

Employment Land Review 2012

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Introduction 1

1 Introduction

1 Introduction

Background

1.1 Stafford Borough is a large district situated in the central west of the administrative county of Staffordshire. In 2012, the Borough had a population of 130,800. The Borough is characterised by a significant rural area particularly to the west of the M6 motorway, a number of small hamlets, villages and larger villages such as Eccleshall, Gnosall, and Great and Little Haywood. There are two main towns in Stafford Borough, the County town of Stafford and the market town of Stone. These two towns act as the main focus for development, with a number of the smaller settlements interspersing the rural area.

1.2 Stafford Borough is significantly influenced by, and exerts its own influences on surrounding areas. The town of Stafford is placed centrally within the County and has strong links with many of the surrounding areas such as Cannock, Rugeley and northwards towards Stone and the North Staffordshire conurbation. Stafford also has linkages with the West Midlands conurbation to the south. Further north, Stone has stronger links with the North Staffordshire Conurbation, and tends to look northwards to higher level services. There are also relationships to the west and east of the Borough, although these tend to be less strong than those to the north and south.

1.3 In socio-economic terms, Stafford Borough has a relatively low level of deprivation, except for a number of wards in the north and south west of Stafford town. Unemployment remains relatively low and levels of prosperity higher than national averages. Much of the economy relies on the provision of public services (39.6%), such as health and social care, education and public administration within the County town of Stafford. This is attributed to the fact that Stafford is the main County and Borough administrative centre. After public administration, education and health, the second most important sector locally for employee jobs is the distribution, hotels and restaurants sector which provides 13,100 employee jobs or 21.5% of the employment in Stafford Borough. Recent developments have taken advantage of the Borough's excellent links to the M6 motorway in particular, suggesting that there is potential for further development in the distribution and warehousing sector.

1.4 As with much of the region, there has been a sharp decline in employment among the manufacturing sector. Between 2001 and 2006 some 3,900 manufacturing jobs were lost in the Borough which represents a 32.5% decrease in employment in the sector. However, there are key manufacturing sites at Alstom and Evode sites in Stafford town. Small to medium sized businesses (SMEs) can be found on the Borough's industrial estates. Staffordshire University and Stafford's Technology Park play a significant role in the Borough, acting as key locations for major employers, facilitating the establishment of a cluster of medical technology companies as well as other modern technology based businesses.

1.5 The Borough provides a rich historic and environmental legacy, which includes historic landscapes, park and gardens as well as a diverse array of historically important buildings. Furthermore the Cannock Chase Area of Outstanding Natural Beauty (AONB) covers the southeastern corner of the Borough.

1.6 Several major strategic communication routes cut through the Borough, and these have been important in shaping the local area. The M6 and A34 provide excellent road links to both the north and south meaning that the majority of the Borough is within an hour drive of the major centres of Birmingham and Manchester. Links to the east and west are less well developed, although the nearby A50 offers improved links to the east at Uttoxeter and Blythe

Bridge in the very north of the Borough. Rail links are concentrated along the West Coast Main Line, which cuts through the district, with services concentrated on Stafford station. Birmingham can be reached in around 40 minutes and Manchester in 1 hour. Improvements to the West Coast Main Line means that London Euston is a 1 hour 30 minute journey. Stone station has recently re-opened and provides local connections to London, Birmingham and Cheshire.

Study Objectives

1.7 The aim of the review is to establish the suitability of land and buildings in the Borough, including Local Plan allocations, for employment use. In doing so, the Study assesses demand for, and the supply of, land for employment use. In particular, the Study considers whether sites that have been identified as being suitable for employment development, by way of planning permission or allocation or otherwise identified, reflect and are capable of satisfying the changing requirements of businesses and the local economy, and also whether the sites identified are in sustainable locations.

1.8 The identification of a balanced supply of employment land, spread across a portfolio of good quality sites will be a key element to the sustainable development of the area for future years, in particular through its ability to support and drive forward growth proposals.

1.9 In this respect, therefore, the Study has a crucial role to play through being an integral part of the “gathering evidence” stage and facilitating the Local Plan by:

- Identifying sustainable sites that are capable of attracting inward investment; and
- Identifying and facilitating the protection from other forms of development those existing sites that are sustainable and that are deemed to be suitable for development, or continuing in use, for employment purposes.

1.10 In assessing the overall development capacity / opportunities available for development, as against the perceived level of requirement for employment land, the main aim of the study is to “shake out” those sites that are no longer deemed to be suitable for employment purposes on the grounds of market realism, sustainability or other relevant considerations. The associated aims of the Study are to ensure the protection of the best employment sites in the face of competition from higher value uses, particularly housing, and enable other uses (as appropriate) to take place on those sites that are considered to be obsolete insofar as use for employment purposes is concerned.

Structure of the Review

1.11 The Employment Land Review was undertaken using the iterative processes recommended by the Government guidance, but is presented in the order set out below:

1. The introduction describes the background and study objectives.
2. A summary of the national, regional and local policies affecting provision of employment land that create a framework within which planning decisions need to be made.
3. An assessment of the socio-economic profile of the Borough and its impact on employment land.
4. The methodology that was used to carry out the study.

1 Introduction

5. Stage 1- The formulation of criteria to enable the suitability of existing sites, buildings and allocations to be assessed.

6. Stage 2- An assessment of the long term employment objectives to meet the future requirement of businesses.

7. Stage 3- Identifying a new portfolio of sites

1.12 The main body of the Review is supported by appendices and plans showing the location of employment sites in the Borough.

Planning Policy Context 2

2 Planning Policy Context

2 Planning Policy Context

Planning Policy Context

2.1 This section of the study provides a summary of the relevant policy documents relating to Stafford Borough. These documents are the:

- National Planning Policy Framework (March 2012)
- West Midlands Regional Spatial Strategy (Adopted January 2008)
- Staffordshire and Stoke on Trent Structure Plan (2001- 2011)
- Stafford Borough Local Plan, 2001 (Adopted October 1998)

2.2 The National Planning Policy Framework (NPPF) sets out the Government's economic, environmental and social planning policies for England and replaces the suite of national Planning Policy Statements, Planning Policy Guidance notes and some Circulars with a single document.

2.3 The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, which should be seen as a 'golden thread' running through both plan-making and decision taking. It further states that there are three dimensions to sustainable development: economic, social and environmental. The core objective is that the economic role the planning system provides involves building a strong, responsive and competitive economy, through ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure.

2.4 The NPPF also identifies a number of key planning principles that relate to building a strong competitive economy. It states that significant weight should be placed on the need to support economic growth and that the planning system should not act as an impediment to growth. To help deliver economic growth it states that Local Plans should:

- Set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth;
- Set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
- Support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances;
- Plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries; identify priority areas for economic regeneration, infrastructure provision and environmental enhancement; and
- Facilitate flexible working practices such as the integration of residential and commercial uses within the same unit

Planning Policy Context 2

2.5 Furthermore, the NPPF specifies that where sites are allocated for employment use where there is no reasonable prospect of being developed should not be protected in the long term. Proposals for alternative uses of land or buildings on such sites should be treated on their merits, having regard to market signals and the relative need for different land uses to support sustainable local communities.

2.6 Local Planning Authorities should normally approve planning applications for change to residential use and any associated development from commercial buildings (currently in the B use classes) where there is an identified need for additional housing in the area, provided that there are not strong economic reasons why such development would be inappropriate.

2.7 The NPPF also highlights that local authorities should provide an effective evidence base to assess the needs for land or floorspace for economic development over the plan period, including for retail and leisure development.

2.8 In December 2004 the Government published guidance to Local Authorities on how to undertake such review of employment land in their area entitled “Employment Land Reviews: Guidance Note” (referred to henceforth as “The Guidance”) and it is this guidance which has influenced the way Stafford Borough Council has undertaken its Employment Land Review. Whilst the guidance predates the current NPPF, its objectives to ensure that local authorities review their portfolios of employment sites to provide an up to date and sensible remains valid in the context of the NPPF. Local Planning Authorities are encouraged to be able to identify a robust and defensible portfolio of both strategic and locally important employment sites in their Local Plans.

2.9 In this respect, therefore, the Study has a crucial role to play through being an integral part of the “gathering evidence” stage and facilitating the Local Plan by:

- identifying sustainable sites that are capable of attracting inward investment; and
- identifying and facilitating the protection from other forms of development those existing sites that are sustainable and that are deemed to be suitable for development, or continuing in use, for employment purposes.

Regional Policy

2.10 The West Midlands Regional Spatial Strategy (RSS) was adopted in June 2004 and updated following the adoption of the Phase 1 Revision in January 2008. Although the Localism and Decentralisation Act enables the abolition of the Regional Spatial Strategy, the Government has yet to formally abolish RSSs. Therefore until this takes place the RSS remains part of the statutory Development Plan; and thus constitutes a material planning consideration.

2.11 The following spatial strategy objectives relating to economic development are contained within the West Midlands Regional Spatial Strategy:

- To secure the regeneration of the rural areas of the Region; and
- To support the diversification and modernisation of the Region’s economy while ensuring that opportunities for growth are linked to meeting needs and reducing social exclusion.

2.12 The following regional policies relating to economic development are contained in the Prosperity for All chapter of the Regional Spatial Strategy:

2 Planning Policy Context

- Policy PA1: Prosperity for All
- Policy PA5: Employment Areas in Need of Modernisation and Renewal
- Policy PA6: Portfolio of Employment Land
- Policy PA11: The Network of Town and City Centres
- Policy PA14: Economic Development and the Rural Economy

2.13 In addition, the West Midlands Regional Spatial Strategy (WMRSS) Phase 2 Revision contained a policy relating to the provision of Regional Logistics Sites (RLS) to serve the needs of the Black Country located in southern Staffordshire and to serve the North Staffordshire conurbation. The Panel Report into the WMRSS Phase 2 Revision supported the need for Regional Logistics Sites as detailed in Policy PA9 – Regional Logistics Sites (Appendix 8), as amended by the Panel Report published in September 2009.

2.14 Subsequently Inspector's Reports into the Examinations of the Black Country and South Staffordshire adopted Core Strategies has lead to joint working between the Black Country and southern Staffordshire authorities to update the evidence base concerning the identified need for large scale logistics activity and how needs might best be met, led by Wolverhampton City Council. A Stage 1 Report for the Black Country and southern Staffordshire Regional Logistics Site Study is anticipated in Spring 2013 for implications to be considered.

2.15 To date no development sites have been put forward for a Regional Logistics Site in Stafford Borough. As part of the WMRSS Phase 2 Revision in paragraph 7.46 reference was made to Meaford, north of Stone as being one of a number of 'possibilities to be explored'. However it should be noted that Meaford former power station site has been granted planning permission for 34 hectares of new employment provision, subject to a Section 106 agreement to deliver transport access infrastructure. In terms of meeting the policy criteria set out in the WMRSS, in particular the RLS being 50 hectares or more and having existing or potential for dedicated access to the regional rail and close proximity to the Strategic Road Network the only area of search for such a site would be south of Stafford near Junction 13 in Stafford Borough / South Staffordshire District. Nevertheless Stafford Borough Council will continue to co-operate with partners and relevant parties to ensure that further studies are completed in order that the issue of providing RLS in the West Midlands Region is addressed.

County Policy

2.16 The Staffordshire and Stoke-on-Trent Structure Plan 1996-2011 provides a broad planning framework for Stafford Borough over the period 1996-2011 through a comprehensive, sustainable strategy relating to land use, transportation and the environment. The following planning policies from the Structure Plan relate to economic development and have been saved beyond September 2007:-

- E1 Employment Land Provision and Distribution
- E3 Locational Factors for New Sites
- E6 Implementation and Programming
- E7 Existing Industries

Planning Policy Context 2

- E8 Loss of Employment Land and Buildings

2.17 To view the Staffordshire and Stoke on Trent Structure Plan 1996-2011 and access further information please refer to the following website: www.staffordshire.gov.uk

Local Policy

2.18 Currently the Stafford Borough Local Plan 2001, covering the period 1986 to 2001 and the Staffordshire and Stoke on Trent Structure Plan 1996-2011 make up the adopted development plan for the area. However this Development Plan now needs to be reviewed and updated, which will take place through the process of preparing the new Local Plan known as 'The Plan for Stafford Borough'.

2.19 The following planning policies from the adopted Stafford Borough Local Plan 2001 relate to economic development:-

- Policy EMP1 Protection of Employment Land
- Policy EMP2 Development within Recognised Industrial Estates
- Policy EMP3 Expansion of Existing Industrial Uses
- Policy EMP4 Potential 'Nuisance' Industrial Activities
- Policy EMP5 Office Development
- Policy EMP6 B1 Uses in Primarily Residential Areas
- Policy EMP7 Re-use of Existing Buildings
- Policy EMP9 Design and Landscaping
- Policy EMP10 Implementation of Landscaping Schemes
- Policy EMP11 Future Employment Land Provision

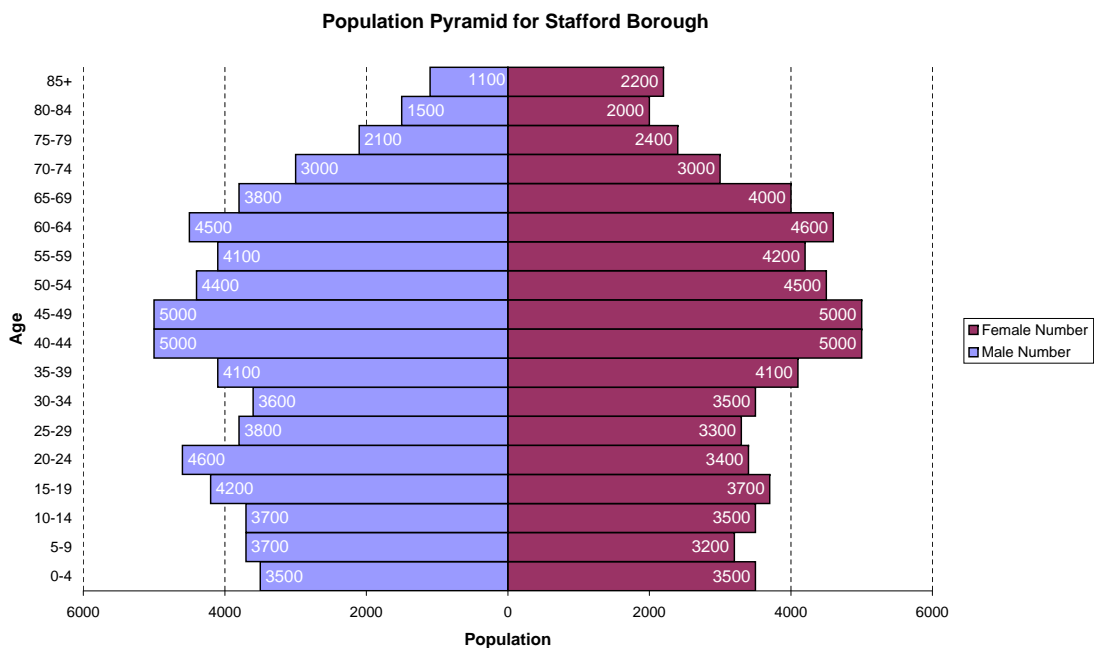
Socio-economic Profile 3

3 Socio-economic Profile

Population

3.1 Stafford Borough is one of eight districts that make up the county of Staffordshire in the West Midlands region. It has a population of 130,800, which has been steadily growing over the period 2001-2011. The population of the Borough is expected to grow to approximately 146,000 based on CLG estimates by 2035. CLG 2010-based household projections suggest that the number of households across Stafford Borough is expected to increase from 53,000 in 2008 to 65,000 by 2033 (an increase of 22.6%). This equates to an average annual increase of around 500 households to 2033.

3.2 Over the next few decades, the age profile of residents in Stafford is expected to change dramatically. Census information suggests that this is already beginning to happen with the base of the population pyramid beginning to narrow. The demographic shift is projected to increase with both the number and proportion of older people increasing. Overall, 2010-based population project the number of people aged 65 and over will increase by 45.5% (or by 15,800) by 2035; the number of 75+ residents is expected to increase by 101.7% (or by 11,700) by 2035.



Industrial Structure

3.3 The largest industrial sectors in Stafford Borough (in employment terms) are public administration and health (39.6%), and distribution, hotels and restaurants (21.5%). The level of employment in public administration and health exceed the national average, which will make the area vulnerable to future public sector spending cuts. It is therefore important to stimulate additional employment opportunities in order to help diversify the economy and strengthen private sector activity in the area. It is interesting to note that the typically high growth sector of banking, finance and insurance is currently under-represented in Stafford Borough, accounting for 13.4% of jobs. This compares to 22% at the national level.

3 Socio-economic Profile

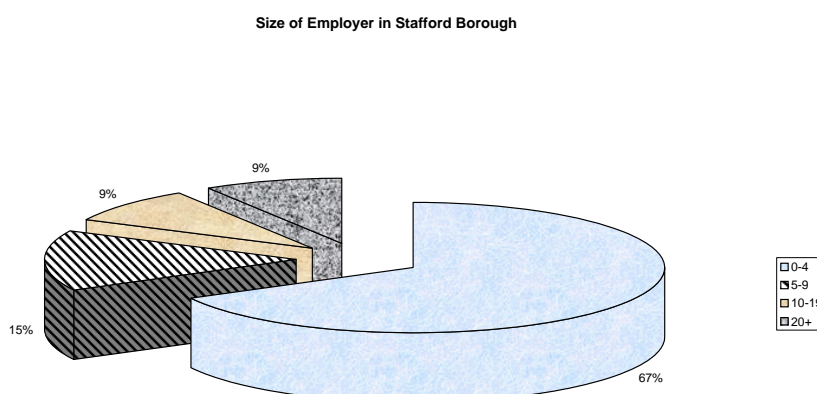
Business Start Ups

3.4 Stafford Borough experienced an increase in the number of active enterprises between 2006 and 2010. However, Stafford Borough has been shown to have a lower business start up rate (36.7) than both County (37.9) and regional (40.5). An analysis of business startups and closures shows Stafford Borough's business community to be resilient with most businesses start-ups surviving.

3.5 From 2008-2010 there was an 11% increase in business closure in Stafford Borough compared to a 34% increase in the West Midlands and 34% increase nationally. Business startups decreased by 22% from 2008- 2010, greater than the West Midlands at 13.5% but significantly more than Great Britain which dropped by 11.9%.

Employers

3.6 According to Annual Business Inquiry, there were almost 2,614 employers based in Stafford Borough in 2002. Around 87% of these employed 10 people or less. The overall numbers of employers has increased by around 4% in the past four years.



Workforce

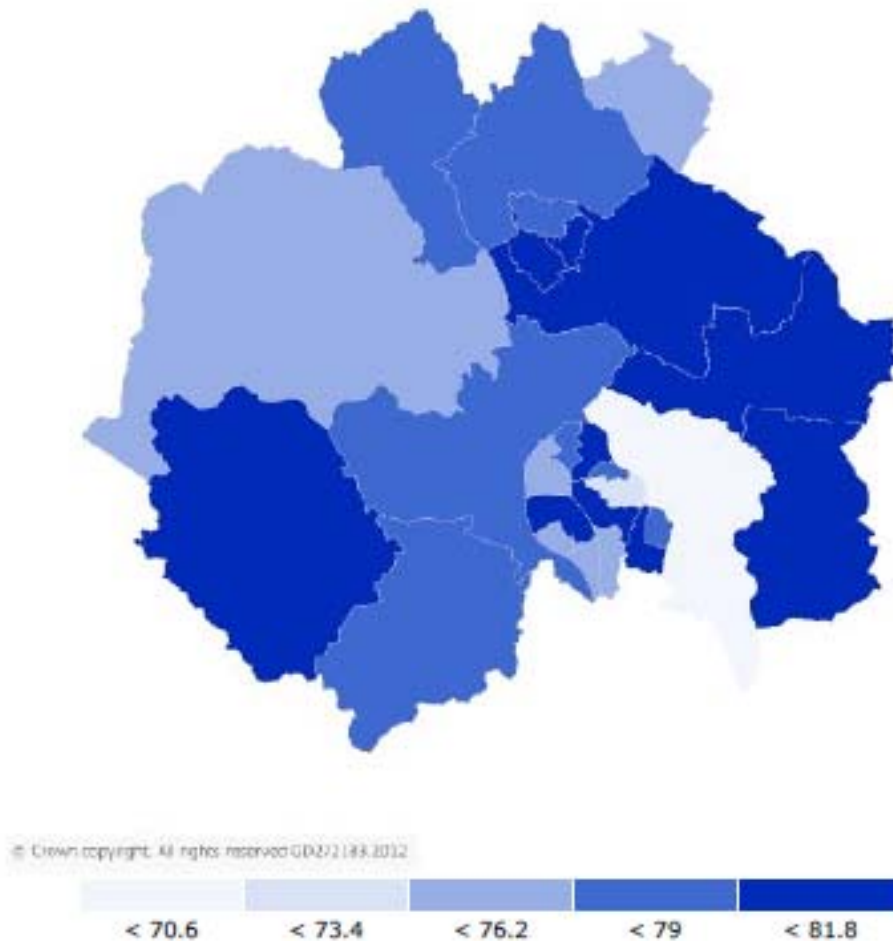
3.7 Stafford Borough economic activity rate, at 77.9%, is above the regional average (74.3%) and slightly above national levels (76.5%) suggesting there is some scope for further growth in the local economy. An analysis of the data at ward level shows that economic activity rates are relatively high throughout the Borough; performance is worst in the Eccleshall and Fulford Wards but still outstrips the West Midlands average. The highest levels of economic activity are observed in east of the Borough.

3.8 The Borough has a relatively high rate of self-employment, particularly in the context of both regional and national performance. It is estimated that 9.7% of the working-age population (aged between 16-64) are self-employed compared with 8.4% regionally and 9.0% nationally. The Borough-wide average; however, masks significant differences across the

Socio-economic Profile 3

wards. Data indicates that levels of self-employment are particularly low in the main urban areas of the Borough, an area that is characterised by a higher number of large employers, whilst levels of self employment is concentrated in the rural areas.

Percentage Economic Activity (Ward Level Data)



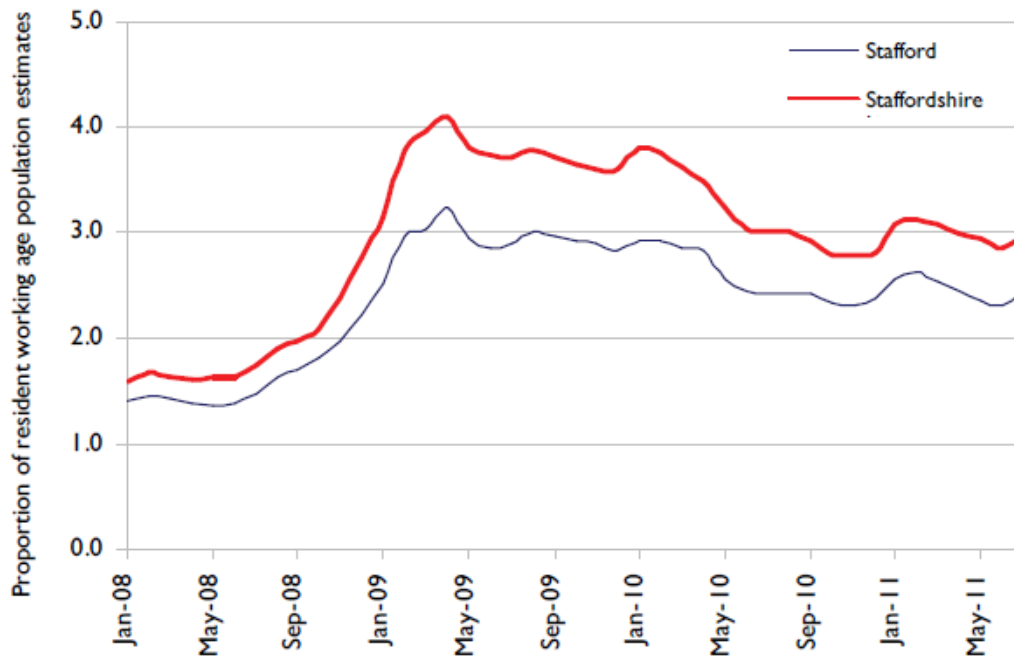
Source: Nomis

Unemployment

3.9 In general the rate of worklessness in Stafford Borough is highest in the urban areas of Stafford and Stone with 9.3% of the working age population considered workless. This was below both the Staffordshire (10.9%), West Midlands (14.4%) and Great Britain (12.9%) rates. During the recent economic downturn, the Job Seekers Allowance (JSA) claimant unemployment in Stafford Borough reached 2,452 people in April of 2009. However, this situation has now improved considerably with 1,848 people (2.4% of the population) claiming JSA (as of July 2011). This rate is still lower than the regional average (3.0%) and national rates (4.0%).

3 Socio-economic Profile

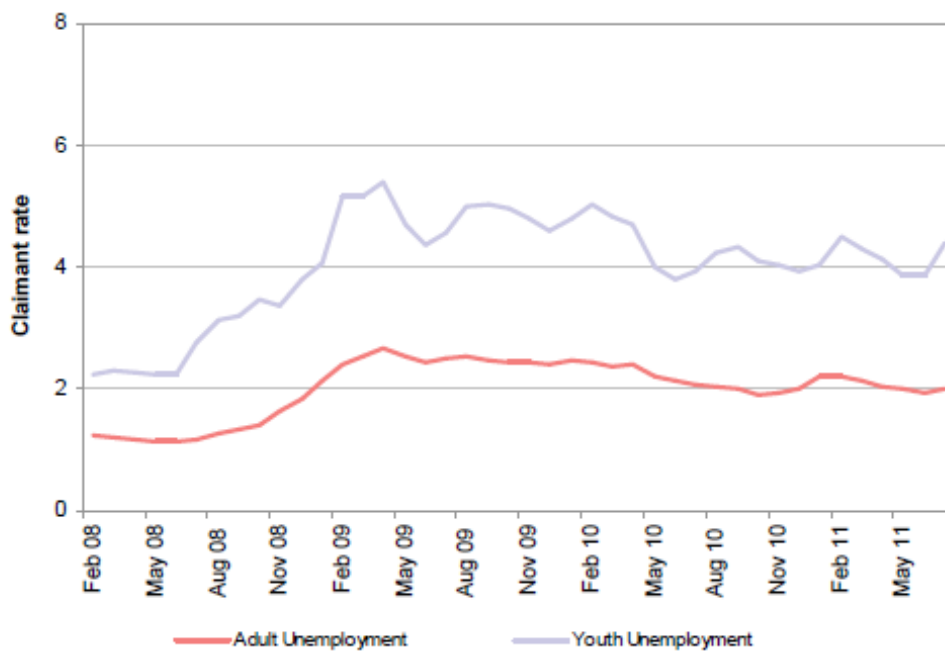
JSA Claimant: Jan 08- July 2011



Source: Department for Work & Pensions, NOMIS

3.10 Whilst youth unemployment in Stafford Borough is below the regional (7.6%) and national (6.0%) average, its rate has almost doubled between February 2008 and July 2011. As the graph below shows, the rate of youth unemployment has consistently been above that of adult unemployment (aged 25-59 M / 64F). This has particular implications for the Borough over the longer term, as youth unemployment is more likely to lead to long-term worklessness.

Socio-economic Profile 3



Source: DWP, NOMIS and 2008-2011 Mid year Population estimates, ONS

Earnings

3.11 In 2011, the gross weekly earnings for employees working in Stafford Borough was £502, which is considerably higher than the regional average of £470.6, whilst the national average is £502.6. However, the average weekly earnings of Stafford's residential population is £511.6 which is still much higher than the regional average. The difference between these figures is relatively small reflecting the high level of self-containment within the Borough and the low levels of outward commuting by residents to higher paid jobs elsewhere.

Implications for the Property Market

3.12 Stafford Borough has a high proportion of self-employed, or micro businesses employing 10 people or less. Therefore it has a higher proportion of employment types requiring business space for new and expanding businesses.

3.13 Stafford Borough has a relatively high proportion of jobs in public administration, education and health, hotels and restaurants, manufacturing, and in agriculture. It also has a high proportion of jobs in skilled trades. Whilst there has been a substantial reduction in traditional manufacturing, the Borough still retains a strong and varied engineering base. However, other sectors are less strong, in particular banking / finance, and this provides an opportunity for future development.

Methodology 4

4 Methodology

4.1 This section outlines the methodology used to undertake his study. It demonstrates that the methodology conforms with the evidence requirements of the National Planning Policy Framework (NPPF), which has replaced Planning Policy Statement 4 (PPS4) and is consistent with the approach set out Government guidance set out in Employment Land Reviews: Guidance Note (ODPM, 2004) on undertaking employment land reviews.

4.2 The Employment Land Review will form part of the evidence base, along with other information, to assess the demand for, and the supply of, land for employment use. In particular, the study considers whether sites that have been identified as being suitable for employment development, by way of planning permission or allocation or otherwise identified, reflect and are capable of satisfying the changing requirements of businesses and the local economy, and also whether the sites so identified are in sustainable locations.

4.3 The associated aims of the study are to ensure the protection of the best employment sites in the face of competition from higher value uses, particularly housing, and enable other uses (as appropriate) to take place on those sites that are considered to be obsolete insofar as use for employment purposes is concerned.

4.4 The Guidance introduces a robust, three stage approach to Employment Land Reviews, adaptable for use by planning bodies operating at different spatial levels and facing different development pressures (and at different stages in the plan preparation process). The approach reflects the underlying principles of the new planning system, with a greater emphasis on sustainability and proactive management of development. Both regional and local spatial strategies are to be more widely based than existing Development Plans, extending beyond land use planning to reflect broader economic, social and environmental considerations.

4.5 The three stage approach formalises what is an iterative approach to a review of the need for and allocation of land for employment. Those three stages are:-

Stage 1 - take stock of the existing situation, including an initial assessment of “fitness for purpose” of existing allocated employment sites.

Stage 2 - assess, by a variety of means (i.e. economic forecasting, consideration of recent trends and / or assessment of local property market circumstances) of the scale and nature of likely demand for employment land and the available supply in quantitative terms.

Stage 3 - identify and designate (if appropriate) specific new employment sites in order to create a balanced local employment land portfolio.

4.6 The Guidance then highlights objectives and perceived / intended outcomes for each of those three distinct stages:

Stage 1: Taking Stock of the Existing Situation

OBJECTIVES

4.7 The main objective of Stage 1 is a simple assessment of the “fitness for purpose” of the existing employment land portfolio, principally in order to identify the “best” employment sites to be retained and protected, and to identify sites that could possibly be released for

4 Methodology

other uses. Maintaining employment designation on sites that could be released to other uses adds little to the effective supply of employment land and merely distorts statistical analysis of the supply. Stage 1 is also the preliminary to Stages 2 and 3, thereby giving Stafford Borough Council the opportunity to review its understanding of the local economic and employment land issues.

Objectives

- To identify the “best” employment sites to be protected
- To identify employment sites to be released
- To prepare an effective brief for Stages 2 and 3 of the review

OUTCOMES

4.8 The principal outcome of Stage 1 will be the identification and protection of the “best” employment sites, and the identification and potential release of those existing or allocated employment sites, which it is felt do not meet sustainable development criteria, are unlikely to meet future market requirements or are otherwise unsuitable. The other key outcome is an effective Brief for Stages 2 and 3

Outcomes

- An understanding of key employment land supply issues
- A portfolio of potential employment sites to take forward for more detailed review
- An effective Brief for Stages 2 and 3 of the review

Stage 2: Creating a Picture of Future Requirements

4.9 Stage 2 of the Review involves the assessment of future requirements for employment land (and premises), which is compiled using a range of complementary techniques to provide a full picture of the employment requirements for Stafford Borough.

OBJECTIVES

4.10 The main objective of this stage is to quantify the amount of employment land required across the main business sectors within the study area, during the plan period. This is achieved by assessing both demand and supply elements, and assessing how they can be met by the combination of allocated sites and existing sites and premises.

4.11 This stage recognises that any quantitative assessment of employment land requirements, particularly for individual authorities, needs to be informed by the use of forecasts and surveys. These need to be interpreted, taking account of the best available indications of future change in local economies and business requirements as well as wider regional or local economic and spatial objectives. There are some formal techniques to help bring these together (referred to below in Step 10 as “scenario testing”) but the assessment of requirements and the means of meeting these depends on professional judgement and local interpretation - and is to be the subject of further work in Stage 3.

Objectives

- To understand the future quantity of land requirement across the main business sectors
- To provide a breakdown of that analysis in terms of quality and location
- To provide an indication of “gaps” in supply.

OUTCOMES

4 Methodology

4.12 The product of Stage 2 will be a quantitative assessment of future demands for and supply of employment land for the plan period. First, there is a need to undertake a quantitative assessment of the total future demand for employment land across the main sectors. The second element is to undertake a quantitative assessment of suitable employment land stock or supply remaining from Stage 1. The two outcomes will then need to be compared to identify gaps in provision and any areas of over or under-supply.

Outcomes

- Broad quantitative employment land requirements across the principal market segments covering the plan period
- An analysis of the likely “gap” in supply to be filled.

Stage 3: Identifying a “New” Portfolio of Sites

4.13 Stage 3 in the review process represents the detailed site assessment and search element. The process of assessing future requirements in Stage 2 provides a context within which the existing portfolio of sites can be appraised. In essence, Stage 3 of the review will be to confirm which sites are likely to respond well to the expectations of occupiers and property developers, and also meet sustainability criteria. The results of Stage 2, together with the site-appraisal to be undertaken under Stage 3, should provide a robust justification for allocations for employment land and development of a policy regime that reflects it.

OBJECTIVES

4.14 The main objective will be to undertake a review of the existing portfolio of employment sites, against defined site assessment criteria, in order to identify those sites which should be retained and protected and those which could be released for other uses. Where there are identified gaps in provision, a site search will be required where potential new sites are subjected to rigorous assessment in order to create a “balanced” portfolio.

Objectives

- To undertake a qualitative review of all significant sites (and premises) in the existing employment site portfolio
- To confirm which of them are unsuitable for/unlikely to continue in employment use
- To establish the extent of “gaps” in the portfolio
- If necessary, identify additional sites to be allocated or safeguarded

OUTCOME

4.15 The outcome should be a portfolio of sites that will meet local (and strategic) planning objectives whilst serving the requirements of businesses and developers.

Outcome

- Completion of the employment land review, to be taken forward in the Development Plan

Stage 1- Taking Stock of the Existing Situation 5

Stage 1- Taking Stock of the Existing Situation 5

5 Stage 1- Taking Stock of the Existing Situation

Stage 1-Taking Stock of the Existing Situation

5.1 The Government's guidance identifies a five step process for stage one, taking stock of the existing situation. The main objective of Stage 1 is to identify the best employment sites are protected and to identify sites that should be clearly released for other uses.

5.2 The main outcome of Stage 1 will be the identification of the best employment sites and the identification of and potential release of those existing or allocated employment sites that do not clearly meet sustainable development criteria and are unlikely to meet future market requirements

5.3 Stage 1 will therefore consist of an overview of Stafford Borough's main employment sites and the current property market within the Borough. A brief overview of the existing property market is given below

Property market overview and Existing Employment Land and Premises

5.4 The principal focus of economic activity in Stafford Borough are the market towns of Stafford and Stone. The rural area has a more dispersed settlement pattern and is heavily reliant on farming and traditional rural industries. Tourism also plays a significant role due to the high quality rural environment, but the tourism sector is characterised by seasonal employment and relatively low wages. In addition, the North Staffordshire conurbation exerts a strong economic force, particularly the northern part of the Borough and the market town of Stone.

5.5 Travel to work is largely dominated by the private car and there is a need for better transportation to provide better access to remote rural employment sites

5.6 The Borough is relatively prosperous with low levels of unemployment relative to the rest of Staffordshire County and the region.

5.7 In terms of the employment land across the Borough the majority of the property market activity occurs in the two main settlements of Stafford and Stone along the main routes and near to the junctions with major roads and the M6 Motorway. There are, of course, some smaller rural operations but the bulk of these are centred around industrial estates located at Key Service Villages such as Hixon and Eccleshall

Property market overview and Existing Employment Land and Premises- Stafford Town

5.8 The town of Stafford is located on the main transport arteries of the M6, A51 and the A34. The North Staffordshire Conurbation is approximately 17 miles to the north whilst Birmingham is approximately 30 miles to the south down the M6 Motorway. The access route is excellent and provides good links through the West Midlands Region although it is heavily congested at peak times and during holiday periods.

5.9 Stafford Town is connected to the major conurbations of Manchester and Liverpool in the North and Birmingham to the south as well as to London through the West Coast mainline services via Stafford station. There are also local services to Stone, Rugeley and Stoke-on-Trent.

5 Stage 1- Taking Stock of the Existing Situation

5.10 The county town of Stafford is the largest population cluster in the Borough and is thus the focus for most employment. It also hosts the main public service centres for the Borough and County Councils as well as hospital, police and emergency services.

5.11 Within Stafford town economic activity is predominately centred on a number of locations along the northern and eastern edge as well as the town centre and its immediate surroundings.

5.12 Economic activity within the town is primarily focused on two broad locations on the northern and eastern edges of the town. The northern locations are focused on Tollgate Industrial Estate, Tollgate Park as well as Primepoint and Prologis industrial estates. The eastern locations are focused on Staffordshire Technology Park, Beacon Business Park and Beacon Business Park Extension. However there are also a number of employment locations located adjacent to the town centre.

Tollgate Industrial Estate

5.13 Tollgate Industrial Estate occupies a strategic location close to the M6 at the junction of the A34 and lies directly adjacent to the newer Tollgate Park. It is a well established industrial estate that provides small and medium sized accommodation but has developed over time with a large portion of the occupiers being local businesses mainly in the B use class sector. The estate is currently running at full capacity with no plots left for further expansion.

Tollgate Park

5.14 Tollgate Park lies directly adjacent to Tollgate Industrial Estate, is an established commercial area and was allocated for employment use in the Stafford Borough Local Plan, 2001. The site is approximately 21 acres (8.5 ha) and benefits from planning consent for B1, B2 and B8 uses.

5.15 The units on site range in size from 5,300sqft to 81,000sqft, with the majority being speculative developments. The take up of sites within the estate has been slow due the recession and various other constraints. The two largest employers on the site are Elster Metering and Horsley's removals.

Primepoint

5.16 Primepoint 14 is a well established industrial estate that is located on the northern edge of Stafford town. It has excellent access to the M6 motorway at Junction 14, the northern entrance to Stafford from the motorway. The proximity of the park to the road networks has made it an ideal location for logistics.

5.17 The estate has been developed over a long period of time and with Prologis Park Stafford forms a strategic greenfield site of 128 acres (51.82ha) with mixed use consent. The site includes two units of 115,000sqft and 171,000sqft taken by Culina Logistics and Iron Mountain, two hotels and other smaller sized units. The most recent units to be constructed are the Arnold Clark car dealership to compliment the Audi dealership and the Golden Orient Chinese restaurant along the southern aspect. The remaining portion of the site adjacent the M6 Junction will enable the park to expand to accommodate future development.

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5.18 ProLogis Park Stafford forms the other half of Prime Point 14 and lies immediately adjacent to Primepoint 14. It comprises 60 acres (24.28ha) of a strategic greenfield site with B1, B2 and B8 consent. The park is dominated by small number of large units. The largest of these is 542,940 sq ft which has been let to Screwfix Direct, with further units let to Altecnic, Wedgwood and Gap.

Beacon Business Park & Extension

5.19 Beacon Business Park is situated on Weston Road (A518), Stafford adjacent to Staffordshire University and Staffordshire Technology Park. The site is well established and benefits substantially from ease of access from the strategic road network and ease of access from the local labour force. It comprises a mix of light industrial units and warehousing. Whilst the original site is full, an extension to the site providing 66.82 acres (27 hectares) of additional employment land for mixed industrial uses.

Staffordshire Technology Park

5.20 Staffordshire Technology Park is a 44-acre former Greenfield site located next to Staffordshire University on Beaconside in Stafford. It is on the A513 about 5 minutes drive from junction 14 of the M6. The whole site was in the ownership of Staffordshire County Council and has been let on a 125-year ground lease to the individual developers of the site.

5.21 The whole site has a square footage of approximately 453,000 sq ft. The largest employment sector on the Technology Park was the public sector, employing 780 people. However, the opening of the new Staffordshire Place in Stafford town centre has led to staff being relocated, resulting in high office vacancy rates.

5.22 More recently the number of medical technology companies on the site has been growing consistently to employs around 110 people. The two largest employers in this sector are Biomaster who produce antibacterial technologies and PuriCore who specialise in water based clean technologies

Greyfriars Industrial Estate

5.23 Greyfriars Industrial Estate is close to Stafford town centre. It is owned by DVS property and currently comprises approximately 40,000sq ft . Existing occupiers of the site include Homebase, Dreams and Halfords. Rents within the estate achieve in the order of £13.00 per sq ft. However, a number of units are quite small and unsuited to a modern retail environment.

Astonfields and Common Road Industrial Estates

5.24 These are key secondary employment locations near the town centre, with sites generally comprised of older small to medium sized units that has been developed in a piecemeal fashion, including infill developments and redevelopment of existing sites, which has resulted in a low environmental quality. Both sites are close to full capacity and there is no room for additional expansion.

Property market overview and Existing Employment Land and Premises- Stone Town

5.25 Stone is the second largest town after Stafford and lies in the north of the Borough between Stafford town and the North Staffordshire Conurbation. Stone is well connected to the surrounding region through the existing road and rail network. The town has a strong tourism, service and retail base.

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5.26 Economic activity in Stone town is centred on the town centre and the well-established industrial estates at Whitebridge and Stone Business Park.

5.27 The only land allocated for employment within the Local Plan is to the south of Stone Business Park. However, this is currently undeveloped.

5.28 New office provision in Stone town is relatively limited due to the town's size, its close proximity to the North Staffordshire conurbation and Stafford Town. Where it does occur it is limited to the town's historic core and the two large business parks within close proximity to the town centre. Rents within the town centre are in the region of £28 per square foot, whilst vacancy rates at 5.8% are below the national average.

Whitebridge Industrial Estate

5.29 Whitebridge industrial estate is a privately owned industrial estate located on the edge of Stone. It offers easy access to the A34 and is close to junctions 14 and 15 of the M6 Motorway. The estate has been developed over time and provides small to medium sized units to support local businesses. Take up rates have been good, with the majority of the estate being occupied by B1 and B2 uses. Some units within the estate are unoccupied but the overall vacancy rate is low and there is limited room for expansion.

Stone Business Park

5.30 Stone Business Park is a well established commercial area located just off the A34, on the southern tip of Stone town. The site is well located and has good road access to the M6 Motorway and the A34 road.

5.31 The estate was originally developed during the 1980s on an ad hoc basis and has grown into a large industrial estate with a diverse of units from small to very large warehouses. Take up rates have been good prior to the recession. However, vacancy rates have now increased. The site has a strong representation from national and international employers.

5.32 Expansion land allocated in the existing Stafford Borough Local Plan that enables the business park to develop has not been brought forward for development despite there being limited opportunities for infill within the estate.

Other Significant Sites in Stafford Borough

5.33 The overview has highlighted the main employment areas at the main towns of Stafford and Stone but there are also large significant employment sites within rural areas or adjacent to Key Service Villages. These include the following:

- Raleigh Hall Industrial Estate - Eccleshall
- Pasturefields Industrial Estate - Hixon
- Hixon Airfield Industrial Estate - Hixon
- Moorfields Industrial Estate - Cotes Heath
- Hixon Industrial Estate - Hixon
- Ladfordfields Industrial Estate - Great Bridgeford

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- Former Indesit factory - Blythe Bridge
- Former Meaford power station - Meaford

Site Assessment Methodology

5.34 The next phase of Stage 1 is to assess the existing stock of employment sites against a detailed set of criteria. The results of these assessments will indicate whether sites should be retained or released for other uses, depending on the outcome of the assessment. These sites are spread across the Borough, as shown on the plans at Appendix 1, 2 and 3.

5.35 The site appraisals were carried out using a combination of desktop exercises and site visits undertaken during the preparation of this report. The assessment included a range of market, sustainability and physical assessment criteria using a standard proforma to record details of each site. Details of the proforma and the scoring system can be found at Appendices 5 and 6. The results of the assessment are set out in Appendix 7. Information was also collected from Stafford Borough Economic Development Unit.

Established Employment Sites within Stafford Borough

5.36 A total of 25 existing employment sites were examined using the following criteria under the three separate categories:

- Market factors
- Physical factors
- Sustainability factors

Market Factors

5.37 The market factors criteria below aims to assess the popularity of various sites to occupiers, developers and investors in terms of location and business sector use. Detailed proformas and methodology used to assess each site are available in Appendix 5. The market assessment takes account of the following characteristics:

- Strategic Access
- Local Access
- Nature of Existing Tenants
- Market Attractiveness
- Vacancy Levels
- Condition of Premises
- External Environment

Market Assessment Score for Existing Land Supply

Market Score	Number of Sites	% of Sites	Total Land (ha)
Excellent	9	36%	187.5
Good	14	56%	184.357
Average	1	4%	5.89
Poor	1	4%	0.422

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Market Score	Number of Sites	% of Sites	Total Land (ha)
Very Poor	0	0%	0
Totals	25	100%	378.17ha

5.38 As can be seen from the results of the site assessments, the majority of the sites are either good or excellent. The majority of the sites were ranked as either excellent, totalling 187.5ha of land, or good, totalling 184.36ha of land. Only one site, Moorfields Industrial Estate, Swynnerton was ranked as being average. Just one site was ranked as being poor, this being the former nursing home at Groundslow Grange. The best quality sites are located at Stafford and Stone towns, reflecting their strategic locations along the main transport axes, particularly the M6 corridor.

Physical Factors

5.39 The physical factors criteria below aims to assess the physical condition of various sites. The sites were then ranked according to the score obtained from each individual site. Detailed proformas and methodology used to assess each site are available in Appendix 5. The physical assessment takes account of the following characteristics:

- Local Access
- Building Age
- Condition of Premises
- External Environment

Physical Score for Existing Land Supply

Physical Score	Number of Sites	% of Sites	Total Land (ha)
Excellent	4	16%	27.737
Good	13	52%	245.97
Average	7	28%	104.04
Poor	0	0%	0
Very Poor	1	4%	0.422
Totals	25	100%	378.17ha

5.40 As the table above shows, the majority of the sites are either good or excellent. The majority of the sites were ranked as either excellent, totalling 27.73ha of land, or good, totalling 245.97ha of land. A third of the sites are ranked as average, accounting for 104.04ha of land. Just one site was ranked as being very poor, the former nursing home at Groundslow Grange. The sites ranked as excellent are Tollgate Business Park, Stafford; Stafford Motorway Service Station, Stafford; Sugnall Business Centre, Sugnall and Land at Mill Lane, Great Haywood.

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Sustainability Factors

5.41 The sustainability factors criteria below aims to assess the condition of various sites to occupiers, developers and investors in terms of location and business sector use. Each site was examined for sustainability assessment takes account of the following characteristics:

- Strategic Access
- Local Access
- Public Transport
- Proximity to Urban Areas and Access to Labour and Services

Sustainability Score for Existing Land Supply

Sustainability Score	Number of Sites	% of Sites	Total Land (ha)
Excellent	16	64%	299.59ha
Good	5	20%	55.605ha
Average	3	12%	22.55ha
Poor	1	4%	0.422
Very Poor	0	0%	0
Totals	25	100%	378.17ha

5.42 As can be seen from the results of the site assessments, the sites are ranked as average or above. Those sites ranked as excellent, accounted for 299.59ha of land, or good, accounted for 56.029ha land. Three sites were ranked as being average, those being Moorfields Industrial Estate, Sugnall Business Centre, Sugnall and Stafford Motorway Service Station. Only one site, Groundslow Grange, Tittensor, was ranked as being poor.

Wholly or Partly Undeveloped Land within Stafford Borough

5.43 This includes sites that have planning permission that are only partially developed or sites which have planning permission for employment uses. A total of 3 existing employment sites were examined under the three separate categories:

- Market factors
- Physical factors
- Sustainability factors

Market Factors

5.44 The market factors criteria below aims to assess the popularity of various sites to occupiers, developers and investors in terms of location and business sector use. Detailed proformas and methodology used to assess each site are available in Appendix 6. The Market assessment takes account of the following characteristics.

- Market Activity (in the last five years)
- Site Availability
- Access

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- Proximity to Urban Areas and Access to Labour and Services
- Compatibility of Adjoining Uses
- Planning Status
- Market Attractiveness
- Economic Constraints

Market Factors Score for Existing Land Supply

Market Factors Score	Number of Sites	% of Sites	Total Land (ha)
Excellent	1	25%	8.51
Good	2	50%	1.61
Average	1	25%	47.51
Poor	0	0%	0
Very Poor	0	0%	0
Totals	4	100%	57.63ha

5.45 As can be seen from the results of the site assessments, the sites are ranked as average or above. Those sites ranked as excellent, accounted for 8.51ha of land, or good, accounted for 1.61ha land. Only one site, Meaford Power Station, was ranked as being average. No sites were ranked as being poor or very poor.

Physical Factors

5.46 The physical factors criteria below aims to assess the physical condition of various sites. The sites were then ranked according to the score obtained from each individual site. Detailed proformas and methodology used to assess each site are available in appendix 6. The physical assessment takes account of the following characteristics

- Access
- Public Transport
- Proximity to Urban Areas and Access to Labour and Services
- Site Characteristics

Physical Factors Score for Existing Land Supply

Physical Factors Score	Number of Sites	% of Sites	Total Land (ha)
Excellent	1	25%	1.18
Good	2	50%	8.94
Average	1	25%	47.51
Poor	0	0%	0
Very Poor	0	0%	0

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Physical Factors Score	Number of Sites	% of Sites	Total Land (ha)
Totals	4	100%	57.63ha

5.47 As can be seen from the results of the site assessments, the sites are ranked as average or above. The majority of the sites were ranked as good, accounting for 8.94ha of land. Only one site, Meaford Power Station, was ranked as being average. No sites were ranked as being poor or very poor.

Sustainability Factors

5.48 The sustainability factors criteria below aim to assess the sustainability of various sites. The sites were then ranked according to the score obtained from each individual site. Detailed proformas and methodology used to assess each site are available in Appendix 6. The sustainability assessment takes account of the following characteristics

- Public Transport
- Proximity to Urban Areas and Access to Labour and Services
- Compatibility of Adjoining Uses
- Planning / Sustainability Factors

Sustainability Score for Existing Land Supply

Sustainability Factors Score	Number of Sites	% of Sites	Total Land (ha)
Excellent	0	0%	1.18
Good	2	50%	9.63
Average	2	50%	47.94
Poor	0	0%	0
Very Poor	0	0%	0
Totals	4	100%	57.63ha

5.49 As can be seen from the results of the site assessments, the sites are ranked as average or above. Those sites ranked as good, accounted for 9.63ha of land, or average, accounted for 47.94ha land. No sites were ranked as being poor or very poor.

Site Appraisal Results and Analysis

5.50 To reach a view about which sites are to be retained or released at this stage a balanced view has been taken in considering individual sites, applying the "market factors", "physical factors" and "sustainability factors" criteria.

5.51 The conclusions from stage one are that the existing employment sites within the Borough, and those that have extant planning permissions, score well and will therefore be retained as part of the employment land portfolio. However, the former nursing home at

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Groundslow Grange was the exception, scoring either poorly or very poorly on all of the criteria. Therefore, it is considered that the former nursing home at Groundslow Grange should be removed from the employment land portfolio.

Stage 2- Forecasting Future Stafford Borough Employment Land Needs 6

6 Stage 2- Forecasting Future Stafford Borough Employment Land Needs

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Stage 2- Forecasting Future Stafford Borough Employment Land Needs

6.1 This section focuses on the assessment of future land requirements for future land and premises and the two methodologies that will be used to determine future land requirements. The first method will be determined using a "Continuing of past Trends Approach" which considers previous employment rates and projects them forwards to calculate the land requirements. The second method uses labour demand projections to estimate changes in employment levels per industrial sector and then converts them into equivalent land requirements.

6.2 The main objective of Stage 2 is to analysis is to quantify the amount of employment land required across the main business sectors within the study area during the plan period.

6.3 The main outcomes of Stage 2 will be quantitative assessment of future employment land requirements for the plan period. Firstly, there is a need to undertake a quantitative assessment of the total of the total future demand for employment land across the main sectors. The second element is to undertake a qualitative assessment of suitable quality employment land stock or supply remaining from stage 1. The two outcomes will need to be compared to identify gaps in provision and any areas of over or under supply.

Continuation of Past Development Trends Approach

6.4 Following the methodology, a "Continuation of past development trends" approach is applied. It is a relatively straight forward land estimation method which considers the levels of employment land development in the Borough over recent years to create an average building rate. This building rate is then factored forwards over the period of interest to calculate a potential land requirement.

6.5 For the purposes of this project, past development rates have been calculated for the past 5 years (2007/08 to 2011/12) and the past 10 years (2002/03 to 2011/12).

6.6 As of April 2012, a total of 109.2 hectares of employment land is available, 97.6 hectares of which had full planning permission.

6.7 Using data from the Staffordshire Employment Land Survey over the past 10 years the total amount of employment land that has been completed in Stafford Borough was identified. This information will then form the basis of the Past Trends Approach.

6.8 During the previous decade a total of 81.21 hectares of employment land has been developed in the Borough. The largest amount of development occurred in 2002-03 (24.74 ha) and 2006-07 (26.06 ha) and the lowest amount in 2005-06 (0.21 ha) and 2011-12 (1.74 ha).

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Employment Land Completions 2002/03 to 2011/12 (Hectares)

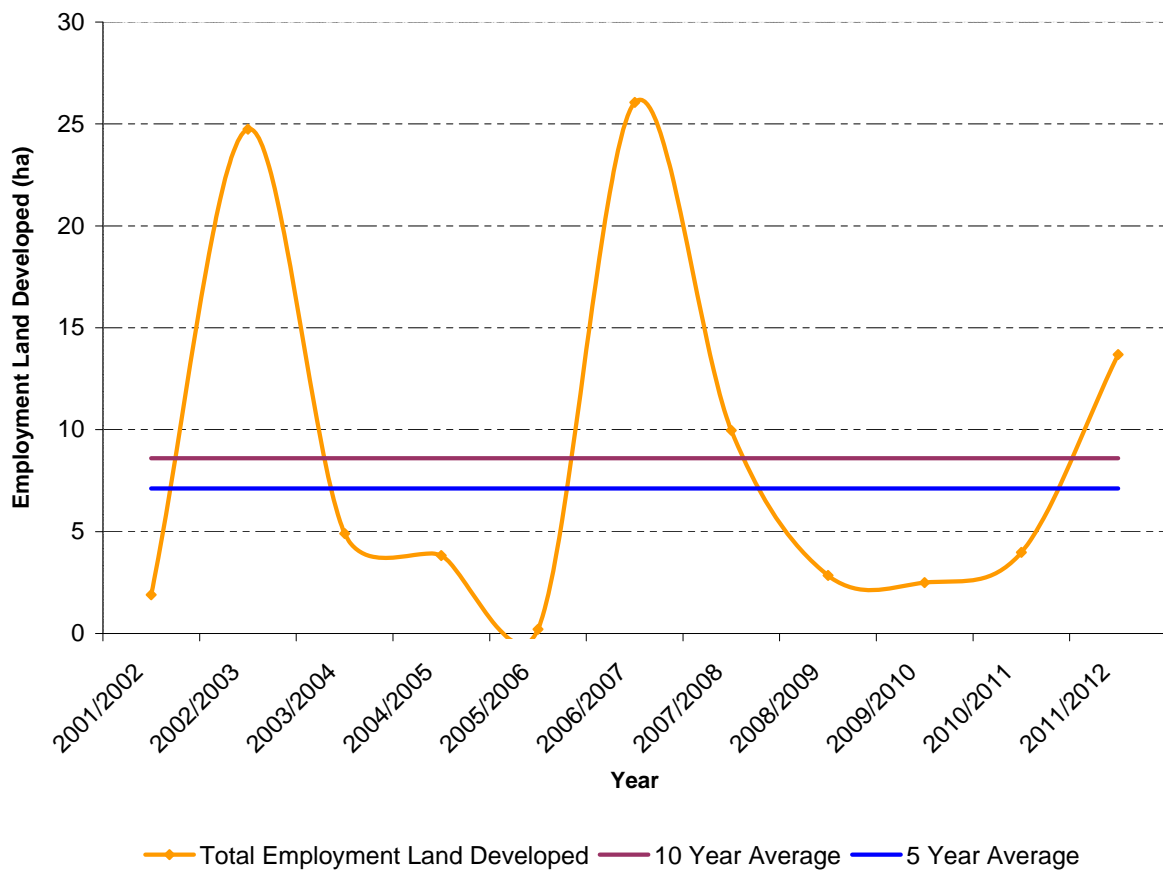


Table 1- Total Employment Land Developed (Hectares)

Year	2002/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10/11	2011/12
Total Employment Land Developed (ha)	24.74	4.9	3.82	0.21	26.06	9.96	2.85	2.5	3.98	9.72

Average levels of employment land completions

6.9 Having taken account of employment land completions for each of the past 10 years, the mean average annual employment land completion rates are calculated for the periods of the past 10 years, and the past 5 years. These offer an average build rate which will form the overall basis for the calculation of future requirements.

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Table 2- Average Building Rates - past 5 year and past 10 year (Hectares)

Total Completions 2007/08 to 2011/12	Average Build Rate (5 years)	Total Completions 2002/2003 to 2011/12	Average Build Rate (10 years)
29.46	5.9	89.19	8.91

Translating average employment land completions to future requirements

6.10 The average annual building rates for both the past 5 years, and the past 10 years are then translated into potential land requirements by multiplying the relevant average annual building rates by a factor of 20 – this provides a potential figure for the 20 year period between 2011-2031 based on build rates from the past 5 years and 10 years. The potential land requirements for the twenty year period between 2011 and 2031 are set out in table 2 below.

Table 3- Potential land required - based on past 5 year and past 10 year averages (Hectares)

Average Build Rate (5 years)	Land Supply 2011-31 (based on 5 year build rate)	Average Build Rate (10 years)	Land Supply 2011-31 (based on 10 year build rate)
5.9	118	8.91	178.2

Taking Completed Development into consideration

6.11 The land supply requirements identified in step 3 cover a twenty year period from 2011 to 2031. However there has already been 1 year worth of completions during the period 2011/ 12, which need to be considered. The level of completions during this period should be taken from the overall requirement identified in step 3. The potential land requirements for the remaining 19 years of the period between 2012 and 2031 are set out in table 4 below.

Table 4- Potential land required

	Estimated Land Supply Requirement 2006-2026	Completions 2006-2012	Estimated Residual Land Required 2011-2031	Estimated Annual Average Rate of Completions (2012-2026)
Based on 5 year average build rate	118	9.72	108.28	5.69
Based on 10 year average build rate	178.2	9.72	168.48	8.87

6.12 An issue for consideration when using the continuation of past trends approach, is that future economic conditions will not necessarily mirror those that have taken place in the recent past and an element of caution should be applied to these findings. However offer a useful “at a glance” approach estimate to the levels of employment land which may be required

Stage 2- Forecasting Future Stafford Borough Employment Land Needs 6

if Stafford Borough was to experience sustained levels of growth similar to those which have taken place over recent years. As with all approaches to land estimation, an element of caution should therefore be applied to these findings.

Labour Demands Approach using Employment Forecasts

Identify employment forecasts for employment change

6.13 Table 6 below highlights the forecasted levels of employment in total terms, and by broad industrial sector over the period between 2006 and 2026. The employment forecast data has been sourced from Cambridge Econometrics Local Economy Forecasting Model – a well respected source of employment forecasting data nationally, and is used widely for both the purposes of economic forecasting and as one factor for employment land estimation.

6.14 The base year of the employment forecast is 2008, so any data beyond this year is forecast data, and should be treated with some element of caution accordingly. Indeed a forecast is only an indicative estimate of how the economy may change into the future and as such, any land requirements generated as a result of economic forecasts should only be classed as estimates, and as an initial starting point for the further analysis of land for employment requirements.

6.15 Table 6 highlights the forecasted number of jobs in each of the main employment sectors for 5 year periods between 2006 and 2026.

6.16 Table 7 highlights the forecasted changes in employment between the 5 year periods, and 2006-2026 (the period over which land requirement estimations will be required). The employment change figures will form one part of the basis for the calculation of land required through the labour demand approach.

Table 6 – Employment Forecasts 2006-26 (absolute jobs)

Industry	2006	2011	2016	2021	2026	Total Change 2006-26	Percentage 2006-26
Agriculture etc	2,000	2,300	1,500	1,000	700	-1,300	-65%
Mining and quarrying	0	0	0	0	0	0	0%
Manufacturing	8,500	5,700	5,000	4,400	3,900	-4,600	-54%
Electricity gas and water	0	300	300	200	200	200	0%
Construction	2,800	2,700	3,100	3,300	3,300	500	18%
Distribution hotels and catering	14,100	13,100	13,100	12,900	12,900	-1,200	-9%
Transport and communications	3,100	2,600	2,200	1,800	1,400	-1,700	-55%

6 Stage 2- Forecasting Future Stafford Borough Employment Land Needs

Industry	2006	2011	2016	2021	2026	Total Change 2006-26	Percentage 2006-26
Financial and business services	7,800	8,000	8,400	9,000	9,500	1,700	22%
Government and other services	29,800	31,100	29,800	28,200	26,800	-3,000	-10%
Total	68,200	65,700	63,300	60,800	58,400	-9,800	-14%

Table 7 – Employment Forecasts 2006-26 (change in absolute jobs)

Industry	2006-2011	2011-2016	2016-2021	2021-2026	Total Change 2006-26
Agriculture etc	300	-800	-500	-400	-1,300
Mining and quarrying	0	0	0	0	0
Manufacturing	-2,800	-700	-600	-500	-4,600
Electricity, gas and water	300	0	-100	0	200
Construction	-100	400	200	0	500
Distribution, hotels and catering	-1,000	0	-200	0	-1,200
Transport and communications	-500	-400	-400	-400	-1,700
Financial and business services	200	400	600	500	1,700
Government and other services	1,200	-1,200	-1,600	-1,400	-3,000
Total	-2,500	-2,400	-2,500	-2,400	-9,800

Identify employment densities and relevant plot ratios for translation to land requirements

6.17 In order to translate forecasted employment change into a potential floor space requirement, account is taken of the amount of floor space that the differing employment sectors will need.

Stage 2- Forecasting Future Stafford Borough Employment Land Needs 6

6.18 Primarily a best fit approach was used to estimate which use class is the most appropriate to each of the economic forecasting sectors (the best fit to use classes will be used later in the process, as this study will only take account of the need for B class use employment land).

6.19 Table 8 below highlights the potential floor space requirements of the different sectors identified by the employment forecasts above. Floor space requirements vary substantially from the lowest levels (and highest job densities), in the hotels and catering sector, up to the highest levels (and lowest job densities) such as those traditionally found in the distribution sector. For example 100 new jobs in the manufacturing industry would be calculated by multiplying 100 x 30 (the floor space per manufacturing job). This would yield a floor space requirement of 3000 sq m.

6.20 In addition to floor space, a “plot ratio” factor is also required. The plot ratio factor provides a basis on which to translate floor space into an overall area of employment land. For example a plot ratio of 0.4 suggests that floor space for jobs will only account for around 40% of the total employment land needed for a certain plot. The plot ratio factor allows this to be factored up accordingly. Further details on the floor space density and plot ratios will be examined later in the report.

Table 8 – Employment density and plot ratio factors

Industry	Use Class (Best fit)	Floorspace Density (sq.m.)	Plot Ratio
Agriculture etc	N/A	N/A	N/A
Mining and quarrying	N/A	N/A	N/A
Manufacturing	B2	30	0.4
Electricity, gas and water	B2	30	0.4
Construction	B2	30	0.4
Distribution, hotels and catering	A1, A3, B8, C1, Sui Generis	20 / 65	0.4 / 0.6
Transport and communications	B1, Sui Generis	20	0.6
Financial and business services	A2, B1	20	0.6
Government and other services	A2, B1, D1, D2	20	0.6

Source: Densities – English Partnerships, Plot Ratios – Atkins Staffordshire Moorlands Employment Land Study

Notes: Densities have been extracted and interpreted from the English Partnerships publication – “Employment Densities – A Simple Guide”. This publication identifies data generated for the average densities nationally.

Employment Densities calculated by the Research Business unit from surveys of local industrial estates and business parks developed by Staffordshire County Council suggest that local densities are lower than those reported nationally meaning that locally more land could be necessary.

6 Stage 2- Forecasting Future Stafford Borough Employment Land Needs

*Floorspace density is the amount of floorspace (sq.m.) required to accommodate a job.
Plot Ratios is the factor of the additional land required to accommodate the floorspace.*

Identify possible assumed levels of employment taken on B class land

6.21 Firstly a refinement of the employment forecasts in tables 6 and 7 is undertaken. This identifies those sectors that will require B class employment land being taken. The relevant sectors requiring B class employment land are highlighted in table 9 below.

6.22 For the purposes of this piece of work, a range of different scenarios have been taken into account in order to identify the employment land requirement using the labour demand modelling approach.

6.23 The different scenarios take account of the different ways in which the employment forecast information can be interpreted. The preferred approach, which is worked through in this methodology is to use a scenario where:

- Negative employment change is excluded
- An assumption is made of the different proportions of the forecasted increase in employment that is likely to require B Class land (see table 9 below)
- An assumption is made for potential relocation for manufacturing employment. A proportion of 10% of the manufacturing employment in each of the 5 year periods of the employment forecasts has been suggested for manufacturing employment relocation. For example in 2006, 850 jobs, in 2011, 570 jobs and so on.

6.24 The assumptions on the proportion of forecasted employment likely to require B class land has been taken from survey work undertaken by the Research Unit – the proportions have been calculated based on occupation of industrial estates in Staffordshire, local knowledge based on occupiers of recently completed development on B class land and an approximation relating to the split between the various use classes in the projections.

Table 9 – Assumed levels of land to be taken on B Class land following changes to local economic base from employment projections

Industry	Use Class (Best fit)	Assumed level of employment which will be accommodated on B Class Land
Manufacturing	B2	10% ^(a)
Electricity, gas and water	B2	100%
Construction	B2	10%
Distribution, hotels and catering	B8, Sui Generis	30% ^(b)
Transport and communications	B1, Sui Generis	100%
Financial and business services	B1	70%
Government and other services	B1	10%

Stage 2- Forecasting Future Stafford Borough Employment Land Needs 6

Notes: (a) All manufacturing employment will be located on B class land, however, as the projection indicates negative growth in this sector, a 10% figure has been included as an allowance for the relocation of existing manufacturing employment.

(b) Although only 30% of the total number of jobs in the Distribution, Hotel and Catering sector related solely to B8 & Sui Generis type uses, it is assumed that 100% of the B8 and Sui Generis uses in this sector will be located in B class land

Convert labour demand from assumed forecasted employment change into a floor space requirement

6.25 The conversion of labour demand into potential employment floor space is a relatively straightforward process.

6.26 Firstly, the employment change figures identified in table 7 are multiplied by the relevant density factors as set out in table 8 – these yield the floor space figures as set out in table 10 below. Although manufacturing employment is expected to generate a negative change throughout the period of interest, the incorporation of 10% of the annual employment in manufacturing for relocations, as highlighted above explains the generation of land requirements for that sector.

6.27 For the purposes of this method, employment change that yields a negative change is discounted from the calculations.

Table 10 – Potential floor space requirements using employment density above and assumed proportions of employment taking B class land

Industry	2006-2011	2011-2016	2016-2021	2021-2026	Total Change 2006-26
Manufacturing	25,500	17,100	15,000	13,200	70,800
Electricity, gas and water	9,000	0	Neg	0	9,000
Construction	Neg	1,200	600	0	1,800
Distribution, hotels and catering	Neg	0	Neg	0	Neg
Transport and communications	Neg	Neg	Neg	Neg	Neg
Financial and business services	2,600	5,200	7,800	6,800	22,400
Government and other services	2,400	Neg	Neg	Neg	2,400
Total	39,500	23,500	23,400	20,000	106,400

6 Stage 2- Forecasting Future Stafford Borough Employment Land Needs

Use plot ratios to convert floor space requirement into employment land requirements

6.28 In order to translate forecasted floor space requirements into an overall employment land requirement “plot ratios” have been used and are specified alongside the relevant employment densities in table 8.

6.29 For example a plot ratio of 0.4 (as used when considering most B1 type development) suggests that floor space for jobs will only account for around 40% of the total employment land needed for a certain plot.

6.30 Table 11 applies the relevant B class plot ratio to floor space requirements set out in table 10 to calculate an overall land requirement. The land requirement in sq metres is divided by 10,000 to provide an overall requirement in hectares.

Table 11 – Potential land required (NET) excluding negative change

Industry	2006-2011	2011-2016	2016-2021	2021-2026	Total Change 2006-26
Manufacturing	6.38	4.28	3.75	3.30	17.70
Electricity, gas and water	2.25	0.00	Neg	0.00	2.25
Construction	Neg	0.30	0.15	0.00	0.45
Distribution, hotels and catering	Neg	0.00	Neg	0.00	0.00
Transport and communications	Neg	Neg	Neg	Neg	Neg
Financial and business services	0.43	0.87	1.30	1.13	3.73
Government and other services	0.40	Neg	Neg	Neg	0.40
Total	9.46	5.44	5.20	4.43	24.53

6.31 Using the above methodology and assumptions between 2006-26 a total of 24.5 ha of B Class land will be required.

Strengths and Weaknesses of each Forecasting Method

6.32 In determining the most suitable level of employment land to requirements over the plan period it is necessary to assess the strengths and weaknesses of both forecasting models.

6.33 The Labour demand model strength is based on determining future economic trends in the economy, such as the decline in the manufacturing sector and growth in the service sector and is therefore useful for identifying the land requirements of expected, trend based employment change. Its limitations are that it predicts a significant decline in employment

Stage 2- Forecasting Future Stafford Borough Employment Land Needs 6

for manufacturing with a corresponding decline in land for manufacturing. The decline in employment is however, unlikely to lead to such a high corresponding decrease in land requirements. New manufacturing investment continues to take place in Stafford Borough. This investment can involve a high land take even though the jobs generated are relatively low by historic standards, due to the increasingly automated nature of modern manufacturing. A decline in workforce as a firm rationalises its operations also does not always result in a corresponding decline in floorspace requirements. The model's reliance on historic data makes the model unreliable for new and emerging sectors such as the high technology sector. Therefore it is considered that whilst the labour demand model has a number of advantages, but in practice the model significantly underestimates land requirements.

6.34 The past trends approach strengths are that it provides a point of reference that uses an established data source and is the most reliable source of estimating land requirements over short periods of time. The limitations are that their reliability will decrease the further into the future they are used. Therefore, 5 year projections are likely to be more reliable than 10 year projections. The projections also do not reflect future trends in the economy. For example, the growth in the service sector as compared to the decline in manufacturing. Previous trends do not reflect future trends in the economy. For example, the growth in the service sector as compared to the decline in manufacturing.

Conclusions

6.35 The methods of land forecasting have yielded quite different results. The labour demand approach indicates a significant overall decline in total employment levels in the Borough between 2006 and 2026 yields an employment land requirement of 24.5 hectares in the period 2006 to 2026. This is largely due to a significant decrease in employment in the Manufacturing and Government and Other Service sectors. Although the plan period for the Stafford Borough Local plan is 2011-2031 and not 2006-2026, it is considered that an additional five years would not result in any significant change due to underlying economic trends relating to economic structure such as declining levels of manufacturing and decreasing levels of public sector employment.

6.36 The labour demand model has some advantages, however in practice, the model consistently underestimates land requirements and as such, could not be considered as a sufficiently reliable method in determining future land requirements. Also, the low level of employment growth forecast is inconsistent with the NPPF's vision of securing economic growth in order to create jobs and prosperity. Therefore, it is considered that the past trends model offers the most effective way forward.

6.37 The past trends approach identifies 178 hectares of employment land would be required based upon 10 year build rates over the plan period 2011-2031. However, these land requirements are likely to be skewed towards the upper end of the "expected" levels of land requirement in Stafford Borough over the next 20 year period, and would be the result of rapid growth levels in the area's economy.

6.38 Past trends development in Stafford Borough has been relatively buoyant over recent years (particularly in the B8, distribution and warehousing sector). However, the recession has resulted in a decrease in the demand for employment land which would suggest that previous buoyant levels of local development, particularly in the B8 sector (and the larger amounts of land that this requires) will lessen into the medium and longer term future. This will result in a decrease in the employment land requirements from the 178 hectares identified in the past trends approach.

6 Stage 2- Forecasting Future Stafford Borough Employment Land Needs

6.39 Furthermore, the Phase II revision of the West Midlands RSS specifies that 160ha of new employment land is required over the plan period. However, the Phase II revision of the West Midlands RSS does not form part of the development plan because it has not been approved and will not progress any further. Nevertheless, taking account of results of the past trends approach (and remaining consistent with the Phase II revision of the West Midlands RSS evidence base), it is considered that the most robust approach is to provide 160ha over the period 2011-2031.

Stage 3- Identifying a "New" Portfolio of Sites 7

7 Stage 3- Identifying a "New" Portfolio of Sites

7 Stage 3- Identifying a "New" Portfolio of Sites

STAGE 3 - IDENTIFYING A "NEW" PORTFOLIO OF SITES

7.1 The Guidance identified this stage within the Employment Land Review as representing the detailed site assessment and search stage. The issue of future requirements has been considered within Stage 2 and has provided the context for the appraisal of the existing sites within the Borough.

7.2 In essence, the purpose of Stage 3 is to confirm those sites that are likely to respond well to the expectations of occupiers and property developers whilst also meeting sustainability criteria; consequently, the results of Stage 2 together with the appraisals to be undertaken in Stage 3 are envisaged as providing a robust justification not only for any allocations for employment land that are found to be necessary but also the development of a policy regime that is suitable to reflect and safeguard it.

Objectives

- To undertake a qualitative review of all significant sites (and premises) in the existing employment site portfolio.
- To confirm which of them are unsuitable for / unlikely to continue in employment use
- To establish the extent of "gaps" in the portfolio
- If necessary, identify additional sites to be allocated or safeguarded

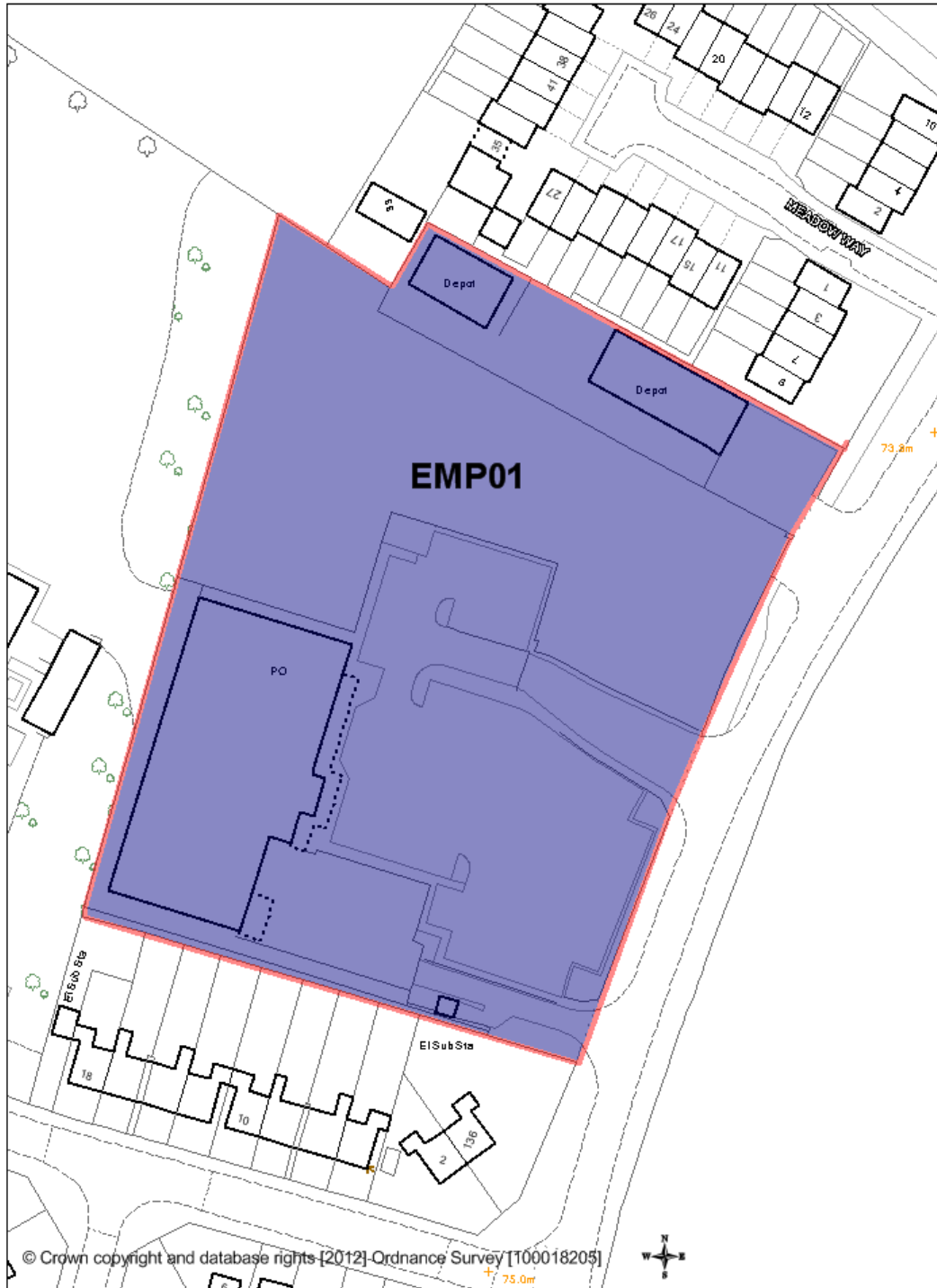
Borough Council's Response

7.3 It is considered that the review of sites that has taken place in the preceding Stages 1 and 2 has been undertaken and that stage 3 of the study has been undertaken through the new Local Plan 'The Plan for Stafford Borough', which has now reached publication stage.

7.4 The new Local Plan sets out an employment land requirement of 160 hectares over the plan period, the majority of which, will be focused on the main settlements of Stafford and Stone, as well as new employment provision in rural areas. As the largest settlement in the Borough, Stafford town will accommodate 56% of the new employment land development, with new allocations to the North and East of the town. Stone will accommodate 12% of the new employment land development with a new allocation at Stone Business Park. The rural areas will provide for 32% of new employment land development, with new allocations at Ladfordfields and Raleigh Hall Industrial Estates.

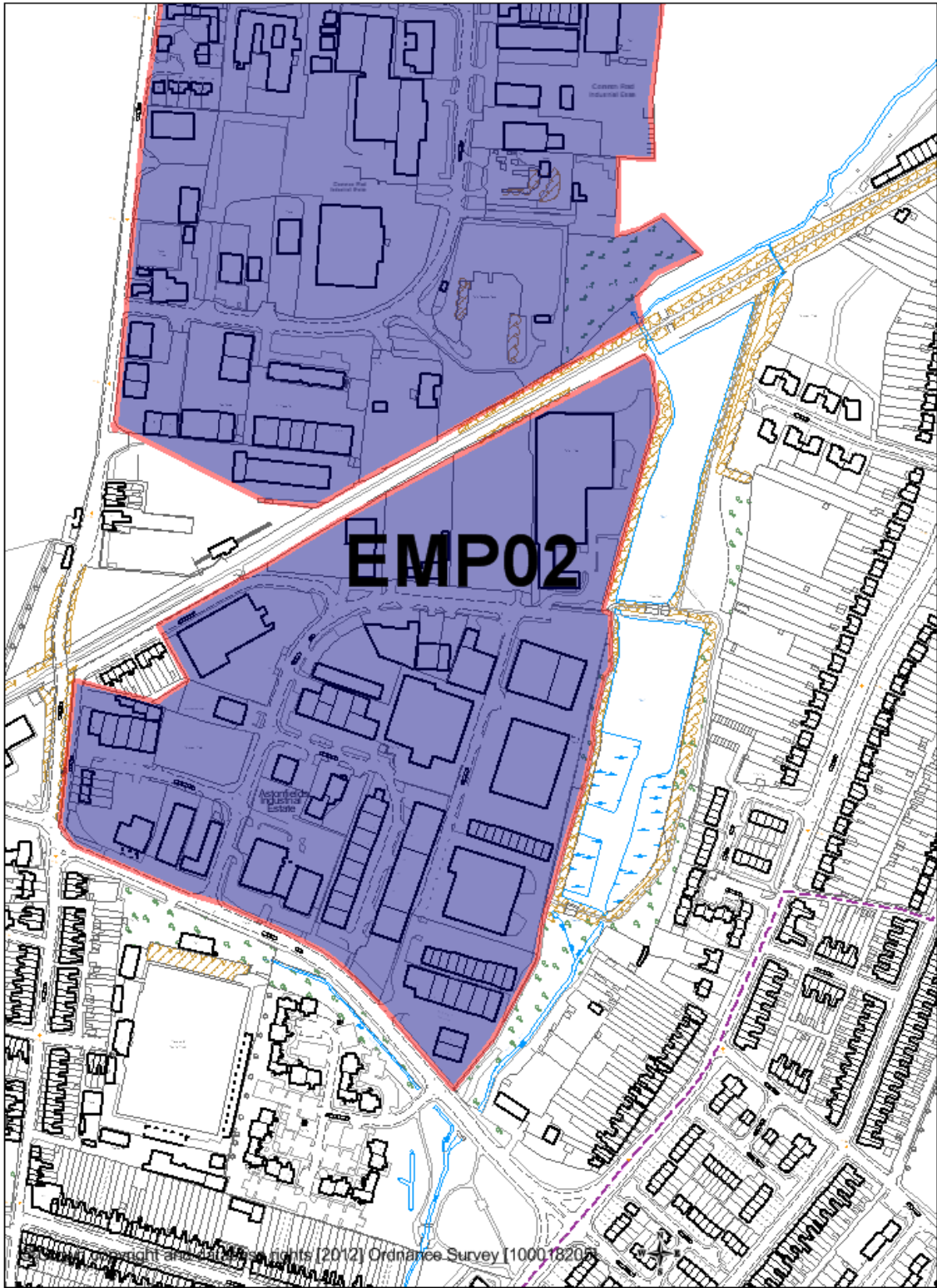
Appendix 1- Stafford Sites

Site EMP01- Silkmore Garage, Silkmore Lane

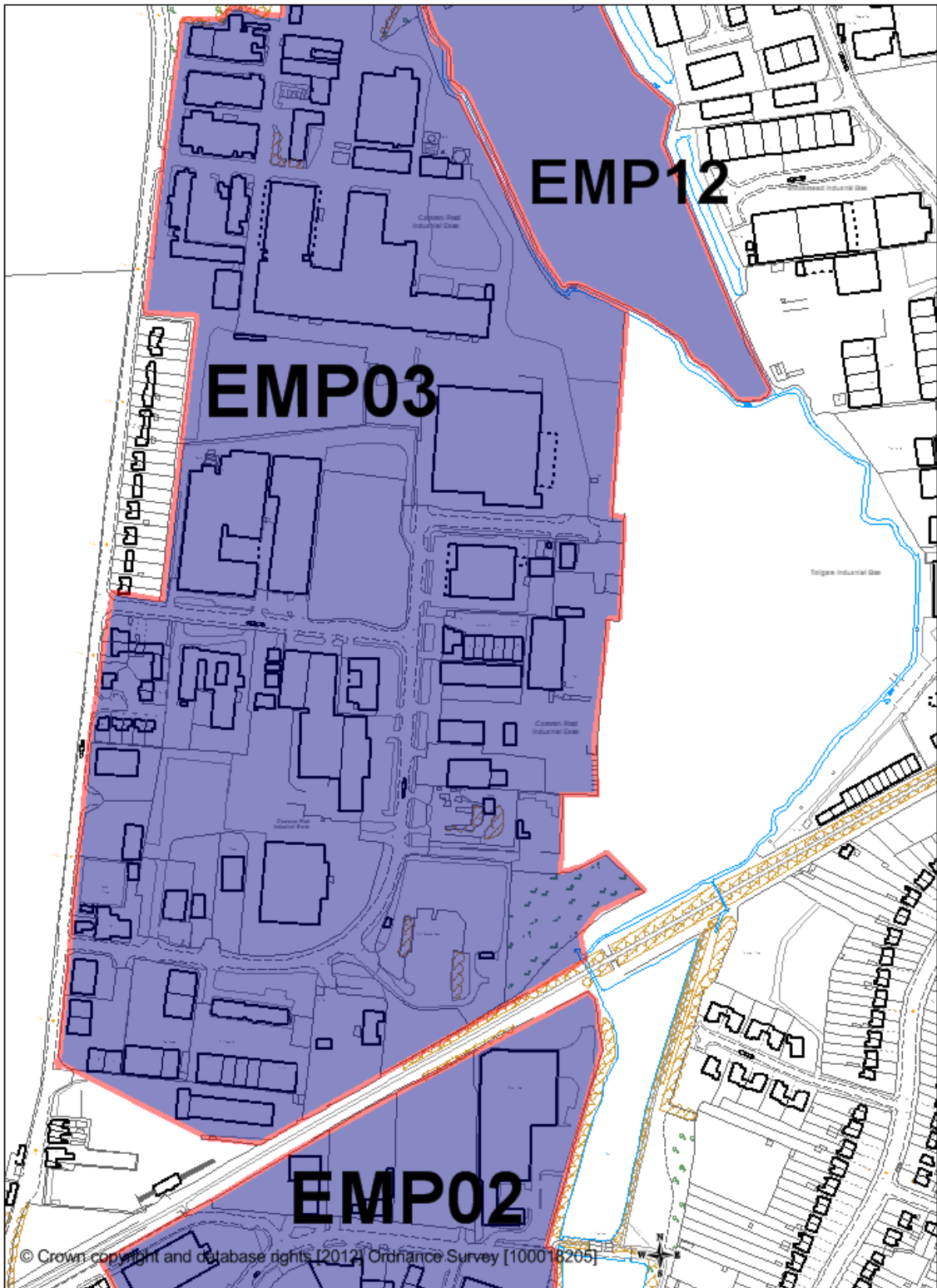


Appendix 1- Stafford Sites

Site EMP02- Astonfields Industrial Estate

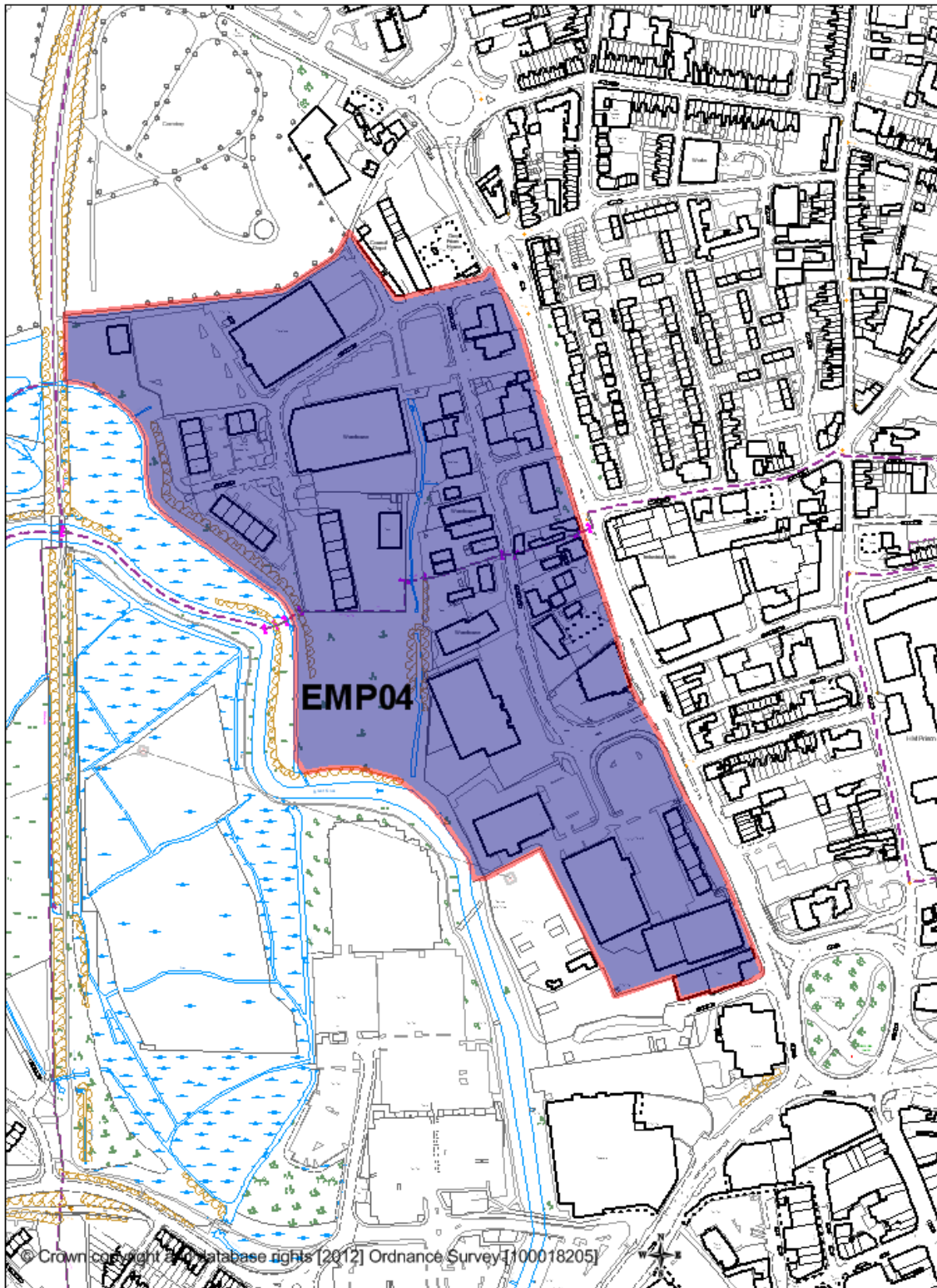


Site EMP03- Common Road Industrial Estate



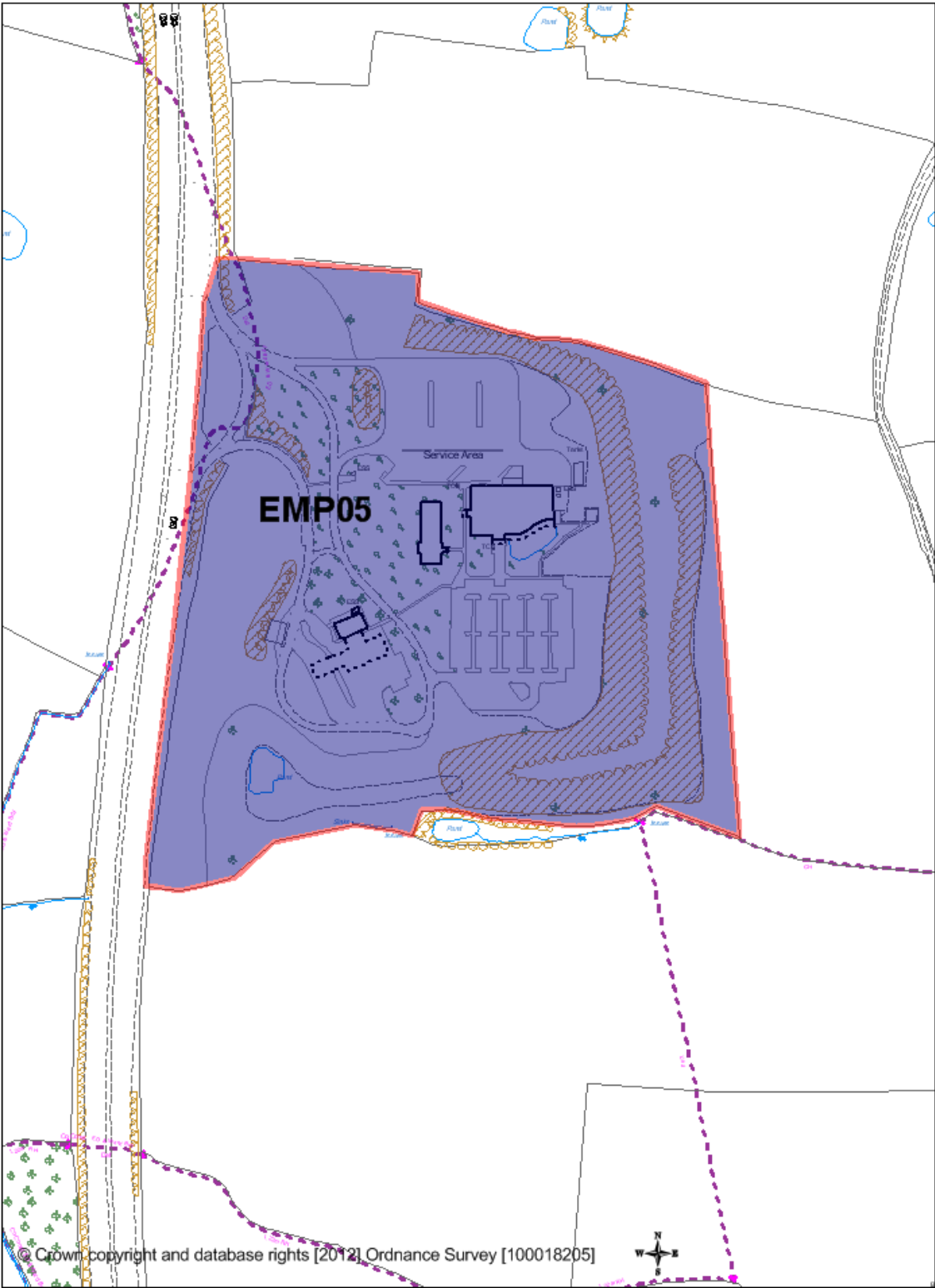
Appendix 1- Stafford Sites

Site EMP04- Greyfriars Industrial Estate



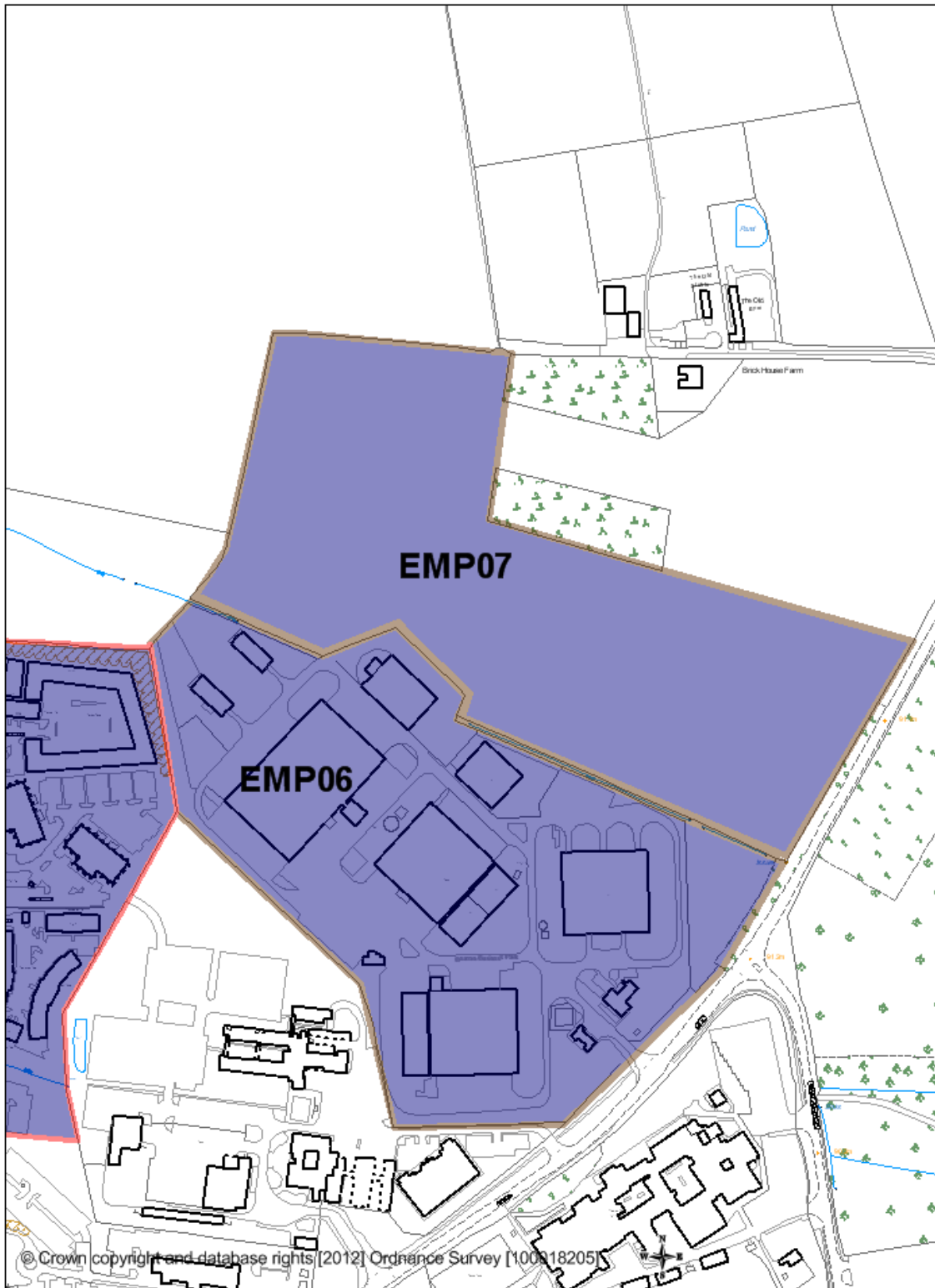
Appendix 1- Stafford Sites

Site EMP05- Stafford Motorservice Station (Southbound)

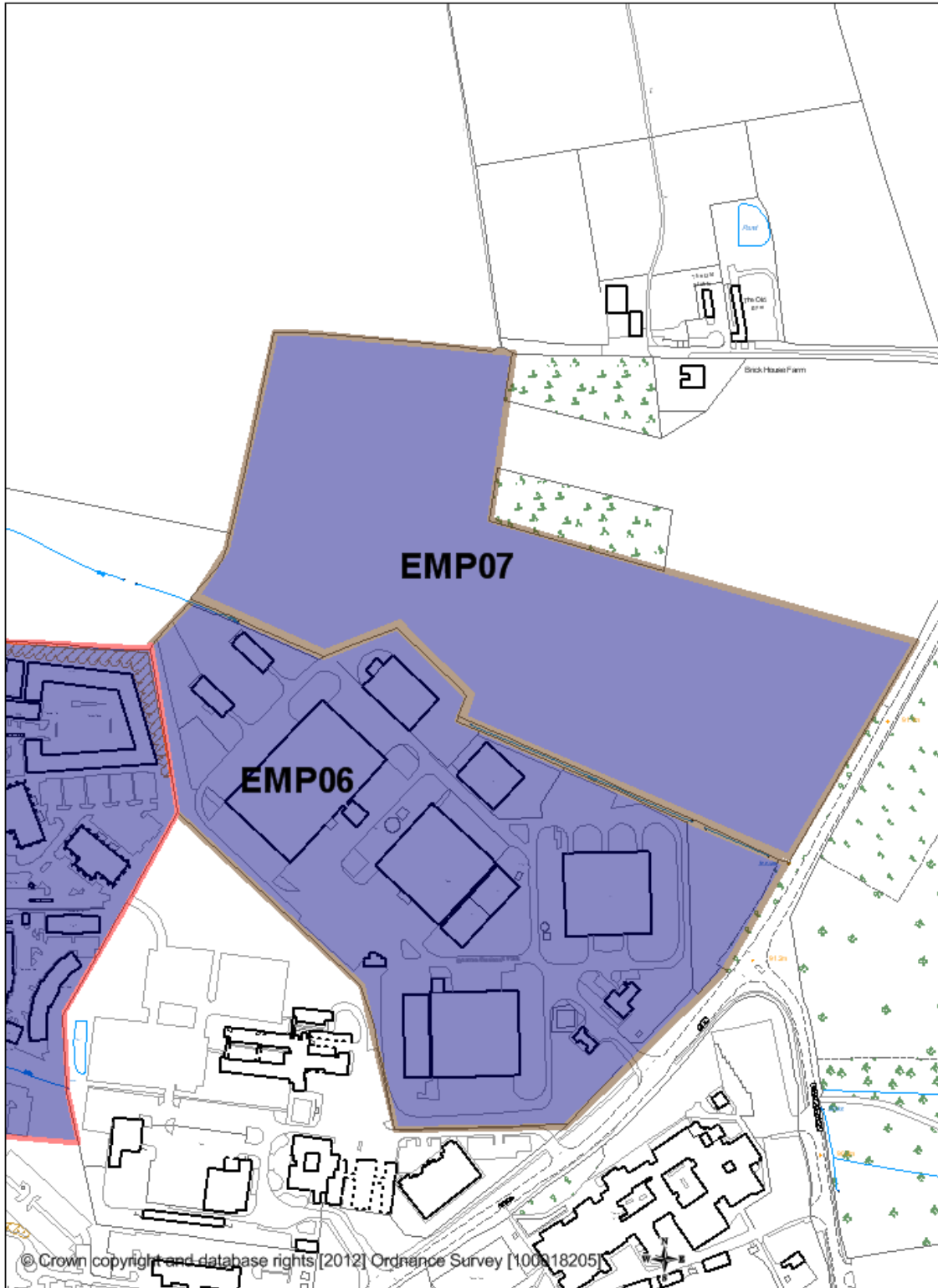


Appendix 1- Stafford Sites

Site EMP06- Beacon Business Park

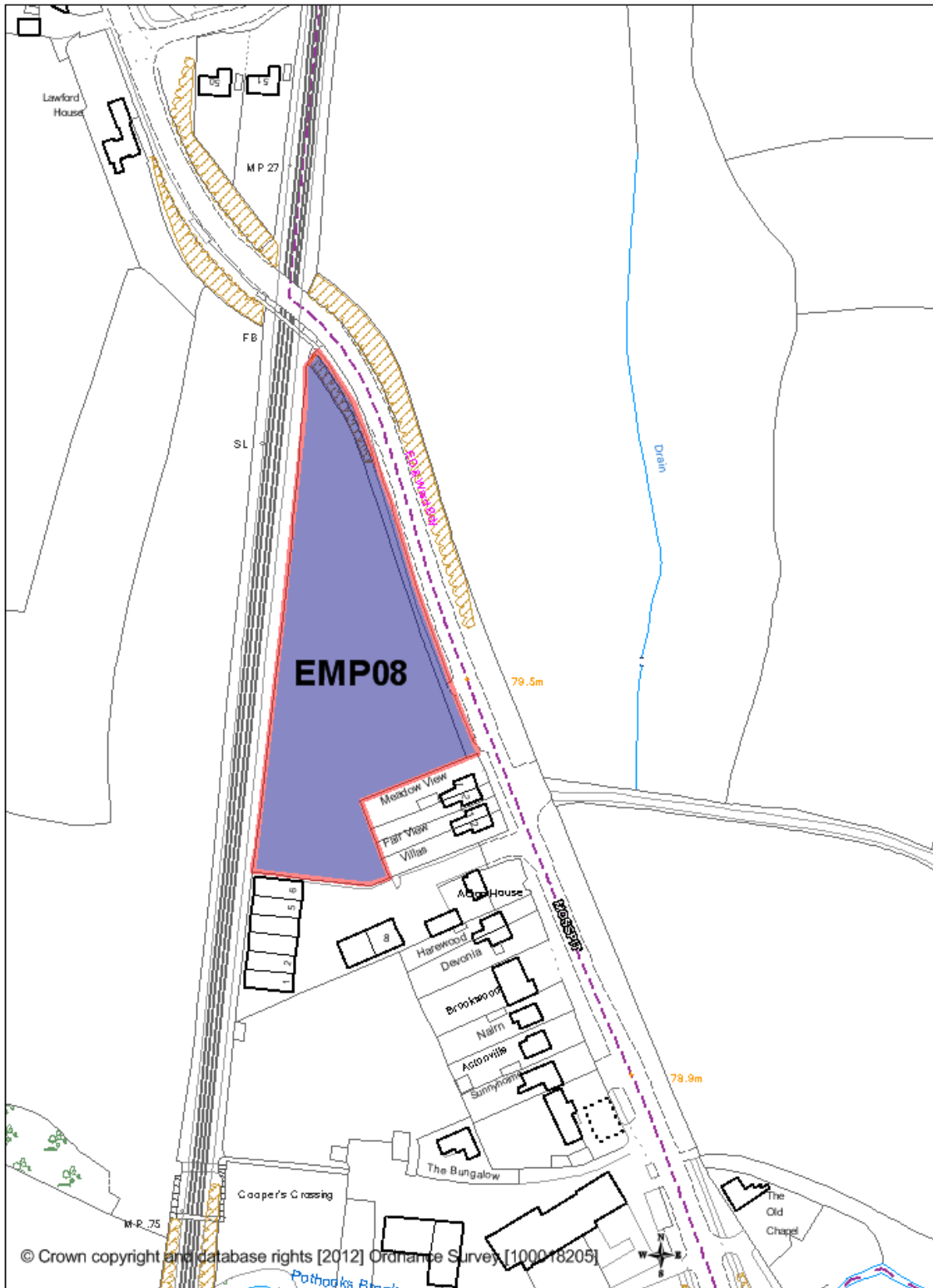


Site EMP07- Beacon Business Park Extension

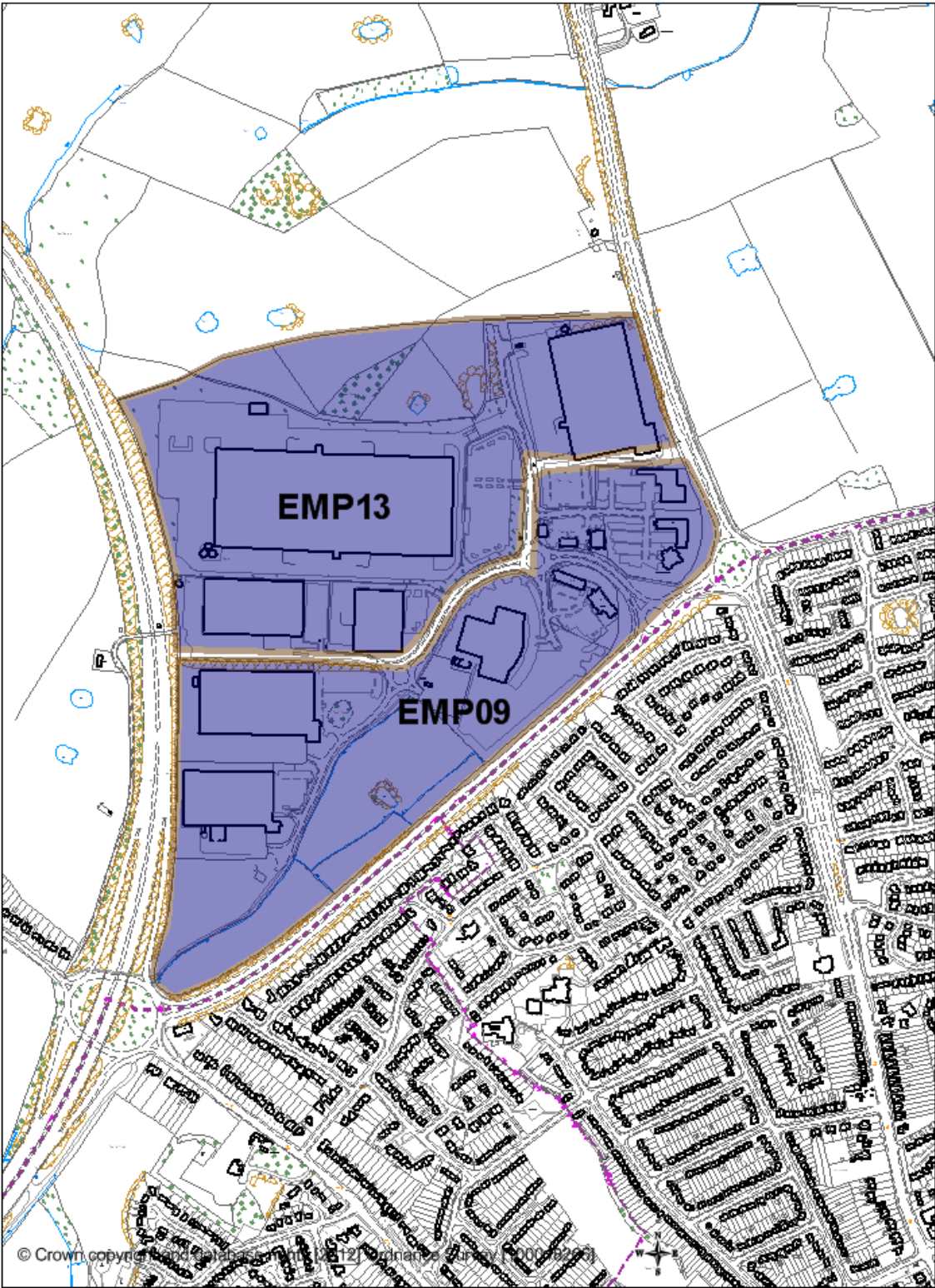


Appendix 1- Stafford Sites

Site EMP08- Land at Moss Pit

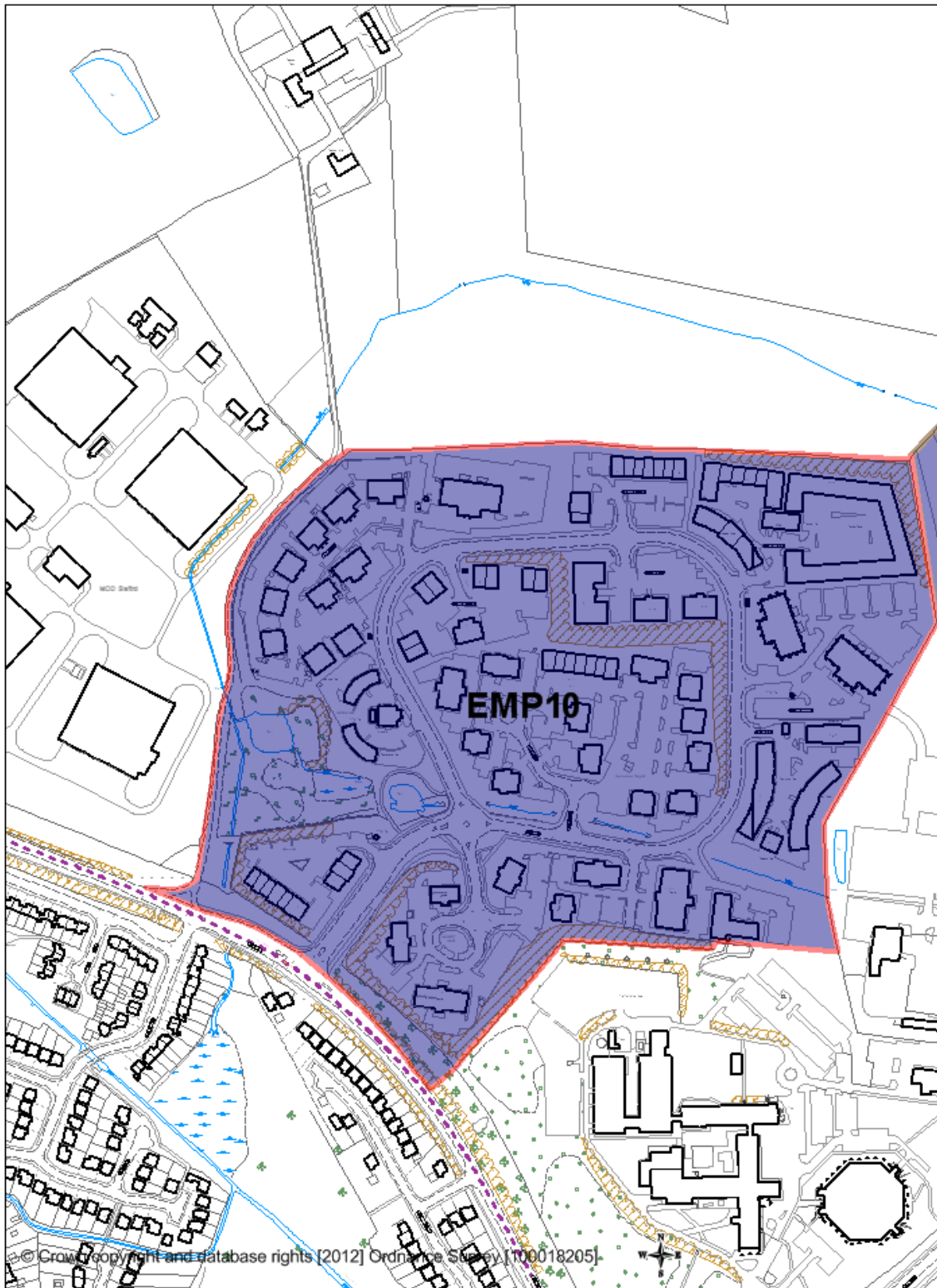


Site EMP09- Primepoint14

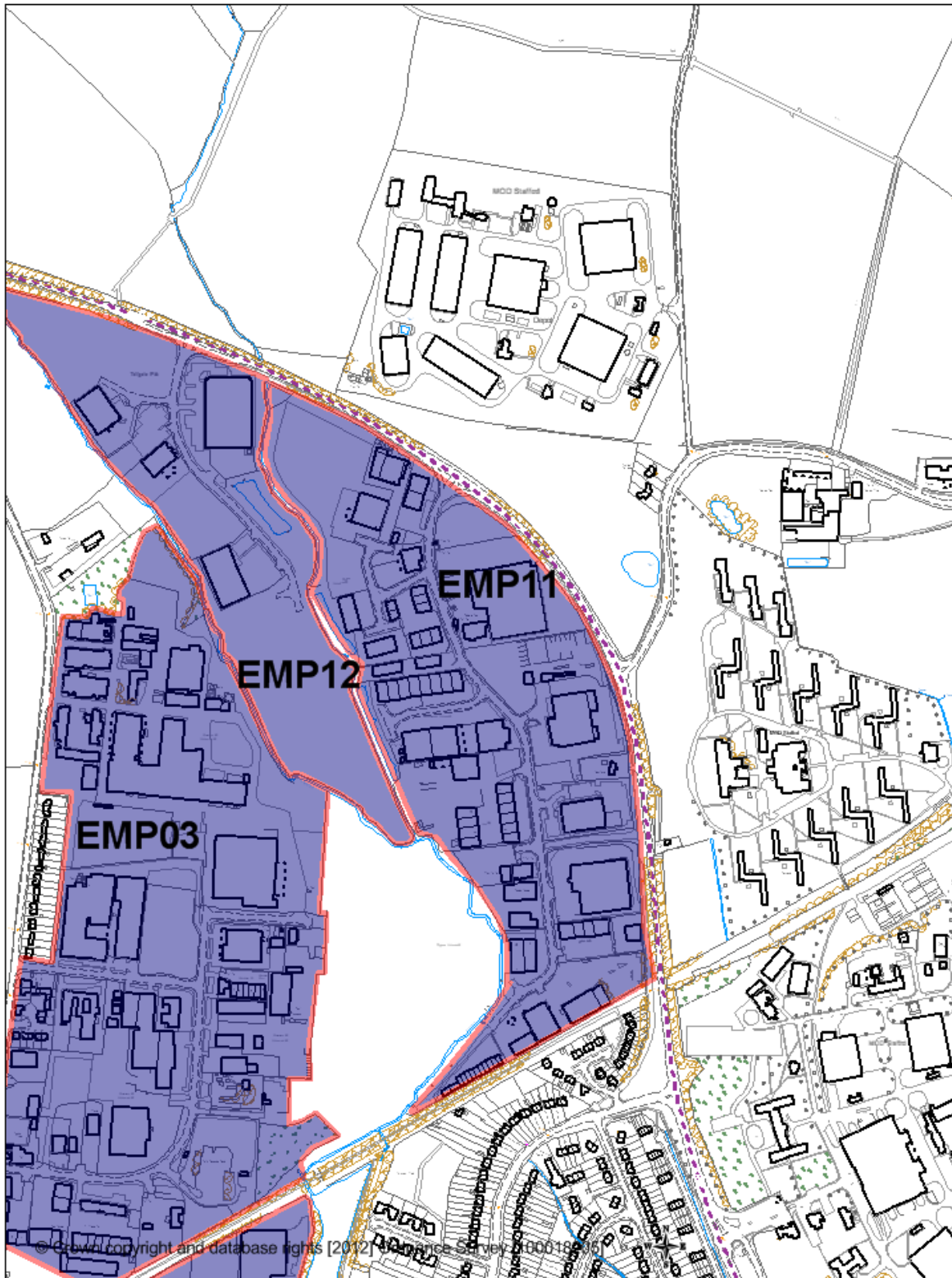


Appendix 1- Stafford Sites

Site EMP10- Staffordshire Technology Park

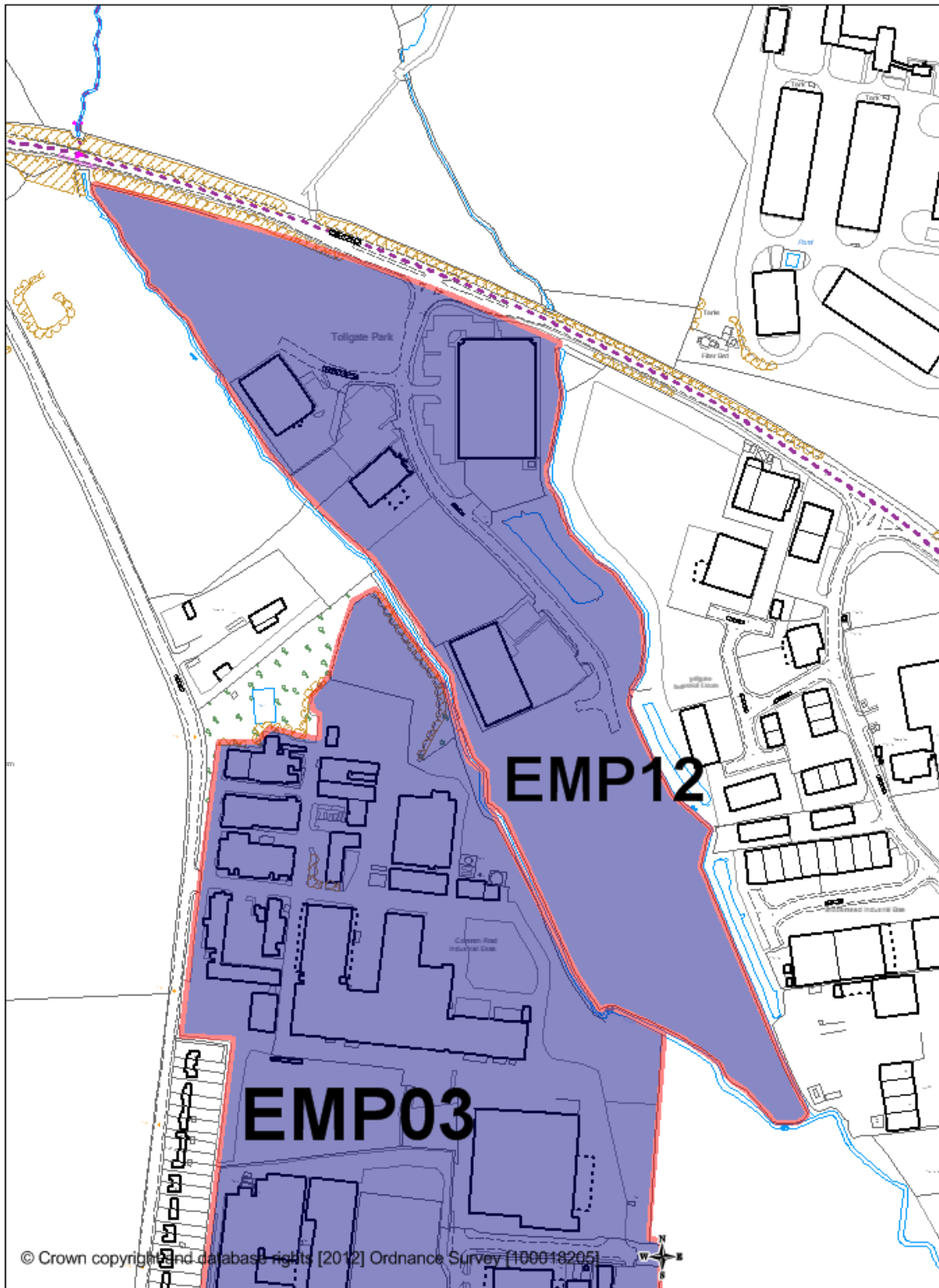


Site EMP11- Tollgate Industrial Estate, Stafford

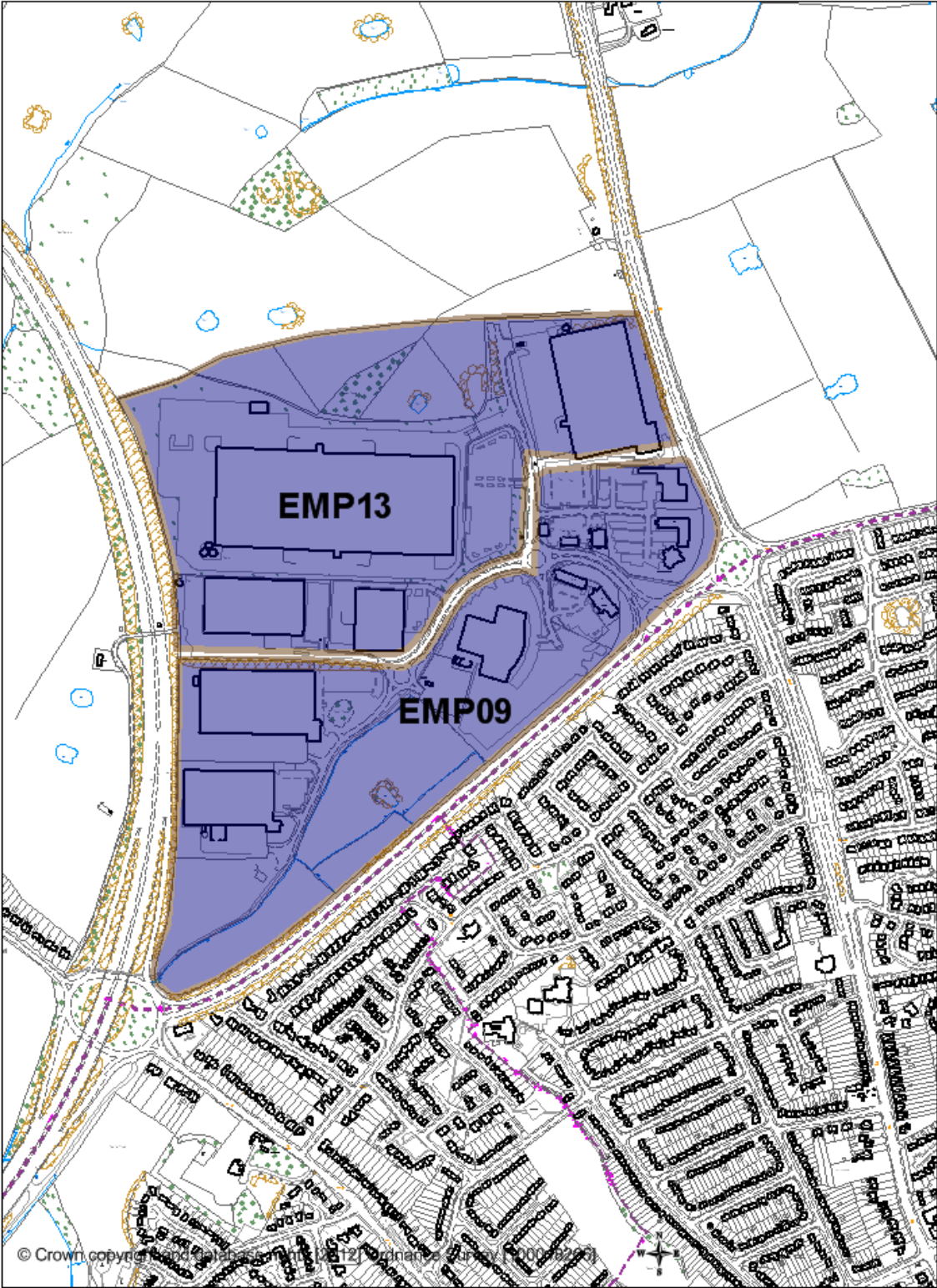


Appendix 1- Stafford Sites

Site EMP12- Tollgate Business Park Stafford



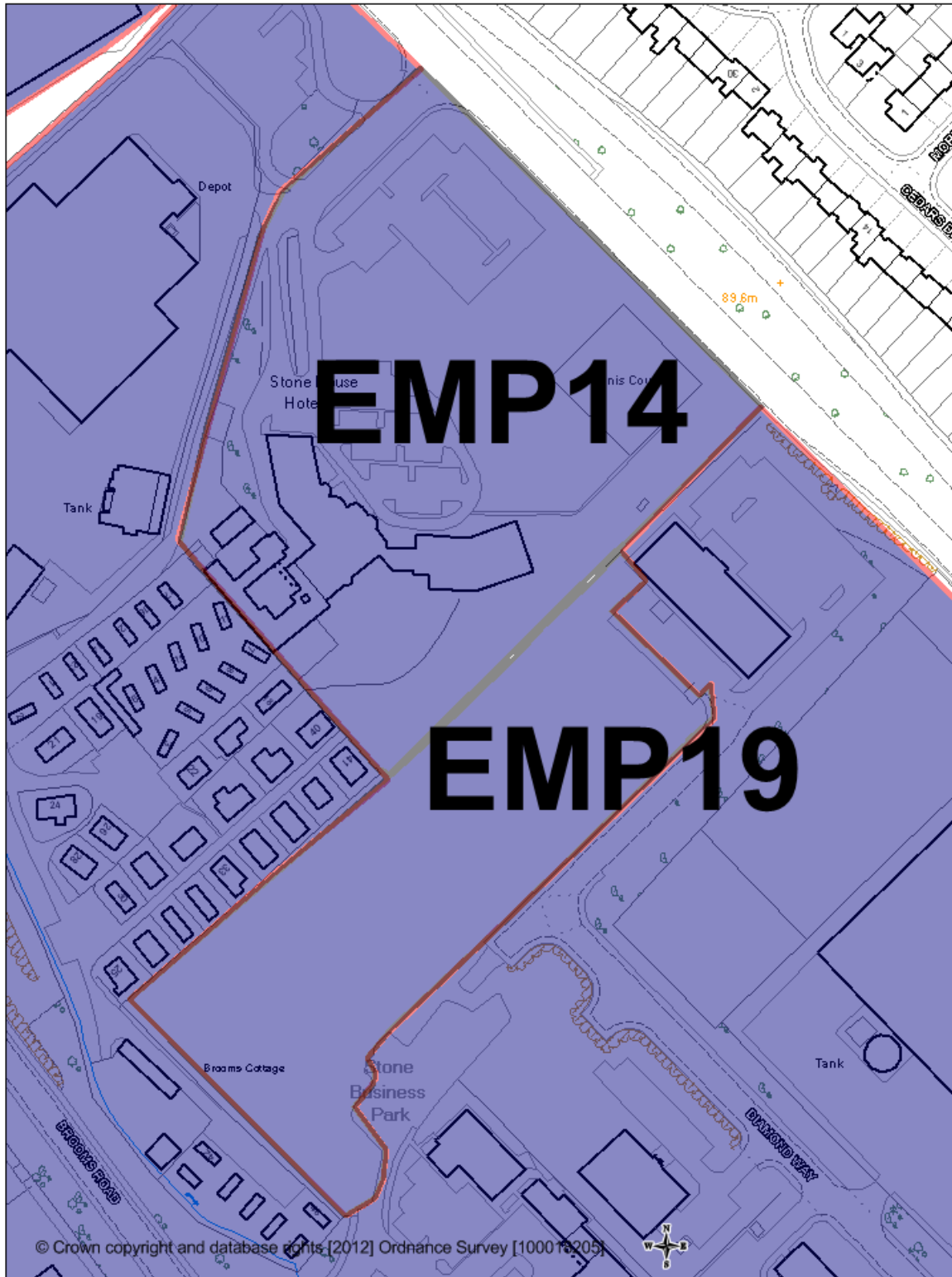
Site EMP13- Prologis Business Park Stafford



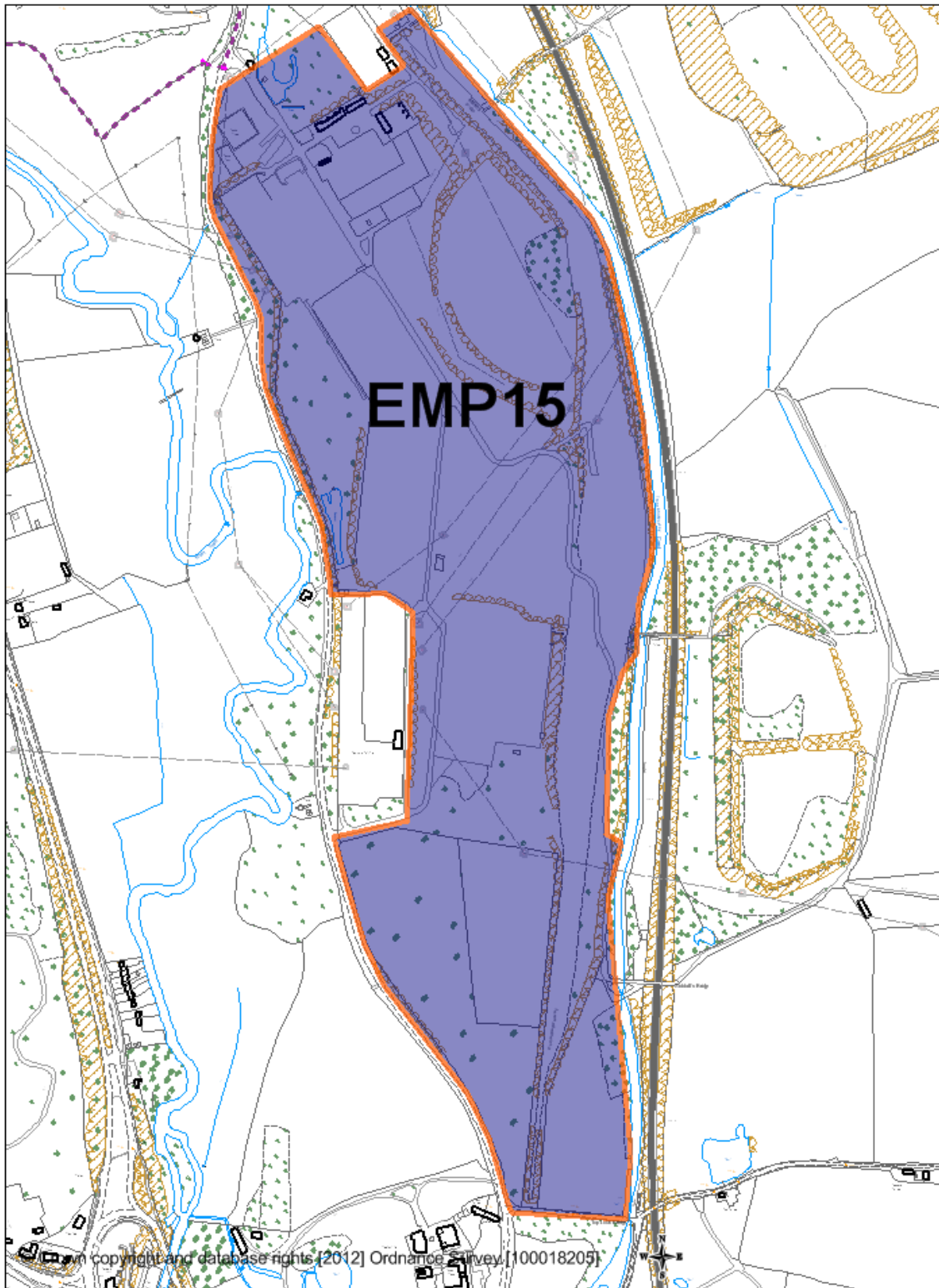
Appendix 2- Stone Sites

Appendix 2- Stone Sites

Site EMP14- Stone House Hotel

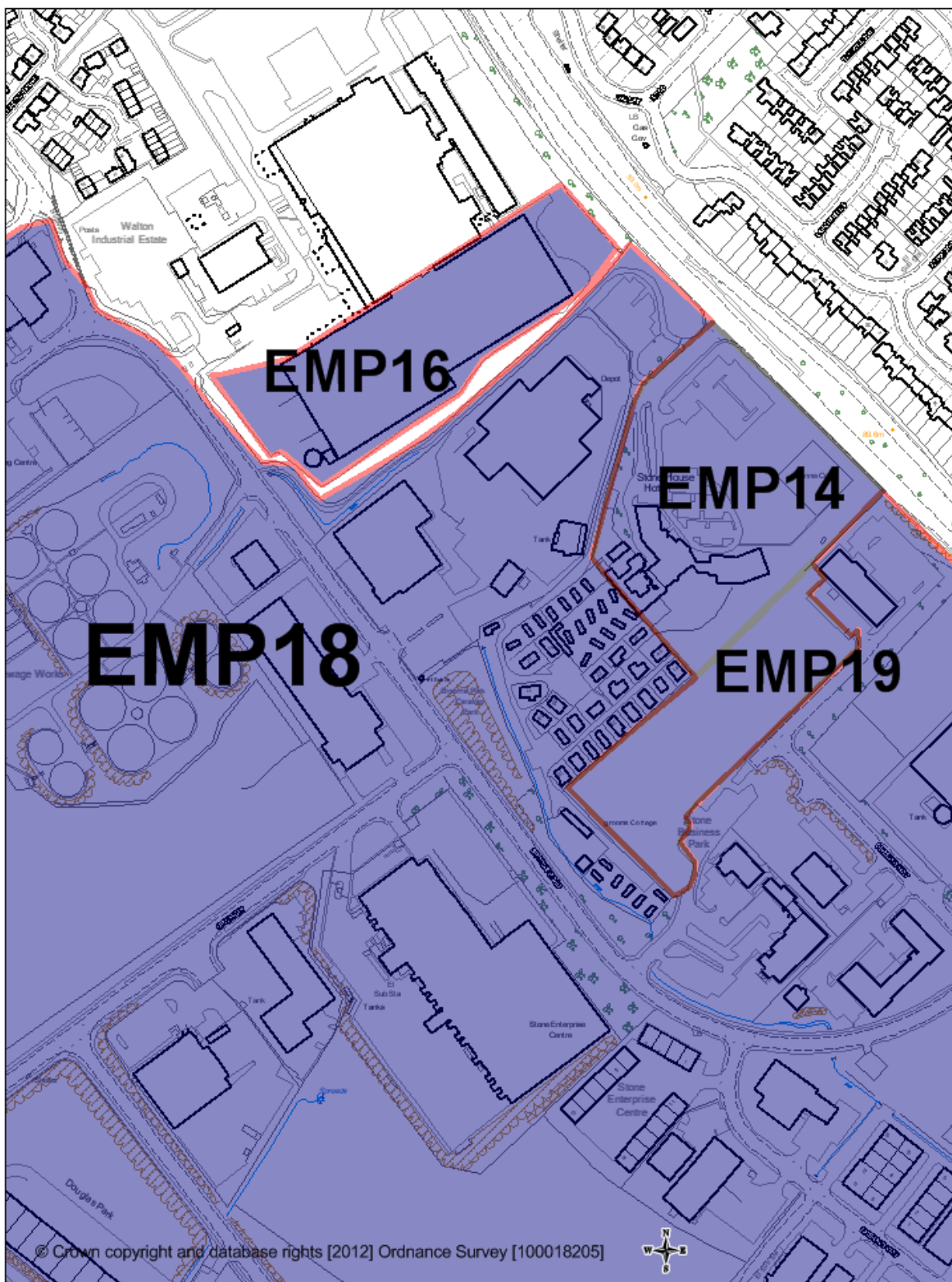


Site EMP15- Meaford Power Station

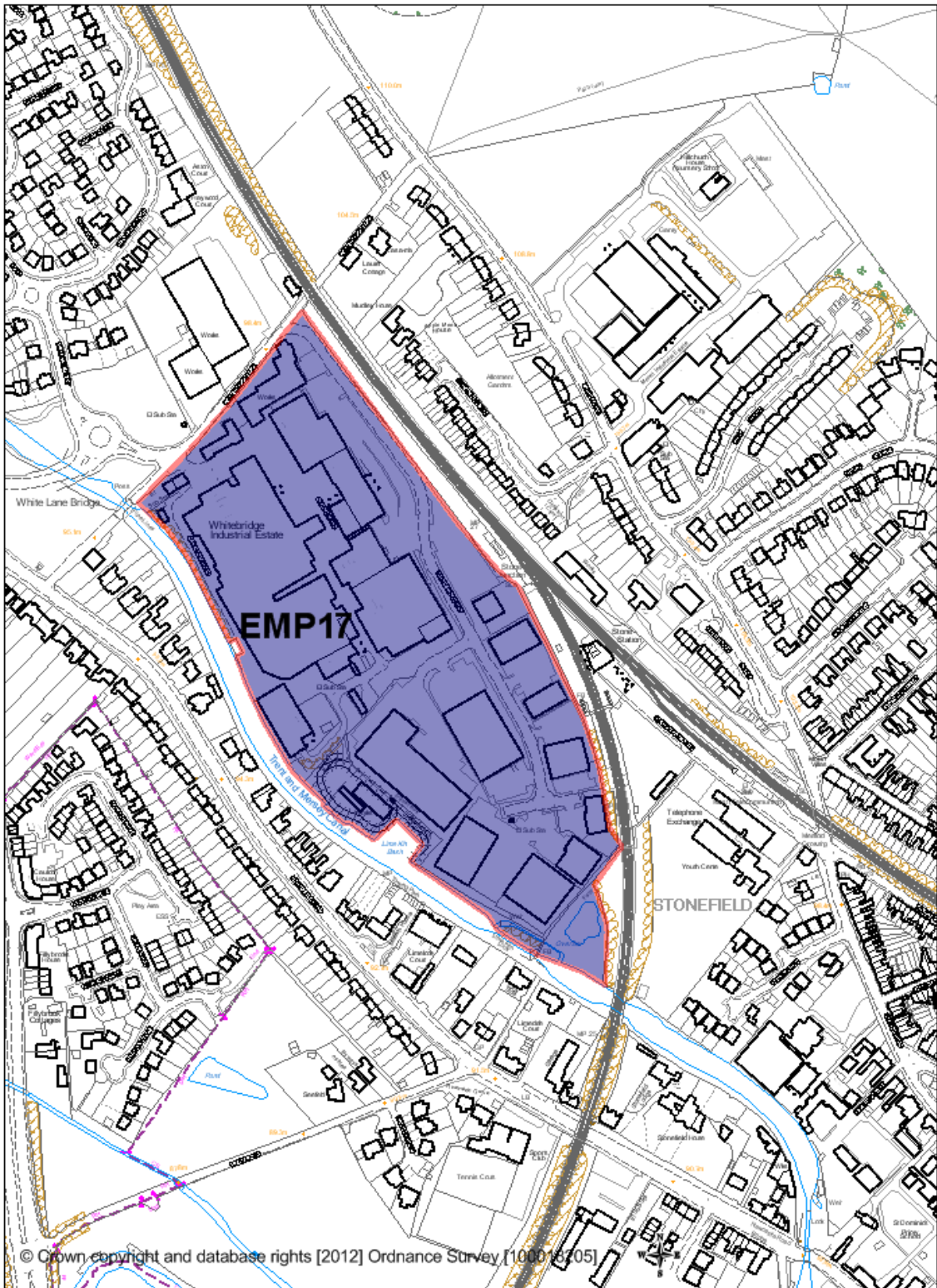


Appendix 2- Stone Sites

Site EMP16- North of Walton Lane Industrial Estate

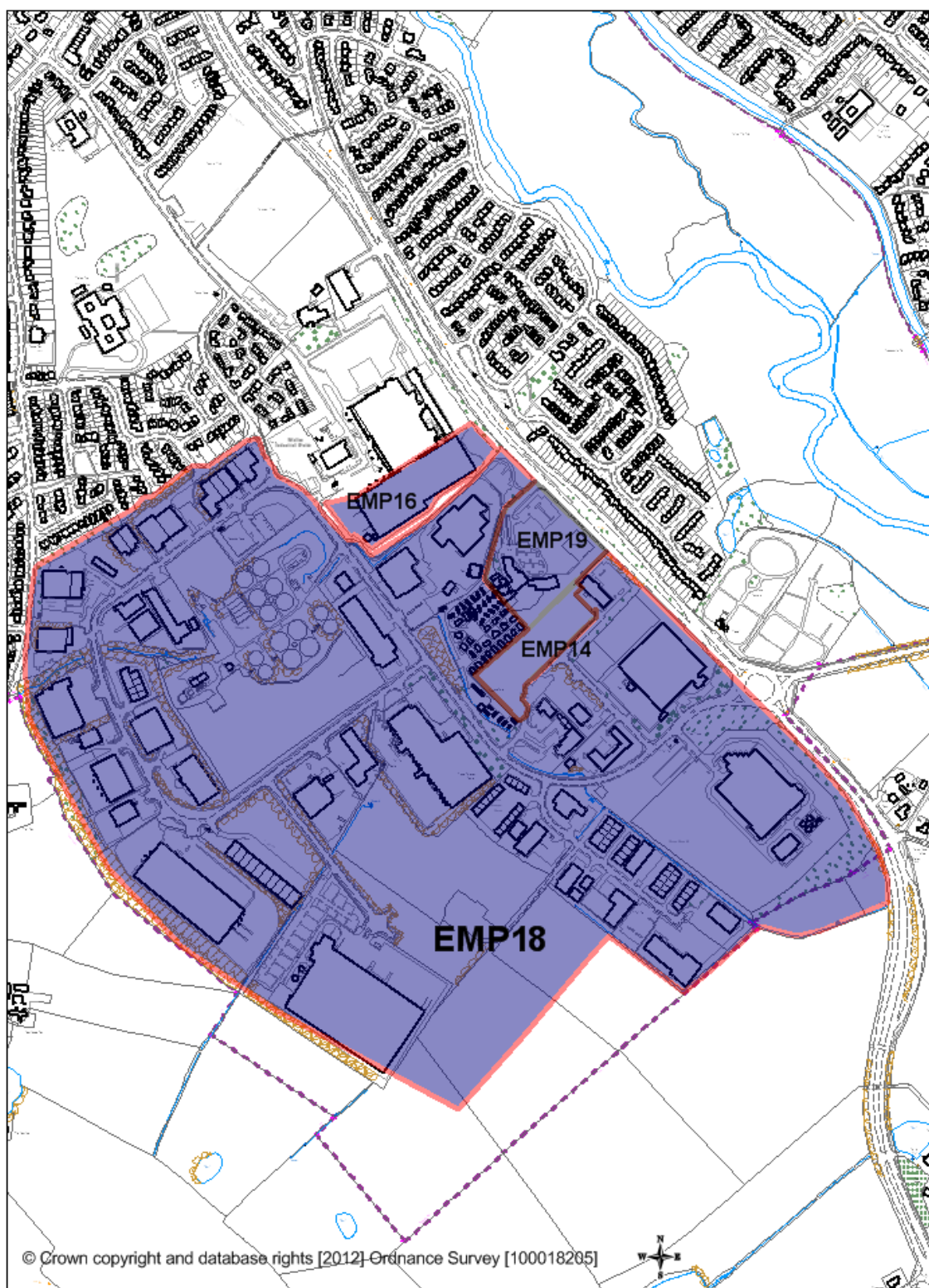


Site EMP17- South of Whitebridge Lane, Stone



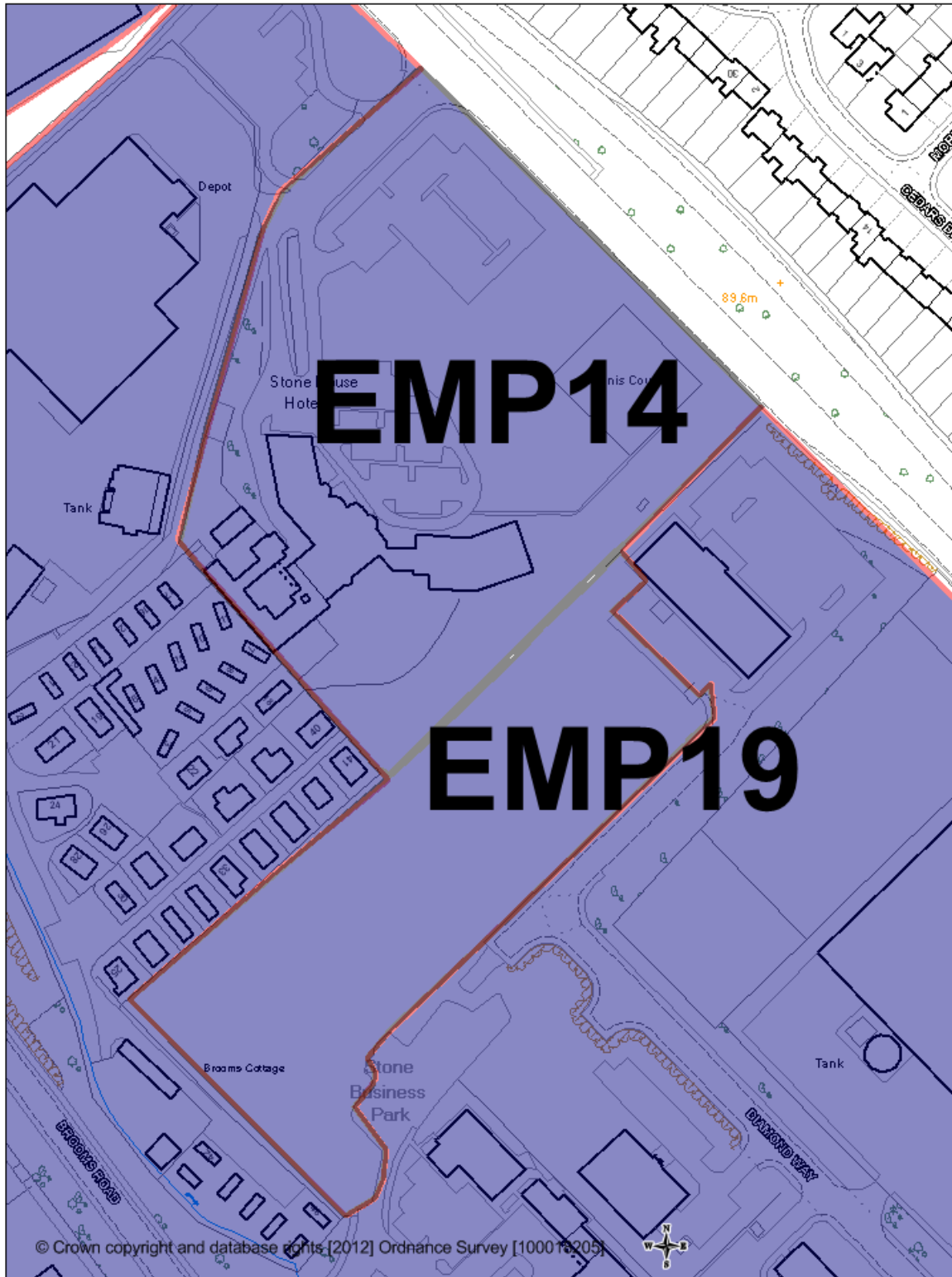
Appendix 2- Stone Sites

Site EMP18- Stone Business Park, Stone



Appendix 2- Stone Sites

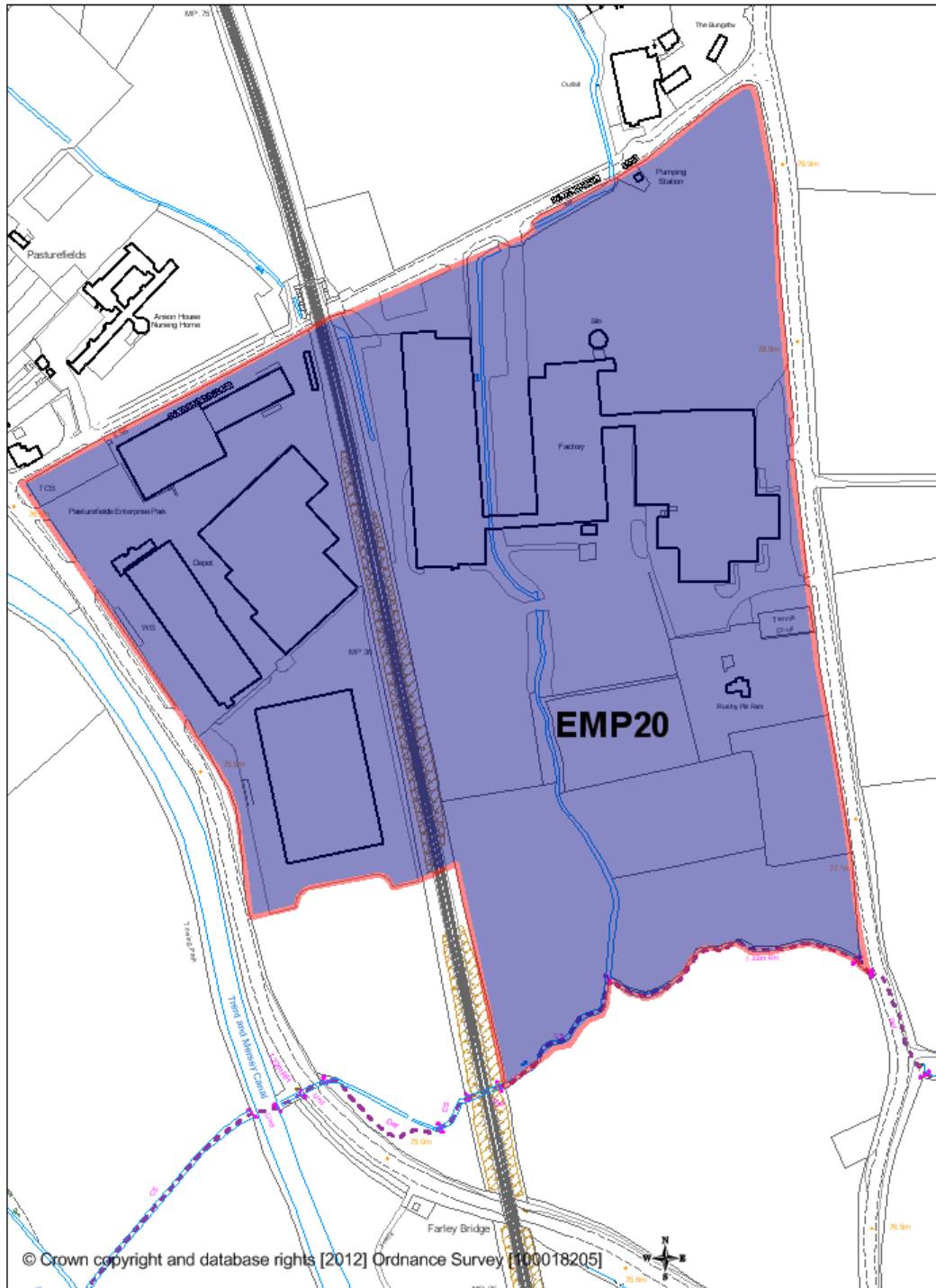
Site EMP19- Land Adjacent Stone House Hotel, Stone



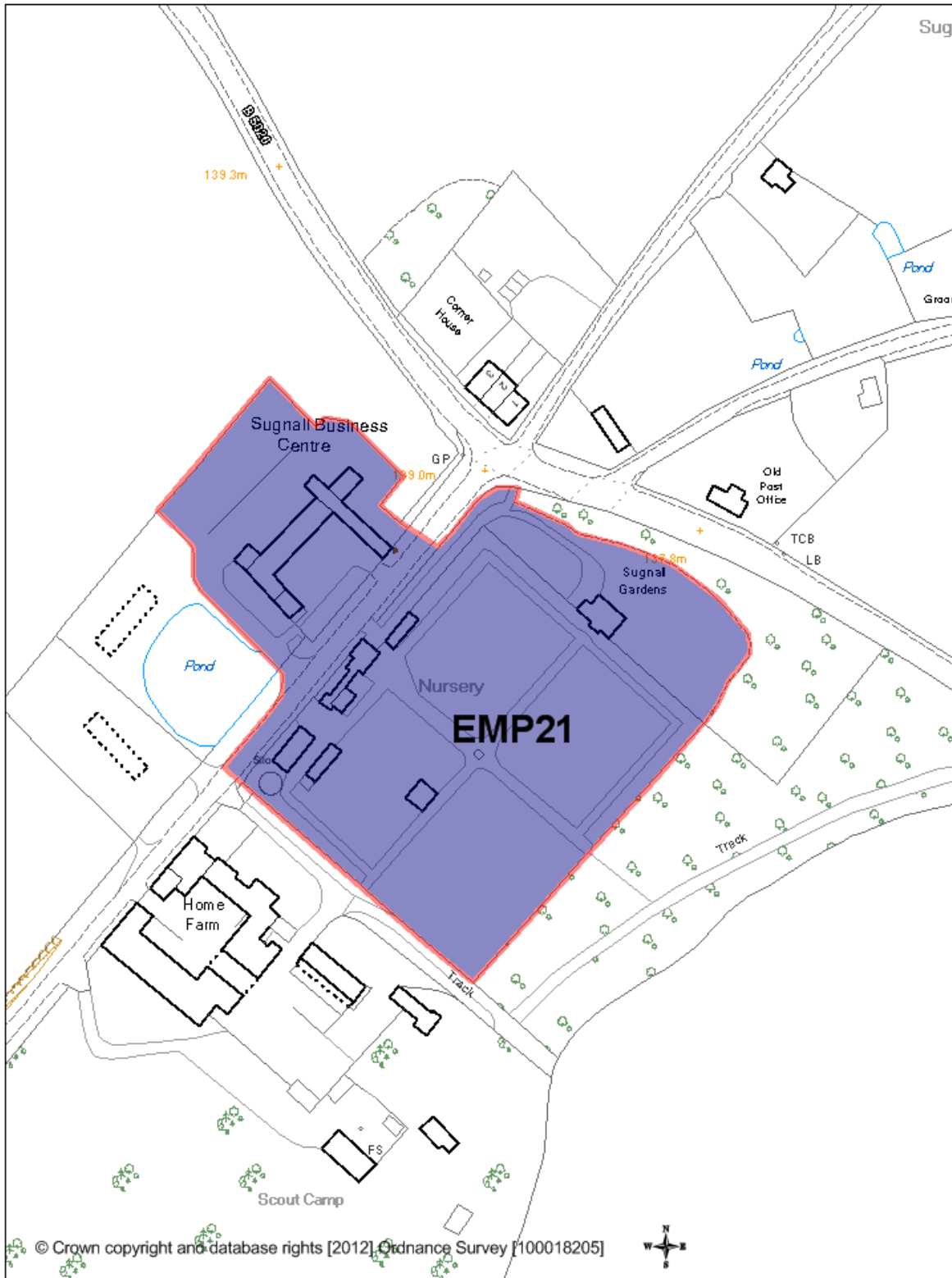
Appendix 3- Rural Sites

Appendix 3- Rural Sites

Site EMP20- Pasturefields Enterprise Park, Hixon

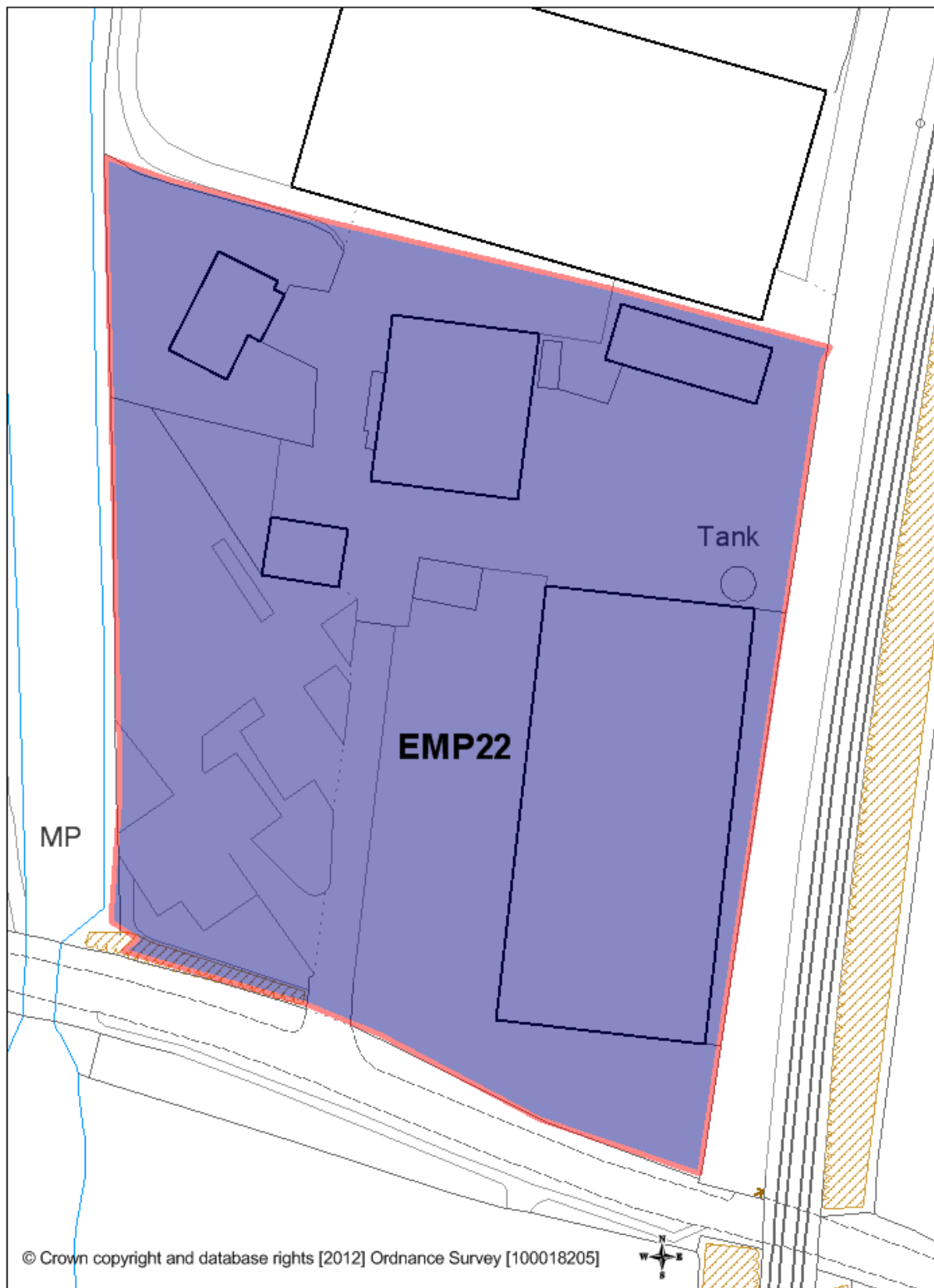


Site EMP21- Sugnall Business Centre, Sugnall

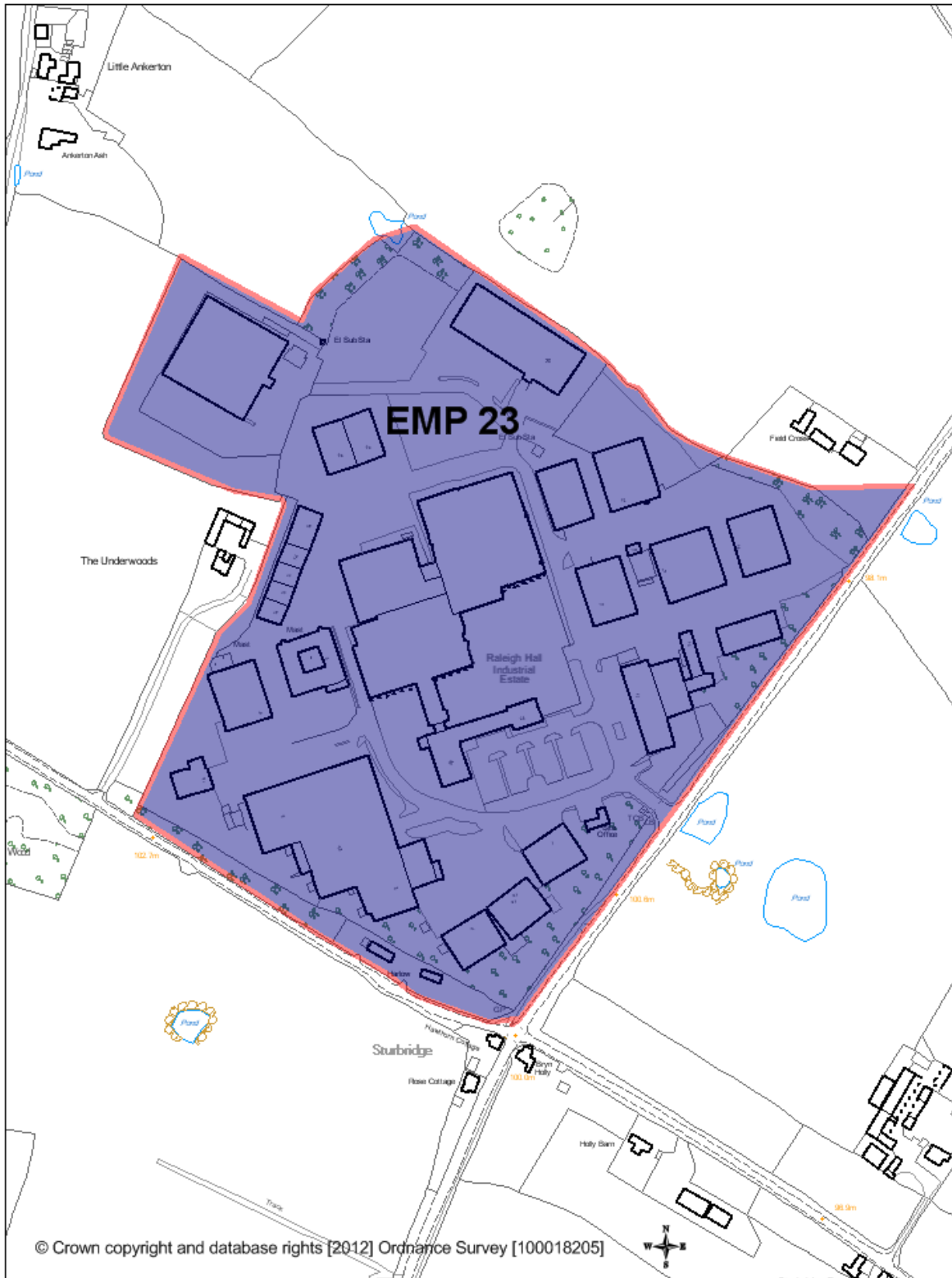


Appendix 3- Rural Sites

Site EMP22- Land at Mill Lane, Great Haywood

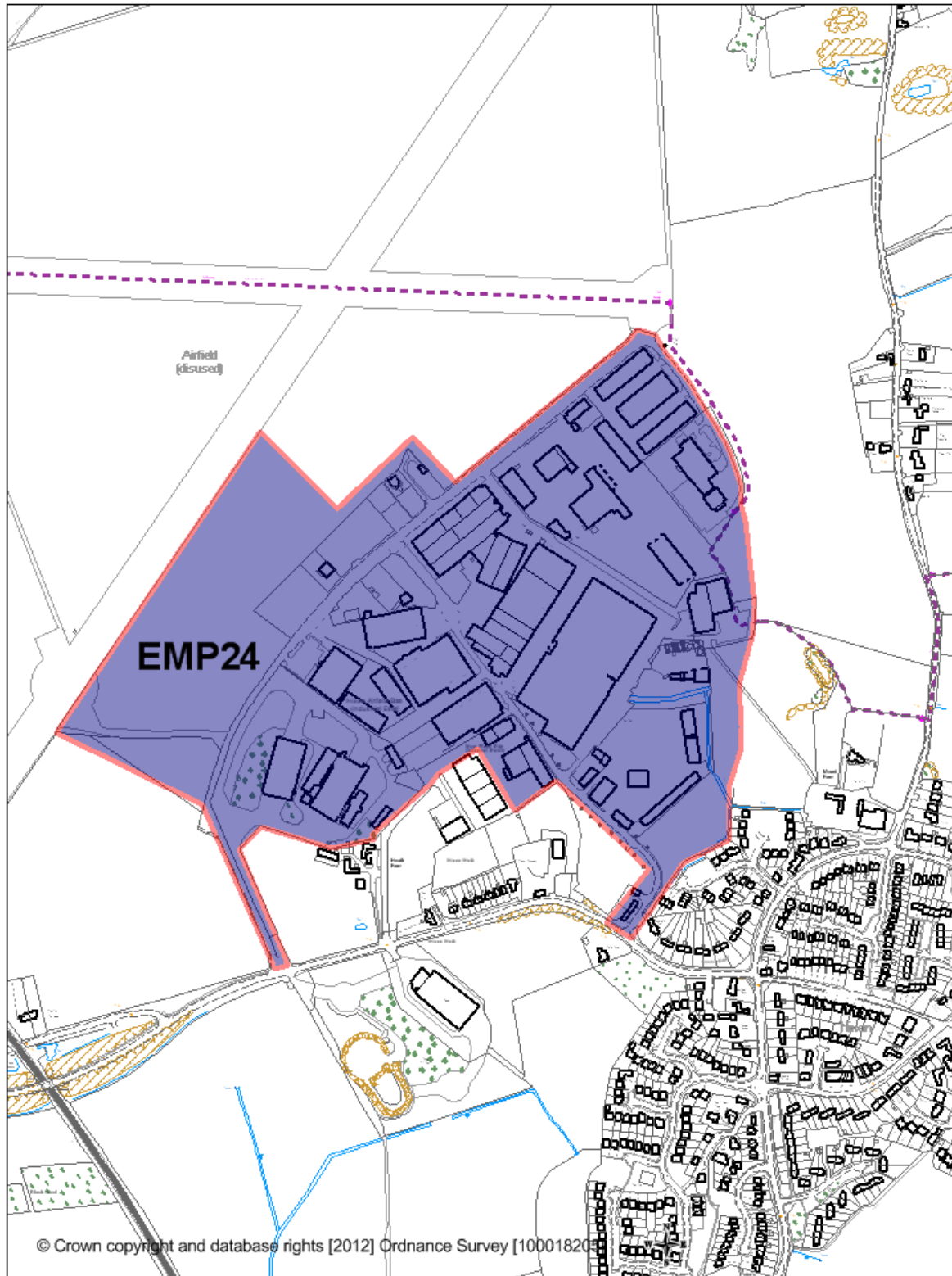


Site EMP23- Raleigh Hall Industrial Estate

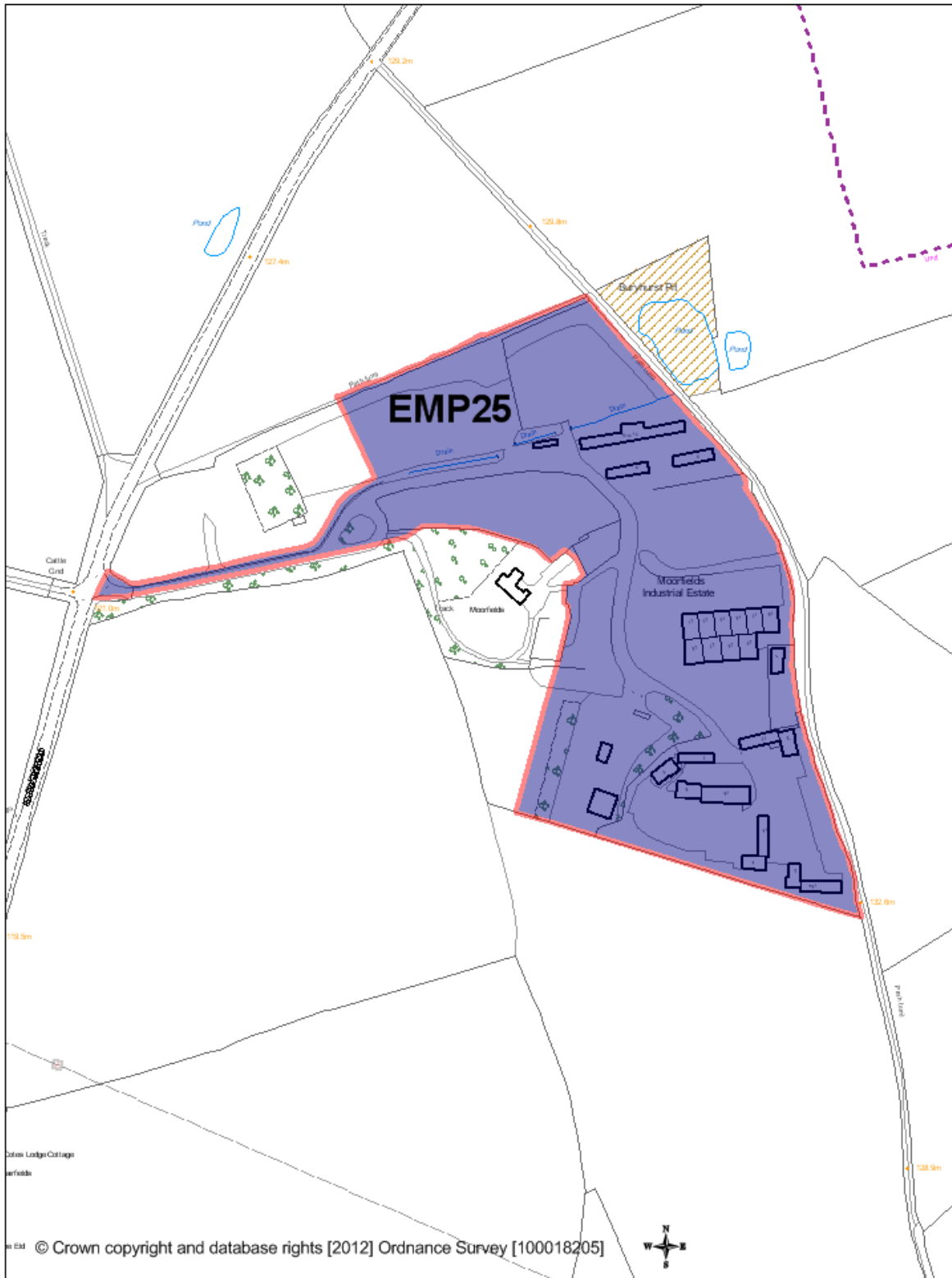


Appendix 3- Rural Sites

Site EMP24- Hixon Airfield Industrial Estate, Hixon

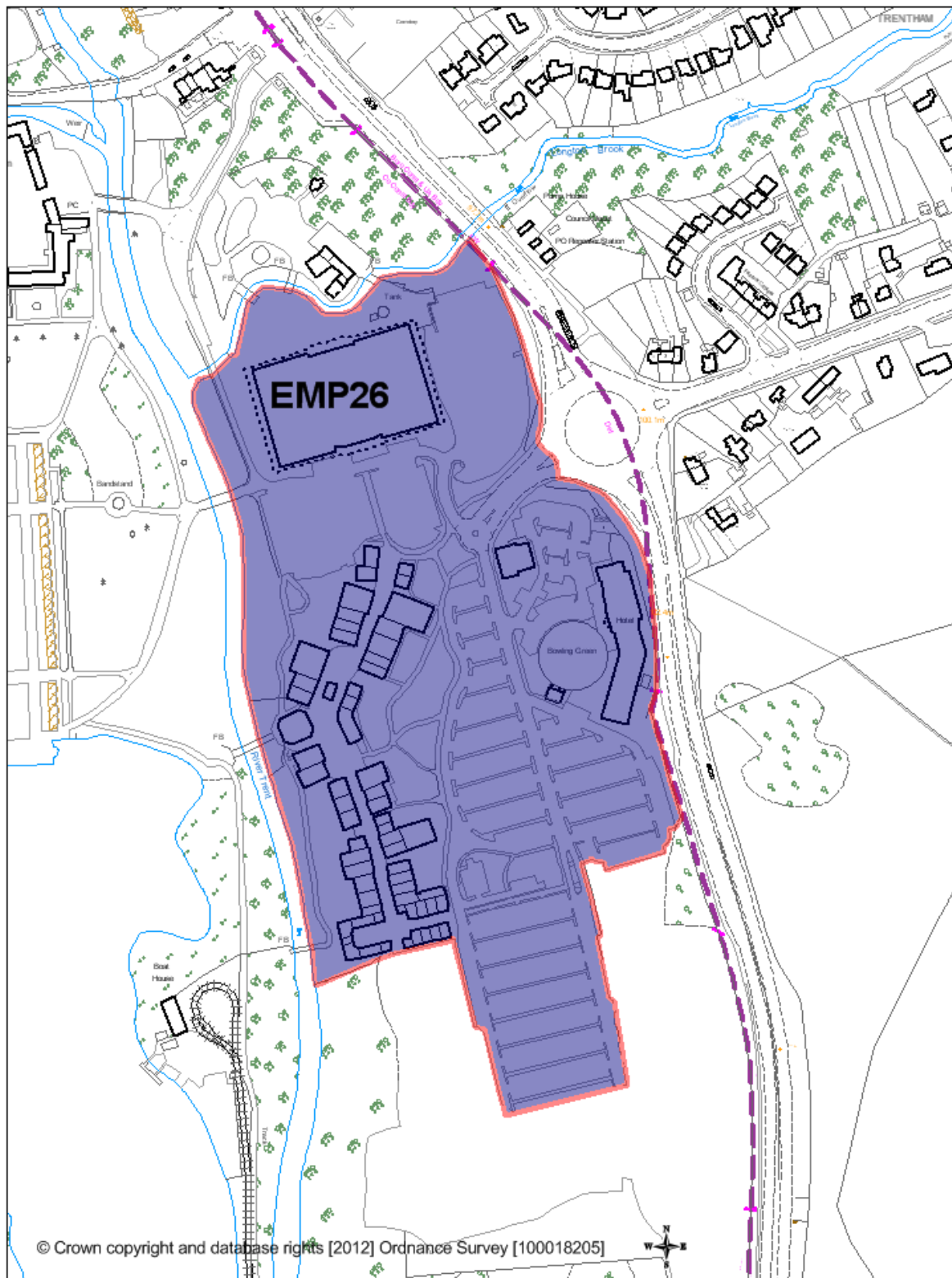


Site EMP25- Moorfields Industrial Estate, Swynnerton

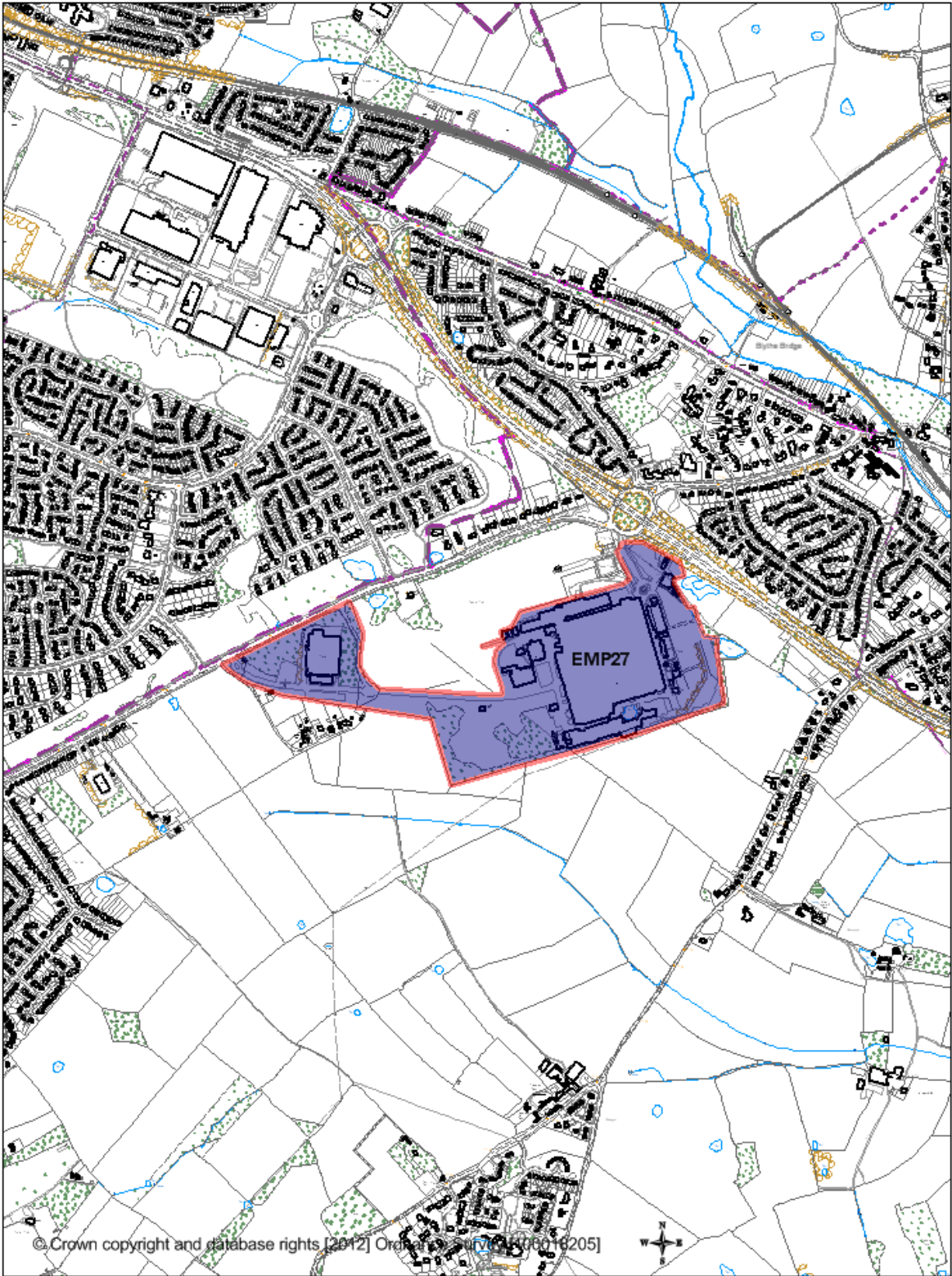


Appendix 3- Rural Sites

Site EMP26- Trentham Gardens, Trentham

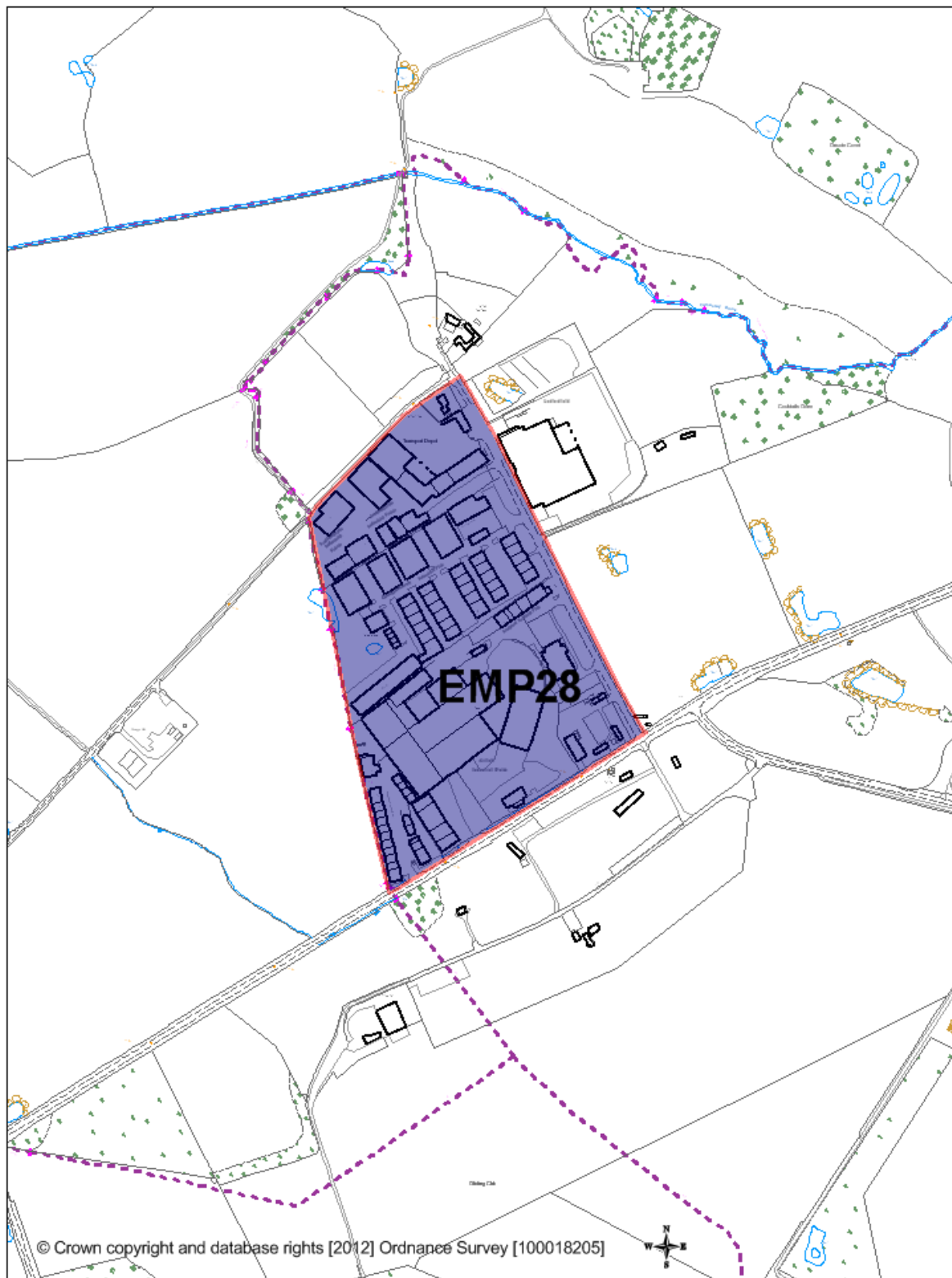


Site EMP27- Former Creda Site, Blythe Bridge

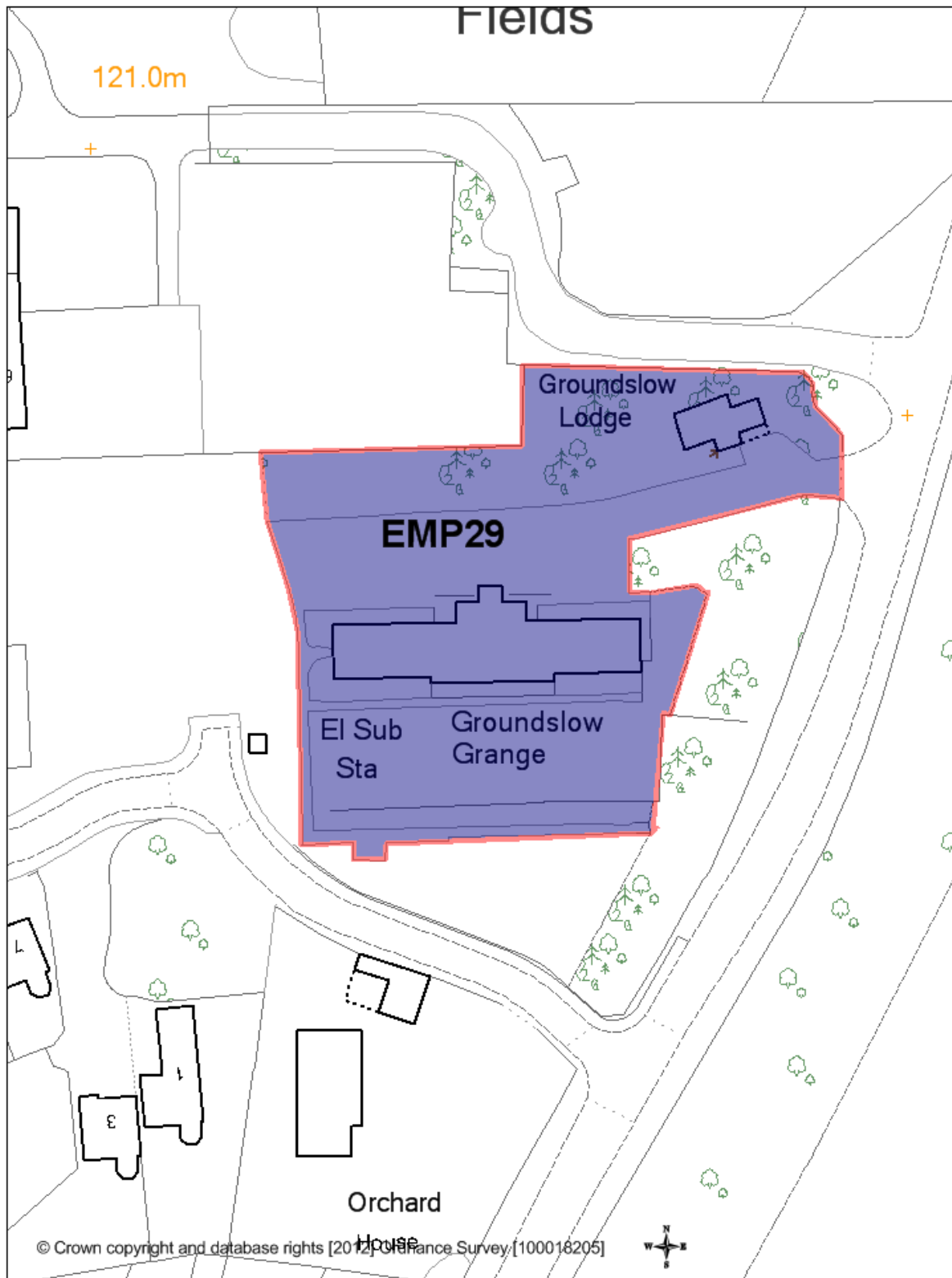


Appendix 3- Rural Sites

Site EMP28- Ladfordfields Industrial Estate, Seighford



Site EMP29- Groundslow Grange Nursing Home, Tittensor



Appendix 4- Scoring Matrix for Existing Sites

Appendix 4- Scoring Matrix for Existing Sites**Scoring Matrix**

Site Reference		Not Scored
Area		Not Scored
Current Use		Not Scored
Strategic Access	A1	5- Within 1km of a strategic road junction
		4- Within 2 km of a strategic road junction
		3- Within 3 km of a strategic road junction
		2- Over 3km from junction or access and/ or through constrained/local roads/ or through town centre or residential areas
		1- Over 5km from junction or access and/ or through constrained/ local roads/ or through town centre or residential areas
Local Access	A2	5- Adjacent local road access through free moving uncongested roads and no access problems
		4- Close to local road access through free moving uncongested roads and no access problems
		3- Close to local road access with some access problems
		2- Accessible by road but but not very close and there are access and/ or congestion issues
		1- Over 5km from junction or access and/ or through congested roads
Public Transport	A3	3- Within a 10 min walk of main bus route, train station or cycle lanes
		2-Greater than a 10 min walk of main bus route, train station or cycle lanes
		1- No services within close proximity
Proximity to urban areas and access to labour and services	A4	5- Adjacent to urban or district centre; good pedestrian access residential areas and regular public transport
		4- Near to urban or district centre; good pedestrian access residential areas and regular public transport

Appendix 4- Scoring Matrix for Existing Sites

		3- Easy site access to urban area or district centre; and with reasonable access to local services and regular public transport
		2- Urban area is not easily accessible with limited access to local services and regular public transport
		1- Remote site, no services or residential areas in the vicinity
Nature of Existing Tenants	A5	5- High Level of National and International Companies
		4- Limited presence of National and International Companies
		3- No national or international companies, exclusively Staffordshire Based
		2- Companies local to the West midlands Region
		1 -Companies local to Stafford Borough
Market Attractiveness	A6	3- Site is attractive to national companies
		2- Site is attractive to regional companies
		1- Site is attractive to local companies
Vacancy Levels	A7	5- 90- 100% Occupancy
		4- 80- 90% Occupancy
		3- 60- 80% Occupancy
		2- 40- 60% Occupancy
		1- Less than 40%
Building Age	A8	4- Post 2000
		3-1990- 2000
		2- 1970-1990
		1- Pre 1970
Condition of Premises	A9	4- Good
		3- Average
		2- Poor
		1- Derelict

Appendix 4- Scoring Matrix for Existing Sites

External Environment	A10	5- Excellent quality Environment
		4- High Quality Environment
		3- Average Quality Environment
		2- Below Average Quality Environment
		1- Poor Quality Environment

Existing Employment Sites Assessment Criteria**Market Factors:** A1, A2, A5, A6, A7, A8 and A10

Min Score: 7

Max Score: 32

Ranking	Score
Excellent	28-32
Good	22-27
Average	16-21
Poor	10 - 15
Very Poor	Less than 10

Physical Factors: A2, A8, A9 and A10

Min Score: 4

Max Score: 18

Ranking	Score
Excellent	17-18
Good	14-16
Average	11-13
Poor	7-10
Very Poor	Less than 6

Sustainability Factors: A1, A2, A3 and A4

Min Score: 4

Max Score: 18

Appendix 4- Scoring Matrix for Existing Sites

Ranking	Score
Excellent	16 -18
Good	13 - 15
Average	9 - 12
Poor	5 - 8
Very Poor	Less than 4

Appendix 5- Scoring Matrix for Wholly or Partially Undeveloped Sites

Appendix 5- Scoring Matrix for Wholly or Partially Undeveloped Sites

Scoring Matrix for Wholly or Partially Undeveloped Sites

Site Reference		Not Scored
Area		Not Scored
Ownership Issues		Not Scored
Market Activity (in the last five years)	B1	2- Yes- Evidence of recent development in the areas surrounding the site
		1- No- No evidence of recent market activity
Site Availability	B2	5- Site is available immediately with owners pushing for regeneration
		4- Site is available for employment with few constraints
		3- Site is available for employment but there are constraining issues
		2- Site is unlikely to be available for employment in the near future
		1- Site is unavailable
Access	B3	5- Adjacent local road access through free moving uncongested roads and no access problems
		4- Close to local road access through free moving uncongested roads and no access problems
		3- Close to local road access with some access problems
		2- Accessible by road but but not very close and there are access and/ or congestion issues
		1- Over 5km from junction or access and/ or through congested roads
Public Transport	B4	3- Within a 10 min walk of main bus route, train station or cycle lanes
		2-Greater than a 10 min walk of main bus route, train station or cycle lanes
		1- No services within close proximity
Proximity to urban areas and access to labour and services	B5	5- Adjacent to urban or district centre; good pedestrian access residential areas and regular public transport

Appendix 5- Scoring Matrix for Wholly or Partially Undeveloped Sites

		4- Near to urban or district centre; good pedestrian access residential areas and regular public transport
		3- Easy site access to urban area or district centre; and with reasonable access to local services and regular public transport
		2- Urban area is not easily accessible with limited access to local services and regular public transport
		1- Remote site, no services or residential areas in the vicinity
Compatibility of adjoining uses	B6	3- Within larger employment estate or no incompatible surrounding land use
		2- B1 use class adjoining residential area
		1- B2/B8 use class adjoining residential area
Site characteristics and development constraints (including topography, profile)	B7	5- Site is generally level and of regular shape
		4- Site is generally level and of irregular shape
		3- Site is slightly undulating and fragmented
		2- Site is sloped and uneven, irregular in shape
		1 -Site is steeply sloped and uneven, irregular in shape
Planning Status	B8	5- Full Planning permission
		4- Outline planning permission
		3- Local Plan Allocation
		2- Strategic site
		1- No planning application
Market Attractiveness	B9	3- Site is attractive to national companies
		2- Site is attractive to regional companies
		1- Site is attractive to local companies
Economic Constraints	B10	5- No obstacles to development
		4- Minor obstacles to development, but easy to resolve

Appendix 5- Scoring Matrix for Wholly or Partially Undeveloped Sites

		3- Minor obstacles to development, but more difficult to resolve
		2- Major obstacles to development, difficult and time consuming to resolve
		1- Major obstacles to development, very difficult and time consuming to resolve
Planning/ Sustainability Factors	B11	5- Development would be consistent with emerging Local Plan policies in terms of scale and form and is within existing settlement boundaries.
		4- Development would be consistent with emerging Local Plan policies in terms of scale and form and is adjacent to existing settlement boundaries.
		3- Development would be consistent with emerging Local Plan policies in terms of scale and form and is close to existing settlement boundaries
		2- Development would be consistent with emerging Local Plan policies in terms of scale and form and is distant from existing settlement boundaries
		1- Weak alignment with emerging Local Plan objectives, restrictive designations such as Cannock Chase AONB

Wholly or Partly Undeveloped Sites Employment Sites Assessment Criteria

Market Factors: B1, B2, B3, B5, B6, B8 and B9

Min Score: 7

Max Score: 33

Ranking	Score
Excellent	31 - 33
Good	25 - 30
Average	17 - 24
Poor	10 - 16
Very Poor	Less than 10

Physical Factors: B3,B4, B5 and B7

Min Score: 4

Max Score:18

Appendix 5- Scoring Matrix for Wholly or Partially Undeveloped Sites

Ranking	Score
Excellent	16 -18
Good	13 - 15
Average	9 - 12
Poor	5 - 8
Very Poor	Less than 5

Sustainability Factors: B4, B5, B6 and B11

Min Score: 4

Max Score: 18

Ranking	Score
Excellent	16 -18
Good	13 - 15
Average	9 - 12
Poor	5 - 8
Very Poor	Less than 5

Appendix 6- Individual Site Results

Appendix 6- Individual Site Results

Existing Employment Sites Results

Site Reference Number	Location	Site Area	Strategic Access	Local Access	Public Transport	Proximity to Urban Areas and access to labour and services	Nature of Existing Tenants	Market Attractiveness	Vacancy Levels	Building Age	Condition of premises	External Environment	Total Score	Market Score	Physical Score	Sustainability Score	Market Factors	Physical Factors	Sustainability Factors
Emp 01	Shawcross Garage, Skemore Lane, Stafford (Emp 01)	1.29	4	5	3	5	4	1	5	4	4	4	3	38	26	16	17	Good	Excellent
Emp 02	Asentfields Industrial Estate, Stafford (Emp 02)	11.78	4	5	3	5	4	3	5	2	3	2	3	36	26	12	17	Good	Excellent
Emp 03	Common Road Industrial Estate, Stafford (Emp 03)	25.39	4	5	3	5	2	2	4	2	3	3	3	32	23	13	16	Average	Excellent
Emp 04	Greyfriars Industrial Estate, Stafford (Emp 04)	9.69	5	5	3	5	5	2	4	2	2	2	2	35	25	11	18	Good	Excellent
Emp 05	Stafford Motorway Service Station (Southbound), M6 (Emp 05)	14.86	2	5	1	1	3	2	5	4	4	4	4	31	25	17	9	Good	Average
Emp 06	Basson Business Park, Stafford (Emp 06)	9.41	5	5	2	3	4	2	5	3	4	4	4	37	29	16	15	Excellent	Good
Emp 09	Prinpoint 14, Stafford (Emp 09)	24.08	5	5	3	4	5	3	4	3	4	4	4	40	30	16	17	Excellent	Excellent
Emp 10	Staffordshire Technology Park, Stafford (Emp 10)	17.9	5	5	3	5	4	3	3	4	3	4	4	39	27	16	18	Good	Excellent
Emp 11	Tolgate Industrial Estate, Stafford (Emp 11)	18.48	4	5	3	5	4	2	5	3	3	3	3	37	26	14	17	Good	Excellent
Emp 12	Tolgate Business Park, Marston Brook (Emp 12)	9.8	4	5	3	5	4	2	5	4	4	4	4	41	28	18	17	Excellent	Excellent
Emp 13	Prologis Business Park (Emp 13)	26.26	5	5	3	5	4	5	4	3	4	4	4	40	30	16	17	Excellent	Excellent
Emp 14	Stone House, Heol, Stone (Emp 14)	2.08	5	5	2	4	1	1	5	2	4	2	2	31	23	13	16	Good	Excellent
Emp 16	North of Watton Lane Industrial Estate, Stone (Emp 16)	1.67	4	5	3	5	5	3	5	2	3	4	4	39	29	14	17	Excellent	Excellent
Emp 17	South of Whitebridge Lane, Stone (Emp 17)	7.77	5	5	3	5	4	2	5	2	4	5	4	40	30	16	16	Excellent	Excellent
Emp 18	Stone Business Park, Stone (Emp 18)	70	5	5	3	5	5	3	5	3	3	4	4	41	30	15	18	Excellent	Excellent
Emp 20	Passfield Enterprise Park, Hixon (Emp 20)	17.5	3	5	2	3	4	2	4	3	4	3	3	33	25	15	13	Good	Good
Emp 21	Sigwall Business Centre (Emp 21)	1.7	5	5	1	4	2	1	5	4	4	4	5	33	27	18	12	Good	Average
Emp 22	Land at Mill Lane, Great Haywood (Emp 22)	1.277	3	5	1	4	1	1	5	4	4	5	4	33	24	18	13	Good	Good
Emp 24	Raleigh Hall Industrial Estate, Eccleshall (Emp 23)	13.1	2	5	3	3	4	2	4	3	3	3	3	32	23	14	13	Good	Good
Emp 25	Hixon Airfield Industrial Estate, Hixon (Emp 24)	34.9	4	5	3	4	5	3	4	2	3	3	3	36	27	13	16	Good	Excellent
Emp 26	Moorfields Industrial Estate, Coote Heath (Emp 25)	5.89	2	5	1	1	2	2	5	2	3	2	2	25	21	12	9	Average	Average
Emp 27	Trentham Gardens, Trentham (Emp 26)	9.65	5	5	3	5	4	2	5	3	4	4	4	38	29	16	16	Excellent	Excellent
Emp 28	Bylme Bridge, Former Creta Site (Emp 27)	28.86	5	5	3	5	5	3	4	2	4	3	3	38	29	14	17	Excellent	Excellent
Emp 29	Ladfordfields Industrial Estate (Emp 28)	14.32	5	5	1	3	4	2	4	2	3	3	3	32	26	13	14	Good	Good
Emp 29	Groundstow Grange Nursing Homes (Emp 29)	0.422	2	1	1	3	1	2	1	1	1	1	1	16	11	6	7	Poor	Poor

Wholly or Partly Undeveloped Land Results

Appendix 6- Individual Site Results

Site Reference Number	Location	Site Area	Market Activity	Site Availability	Access	Public Transport	Proximity to urban areas and access to labour and services	Compatibility of adjacent uses	Site characteristics and development constraints	Planning Status	Market Attractiveness	Economic Constraints	Planning Sustainability Factors	Total Score	Market Score	Physical Score	Sustainability Score	Market Factors	Physical Factors	Sustainability Factors
Emp 07	Blacon Business Park Extension, Stafford (Emp 07)	8.51		2	4	3	3	3	3	4	3	3	4	43	31	17	15	Excellent	Good	Good
Emp 08	Land at Moss Pt, Stafford (Emp 08)	0.42		1	4	3	4	2	5	5	3	3	3	40	29	17	12	Good	Good	Average
Emp 15	Mekford Power Station, Stone (Emp 15)	47.51		1	3	3	3	3	3	4	3	2	3	30	22	11	11	Average	Average	Average
Emp 19	Adjacent to Stone House Hotel, Stone (Emp 19)	1.18		1	4	3	3	3	5	4	4	2	4	39	27	18	15	Good	Excellent	Good

Appendix 7- Site Proformas

Appendix 7- Site Proformas

Site Assessment Proformas

Site Reference and Address	EMP01- Silkmore garage Silkmore Lane.	
Area	1.29ha	
Current Use	Part of the site is occupied by the Co-Op.	
Strategic Access	A1	4
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	1
Vacancy Levels	A7	5
Building Age	A8	4
Condition of Premises	A9	4
External Environment	A10	3

Appendix 7- Site Proformas

Site Reference and Address	EMP02- Astonfields Industrial Estate	
Area	11.78ha	
Current Use	Industrial Estate is predominantly B1 and B2 uses	
Strategic Access	A1	4
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	3
Vacancy Levels	A7	5
Building Age	A8	2
Condition of Premises	A9	3
External Environment	A10	2

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Appendix 7- Site Proformas

Site Reference and Address	EMP03- Common Road industrial Estate	
Area	25.38ha	
Current Use	Industrial Estate is B1 and B2 uses, with some elements of B8 uses	
Strategic Access	A1	4
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	4
Nature of Existing Tenants	A5	2
Market Attractiveness	A6	2
Vacancy Levels	A7	4
Building Age	A8	2
Condition of Premises	A9	3
External Environment	A10	3

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Appendix 7- Site Proformas

Site Reference and Address	EMP04- Greystriars Industrial Estate	
Area	9.69ha	
Current Use	Industrial Estate is B1 and B2 uses, with some elements of B8 uses	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	5
Market Attractiveness	A6	2
Vacancy Levels	A7	4
Building Age	A8	2
Condition of Premises	A9	2
External Environment	A10	2

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Appendix 7- Site Proformas

Site Reference and Address	EMP 05- Stafford Motor Service Station	
Area	14.96ha	
Current Use	Motorway Service Station	
Strategic Access	A1	2
Local Access	A2	5
Public Transport	A3	1
Proximity to urban areas and access to labour and services	A4	1
Nature of Existing Tenants	A5	3
Market Attractiveness	A6	2
Vacancy Levels	A7	5
Building Age	A8	4
Condition of Premises	A9	4
External Environment	A10	4

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Appendix 7- Site Proformas

Site Reference and Address	EMP 06- Beacon Business Park	
Area	9.41ha	
Current Use	B1, B2 and B8 uses	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	2
Proximity to urban areas and access to labour and services	A4	3
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	2
Vacancy Levels	A7	5
Building Age	A8	3
Condition of Premises	A9	4
External Environment	A10	4

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Appendix 7- Site Proformas

Scoring Matrix

Site Reference	EMP07- Beacon Business Park Extension, Stafford	
Area	8.51ha	
Ownership Issues	No ownership Issues	
Market Activity (in the last five years)	B1	2
Site Availability	B2	5
Access	B3	4
Public Transport	B4	3
Proximity to urban areas and access to labour and services	B5	5
Compatibility of adjoining uses	B6	3
Site characteristics and development constraints (including topography, profile, development constraints)	B7	5
Planning Status	B8	4
Market Attractiveness	B9	3
Economic Constraints	B10	5
Planning/ Sustainability factors	B11	4

Appendix 7- Site Proformas

Scoring Matrix		
Site Reference	EMP08- Land at Moss Pit, Stafford	
Area	0.43ha	
Ownership Issues	No Ownership Issues	
Market Activity (in the last five years)	B1	1
Site Availability	B2	4
Access	B3	5
Public Transport	B4	3
Proximity to urban areas and access to labour and services	B5	4
Compatibility of adjoining uses	B6	2
Site characteristics and development constraints (including topography, profile, development constraints)	B7	5
Planning Status	B8	5
Market Attractiveness	B9	3
Economic Constraints	B10	5
Planning/ Sustainability factors	B11	3

Appendix 7- Site Proformas

Site Reference and Address	EMP09- Primepoint 14, Stafford	
Area	24.08ha	
Current Use	B1 and B8 uses	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	4
Nature of Existing Tenants	A5	5
Market Attractiveness	A6	3
Vacancy Levels	A7	4
Building Age	A8	3
Condition of Premises	A9	4
External Environment	A10	4

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Appendix 7- Site Proformas

Site Reference and Address	EMP 10- Staffordshire Technology Park, Stafford	
Area	17.9ha	
Current Use	B1 and B2	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	3
Vacancy Levels	A7	3
Building Age	A8	4
Condition of Premises	A9	3
External Environment	A10	4

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Appendix 7- Site Proformas

Site Reference and Address	EMP11- Tollgate Industrial Estate, Stafford	
Area	18.48ha	
Current Use	B1 and B2 uses	
Strategic Access	A1	4
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	2
Vacancy Levels	A7	5
Building Age	A8	3
Condition of Premises	A9	3
External Environment	A10	3

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Appendix 7- Site Proformas

Site Reference and Address	EMP12- Tollgate Business Park, Marston Brook	
Area	9.8ha	
Current Use	Mostly B1 and B2 uses, but some Sui generis	
Strategic Access	A1	4
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	2
Vacancy Levels	A7	5
Building Age	A8	5
Condition of Premises	A9	4
External Environment	A10	4

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Appendix 7- Site Proformas

Site Reference and Address	EMP 13- Prologis, Stafford	
Area	26.26ha	
Current Use	B1 and B8 uses	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	4
Nature of Existing Tenants	A5	5
Market Attractiveness	A6	3
Vacancy Levels	A7	4
Building Age	A8	3
Condition of Premises	A9	4
External Environment	A10	4

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Appendix 7- Site Proformas

Site Reference and Address	EMP 14- Stone House Hotel, Stone	
Area	2.08ha	
Current Use	Hotel	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	2
Proximity to urban areas and access to labour and services	A4	4
Nature of Existing Tenants	A5	1
Market Attractiveness	A6	1
Vacancy Levels	A7	5
Building Age	A8	2
Condition of Premises	A9	4
External Environment	A10	2

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Appendix 7- Site Proformas

Scoring Matrix		
Site Reference	EMP15- Meaford Power Station, Stone	
Area	47.51ha	
Ownership Issues	No Ownership Issues	
Market Activity (in the last five years)	B1	1
Site Availability	B2	3
Access	B3	3
Public Transport	B4	2
Proximity to urban areas and access to labour and services	B5	3
Compatibility of adjoining uses	B6	3
Site characteristics and development constraints (including topography, profile, development constraints)	B7	3
Planning Status	B8	4
Market Attractiveness	B9	3
Economic Constraints	B10	2
Planning/ Sustainability factors	B11	3

Appendix 7- Site Proformas

Site Reference and Address	EMP16- North of Walton Lane Industrial Estate, Stone	
Area	1.67ha	
Current Use	B1 business use	
Strategic Access	A1	4
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	5
Market Attractiveness	A6	3
Vacancy Levels	A7	5
Building Age	A8	2
Condition of Premises	A9	3
External Environment	A10	4

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Appendix 7- Site Proformas

Site Reference and Address	EMP17- South of Whitebridge Lane, Stone	
Area	7.77ha	
Current Use	B1 and B8 uses predominate	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	2
Vacancy Levels	A7	5
Building Age	A8	2
Condition of Premises	A9	4
External Environment	A10	5

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Appendix 7- Site Proformas

Site Reference and Address	EMP18- Stone Business Park, Stone	
Area	70ha	
Current Use	B1, B2 and B8	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	5
Market Attractiveness	A6	3
Vacancy Levels	A7	5
Building Age	A8	3
Condition of Premises	A9	3
External Environment	A10	4

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Appendix 7- Site Proformas

Scoring Matrix		
Site Reference	EMP19- Adjacent to Stone House Hotel, Stone	
Area	1.18ha	
Ownership Issues	No Ownership Issues	
Market Activity (in the last five years)	B1	1
Site Availability	B2	4
Access	B3	5
Public Transport	B4	3
Proximity to urban areas and access to labour and services	B5	5
Compatibility of adjoining uses	B6	3
Site characteristics and development constraints (including topography, profile)	B7	5
Planning Status	B8	1
Market Attractiveness	B9	3
Economic Constraints	B10	5
Planning/ Sustainability factors	B11	4

Appendix 7- Site Proformas

Site Reference and Address	EMP20- Pasturefields Enterprise Park, Hixon	
Area	17.5ha	
Current Use	B1 and B8	
Strategic Access	A1	3
Local Access	A2	5
Public Transport	A3	2
Proximity to urban areas and access to labour and services	A4	3
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	2
Vacancy Levels	A7	4
Building Age	A8	3
Condition of Premises	A9	4
External Environment	A10	3

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Appendix 7- Site Proformas

Site Reference and Address	EMP21- Sugnall Business Centre	
Area	1.7ha	
Current Use	B1 uses	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	1
Proximity to urban areas and access to labour and services	A4	1
Nature of Existing Tenants	A5	2
Market Attractiveness	A6	1
Vacancy Levels	A7	5
Building Age	A8	4
Condition of Premises	A9	4
External Environment	A10	5

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Appendix 7- Site Proformas

Site Reference and Address	EMP22- Land at Mill Lane, Great Haywood	
Area	1.277ha	
Current Use	B1 and A1	
Strategic Access	A1	3
Local Access	A2	5
Public Transport	A3	1
Proximity to urban areas and access to labour and services	A4	4
Nature of Existing Tenants	A5	1
Market Attractiveness	A6	1
Vacancy Levels	A7	5
Building Age	A8	4
Condition of Premises	A9	4
External Environment	A10	5

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Appendix 7- Site Proformas

Site Reference and Address	EMP23- Raleigh Hall Industrial Estate, Eccleshall	
Area	13.1ha	
Current Use	B1 and B8	
Strategic Access	A1	2
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	3
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	2
Vacancy Levels	A7	4
Building Age	A8	3
Condition of Premises	A9	3
External Environment	A10	3

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Appendix 7- Site Proformas

Site Reference and Address	EMP24- Hixon Airfield Industrial Estate, Hixon	
Area	34.9ha	
Current Use	B1, B2 and B8	
Strategic Access	A1	4
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	4
Nature of Existing Tenants	A5	5
Market Attractiveness	A6	3
Vacancy Levels	A7	4
Building Age	A8	2
Condition of Premises	A9	3
External Environment	A10	3

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Appendix 7- Site Proformas

Site Reference and Address	EMP25- Moorfields Industrial Estate	
Area	5.89ha	
Current Use	B2 and B8 uses	
Strategic Access	A1	2
Local Access	A2	5
Public Transport	A3	1
Proximity to urban areas and access to labour and services	A4	1
Nature of Existing Tenants	A5	2
Market Attractiveness	A6	2
Vacancy Levels	A7	5
Building Age	A8	2
Condition of Premises	A9	3
External Environment	A10	2

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Appendix 7- Site Proformas

Site Reference and Address	EMP26- Trentham Gardens	
Area	9.65ha	
Current Use	A1, A3 and C1	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	3
Proximity to urban areas and access to labour and services	A4	3
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	2
Vacancy Levels	A7	5
Building Age	A8	3
Condition of Premises	A9	4
External Environment	A10	4

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Appendix 7- Site Proformas

Site Reference and Address	EMP27- Blythe Bridge, Former Creda Site	
Area	28.86ha	
Current Use	B1 and B8	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	2
Proximity to urban areas and access to labour and services	A4	5
Nature of Existing Tenants	A5	5
Market Attractiveness	A6	3
Vacancy Levels	A7	4
Building Age	A8	2
Condition of Premises	A9	4
External Environment	A10	3

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Appendix 7- Site Proformas

Site Reference and Address	EMP28- Ladfordfields Industrial Estate	
Area	14.32ha	
Current Use	Industrial estate with B1 and B2 uses	
Strategic Access	A1	5
Local Access	A2	5
Public Transport	A3	1
Proximity to urban areas and access to labour and services	A4	3
Nature of Existing Tenants	A5	4
Market Attractiveness	A6	2
Vacancy Levels	A7	4
Building Age	A8	2
Condition of Premises	A9	3
External Environment	A10	3

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Appendix 7- Site Proformas

Site Reference and Address	EMP29- Groundslow Grange Nursing Home	
Area	0.422ha	
Current Use	Derelict	
Strategic Access	A1	2
Local Access	A2	1
Public Transport	A3	1
Proximity to urban areas and access to labour and services	A4	3
Nature of Existing Tenants	A5	1
Market Attractiveness	A6	2
Vacancy Levels	A7	1
Building Age	A8	1
Condition of Premises	A9	1
External Environment	A10	3

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Appendix 8 - WMRSS Policy A9- Regional Logistics Sites

Appendix 8 - WMRSS Policy A9- Regional Logistics Sites

Policy PA9 – Regional Logistics Sites, as amended by the Panel Report published in September 2009:

“A. Within the portfolio of employment sites, provision should be made for Regional Logistics Sites (RLS) the purpose of which will be to provide opportunities for the concentrated development of warehousing and distribution uses.

B. RLS with existing or potential for dedicated rail access to freight routes with at least W8 loading gauge and close proximity to a junction that could provide access to the Strategic Road Network or other principal roads should be identified in Core Strategy DPDs. The Regional Planning Body should be consulted on such proposals. Sites should also:

- i) Ideally be in the order of 50 hectares or more but smaller inter-modal sites may be appropriate for consideration as RLS if they can be closely associated with substantial warehousing on adjacent or closely related land
- ii) possess good quality public transport links, or be capable of having such links provided
- iii) be served or proposed to be served by multi-modal transport facilities and broadband IT infrastructure
- iv) have easy access to an appropriate labour supply and education and training opportunities
- v) aim to minimise environmental impact
- vi) have a suitable configuration which allows large-scale high-bay warehousing, intermodal terminal facilities, appropriate railway wagon reception facilities and secure parking facilities for all goods vehicles (see also policy T10) and
- vii) be located away from incompatible neighbours allowing 24-hour operations and no restrictions on vehicle movements.

C. Based on a study of the future demand for logistics within the Region it is estimated that at least 200-250 hectares of land could be required on RLS-type locations to serve the West Midlands in the period up to 2021.

D. The Region should have a choice of RLS available at any point in time and consideration and priority should be given to bringing forward additional land taking account of the following in priority order:

1. Utilising the full potential for the expansion of the existing RLS at Hams Hall, Birch Coppice and Hortonwood;
2. Securing provision of new rail-served facilities to serve (a) the needs of the Black Country located in southern Staffordshire and (b) to serve the North Staffordshire conurbation.

Appendix 8 - WMRSS Policy A9- Regional Logistics Sites

Discussions between the relevant local authorities and key partners including AWM in the areas identified above should identify how RLS provision will be met and subject to agreement by the RPB the sites should then be taken forward through the relevant Core Strategy.

Annual monitoring will be important to ensure that there is adequate provision for this sector throughout the plan period.”

Furthermore WMRSS Phase 2 Revision Inspector’s Report amended paragraph 7.46 stated:

“Major concentrations of warehousing and distribution will be discouraged both within urban areas and immediately adjacent to motorway junctions, where a high level of heavy goods traffic would further exacerbate congestion. Possibilities to be explored further for provision of RLS include Brinsford, Four Ashes, Cannock, Fradley and Meaford.”