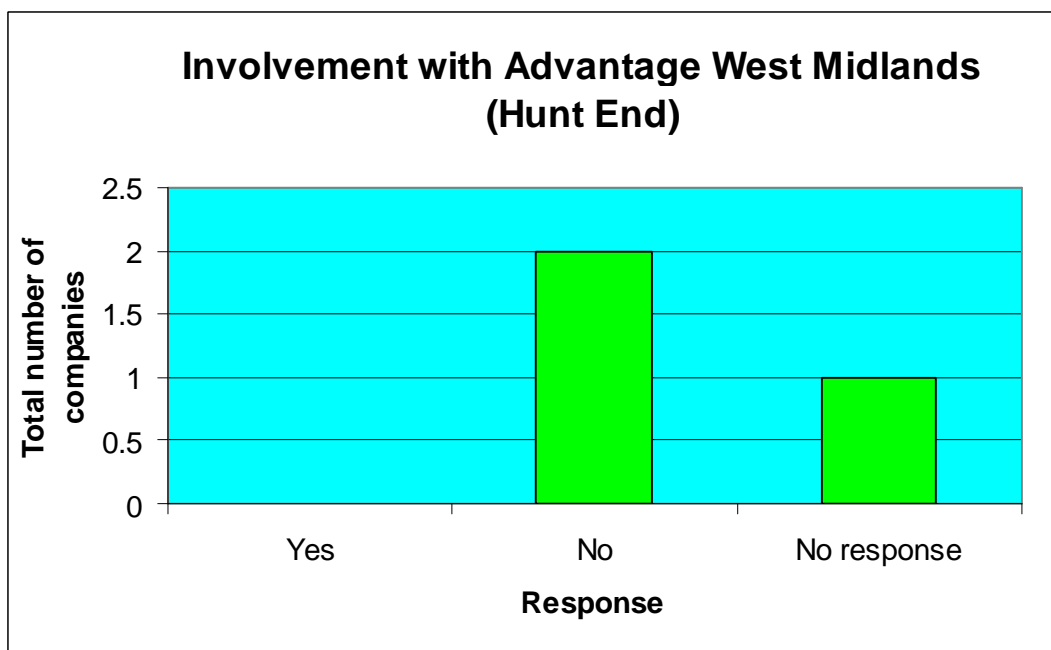


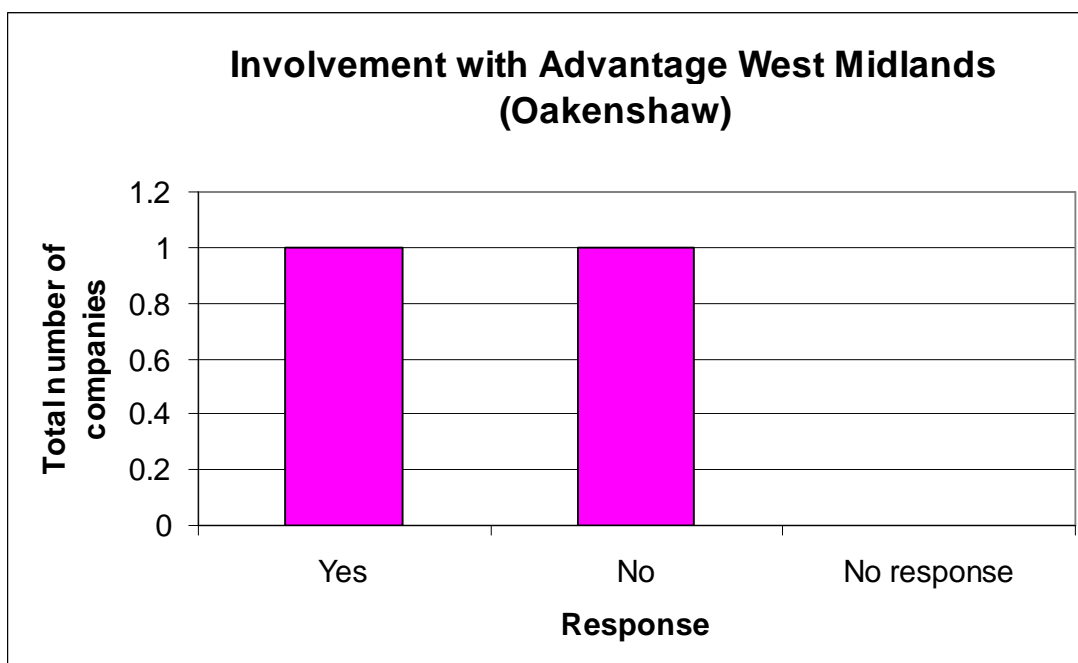
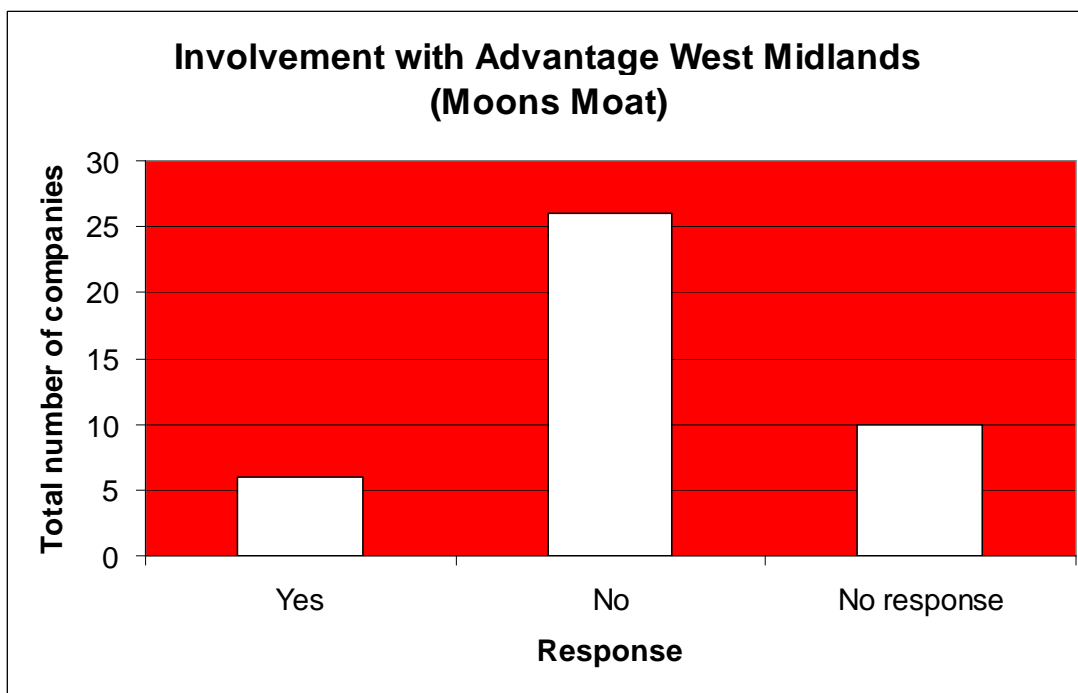


### ***Involvement with Advantage West Midlands***

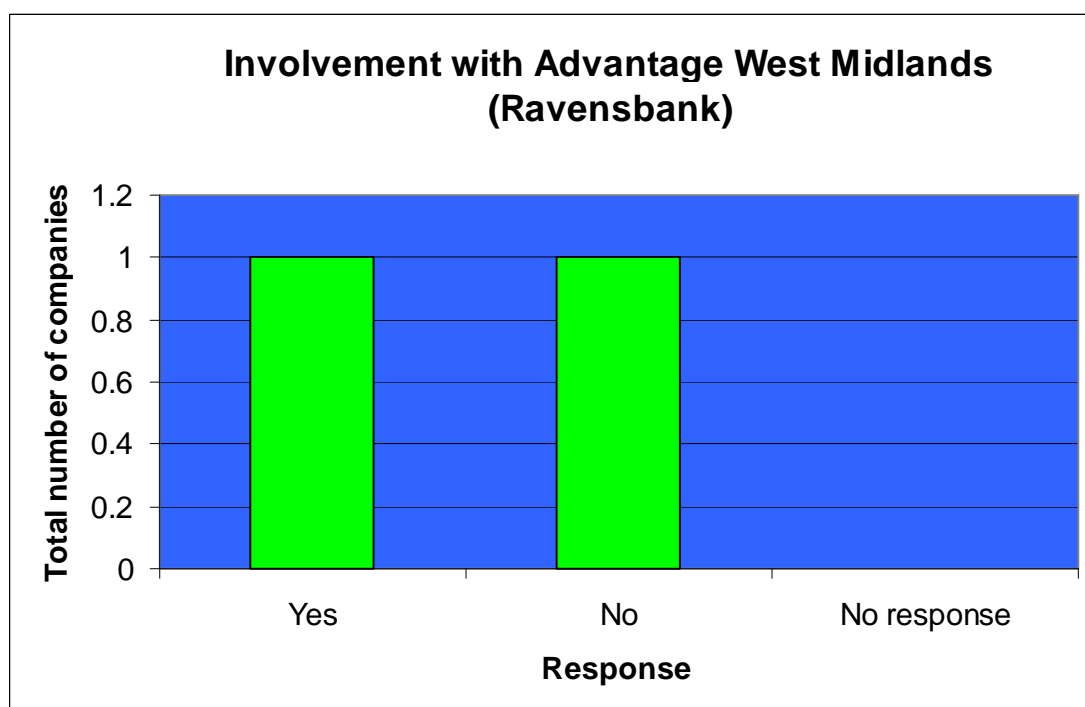
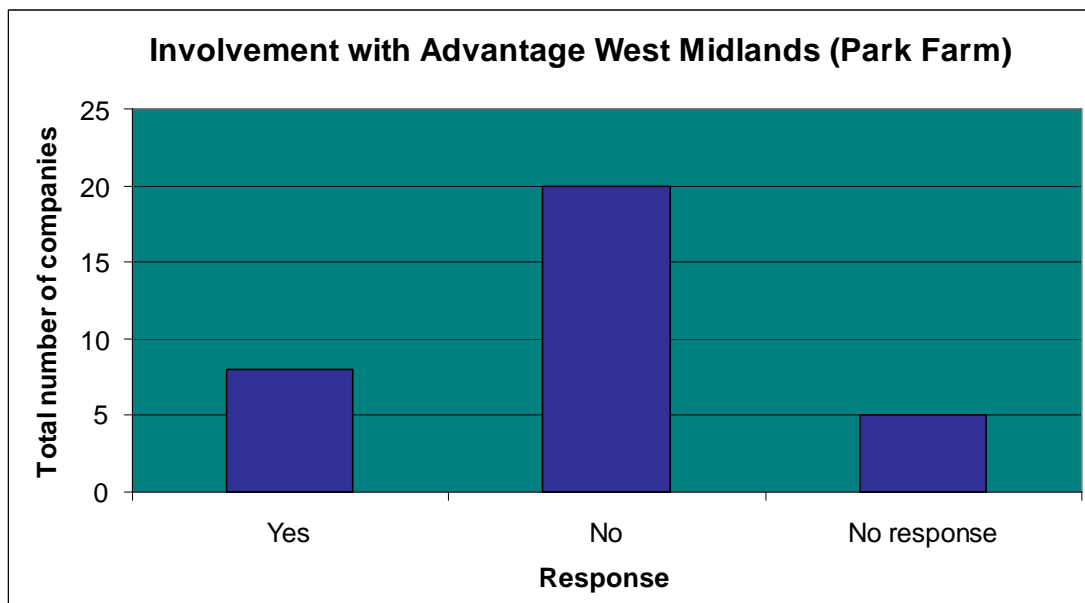


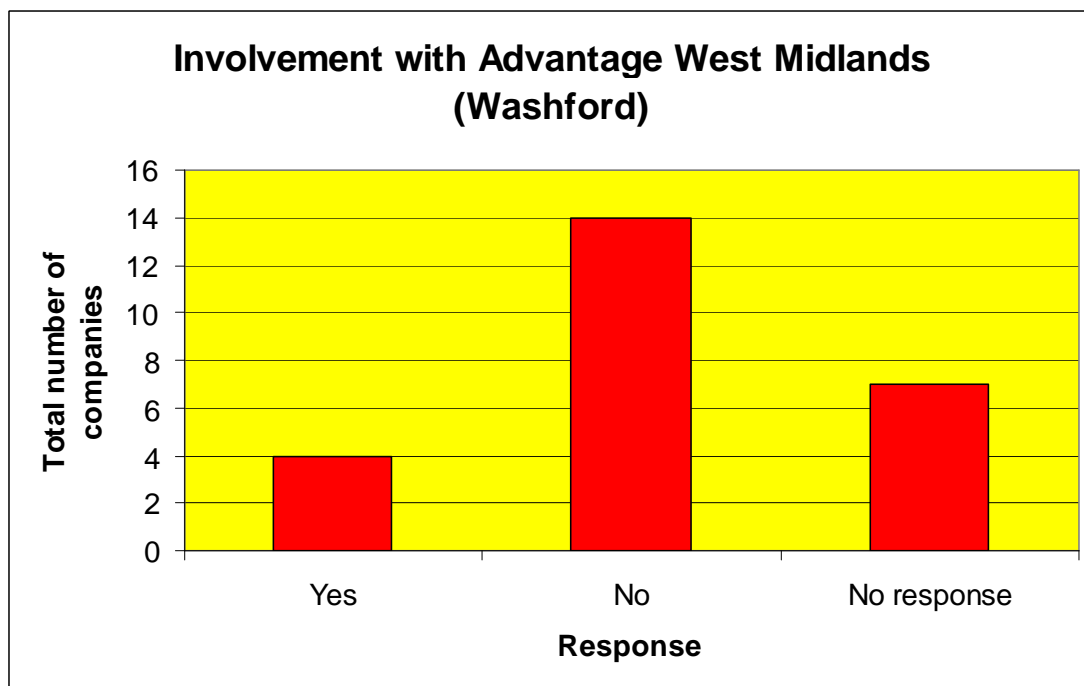












## **Appendix 7: Site survey proformas**

## ***Completed Sites***

**Site Ref:** IN 21

**Address:** Studley Road, Park Farm South

**Site Area:** 6.50ha

**Current Site Status (including Planning policy history):** Completed employment site.

**Description of Site and suitable uses:** Site is in employment use, low lying site.

**Adjacent land use/conflicts?** Adjacent to other industrial units and Arrow Valley park.

**Ownership:**

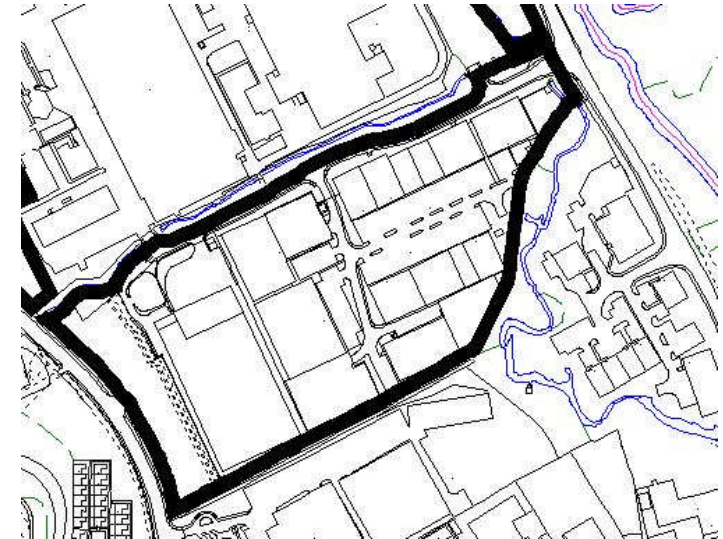
**Strategic access:** The site has direct access onto strategic highway (A4189) off Old Forge Road.

**Level of car parking/public transport:** Sufficient car parking is provided and is within 400m of a bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** 2000sq m is being advertised as vacant.

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



**Development Control history:** planning permission granted.

19749 PA – factory extension

89/15 – refurbishment as multiple occupancy office building with associated new car park and access road

91/437 – construction of units for B1a, B1b, B1c, B2 and B8 use

98/062 – 2 phase B1 office developments with car parking

**Site Ref:** IN 23

**Address:** Albert Street Phase 1 & 2

**Site Area:** 1.76

**Current Site Status (including Planning policy history):** Completed employment site.

**Development Control history:** Planning permission granted.  
97/416 – erection of 3 storey office unit, parking and access slip road  
99/139 – Phase II 3 storey office block

**Description of Site and suitable uses:**  
Brownfield site suitable for employment use, completed as part of office development.

**Adjacent land use/conflicts:** Adjacent to residential uses.

**Ownership:**

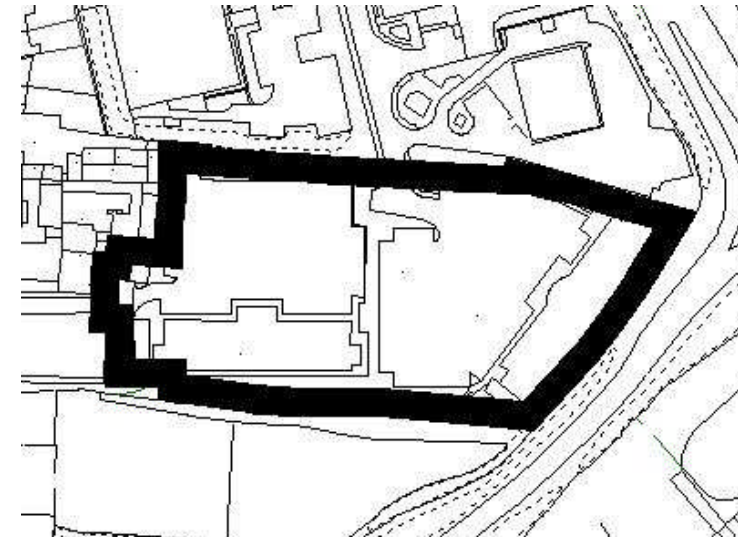
**Strategic access:** The site has direct access onto highway network.

**Level of car parking/public transport:** Car parking provided; site is within 800m of bus and rail interchange.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** Vacant units available ranging from 556 to 2337 sq ft.

**Site Plan**



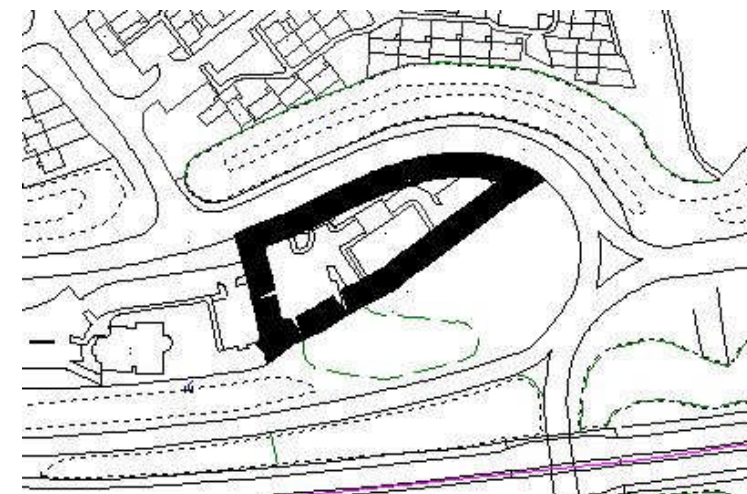
**Site Photograph 1**

**Site Photograph 2**



|  |  |
|--|--|
| <p><b>Site Ref:</b> IN 27</p> <p><b>Address:</b> Paper Mill Drive</p> <p><b>Site Area:</b> 0.46ha</p>  | <p><b>Ownership:</b></p>   |
| <p><b>Current Site Status (including Planning policy history):</b> Designated employment site which has been completed.</p>  | <p><b>Strategic access:</b> Site has good access to road network, adjacent to A4023.</p>                               |
| <p><b>Development Control history:</b> Site granted planning permission.<br/>DSM House:<br/>93/382 - B1 offices and car parking<br/>94/312 - B1 offices and car parking<br/>Phoenix House:<br/>90/577 - B1 office development<br/>95/186 - offices and car parking</p> | <p><b>Level of car parking/public transport:</b> Car parking is provided; site is within 400m of a bus route.</p>      |
| <p><b>Description of Site and suitable uses:</b><br/>Office site, suitable to be maintained as employment use. Access is not an issue, although site is preferred for office type use due to entrance.</p>   | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> No known constraints.</p> |
| <p><b>Adjacent land use/conflicts?</b> Site is adjacent to other employment uses and public house, and major access road.</p>  | <p><b>Floor space in use/vacant:</b> All site in use.</p>  |

**Site Plan**



**Site Photograph 1**

**Site Photograph 2**





**Site Ref:** IN 30

**Address:** Coldfield Drive – Clews Road

**Site Area:** 0.29ha

**Current Site Status (including Planning policy history):** Completed development for employment use.

**Development Control history:** Planning permission granted.  
88/166 – business park  
89/181 – phase 1 offices  
90/100 – two storey office block (phase 2)

**Description of Site and suitable uses:**  
Low lying – suitable for office use.

**Adjacent land use/conflicts?** Adjacent to other employment uses and McDonalds.

**Ownership:**

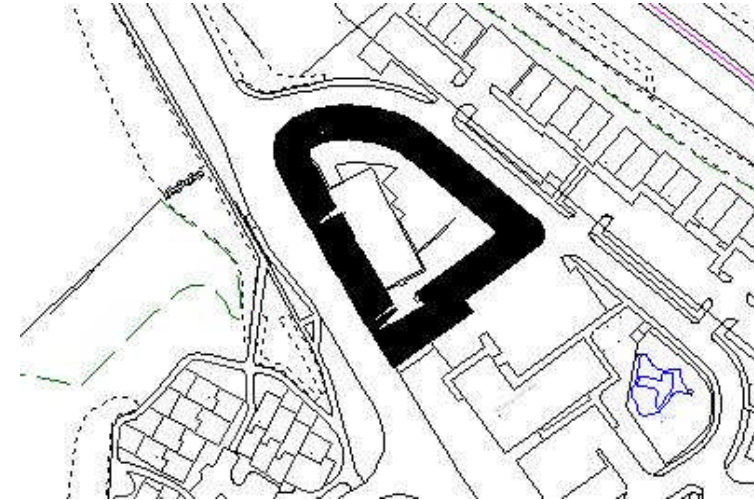
**Strategic access:** Good strategic access onto A441 off Clews Road.

**Level of car parking/public transport:**  
Sufficient car parking is provided.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** Not advertised.

**Site Plan**



**Site Photograph**



**Site Ref:** IN 33

**Address:** Opposite McDonalds, Moons Moat drive

**Site Area:** 0.87ha

**Current Site Status (including Planning policy history):** Developed site with some vacant units.

**Description of Site and suitable uses:** Site has been developed, it is low lying. Suitable for all B class uses.

**Adjacent land use/conflicts?** Adjacent to other employment sites.

**Ownership:**

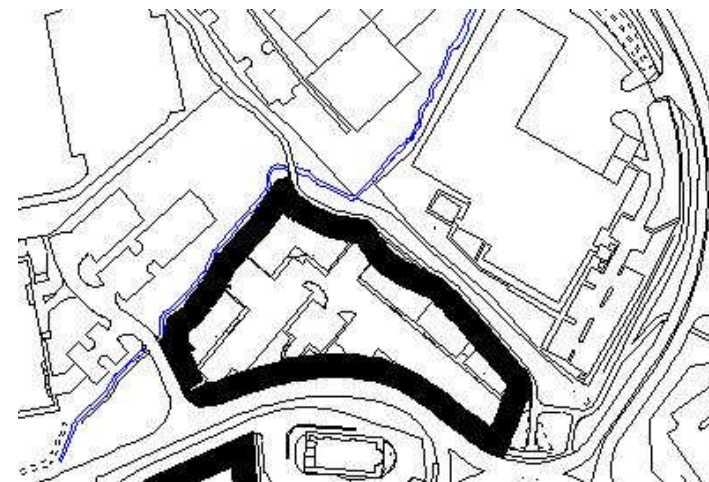
**Strategic access:** Access off the A4023 and immediately off Moons Moat Drive.

**Level of car parking/public transport:** Suitable level of car parking is provided. Site is within 400m of bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** Vacant space being marketed 3000sq ft to 7500sq ft.

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



**Development Control history:** Site granted planning consent.

94/432 – c.o.u. from B2 to B8

94/480 – manufacture of commercial braking systems and provision of car parking

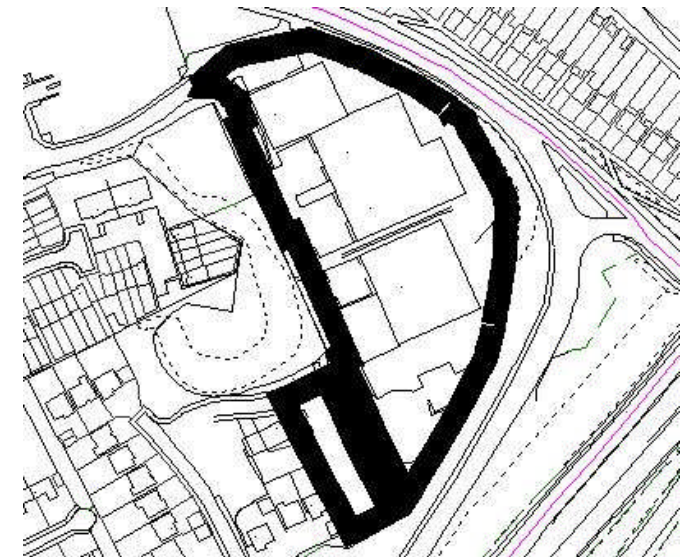
99/045 – electronics test room

88/869 – B1 use, light industrial hi-tech uses

01/524 – new office development

|  |   |
|--|---|
| <p><b>Site Ref:</b> IN 42</p> <p><b>Address:</b> Tresscott Road, Smallwood</p> <p><b>Site Area:</b> 1.42ha</p>   | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Site completed for employment purposes.</p>   | <p><b>Strategic access:</b> Access is a slight issue due to proximity to town centre.</p>   |
| <p><b>Development Control history:</b> Site granted planning permission.<br/>93/490 – construction of 5 retail units, 4 industrial units and drive-in restaurant</p> | <p><b>Level of car parking/public transport:</b> Car parking is provided; site is within 800m of rail and bus interchange.</p>            |
| <p><b>Description of Site and suitable uses:</b><br/>Completed industrial site for industrial purposes on a sloping site.</p>  | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Access and topography are slight issues.</p> |
| <p><b>Adjacent land use/conflicts?</b> Residential uses adjacent to site.</p>  | <p><b>Floor space in use/vacant:</b> All site is in use.</p>  |

**Site Plan**



**Site Photograph 1**

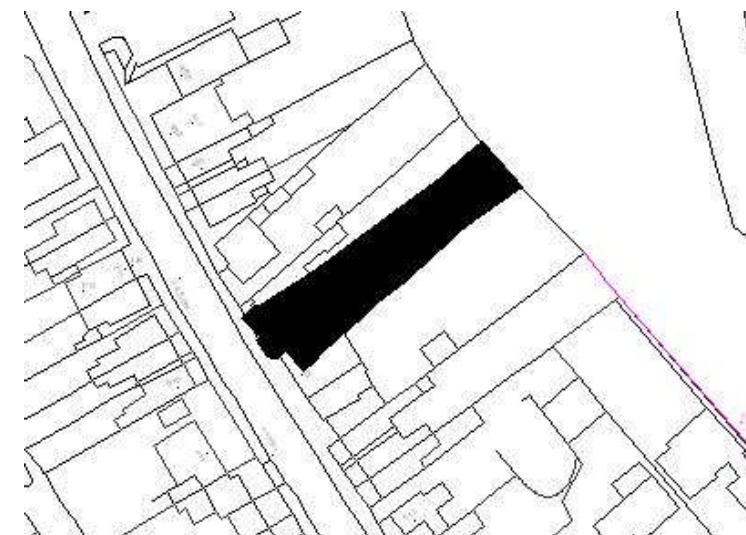


**Site Photograph 2**



|  |   |
|--|---|
| <p><b>Site Ref:</b> IN 47</p> <p><b>Address:</b> 501 Evesham Road</p> <p><b>Site Area:</b> 0.04ha</p>                                | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> In use as an office.<br/>(Brownfield site)</p>                    | <p><b>Strategic access:</b> Site is accessed off Evesham Road, which is adjacent to strategic network.</p>  |
| <p><b>Development Control history:</b> Granted planning permission.<br/>91/306 – c.o.u. to retail<br/>00/408 – c.o.u. to offices</p> | <p><b>Level of car parking/public transport:</b> No on site parking – car park down the road. Site is adjacent to bus stop.</p>                   |
| <p><b>Description of Site and suitable uses:</b><br/>Office use, low lying site.</p>   | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Site is located on busy road in a built-up area.</p> |
| <p><b>Adjacent land use/conflicts?</b> Situated amongst heavy residential and retail units.</p>                                      | <p><b>Floor space in use/vacant:</b> In use.</p>  |

**Site Plan**



**Site Photograph 1**

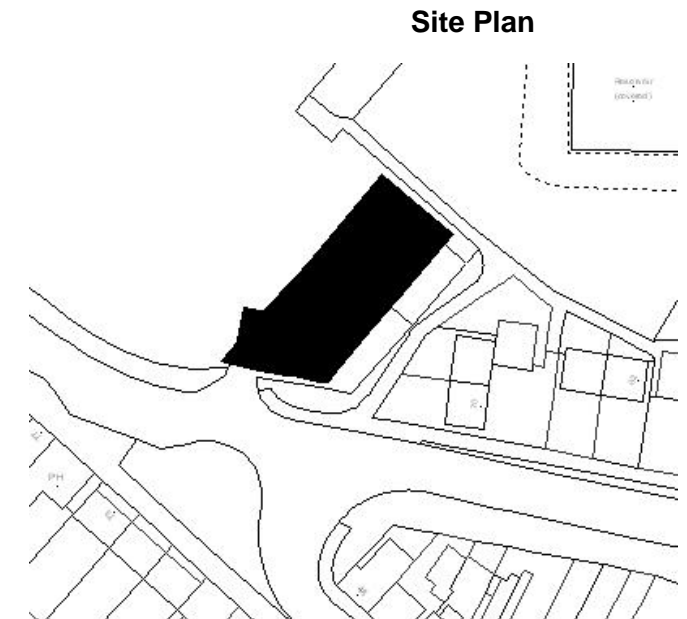


**Site Photograph 2**





|  |  |
|--|--|
| <b>Site Ref:</b> IN 48<br><br><b>Address:</b> 62 Birchfield Road<br><br><b>Site Area:</b> 0.05ha             | <b>Ownership:</b><br><br>  |
| <b>Current Site Status (including Planning policy history):</b> Implemented site in office use (Brownfield). | <b>Strategic access:</b> Situated on Birchfield road which can be accessed off A448.   |
| <b>Description of Site and suitable uses:</b><br>Small office site in use, low lying.                        | <b>Level of car parking/public transport:</b><br>Sufficient car parking, adjacent to bus stop.   |
| <b>Adjacent land use/conflicts?</b> Adjacent to Primarily Open Space and residential.                        | <b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Highway network is congested in built-up area. |
|  | <b>Floor space in use/vacant:</b> In use.  |



**Site Photograph 1**



**Site Photograph 2**



**Development Control history:** Site granted planning permission.

82/056 – rebuilding offices/sheds in builder's yard

91/369 – c.o.u to retail/service premises

92/25 – convert building to showroom

99/224 – extension to workshop and erection of office reception

00/329 – c.o.u. to offices and storage

02/318 – proposed development for class A1 and B2 use.

**Site Ref:** IN 49

**Address:** 142 Enfield Road

**Site Area:** 0.07ha

**Current Site Status (including Planning policy history):** Completed employment site (Brownfield)

**Development Control history:** Site granted planning permission.  
96/240 – demolition of 142 Enfield Road and replaced by a warehouse with access from Dunlop Road

**Description of Site and suitable uses:** Site is amongst existing industrial units on relatively flat ground. Suitable for industrial purposes.

**Adjacent land use/conflicts?** Site within existing industrial estate. To the rear of the site are residential units; these are screened by landscape features.

**Ownership:**

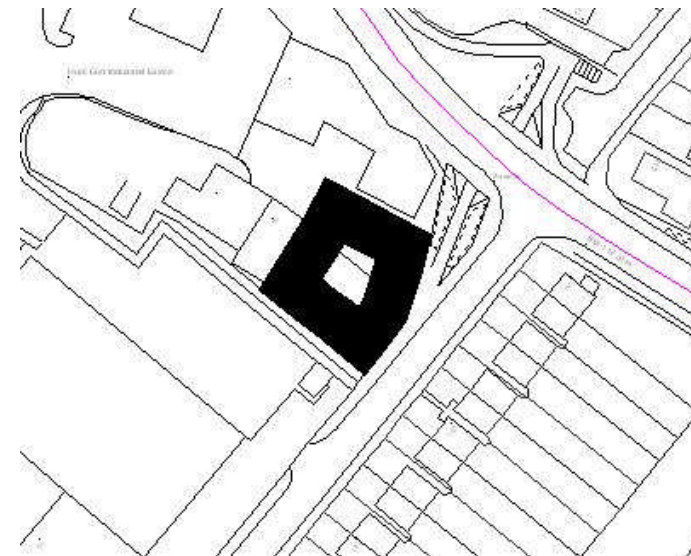
**Strategic access:** Site has access onto strategic highway network via Windmill Drive.

**Level of car parking/public transport:** Car parking is provided and site is situated on a bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** In use.

**Site Plan**



**Site Photograph**





**Site Ref:** IN 50

**Address:** 75/77 Arthur Street, Lakeside

**Site Area:** 0.10ha

**Current Site Status (including Planning policy history)** Site completed for employment purposes. (Brownfield)

**Description of Site and suitable uses:**  
Employment site, low lying in employment area.

**Adjacent land use/conflicts?** Other employment sites are adjacent to premises.

**Ownership:**

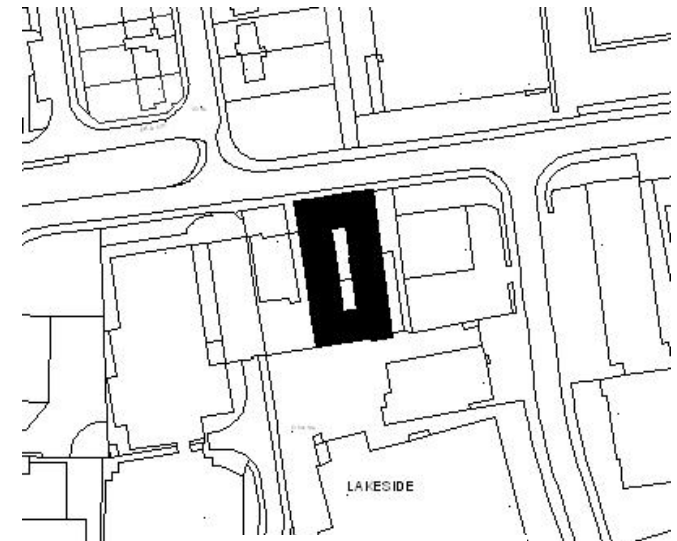
**Strategic access:** Site has direct access on to highway network (A4189) via Holloway Drive, Arthur Street.

**Level of car parking/public transport:**  
Sufficient car parking is provided on site.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** Site in use.

**Site Plan**



**Site Photograph**



**Development Control history:** Site granted planning permission.

75 Arthur St:

29/74 – factory and offices

76/313 – 2 storey industrial premises

77/212 – factory unit incl. offices

78/11 – extension to premises

80/217 – extension to provide stores

97/271 – factory unit

76 Arthur St:

57/61 - single storey factory

05/574 – new warehouse with ancillary offices and car parking

77 Arthur St:

288/71 – factory and offices.

**Site Ref:** IN 51

**Address:** 85 Arthur Street.

**Site Area:** 0.13ha

**Current Site Status (including Planning policy history)** Completed development for employment purposes. (Brownfield)

**Development Control history:** Site granted planning permission.

Plot 4:

78/101 – warehouse

89/314 – extension

94/080 – c.o.u. to fitness centre

Plot 4b:

00/227 – c.o.u. to 24hr commercial vehicle service and parts centre

**Description of Site and suitable uses:**

Employment site, low lying in employment area.

**Adjacent land use/conflicts?** Other employment sites are adjacent to premises.

**Ownership:**

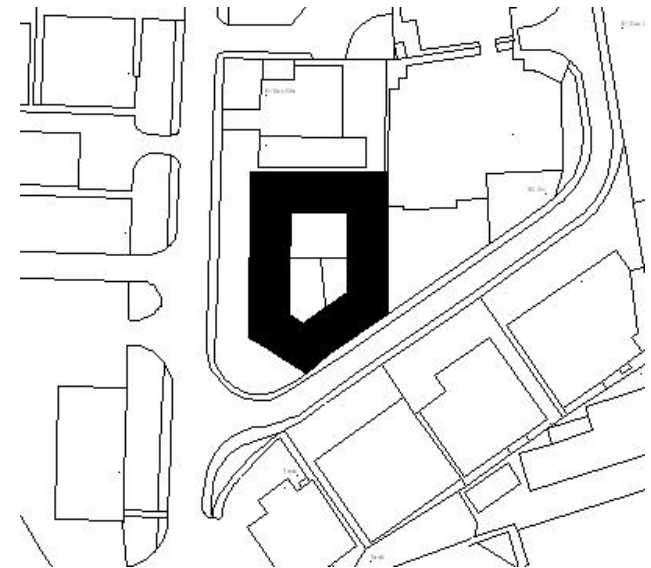
**Strategic access:** Site has direct access to highway network (A4189) via Holloway Drive, Arthur Street.

**Level of car parking/public transport:** Sufficient car parking is provided on site.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** All in use.

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



**Site Ref:** IN 53

**Address:** Former Quinton Hazel Site,  
Shawbank Road

**Site Area:** 1.90ha

**Current Site Status (including Planning policy history):** Allocated employment site which is currently being marketed (Brownfield).

**Description of Site and suitable uses:**  
Constructed site for employment purposes.

**Adjacent land use/conflicts?** Adjacent to residential units, however no conflict due to screening. Surrounded by industrial uses.

**Ownership:**

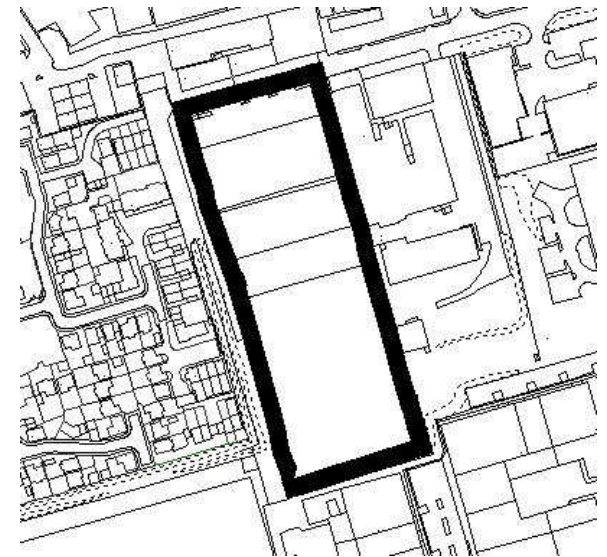
**Strategic access:** Site has direct access onto strategic highway (A4189) via Holloway Drive, Shawbank Road.

**Level of car parking/public transport:**  
Sufficient car parking is provided on site and site is situated close to a bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints post-application.

**Floor space in use/vacant:** 8000 to 60000 sq ft units being marketed.

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



**Development Control history:** Site has been granted planning permission.

17586 RU: 236/72 – warehouse and offices

20587 – gas governor/meter house

90/365 – offices

92/480 – office extension

02/337 – redevelopment of site for B1, B2, B8 employment

05/146 – erection of 19 class B1, B2, B8 commercial units, car parking and access road

**Site Ref:** IN 56

**Address:** Adjacent to McDonalds, Moons Moat Drive.

**Site Area:** 0.30ha

**Current Site Status (including Planning policy history):** Allocated employment site which has been developed (Greenfield).

**Description of Site and suitable uses:**  
Small employment site, currently used as office space.

**Adjacent land use/conflicts?** Adjacent to other employment uses, immediately next to McDonalds, no conflicts.

**Ownership:**

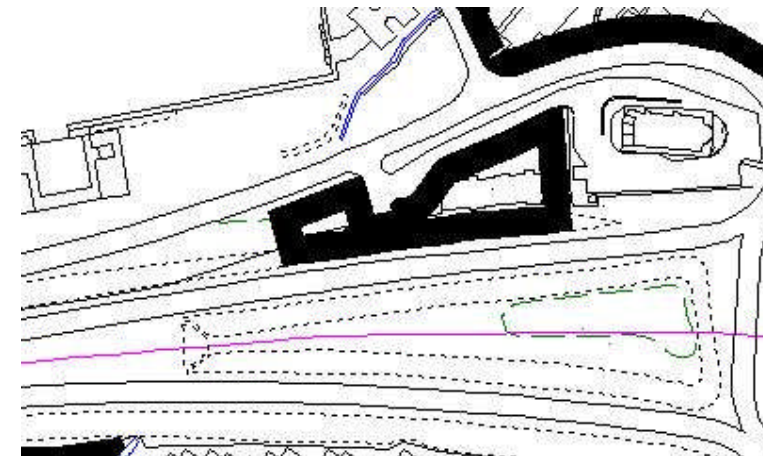
**Strategic access:** Site has direct access on to highway (A4023) via Moons Moat Drive; entrance is the same as serves McDonalds.

**Level of car parking/public transport:**  
Suitable car parking provision and within bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):** Not suitable for HGV access due to tight entrance and sharing entrance with McDonalds.

**Floor space in use/vacant:** All in use.

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



**Development Control history:** Site has been granted planning permission (completed)

97/429 – 2 storey office building (class B1) with associated car parking

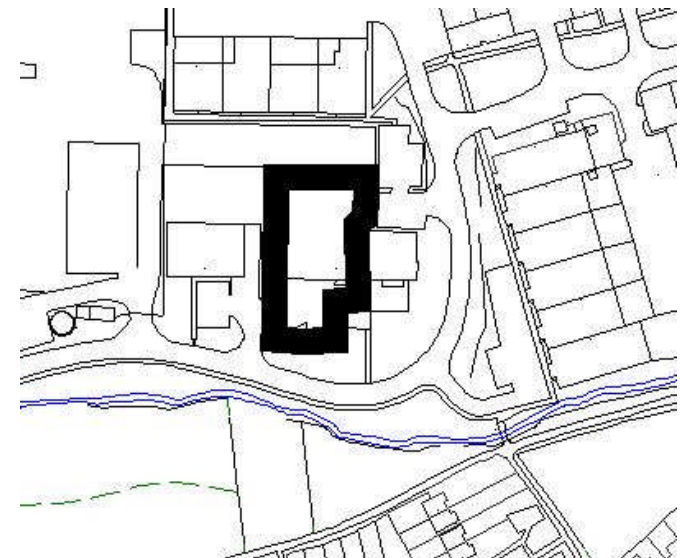
99/265 – office B1 development

01/040 – offices and ancillary car parking



|  |   |
|--|---|
| <p><b>Site Ref:</b> IN 57</p> <p><b>Address:</b> 58-59 Padgets lane, south Moons Moat</p> <p><b>Site Area:</b> 0.30ha</p>  | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Completed employment site (Brownfield).</p>   | <p><b>Strategic access:</b> Site has direct access onto highway network (A4023) via Padgets Lane.</p>                     |
| <p><b>Development Control history:</b> Planning permission granted.<br/>86/066 – warehouse<br/>90/598 – phase 3 extension<br/>94/079 – c.o.u to indoor karting<br/>96/515 – c.o.u. to warehousing and packaging<br/>05/210 – office and workshop extension</p> | <p><b>Level of car parking/public transport:</b> Suitable car parking is provided. Site is located on bus route link.</p> |
| <p><b>Description of Site and suitable uses:</b> Industrial estate predominantly with heavy industry uses.</p>   | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> No known constraints.</p>    |
| <p><b>Adjacent land use/conflicts?</b> Site is surrounded by other industrial uses.</p>  | <p><b>Floor space in use/vacant:</b> All in use.</p>  |

**Site Plan**



**Site Photograph 1**

**Site Photograph 2**





**Site Ref:** IN 60

**Address:** Bryants Garage, Washford Drive.

**Site Area:** 0.04ha

**Current Site Status (including Planning policy history):** Completed employment site.

**Description of Site and suitable uses:**  
Low lying site, suitable for office use.

**Adjacent land use/conflicts?** Site is adjacent to other employment uses.

**Ownership:**

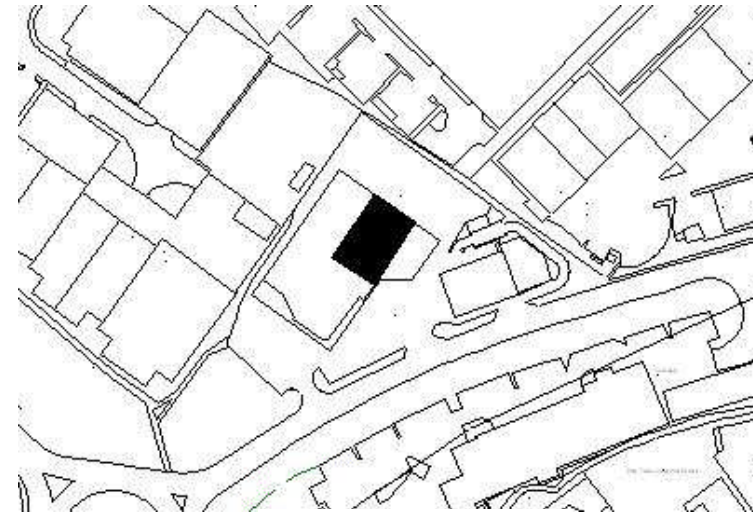
**Strategic access:** Site has direct access onto highway network via Crossgate road.

**Level of car parking/public transport:**  
Sufficient car parking is provided. Site is also within close proximity to a bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** In use.

**Site Plan**



**Site Photograph**



**Development Control history:** Planning permission granted on site.

15276 RDC 8/69 – garage

88/355 – construction of new filling station including new sales building, car wash, canopy and pump islands

89/327 – c.o.u. from car repairs and sales to distribution warehouse with offices and ancillary showroom

92/111 – car body repair shop

93/353 – c.o.u. from storage to car workshop

95/269 – c.o.u. to manufacturing and wholesale distribution of resin based figurines, also retail seconds shop

96/032 – c.o.u. to car showroom and workshop premises

96/047 – c.o.u. to flower shop (corner unit)

98/371 – c.o.u. from A1 to A3 (unit 3)

00/322 – c.o.u. to car hire admin HQ (unit 1)

03/487 - alterations

**Site Ref:** IN 62

**Address:** 5 Millsborough House, Ipsley Street

**Site Area:** 0.04ha

**Current Site Status (including Planning policy history):** Implemented employment site (Brownfield).

**Description of Site and suitable uses:**  
Industrial unit in mixed use development.

**Adjacent land use/conflicts?** Within existing industrial unit, also adjacent to residential dwellings.

**Ownership:**

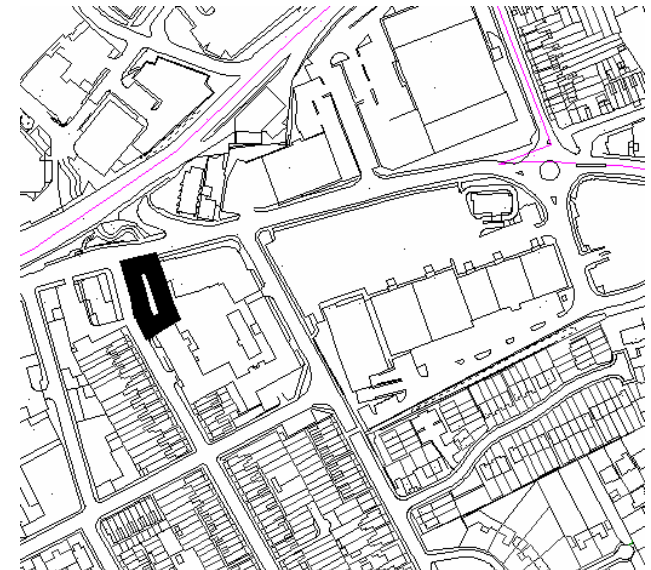
**Strategic access:** Site has access to highway network.

**Level of car parking/public transport:** As part of the Millsborough house site, there is sufficient car parking provided. Site is also within 800m of bus and rail interchange.

**Known constraints or infrastructure requirements (see site constraints checklist):** Any vehicular access has to contend with demands of built-up environment.

**Floor space in use/vacant:** In use.

**Site Plan**



**Site Photograph**



**Development Control history:** Site granted planning permission.

82/214 – c.o.u. to gym and martial arts centre (unit 5b)

86/124 – c.o.u. to counselling centre (part unit 5)

92/005 – c.o.u. to private hire operation and fixing of external vhf aerials

92/247 – c.o.u. from workshop, storage and offices to youth and community centre (unit 5/2)

92/361 – c.o.u. from office to hairdressing training salon

94/362 – c.o.u. of unit 5 (basement) to taxi office

94/374 – c.o.u. of unit 5b1 to private hire taxi office

96/043 – c.o.u. B1, B2, B8 – electronic manufacture and repair (unit 5a)

97/145 – c.o.u. to B1/A3 – light industry/preparation of food and cafe

**Site Ref:** IN 63

**Address:** 66-70 Unicorn Hill

**Site Area:** 0.02ha

**Current Site Status (including Planning policy history):** Implemented employment site. (Brownfield).

**Development Control history:** Valid planning permission.  
01/197 – 2 storey extension, class A3  
01/436 – 2 storey extension with A2 or B1 use over  
08/034 – c.o.u. of first and second floors to restaurant, associated storage and new shop front.

**Description of Site and suitable uses:**  
Town centre site used for offices.

**Adjacent land use/conflicts?** Retail and office accommodation are adjacent.

**Ownership:**

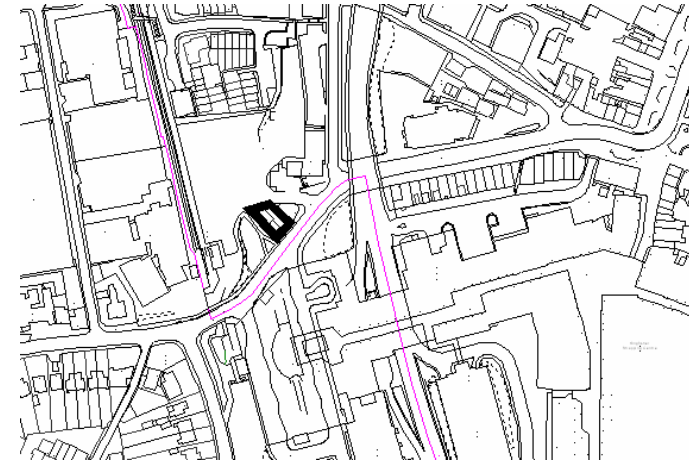
**Strategic access:** The site has access to the highway network.

**Level of car parking/public transport:** Car parking is provided in the Town Centre. The bus and rail interchange is nearby.

**Known constraints or infrastructure requirements (see site constraints checklist):** Vehicular access to the Town Centre is a slight issue, although this is offset by the public transport hub within the Town Centre.

**Floor space in use/vacant:** Unclear – no advertisement for vacant unit.

**Site Plan**



**Site Photograph**





**Site Ref:** IN 64

**Address:** Land at Heming Road/Claybrook Drive Washford

**Site Area:** 0.67ha

**Current Site Status (including Planning policy history):** Developed employment site being marketed (Brownfield).

**Development Control history:** Site granted planning permission.  
93/323 – B1/B8 development  
96/421 – outline renewal B1/B8 development  
02/024 – industrial development B1/B2/B8  
03/486 – storage and distribution building

**Description of Site and suitable uses:**  
Employment use, low lying, large area with good access.

**Adjacent land use/conflicts?** Adjacent to other employment uses.

**Ownership:**

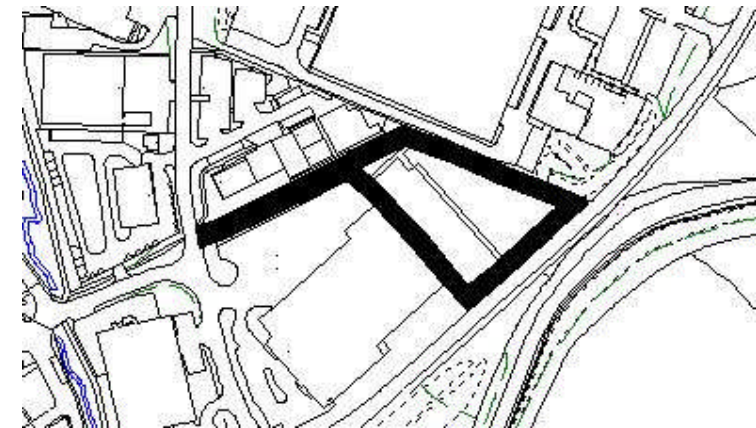
**Strategic access:** Site has access to highway network (A435) via Claybrook drive.

**Level of car parking/public transport:**  
Sufficient level of car parking is provided on site. The site is also adjacent to bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** Not advertised.

**Site Plan**



**Site Photograph**



**Site Ref:** IN 65

**Address:** Dunstall Court, Astwood Lane, Feckenham.

**Site Area:** 0.04ha

**Current Site Status (including Planning policy history):** Implemented office development (Greenfield).

**Development Control history:** Planning permission granted.  
01/193 – conversion of barns to B1 use

**Description of Site and suitable uses:**  
Currently office site, former agricultural building converted to offices.

**Adjacent land use/conflicts?** Rural location, adjacent to cottage.

**Ownership:**

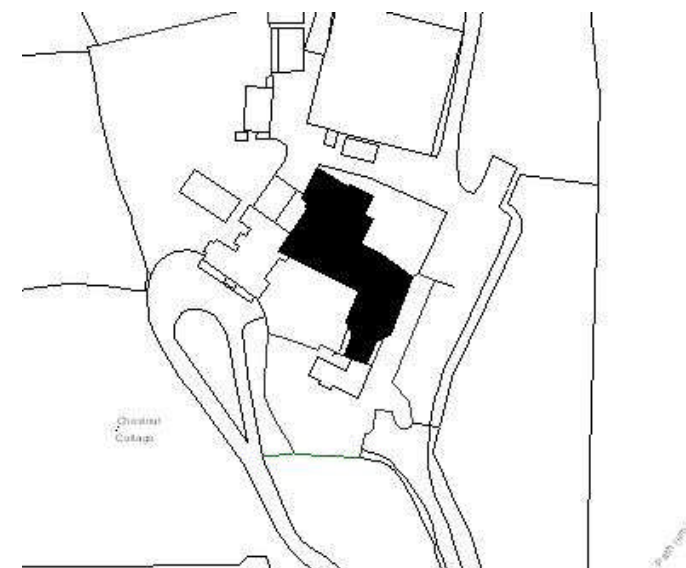
**Strategic access:** Site is located away from strategic network, although does have access onto highway.

**Level of car parking/public transport:** Car parking is provided; public transport is poor with limited bus service in area.

**Known constraints or infrastructure requirements (see site constraints checklist):** Public transport.

**Floor space in use/vacant:** In use.

**Site Plan**



**Site Photograph 1**



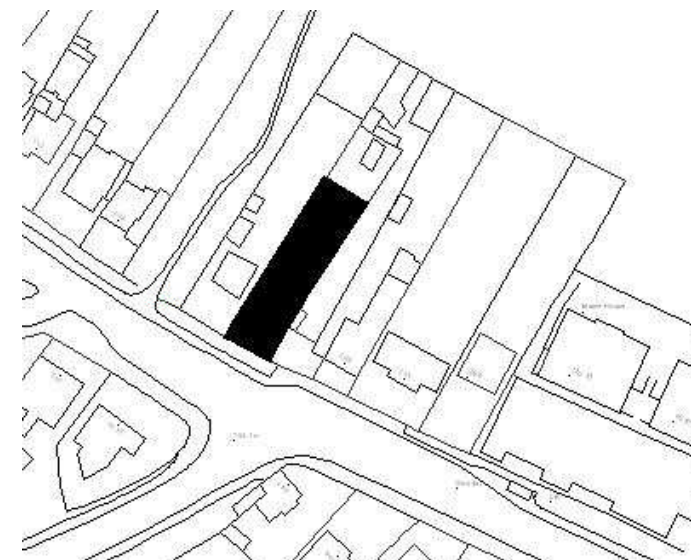
**Site Photograph 2**



|  |
|--|
| <p><b>Site Ref:</b> IN 66</p> <p><b>Address:</b> 302 Birchfield Road, Webheath.</p> <p><b>Site Area:</b> 0.03ha</p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Implemented employment site. COU to office.</p>   |
| <p><b>Development Control history:</b> Planning permission granted.<br/>03/373 – c.o.u. from dwelling to offices</p> |
| <p><b>Description of Site and suitable uses:</b><br/>Small site in built-up area, suitable for employment use.</p>   |
| <p><b>Adjacent land use/conflicts?</b> Site is adjacent to residential uses and some retail units.</p>               |

|  |
|--|
| <p><b>Ownership:</b></p>   |
| <p><b>Strategic access:</b> The site does not have access onto highway network.</p>  |
| <p><b>Level of car parking/public transport:</b> Car parking is sufficient, although there is good public transport in the area.</p>   |
| <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Vehicles accessing the site have to contend with demands of built-up environment.</p> |
| <p><b>Floor space in use/vacant:</b> In use.</p>   |

**Site Plan**



**Site Photograph 1**



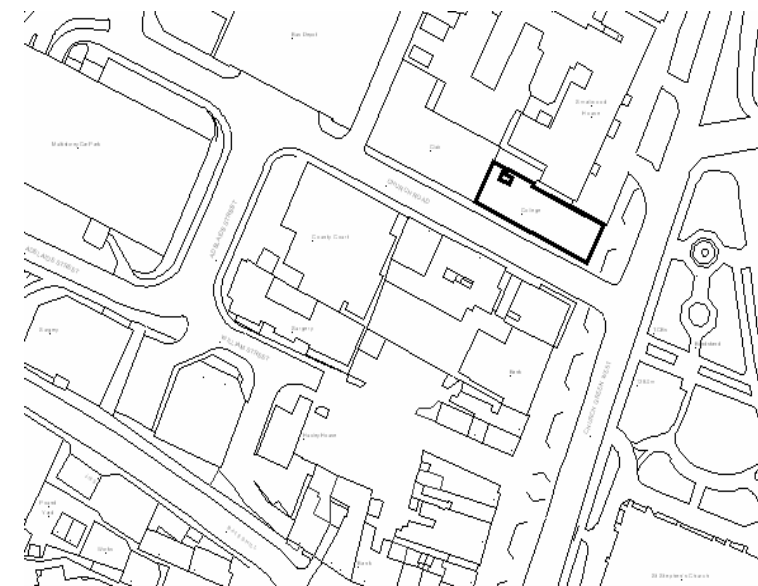
**Site Photograph 2**





|   |  |
|---|--|
| <p><b>Site Ref:</b> IN 71</p> <p><b>Address:</b> Old library, Church Road.</p> <p><b>Site Area:</b> 0.04ha</p>                              | <p><b>Ownership:</b></p>   |
| <p><b>Current Site Status (including Planning policy history):</b> Implemented employment site (Brownfield) which is in use as offices.</p> | <p><b>Strategic access:</b> Site has access to the highway.</p>  |
| <p><b>Development Control history:</b> Planning permission granted.<br/>05/055 – c.o.u to offices</p>                                       | <p><b>Level of car parking/public transport:</b> Car parking is provided in the town centre; the site is well served by public transport hub with rail and bus interchange in close proximity.</p> |
| <p><b>Description of Site and suitable uses:</b> Site is situated within the town centre, suitable for office use.</p>                      | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Car parking is a slight issue, although this is offset by the public transport infrastructure.</p>    |
| <p><b>Adjacent land use/conflicts?</b> Adjacent to offices and retail/leisure uses.</p>   | <p><b>Floor space in use/vacant:</b> In use.</p>   |

**Site Plan**



**Site Photograph**



**Site Ref:** IN 72

**Address:** 128 Birchfield Road

**Site Area:** 0.03ha

**Current Site Status (including Planning policy history):** Implemented employment site, COU to office (Brownfield).

**Development Control history:** Planning permission granted on site.  
05/322 – c.o.u of ground floor to office

**Description of Site and suitable uses:**  
Small site suitable for office use.

**Adjacent land use/conflicts?** Residential uses immediately surround site, therefore office use is most appropriate.

**Ownership:**

**Strategic access:** Site has direct access onto highway, located on Birchfield road.

**Level of car parking/public transport:** Car parking incorporated, site is also located on a bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):**  
Site is located on a congested road.

**Floor space in use/vacant:** In use.

**Site Plan**



**Site Photograph**



# 8

## *Committed Sites*

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<sup>8</sup> Includes sites which have been partly completed with further phases to be completed

**Site Ref:** IN 19

**Address:** Studley Road (Aeroquip), Park Farm North

**Site Area:** 5.84ha (1.44ha still to be completed)

**Current Site Status (including Planning policy history):** Industrial warehouse, completed site in use by Pilkington.

**Description of Site and suitable uses:**  
Relatively flat site, suitable for employment purposes.

**Adjacent land use/conflicts?** Adjacent to other industrial units and Arrow Valley Park. Some residential in proximity.

**Ownership:**

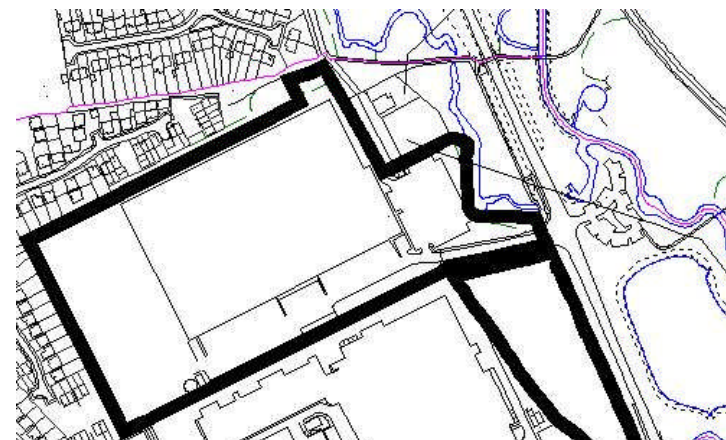
**Strategic access:** Site has direct access onto highway network off Old Forge Drive.

**Level of car parking/public transport:**  
**Sufficient car parking:** Car parking has been provided; site is within 400m of a bus route.

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** Site is in use by Pilkington.

**Site Plan**



**Site Photograph**



**Development Control history:** Granted planning permission.

5895 RU: 27/55 – factory

8542 RU: 1/57 – factory extension

8229 RU 128/58 – factory extension

8460 RU: 20/59 – factory extension

9570 RU: 278/60 – extensions to existing factory

11791 RU: 88/64 – offices

13833 RU: 73/07 – steel framed factory and offices

15342 RU: 155/69 – factory extension

15456 RU: 187/69 – research and development block

18339 RU: 127/73 – single storey building

20630 – extension to single storey

86/374 – compressor house

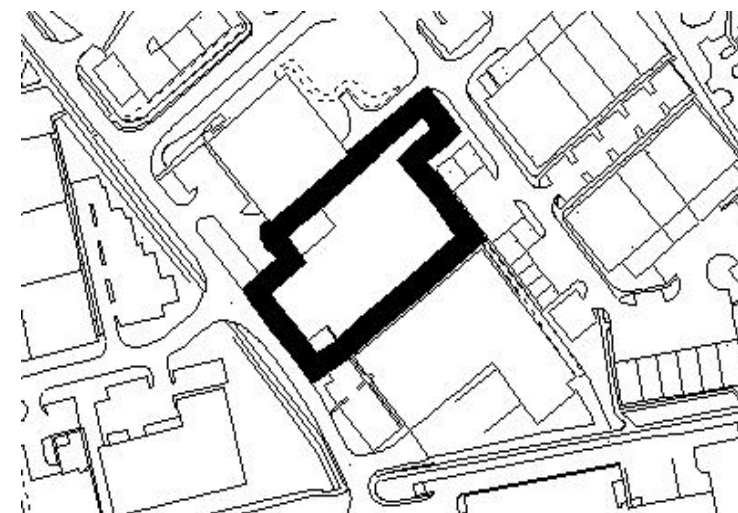
87/726 – warehouse

89/126 – new ancillary factory and offices

98/266 – 250,000ft distribution centre with associated offices, car parking and landscaping

|  |  |
|--|--|
| <b>Site Ref:</b> IN 34<br><br><b>Address:</b> Merse Road, North Moons Moat<br><br><b>Site Area:</b> 0.65ha                 | <b>Ownership:</b><br><br><br>  |
| <b>Current Site Status (including Planning policy history):</b> Allocated for employment use – no construction undertaken. | <b>Strategic access:</b> Accessed off the A4023, Moons Moat Drive, Merse Road  |
| <b>Development Control history:</b> 06/385   | <b>Level of car parking/public transport:</b> Car parking can be provided at this location. The site is within 400m of a bus route.  |
| <b>Description of Site and suitable uses:</b><br>Greenfield site, low lying, forms extension to Industrial estate.         | <b>Known constraints or infrastructure requirements (see site constraints checklist):</b> No known constraints.  |
| <b>Adjacent land use/conflicts?</b> Adjacent to other employment uses (industrial).  | <b>Market appraisal/suitable type of development:</b> Been granted planning permission, however adjacent sites are vacant. Suitable for employment uses due to adjacent land uses. |
| <b>Floor space in use/vacant:</b> N/A  |  |

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**





### **Market Attractiveness Factors**

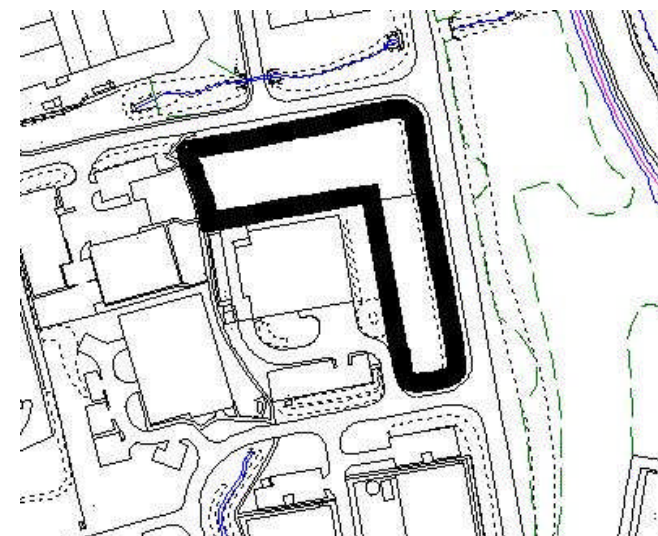
- 1.1 The site has been formally identified for employment use for at least 10 years.
- 1.2 Planning application 06/385 was approved on 14/9/06 for partial development of the site (approx. 1/3 rd).
- 1.3 The site is not being actively marketed as an employment site.
- 1.4 The site is not owned by a developer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

### **Sustainable Development Factors**

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

|   |  |
|---|--|
| <p><b>Site Ref:</b> IN 52</p> <p><b>Address:</b> Shawbank Road, Lakeside</p> <p><b>Site Area:</b> 1.03ha</p>  | <p><b>Adjacent land use/conflicts?</b> Adjacent to employment uses (industrial)</p>  |
| <p><b>Current Site Status (including Planning policy history)</b> Allocated employment site. Greenfield site with no current commencement of work.</p>    | <p><b>Strategic access:</b> Site has direct access onto highway network (A4129) via Holloway Drive, Shawbank road.</p>                 |
| <p><b>Development Control history:</b> Planning permission granted.</p>   | <p><b>Level of car parking/public transport:</b> Car parking could be provided on site, and site is situated close to a bus route.</p> |
| <p><b>Description of Site and suitable uses:</b> Site is relatively flat, with some trees adjacent to site; and in ideal location for employment use.</p> | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> No known constraints.</p>                 |
| <p><b>Adjacent land use/conflicts?</b> Adjacent to employment site (industrial).</p>  | <p><b>Floor space in use/vacant:</b> N/A</p>   |

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**





### **Market Attractiveness Factors**

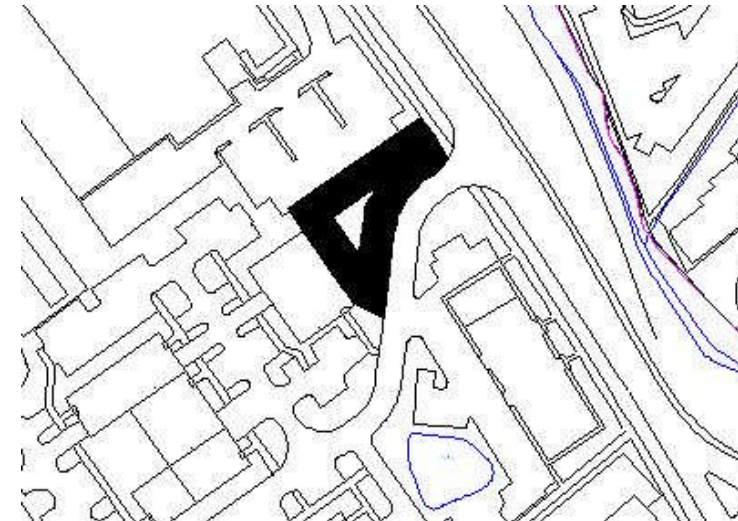
- 1.1 The site has not been formally identified for employment use for at least 10 years.
- 1.2 There has been no development activity on the site within the last 5 years.
- 1.3 The site is not being actively marketed as an employment site.
- 1.4 The site is not owned by a developer or other agency known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

### **Sustainable Development Factors**

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

|   |   |
|---|---|
| <p><b>Site Ref:</b> IN 55</p> <p><b>Address:</b> Centech Park, Fringe Meadow Road</p> <p><b>Site Area:</b> 0.11ha</p>   | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Site has valid planning permission, no construction underway at present. (Greenfield site)</p> | <p><b>Strategic access:</b> The site has direct access onto the highway network (A4023) via Ravensbank Road.</p>  |
| <p><b>Development Control history:</b> Planning permission granted.<br/>97/279 – 2 storey office block</p>  | <p><b>Level of car parking/public transport:</b> Site is very small and it is difficult to envisage how car parking could be provided on site. However the adjacent units have car parking facilities which could be expanded. Site is adjacent to bus route.</p> |
| <p><b>Description of Site and suitable uses:</b><br/>Low lying site, currently constitutes a landscaped gateway to Centech Park.</p>                              | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Small site, therefore HGV access is an issue; car parking is also an issue.</p>  |
| <p><b>Adjacent land use/conflicts?</b> Adjacent to other employment type uses.</p>  | <p><b>Floor space in use/vacant:</b> N/A</p>  |

**Site Plan**



**Site Photograph 1**

**Site Photograph 2**



**Market Attractiveness Factors**

- 1.1 The site has not been formally identified for employment use for at least 10 years.
- 1.2 02/365
- 1.3 The site is not being actively marketed as an employment site.
- 1.4 The site is owned by a developer.
- 1.5 The site is in single ownership by an organisation known to undertake employment development.

**Sustainable Development Factors**

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

**Site Ref:** IN 59

**Address:** Adjacent Greenlands Business Centre, Studley Road.

**Site Area:** 0.38ha

**Current Site Status (including Planning policy history):** Granted planning permission; no commencement (Greenfield site).

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

**Adjacent land use/conflicts?** Employment and residential uses surround site.

**Ownership:**

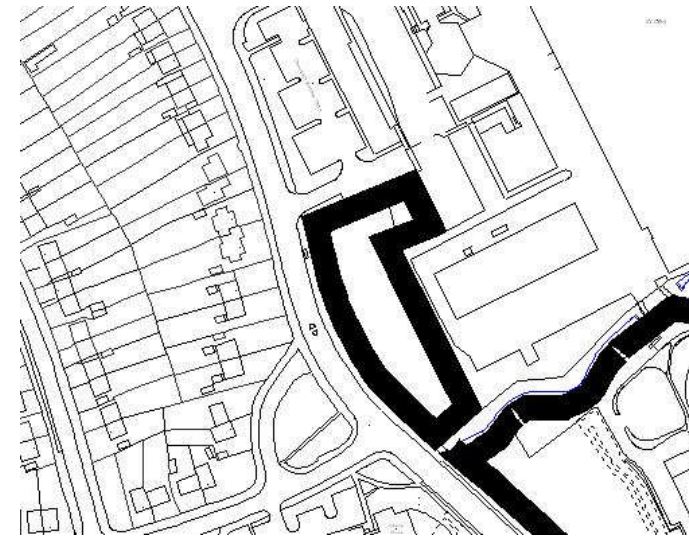
**Strategic access:** Site has direct access onto highway network.

**Level of car parking/public transport:** Car parking can be provided on site, site is also adjacent to bus network.

**Known constraints or infrastructure requirements (see site constraints checklist):** Vehicles accessing site will have to compete with demands of built-up area.

**Floor space in use/vacant:** N/A

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



### **Market Attractiveness Factors**

- 1.1 The site has not been formally identified for employment use for at least 10 years.
- 1.2 01/293
- 1.3 The site is not currently being actively marketed as an employment site. The site was actively marketed from December 2000 – June 2006.
- 1.4 The site is not owned by a developer or other agency known to undertake employment development.
- 1.5 The site is in single ownership by an organisation who may bring it forward for development.

### **Sustainable Development Factors**

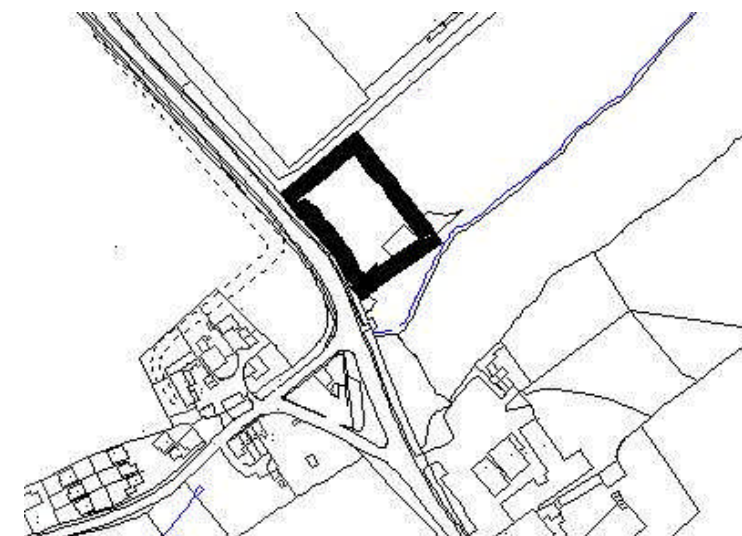
- 2.1 Employment is not the only acceptable form of built development on this site as it is adjacent to residential developments.

### **Development Control history:** Planning permission granted.

89/15 – refurbishment for use as multiple occupancy office building with associated new car park and access road  
98/034 – additional commercial and industrial building  
98/045 – new office and storage building  
01/293 – 2 storey office development  
02/426 – erection of 2 storey office block

|   |   |
|---|---|
| <p><b>Site Ref:</b> IN 61</p> <p><b>Address:</b> Studley Road/Green lane, Park Farm South</p> <p><b>Site Area:</b> 0.43ha</p>   | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Allocated employment site with valid planning permission, no construction underway. (Greenfield)</p>   | <p><b>Strategic access:</b> Site has direct access to highway network via Studley road.</p>   |
| <p><b>Development Control history:</b> Site has valid planning permission.<br/>03/159 – erection of class B2/B8 industrial/storage units and access road<br/>05/012 – B1 units, associated car parking and access road<br/>06/397 – B1 units, car parking and access road</p> | <p><b>Level of car parking/public transport:</b> Car parking can be incorporated. Site is within 800m of a bus interchange.</p>                                   |
| <p><b>Description of Site and suitable uses:</b><br/>Field containing derelict agricultural building.</p>   | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> The site has a right of access to the remaining Greenfield land.</p> |
| <p><b>Adjacent land use/conflicts?</b> Industrial and agricultural land use is adjacent to site.</p>  | <p><b>Floor space in use/vacant:</b> N/A</p>  |

**Site Plan**



**Site Photograph 1**

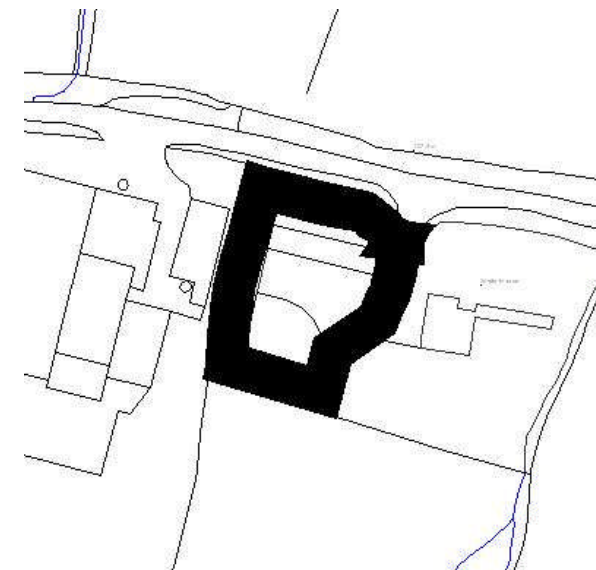
**Site Photograph 2**





|   |   |
|---|---|
| <p><b>Site Ref:</b> IN 70</p> <p><b>Address:</b> Barns at Whitehouse Farmhouse</p> <p><b>Site Area:</b> 0.19ha</p>  | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Non-implemented site with valid planning permission (Greenfield).</p>  | <p><b>Strategic access:</b> The site has poor highway access, situated on rural road.</p>   |
| <p><b>Development Control history:</b> Planning permission granted.<br/>99/002 – conversion of barns for B1 use<br/>04/504 – renewal of approval – conversion of barns for B1 use</p> | <p><b>Level of car parking/public transport:</b> Car parking could be provided on site. Site has very poor public transport links with no buses serving the site's proximity.</p> |
| <p><b>Description of Site and suitable uses:</b> Site is currently used on an agricultural basis, located in rural area.</p>  | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Public transport.</p>  |
| <p><b>Adjacent land use/conflicts?</b> Adjacent to agricultural use, only suitable for office use.</p>  | <p><b>Floor space in use/vacant:</b> N/A</p>  |

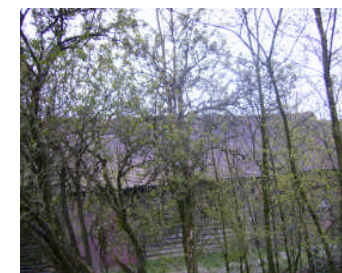
**Site Plan**



**Site Photograph 1**

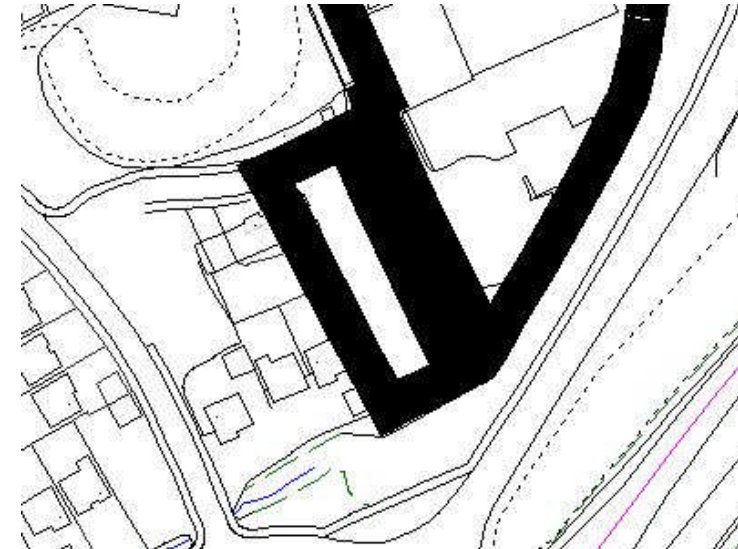


**Site Photograph 2**



|  |  |
|--|--|
| <p><b>Site Ref:</b> IN 73</p> <p><b>Address:</b> Land off Union Street</p> <p><b>Site Area:</b> 0.19ha</p>   | <p><b>Ownership:</b></p>   |
| <p><b>Current Site Status (including Planning policy history):</b> Non-implemented employment site (Greenfield).</p>                                     | <p><b>Strategic access:</b> Site could access highway network via existing IN 42.</p>  |
| <p><b>Development Control history:</b> Site has valid planning permission.<br/>83/159 – temporary renewal storage of cars<br/>99/210 – DIY warehouse</p> | <p><b>Level of car parking/public transport:</b> Car parking could be provided on site; the site is well served by bus and rail transport.</p>                         |
| <p><b>Description of Site and suitable uses:</b> Site is located on slightly sloping ground but would form extension to existing industrial unit.</p>    | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Vehicular access has to contend with demands of built-up environment.</p> |
| <p><b>Adjacent land use/conflicts?</b> Site is located adjacent to existing industrial unit and some residential dwellings.</p>                          | <p><b>Floor space in use/vacant:</b> N/A</p>   |

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**





### **Market Attractiveness Factors**

- 1.1 The site has not been formally identified for employment use for at least 10 years.
- 1.2 Part of the site is being actively marketed.
- 1.3 The ownership of the site is unknown.

### **Sustainable Development Factors**

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

## ***Non-Committed Sites***

Site Ref: IN 15

Address: Woolaston Road, Park Farm North

Site Area: 0.40ha

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

**Development Control history:** Planning permission granted on site.

**Description of Site and suitable uses:** Area of grassland in the middle of existing units. Relatively flat site and would form extension to industrial estate. Site is suitable for employment purposes. Appropriate for B1, B2 and B8.

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

**Ownership:**

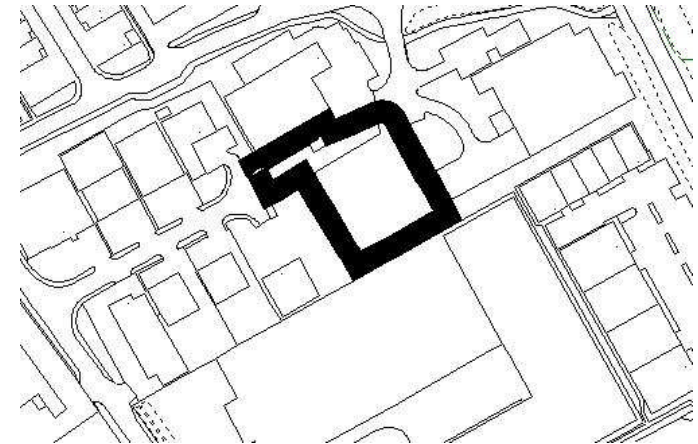
**Strategic access:** The site has direct access onto highway off Old Forge Drive.

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

**Known constraints or infrastructure requirements (see site constraints checklist):** No known constraints.

**Floor space in use/vacant:** N/A

**Site Plan**



**Site Photograph**



### **Market Attractiveness Factors**

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

### **Sustainable Development Factors**

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

### **Development Control History:** Planning permission granted on site.

89/111 – new offices, new production storage area and car parking

91/202 – industrial/warehouse development comprising a single 31,500 sq ft unit

91/203 – 53,750 sq ft extension to unit and c.o.u to B8 distribution

91/204 – B1/B2/B8 industrial/warehouse development comprising 30,000 sq ft of new building in 2 units

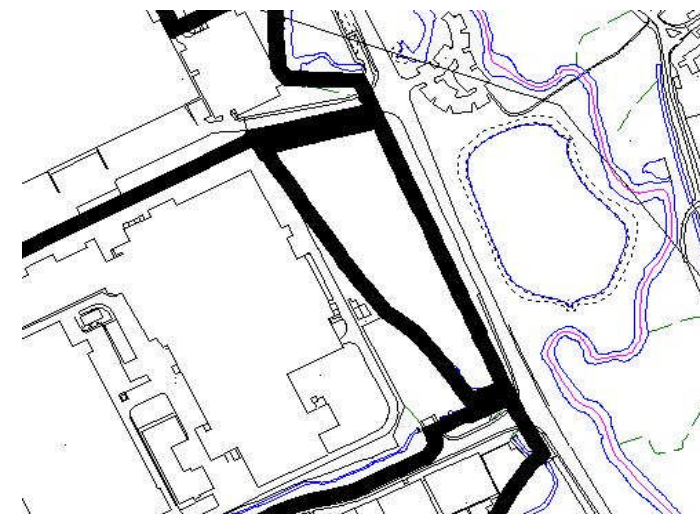
92/070 – workshop and ancillary office development

95/263 – extension to industrial unit

03/633 - extension

|   |  |
|---|--|
| <p><b>Site Ref:</b> IN 20</p> <p><b>Address:</b> Old Forge Drive, Park Farm South</p> <p><b>Site Area:</b> 1.32ha</p>     | <p><b>Ownership:</b></p>   |
| <p><b>Current Site Status (including Planning policy history):</b> Greenfield site, designated as an employment site.</p> | <p><b>Strategic access:</b> Located off Old Forge Drive with good strategic access off A4189.</p>  |
| <p><b>Development Control history:</b> N/A</p>  | <p><b>Level of car parking/public transport:</b> Car parking could be provided; site is located 400m away from bus route.</p>  |
| <p><b>Description of Site and suitable uses:</b> Wild scrubland, overgrown but low lying.</p>                             | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Site is located in flood zone 3 (Broad ground ditch runs through site).</p> |
| <p><b>Adjacent land use/conflicts:</b> Adjacent to other industrial unit, and Arrow Valley Park.</p>                      | <p><b>Floor space in use/vacant:</b> N/A</p>   |

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



### **Market Attractiveness Factors**

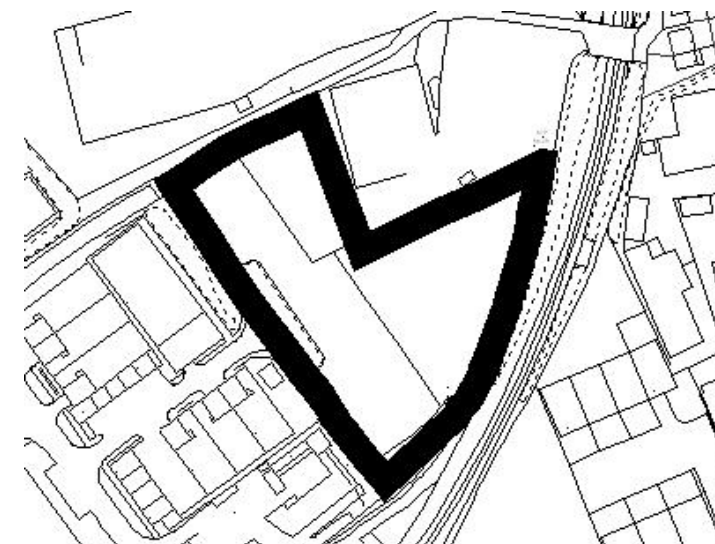
- 1.1 The site has been formally identified for employment use for at least 10 years.
- 1.2 There has been no development activity on the site within the last 5 years.
- 1.3 The site is not being actively marketed as an employment site.
- 1.4 The site is not owned by a developer or another agency known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

### **Sustainable Development Factors**

- 2.1 Employment is the only acceptable form of built development on this site because of adjoining uses.
- 2.2 The site is significantly contaminated.

|  |   |
|--|---|
| <p><b>Site Ref:</b> IN 24</p> <p><b>Address:</b> Windsor Road Gas Works</p> <p><b>Site Area:</b> 0.90 ha</p>   | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Currently undeveloped brownfield site, designated as an employment site.</p>  | <p><b>Strategic access:</b> The site has access onto strategic highway (A441) off Windsor Road (B4184).</p>   |
| <p>Development Control history:<br/>02/004 – o/l res. development<br/>06/484 – reserved matters – 146 units with associated infrastructure, parking and landscaping<br/>06/541 – reserved matters for 109 residential units, associated infrastructure and landscaping</p> | <p><b>Level of car parking/public transport:</b> Car parking could be provided; site is within 400m of a bus route.</p>                                     |
| <p><b>Description of Site and suitable uses:</b><br/>Suitable for employment purposes.</p>   | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Possible site contamination. Lies adjacent to flood one 3.</p> |
| <p><b>Adjacent land use/conflicts?</b> Adjacent to other industrial units.</p>   | <p><b>Floor space in use/vacant:</b> N/A</p>  |

**Site Plan**



**Site Photograph**



### **Market Attractiveness Factors**

- 1.1 The site has been formally identified for employment use for at least 10 years.
- 1.2 There has been no development activity on the site in the last 5 years.
- 1.3 The site is not being actively marketed as an employment site.
- 1.4 The site is owned by an agency known to undertake employment development.
- 1.5 The site is in single ownership by an organisation unlikely to bring it forward for employment development.
- 1.6 There is no valid permission for employment development on the site.

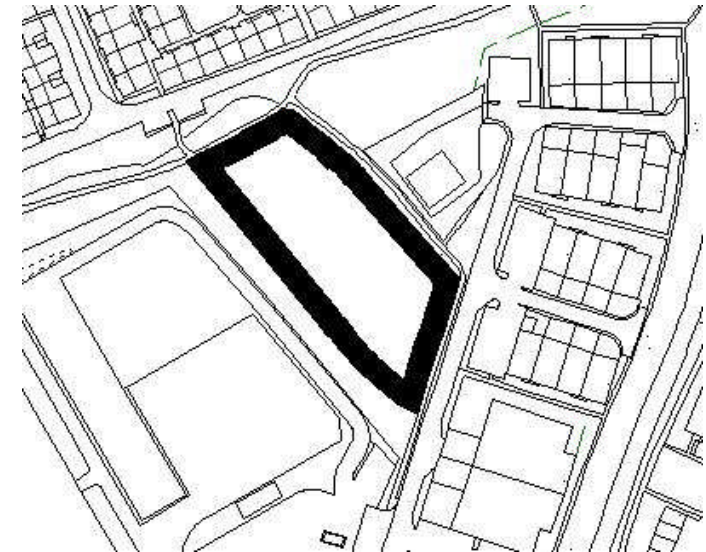
### **Sustainable Development Factors**

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



|   |   |
|---|---|
| <p><b>Site Ref:</b> IN 37</p> <p><b>Address:</b> Bartleet Road, Washford</p> <p><b>Site Area:</b> 0.62ha</p>          | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Undeveloped. Allocated for employment use.</p>     | <p><b>Strategic access:</b> Access off A435, Bartleet Road - good strategic access.</p>                                     |
| <p><b>Development Control history:</b> No history.</p>  | <p><b>Level of car parking/public transport:</b> Car parking could be incorporated; site is within 400m of a bus route.</p> |
| <p><b>Description of Site and suitable uses:</b> Greenfield, low lying, suitable for employment uses.</p>             | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> No known constraints.</p>      |
| <p><b>Adjacent land use/conflicts?</b> Adjacent to industrial employment uses. Suitable for B1 and B8 class uses.</p> | <p><b>Floor space in use/vacant:</b> N/A</p>  |

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



**Market Attractiveness Factors**

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

**Sustainable Development Factors**

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

**Site Ref:** IN 38

**Address:** Heming Road, opposite unit 52

**Site Area:** 0.22ha

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

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

**Description of Site and suitable uses:**  
Small site, relatively flat, suitable for small employment use.

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

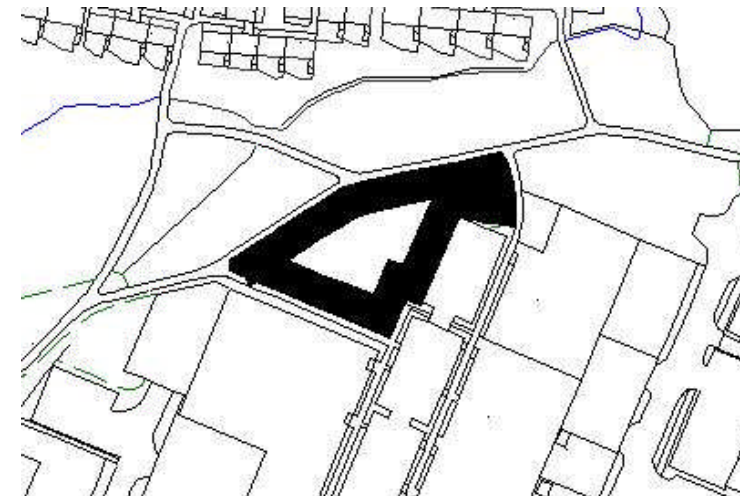
**Ownership:**

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

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

**Known constraints or infrastructure requirements (see site constraints checklist):** Access is a slight issue in area, with HGVs parked on main road, therefore capacity is an issue.

**Site Plan**



**Site Photograph 1**

**Site Photograph 2**



**Market Attractiveness Factors**

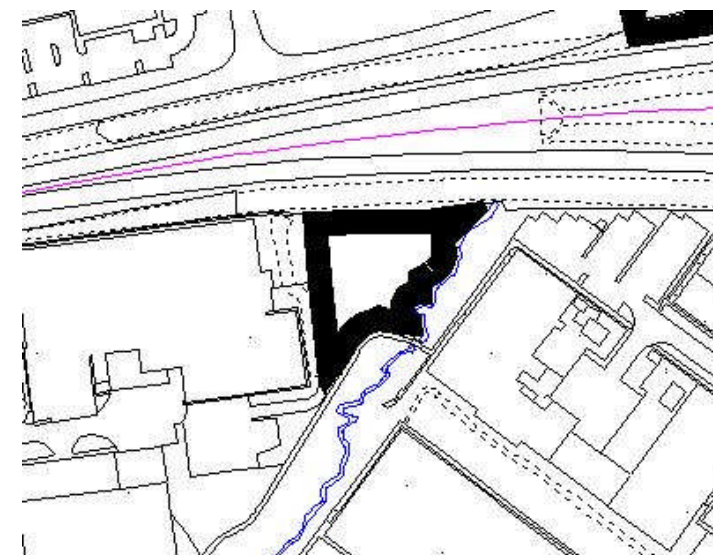
- 1.1 The site has been formally identified for employment use for at least 10 years.
- 1.2 There has been no development activity on the site within the last 5 years.
- 1.3 The site is not being actively marketed as an employment site.
- 1.4 The site is owned by a property company who may undertake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

**Sustainable Development Factors**

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

|  |   |
|--|---|
| <p><b>Site Ref:</b> IN 54</p> <p><b>Address:</b> Palmers Road, East Moons Moat.</p> <p><b>Site Area:</b> 0.29ha</p>                      | <p><b>Ownership:</b></p>  |
| <p><b>Current Site Status (including Planning policy history):</b> Allocated employment site (Greenfield), no application submitted.</p> | <p><b>Strategic access:</b> The site could have direct access to the highway network subject to current estate road being extended to access the site.</p>                                |
| <p><b>Development Control history:</b> Planning permission granted – no commencement</p>   | <p><b>Level of car parking/public transport:</b> Car parking could be provided on site. Site is located on a bus route.</p>   |
| <p><b>Description of Site and suitable uses:</b> Relatively flat site, triangular shape with stream running alongside.</p>               | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Site does not have road access; the estate road would need to be extended over a stream.</p> |
| <p><b>Adjacent land use/conflicts?</b> Site is within industrial estate.</p>   | <p><b>Floor space in use/vacant:</b> N/A</p>  |

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



### **Market Attractiveness Factors**

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

### **Sustainable Development Factors**

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

**Development Control history:** Planning permission granted.

86/414 – proposed extension to existing factory and offices together with hospitality flat

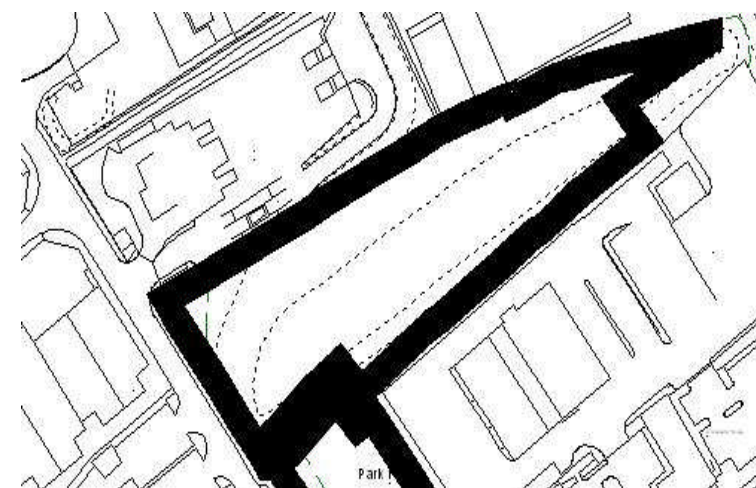
87/370 – factory and office extension also extension to existing factory and offices

98/511 – new factory (B2 use) (No commencement)



|  |  |
|--|--|
| <p><b>Site Ref:</b> IN 58</p> <p><b>Address:</b> Land adjacent to Crossgate depot, Park Farm North</p> <p><b>Site Area:</b> 1.10ha</p> | <p><b>Ownership:</b></p>   |
| <p><b>Current Site Status (including Planning policy history):</b> Greenfield site with no planning permission.</p>                    | <p><b>Strategic access:</b> Site has direct access onto road network via Crossgate rd.</p>   |
| <p><b>Development Control history:</b> N/A</p>   | <p><b>Level of car parking/public transport:</b> Car parking can be provided on site and site is within 800m of bus interchange.</p> |
| <p><b>Description of Site and suitable uses:</b><br/>Overgrown with shrubbery, slightly sloping.</p>                                   | <p><b>Known constraints or infrastructure requirements (see site constraints checklist):</b> Slight topography.</p>                  |
| <p><b>Adjacent land use/conflicts?</b> Adjacent to other employment uses.</p>  | <p><b>Floor space in use/vacant:</b> N/A</p>   |

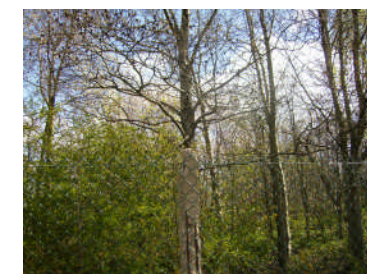
**Site Plan**



**Site Photograph 1**



**Site Photograph 2**



**Site Ref:** IN 67

**Address:** Land at Brockhill

**Site Area:** 6.60ha

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

**Development Control history:** N/A

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

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

**Ownership:** |

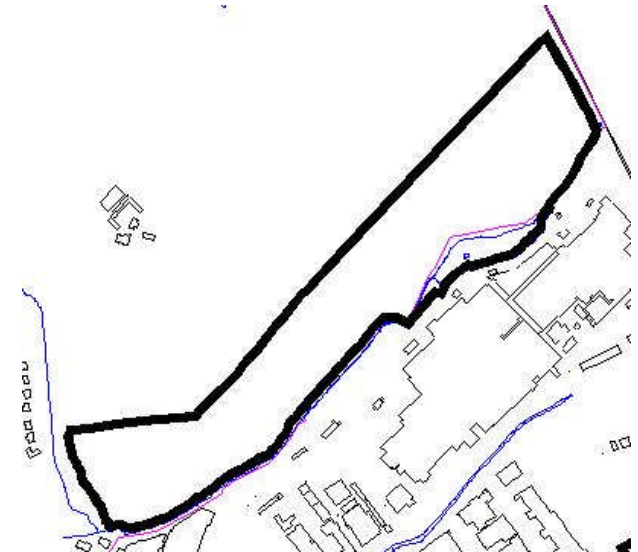
**Strategic access:** The site currently has poor strategic access; however improved access could be worked in to any potential scheme.

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

**Known constraints or infrastructure requirements (see site constraints checklist):** Possible contamination on site.

**Floor space in use/vacant:** N/A

**Site Plan**



**Site Photograph 1**



**Site Photograph 2**





### **Market Attractiveness Factors**

- 1.1 The site has not been formally identified for employment use for at least 10 years.
- 1.2 There has been no development activity on the site within the last 5 years.
- 1.3 The site is not being actively marketed as an employment site.
- 1.4 The site is not owned by a developer or agency known to undertake employment development.
- 1.5 The site is in multiple ownership. One of the owners may bring part of the site forward for development.
- 1.6 There is no valid permission for employment development on the site.

### **Sustainable Development Factors**

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

**Site Ref:** IN 69

**Address:** Land to Rear of Alexandra Hospital

**Site Area:** 2ha

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

**Development Control history:** N/A

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

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

**Ownership:**

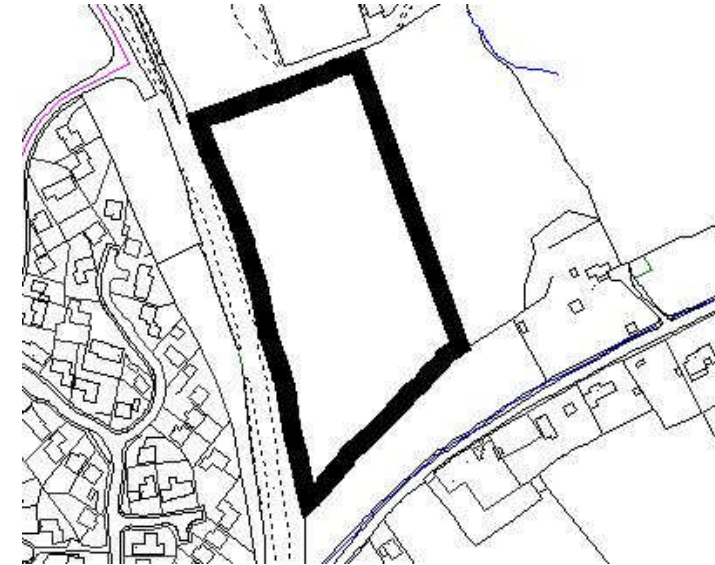
**Strategic access:** Site has access to highway network (A441) via Woodrow Drive.

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

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

**Floor space in use/vacant:** N/A

**Site Plan**



**Site Photograph**



### **Market Attractiveness Factors**

- 1.1 The site has not been formally identified for employment use for at least 10 years.
- 1.2 There has been no development activity on the site within the last 5 years.
- 1.3 The site is not being actively marketed.
- 1.4 The site is not owned by a developer or agency known to undertake employment development.
- 1.5 The site is in multiple ownership.
- 1.6 There is no valid permission for employment development on the site.

### **Sustainable Development Factors**

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