

# Stafford Borough Local Development Framework

**PLANNING**  
for our **FUTURE**

## Employment Land Review 2010



**Stafford**  
BOROUGH COUNCIL



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**STAFFORD BOROUGH COUNCIL  
EMPLOYMENT LAND STUDY  
FUTURE LAND ESTIMATION  
SUMMARY REPORT & TECHNICAL APPENDIX REPORT**

(please refer to associated documentation)

## 1 BACKGROUND

1.1 The Government is committed, as demonstrated in Planning Policy Statement 1 (PPS 1) (Issued in 2005) to promoting a strong, stable productive and competitive economy with the important role of facilitating and delivering this objective through the planning system. Within the Government's objectives for sustainable economic development Local Planning Authorities should:-

“ Ensure that suitable locations are available for industrial, commercial, retail, public sector, tourism and leisure developments so that the economy can prosper; and

Provide for improved productivity, choice and competition, particularly when technology and requirements of modern business are changing rapidly”

1.2 In December 2009 Planning Policy Statement 4 (PPS4) 'Planning for Sustainable Economic Growth' set out the Government's key objectives including building prosperous communities by improving economic performance, reduce the gap in economic growth rates between regions, deliver more sustainable patterns of development, promote the vitality and viability of town and other centres as important places for communities as well as raising the quality of life and the environment in rural areas by promoting thriving, inclusive and locally distinctive rural communities.

1.3 Planning Policy Statement 3 (PPS3), published in 2006, included the following statement for the effective use of land in terms of assessing existing employment land:

“44. In developing their previously-developed land strategies, Local Planning Authorities should consider a range of incentives or interventions that could help to ensure that previously-developed land is developed in line with the trajectory/ies. This should include:

- Considering whether sites that are currently allocated for industrial or commercial use could be more appropriately re-allocated for housing development. (Guidance on reviewing employment land is set out in *Employment Land Reviews: Guidance Note, ODPM, 2004*)”

1.4 It is clear from the wording of paragraph 44 of PPS3 that the existence of up - to-date reviews of employment land will be crucial in the consideration of planning applications proposing the use of employment sites for non-employment related uses. Within PPS3 local planning authorities are also required to produce Strategic Housing Land Availability Assessments to identify potential housing land for consideration when preparing the Development Plan.

1.5 In the light of the national planning policy context as outlined above, 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 Stage 1 of its Employment Land Review and the 2010 update. The objective of The Guidance (which is intended to complement established and emerging practice) is to ensure that local authorities review their portfolios of employment sites and in so doing apply up to date and sensible criteria in terms of market realism and sustainable development.

- 1.6 Having done so, Local Planning Authorities are encouraged to then be able to identify a robust and defensible portfolio of both strategic and locally important employment sites in their Local Development Frameworks (LDFs) and, where appropriate, to then be able to afford strong policy protection to both new and existing employment areas for employment rather than other uses to ensure that such sites are adequately safeguarded.
- 1.7 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 LDF 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.

## 2 POLICY CONTEXT

### National Policy

- 2.1 The Government sets out national policy in Planning Policy Statements (PPSs), which are replacing Planning Policy Guidance notes (PPGs). The Government also produce Circulars and Best Practice Guides in order to provide advice to local planning authorities, to encourage a consistent approach to planning across the country.
- 2.2 The following Government and other publications contain policy guidance and information relevant to economic development:

**Planning Policy Statement 4: Planning for Sustainable Economic Growth (2009)** setting out a series of objectives and policies to achieve sustainable economic growth, to be compatible with climate change and environmental priorities. Local planning authorities are encouraged to assess existing and future supply of land available for economic development at the same time as Strategic Housing Land Availability Assessments, which are an evidence based requirement of PPS3.

**Planning Policy Statement 1: Delivering Sustainable Development (2005)** states that the Government is committed to promoting a strong, stable and productive economy that aims to bring jobs and prosperity for all. Planning authorities should:

- (i) recognise that economic development can deliver environmental and social benefits;
- (ii) recognise the wider sub-regional, regional or national benefits of economic development and consider these alongside any adverse local impacts;
- (iii) ensure that suitable locations are available for industrial, commercial, retail, public sector (eg health and education) tourism and leisure developments, so that the economy can prosper;
- (iv) provide for improved productivity, choice and competition, particularly when technological and other requirements of modern business are changing rapidly;
- (v) recognise that all local economies are subject to change - planning authorities should be sensitive to these changes and the implications for development and growth;
- (vi) actively promote and facilitate good quality development, which is sustainable and consistent with their plans; and

- (vii) identify opportunities for future investment to deliver economic objectives.

Further information on national economic development policy is available at the following website: [www.communities.gov.uk](http://www.communities.gov.uk)

## **Regional Policy**

- 2.3 In June 2004 Regional Planning Guidance for the West Midlands (RPG11) was adopted and published. Following commencement of Part 1 of the Planning and Compulsory Purchase Act 2004 Regional Planning Guidance became part of the statutory development plan and known as the Regional Spatial Strategy (RSS). The West Midlands Regional Economic Strategy is a delivery vehicle for many aspects of the Regional Spatial Strategy. In July 2010 the new Government revoked Regional Spatial Strategies with the intention to abolish these documents through primary legislation during 2010 – 2011.

Further information please refer to the following websites: [www.to-wm.gov.uk/RPG](http://www.to-wm.gov.uk/RPG) and [www.wmra.gov.uk/regional\\_planning.htm](http://www.wmra.gov.uk/regional_planning.htm)

- 2.4 Prior to the new Government's revoking Regional Spatial Strategies work in the West Midlands was progressing with the Regional Spatial Strategy Phase Two Revision to provide new District level provisions for housing and employment land from 2006 to 2026.
- 2.5 The Regional Spatial Strategy Phase Two Revision set out that the forecast household growth will need to be accompanied by appropriate opportunities for employment growth across the region at both the sub-regional and District level. Accordingly, the Preferred Option set out emerging policy guidance on the level and distribution of employment land provision in order to assist the preparation of Core Strategies and related Local Development Documents (and to adequately reflect the priorities set out in the Regional Economic Strategy).
- 2.6 The employment land figures were based on a 5 year reservoir of readily available employment land, with indicative longer term requirements over the Plan period, the overall approach taken being to ensure the continuing provision of an appropriate portfolio of sustainably located employment sites appropriate to market needs.
- 2.7 In so far as Stafford Borough is concerned the following figures were provided through the Regional Spatial Strategy Phase Two Revision process up to May 2010:

|   |     |
|---|-----|
| Five year Reservoir (in hectares)                                     | 40  |
| Indicative Long Term requirements (in hectares)<br>(i.e. 2006 – 2026) | 160 |

- 2.8 In 2008 the West Midlands Economic Strategy 'Connecting to Success' was published together with a Delivery Framework for the region with a vision "To be a global centre where people and businesses choose to connect". A key



objective for the Strategy is to close the output gap between performance of the West Midlands and that of the UK as a whole, measured using Gross Value Added (GVA) per head, making the region £10 billion richer at the UK average.

## **County Policy**

- 2.9 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**
- E8 Loss of Employment Land and Buildings**

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](http://www.staffordshire.gov.uk)

## **Local Policy**

- 2.10 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 Development Framework and the associated Development Plan Documents.
- 2.11 Following commencement of Part 2 of the Planning and Compulsory Purchase Act the Local Plan element of the development plan will be replaced by Development Plan Documents within the Local Development Framework along with the Regional Spatial Strategy. The following planning policies from the adopted Stafford Borough Local Plan 2001 relate to economic development:-

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

- 2.12 It should be noted that following commencement of the Planning and Compulsory Purchase Act 2004, and subsequent announcements by the new Government concerning revocation of Regional Spatial Strategies, the new development plan will be made up of Development Plan Documents within the Local Development Framework. The Borough Council is currently in the process of preparing Development Plan Documents for the Local Development Framework.

### 3 INTRODUCTION TO THE STUDY

- 3.1 The Guidance places great emphasis on planning authorities undertaking employment studies in consultation with neighbouring authorities, county councils, sub-regional groups, the regional planning body, the development industry and property agents and representatives of local business interests (particularly in respect of marketability and viability matters, in expressing property needs and in “road testing” of any new portfolio of sites).
- 3.2 The reaction by the Borough Council to this imperative was to facilitate a corporate and collaborative exercise by creating a small team, comprising of Officers from the Forward Planning Section and the Economic Development Section of the Planning and Regeneration Service to undertake the Study. Moreover, dedicated in-puts from other public and private sector agencies have been sought (see Section 4 in respect of Methodology).
- 3.3 The primary purpose of the Study is 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.
- 3.4 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.

## 4 METHODOLOGY FOR STAGES 1, 2 AND 3

- 4.1 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 its greater emphasis on sustainability and proactive management of development wherein 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.
- 4.2 The three stage approach formalises what is an iterative approach to the review of the need for and allocation of land for employment and 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.
- 4.3 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**

- 4.4 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 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 the Authority 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**

- 4.5 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***

- 4.6 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 at the regional, sub-regional and local scales. The Guidance identifies the Regional Planning Bodies (RPBs) as needing to take the lead in co-ordinating and delivering key elements of the assessment of requirements, in consultation with constituent authorities. In this respect reference is made elsewhere in this Study to the employment land reviews that are currently being undertaken by both the West Midlands Region and Staffordshire County Council. However it should be noted that the new Government has now ended funding to Regional Planning Bodies and therefore the delivery of this co-ordinating role will not be provided.

### **OBJECTIVES**

- 4.7 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 to be 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.

- 4.8 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 sub-national 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**

- 4.9 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***

- 4.10 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**

- 4.11 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**

- 4.12 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

4.13 The Guidance identifies the following detailed steps to be undertaken within the three respective stages of a Land Review:

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



## 5 STAGE 1 - TAKING STOCK OF THE EXISTING SITUATION

5.1 The Guidance identifies the main objective of this stage as being the “fitness for purpose” assessment of the existing employment land portfolio. In so doing, the Guidance advocates that Stage 1 of the process needs to consider and fully address those Issues and Tasks as set out below (the Borough’s response as to how these issues have been/will be addressed is given in brackets thereafter):

### 5.2 Issues

- **Consultation with sub-regional partners about the scope and timescale of employment land review** (The timescale for undertaking the review will be determined by particular milestones within the LDF process and outputs from Staffordshire County Council (SCC) undertaking studies into the demand for and supply of employment land which are intended to feed into the more detailed studies to be undertaken by Districts; from the initiation of the Study, continuous consultation has taken place with the SCC and this will continue.)
- **Key elements of the strategic planning vision and objectives** (It is envisaged that these will be set out in the preamble to the regional and County studies as referred to above)
- **The relevance of previous economic and employment land studies** (See “Step 2” for detailed references to those economic / employment studies that have been drawn upon as part of this Study).
- **The availability of local monitoring information on site availability and supply** (Again, see “Step 2” in relation to the type of information and its use)
- **The best way to “tap into” the experience and knowledge of key staff and stakeholders about individual sites and requirements** (Stage 1 of the Study has been undertaken as a corporate and collaborative exercise as a result of joint working within the Planning and Regeneration Service. Consultation with stakeholders will take place.)
- **The availability of in-house skills and resources and any decision to outsource some or all of the main review** (The collaborative approach has enabled the utilisation of in-house skills. Staffordshire County Council have contributed to the study by carrying out work for Stage 2).
- **The timescale for implementation of Stage 1 of the Review** (Timescales for distinct elements within the Stage 1 process were incorporated within the Brief for that stage; Stage 1 was prepared and completed between October 2009 and March 2010).

### 5.3 Tasks

- **Consult with neighbouring authorities and business community to establish scope of employment land review** (Whilst there has been consultation with these bodies concerning the undertaking of and inputs to this Study, it was not considered to be necessary to consult with those bodies regarding the **scope** of the Study which has followed the approach set out in Government Guidance).
- **Review available information on employment land stock, supply and demand** (See “Step 2”)
- **Site Appraisal to identify “best” employment sites and allocations to be retained and those to (potentially) be released** (See “Step 4”)
- **Input for Stages 2 and 3 of Employment Land Review** (See “Step 5”)

### 5.4 Steps

The following five steps have been identified as being required to be followed to ensure a satisfactory outcome for Stage 1 of the Study

| <b>Step No</b> | <b>Process</b>   |
|----------------|--|
| 1              | Prepare Brief  |
| 2              | Collect and collate data on supply of and demand for employment land |
| 3              | Devise and apply site appraisal criteria                             |
| 4              | Undertake preliminary site appraisal                                 |
| 5              | Provide input to Stages 2 and 3                                      |

Each of these steps is now considered separately:

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## Step 1 - Devise Brief for Stage 1

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- 5.5 The purpose of this section is to set out the context for and, very importantly, the parameters governing the production of the Brief that was prepared to guide the ensuing four steps of Stage 1 of the Study:
- the main purpose of Stage 1 is simply to identify those sites - when set against current aspirations of **OCCUPIERS AND DEVELOPERS** - that should definitely be retained and those which **could** be released
  - this preliminary appraisal of the existing portfolio will not, and should not attempt to, identify every employment site to be released but rather will highlight the most acute examples e.g. long-standing employment sites (Brownfield and / or Greenfield) where clearly no new development has materialised despite their continual “availability”
  - this stage does **not** include consideration of existing premises - the future of poor quality existing premises, particularly if they are occupied, is best addressed as part of Stage 3 of the process
  - furthermore, neither does Stage 1 concern itself with **potential** sites as these will be considered within Stages 2 and 3
  - whilst there may be contact with private sector land **agents** within Stage 1, it is not envisaged that there will necessarily be direct contact with either landowners or developers. Again, this is more likely to take place within subsequent stages (particularly Stage 3).

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## Step 2 - Collate Data on Land Stock and Revealed Demand

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- 5.6 The principal information to be derived relates to the overall stocks of employment land, together with the take-up of sites and premises to indicate the “revealed demand” for sites.

Consequently the main components of this step in Stage 1 are:-

- (a) review existing and compile a new, composite database based on existing sources (e.g. Stafford Borough sites and Premises Register, Employment Sites Database maintained by Staffordshire County Council, Development Services)
  - (b) monitor planning permissions granted for employment based uses, including sites being taken out of employment use
  - (c) interrogate available property market appraisals, including transactions and assessments of future demand and supply
  - (d) confirm the likely business needs and future market requirements, following consultation with selected consultees
- (a) **Compiling the Database**

### **Requirements suggested in the Guidance**

- the database will comprise of recording the principal existing general employment areas, together with proposed employment areas which are allocated or safeguarded in the local plan (NB: in order to conduct a full employment land review, a more comprehensive database encompassing both **existing and potential sites and premises** will be necessary, for Stages 2 and 3, but these are **NOT** to be considered at Stage 1)
- the minimum site characteristics to be recorded are:-
  - Location
  - Remaining developable area
  - Ownership (or presumed ownership)
  - Market segment / employment uses for which the site is allocated / would be suitable
  - Known constraints affecting/infrastructure required for development to employment uses
  - Site Threshold : 0.25 ha
  - Mapping : All sites need to be mapped, preferably GIS

## Sources:

- Existing database sources held by Planning and Regeneration (Economic Development) Services
- OS Mapping (supplemented with aerial photographs)
- Business Directories
- Business Rates Records
- Property Transactions
- Site Visits

## 5.7 Borough Council's Response

### Site Entries

- the database is largely based upon the listing of sites as at March 2009 which was formulated by the County Council (in conjunction with the Borough Council) and is the basis for this Borough's figures within the County Council's Staffordshire Employment Land Availability Study 2009. In so doing this encompasses both allocated land and sites which have (or formerly had) planning permission for employment development which are either under construction or are yet to be developed
- in addition, a print- out of available sites over 0.4 ha (this is the site area cut-off point as used by InStaffs) was obtained from "InStaffs" and checked for inclusion within the database
- the database that is utilised within the Study extends beyond the scope of the Guidance by enabling the consideration of all committed employment sites, rather than being restricted to the inclusion of only allocated sites where there has been no activity on undeveloped plots / sites within existing employment areas
- the database for Stage 1 does not consider the role of **existing** industrial estates / business parks as these are evaluated within Stage 2
- for the avoidance of doubt, the database for Stage 1 of the Study does not incorporate vacant **premises** (that are large, free-standing and have been unoccupied for a long period) which are not assessed until later stages within the process

### Database Fields

- the site characteristics to be recorded were formulated by combining the requisite minimum characteristics as set out in the Guidance, together with the data-fields as utilised in the County Council's Employment Land Monitoring system; these fields were endorsed by the Planning and Regeneration Service of the Borough Council

## Site Visits

- All sites incorporated with the database have been visited by Officers of the Borough Council, and by a representative from the County Council.

### (b) Planning Permissions

#### Requirements suggested in the Guidance

- the collation of information on the recent pattern of employment land supply in terms of:-
  - data on planning permissions granted
  - the rates of take-up of those permissions
  - the granting and implementation of permissions for other uses on sites that were either actively or formerly in employment use

## 5.8 Borough Council's Response

- the County Council in order to produce its annual Employment Land Availability Survey, monitors all planning applications with potential employment implications which are submitted to the Borough Council during the twelve month period under consideration (i.e. the immediately preceding "financial year")
- all such planning applications which are granted are then incorporated within the revised database and that then constitutes the database appertaining at the end of March of the base-date year
- the following is a list of development sites with planning permissions for employment land within Stafford Borough as at 31<sup>st</sup> March 2010:
  - Tollgate Business Park, Stafford (5.93 hectares)
  - Primepoint 14 Business Park, Stafford (4.55 hectares)
  - Greyfriars Industrial Estate, Stafford (0.58 hectares)
  - Land adjacent to Beacon Business Park, Stafford (1.57 hectares)
  - Land at Moss Pit, Stafford (0.78 hectares)
  - Common Road Industrial Estate, Stafford (1.46 hectares)
  - Land adjacent to Stonehouse Hotel, Stone (1.39 hectares)
  - Stone Business Park extension, Stone (8.54 hectares)
  - Stone Business Park, Stone (1.53 hectares)
  - Meaford Power Station site, Stone (34.01 hectares)
  - Hixon Airfield, Hixon (8.02 hectares)
  - Hixon Industrial Estate, Hixon (0.38 hectares)
  - Former Indesit Works, Blythe Bridge (8.49 hectares)
  - Cold Meece Estate (0.6 hectares)
  - Areva, Stafford (9.98 hectares)

- details on the floor space proposed, and the status (i.e. under construction or not) of these and other schemes are given, where known, in the database
- whilst the granting of a non B Class Use on a designated site (e.g. for a car dealership at Tollgate Business Park, Stafford) equates to the granting of permission for “other use on a site that was in or formerly in employment use”, the use thereby granted would not necessarily generate fewer jobs than a pure “B” Class Use - indeed, potentially, the opposite could be the case

5.9 This Study utilises a sites database that has been updated to reflect the situation appertaining at the end of March 2010.

(c) **Demand and Supply of Employment Land**

**Requirements suggested in the Guidance**

- this aspect of the Study involves abstracting the information that the Borough Council already holds on the supply and take-up of business premises, through the maintenance of its land / sites and Premises Register and from recorded inquiries for employment sites

5.10 **The Borough Council’s Response**

The following reports constitute the most up-to-date background information in respect of the demand for and supply of employment land:

(1) **Staffordshire Employment Land Availability Survey 2009**

- The latest analysis in terms of the supply and take-up of employment land and premises in the Borough at the time of preparation of this Study is to be found in the Staffordshire Employment Land Availability Survey **2009** which considers the situation during the immediately preceding year, the main finding of which insofar as Stafford Borough is concerned are reproduced below:
  - Stafford Borough has a large amount of readily available employment land when compared to other Staffordshire authorities;
  - Stafford Borough has the largest number of sites over 5 hectares at six sites in total;
  - Stafford Borough has less than 1 hectare of employment land under construction;
  - At 38 hectares Stafford Borough has less land with planning consent for employment development than other Staffordshire authorities;

- Stafford Borough has the most amount of employment land with major physical and / or infrastructure constraints at 34 hectares being Meaford Power Station site, Stone;
- 32% of the RSS indicative long-term requirement has been built between 2006 – 2009 in Stafford Borough;
- Only 13% of completed employment development in Stafford Borough has been on brownfield land since 2006;
- Between 2006 – 2009 a total of 38.87 hectares of employment land was completed, an average of 12.96 hectares per year although in 2008 – 2009 only 2.85 hectares was completed;
- Over the ten year period 1999 – 2009 an average completion rate of 8.3 hectares per year was delivered;
- As at April 2009 a total of 76.59 hectares of readily available land existed and 8.53 hectares not readily available as committed employment land;
- Within Stafford Borough there is 1 site of over 20 hectares, 5 sites of 5 to 10 hectares, 4 sites of 1 to 5 hectares and 19 sites of less than 1 hectare available for employment development;
- 32.65 hectares are classified as having no physical or service constraint, 16.58 hectares are classified with minor problem and 34.01 hectares with major physical or infrastructure problems;
- In terms of other employment land supply Stafford Borough has a total capacity of 16.47 hectares at 31<sup>st</sup> March 2009. An average of 0.78 hectares per year has been developed between 2001 - 2009;
- Since 2004 the following employment sites have been lost to other uses

| <b>Site Address</b>                     | <b>Site Area</b> | <b>Entry Year</b> | <b>Site Status</b>    | <b>New Use</b> |
|---|------------------|-------------------|-----------------------|----------------|
| Alstom Mains Works, Stafford            | 2.7              | 2004              | Under construction    | Residential    |
| Bibby Sterlin Ltd, Stone                | 1.5              | 2004              | Development completed | Residential    |
| Canalside Wharf, Saltworks Lane, Weston | 3.4              | 2008              |                       | Residential    |
| UCM Works, Doxey Road, Doxey, Stafford  | 7.0              | 2008              |                       | Residential    |
| P.E. Hines, Whitebridge Lane, Stone     | 0.4              | 2008              |                       | Residential    |



|   |      |      |                    |                             |
|---|------|------|--------------------|-----------------------------|
| 7-8 Mill Street, Stafford               |      | 2009 |                    | Non-residential institution |
| 62 Tixall Road, Stafford                | 0.02 | 2009 | Under construction | Residential                 |
| 7 Wolverhampton Road, Stafford          |      | 2009 |                    | Sui Generis                 |
| Staffordshire Technology park, Stafford |      | 2009 |                    | Hotel                       |

5.11 The Guidance advocates that those sites which were either developed for specialists uses or were inward investments/relocations that were unlikely to be repeated in the future should be extracted from the analysis of recent take-up of employment land. For the avoidance of any doubt, the above analysis does **not** include any such sites.

5.12 The Guidance further advocates that the analysis of the take-up of sites will provide a view on the underlying requirements in the Borough (for light industry, general industry and warehousing sites) and that when this is compared with the overall stock of employment sites, it could then be possible to express that supply in terms of the number of years available for each market segment; this would mean that, as at March 2010, based on the amount of land that was readily available (i.e. with full planning permission for employment development) at that time and the total amount of completions that took place during the preceding year that the Borough Council had a considerable supply of land across all employment use classes.

(2) **Land Enquiries Received by InStaffs for Stafford Borough (including county-wide enquiries)**

5.13 This Stage 1 report has evaluated those enquiries which have been made to InStaffs from 1997 onwards, related to a minimum requirement of 0.4 ha and which have **specifically referred to Stafford Borough as a stipulated (though not necessarily preferred) choice of location.**

5.14 Whilst the information includes enquiries for all types of land-use, it is evident that those relating to employment based uses covered a wide range, from land required for a lorry trailer park to offices, warehouse and manufacturing units - the sizes of which varied considerably from 2,000 to 200,000 sq ft.

5.15 Further detailed information in respect of the anticipated demand for land for industrial and office development has been provided by In Staffs for Stage 2 of this Study.

(3) **“Property Market Trends April - September 2009” (InStaffs)**

This is a digest of enquiries made to InStaffs for land/premises within Staffordshire and in so doing provides data on all the eight Staffordshire Districts.

5.16 The following is a brief summary of the most recent publication (September 2009) of this report insofar as certain references to the situation in Stafford Borough are concerned:

- Between April and September 2009, Stafford Borough was the third highest requested location of enquirers after Stoke City (1) and Newcastle Borough (2) Councils
- Local enquiries account for the majority (67%) of enquiries relating to the Borough, by origin of enquiry
- Industrial units are the most requested type of property by both traditional and internet sources in all districts within Staffordshire, with Stafford Borough being no exception to this situation
- As at September 2009, there was marginally more office space than industrial, with land having the lowest percentage (by type) of vacant floor space within the Borough.
- There was an approximate 17% decrease in vacant office space between April and September 2009, and approximately a 1% increase in vacant land a 3% increase in industrial space during the same period
- Stafford Borough has seen a small increase in industrial land values, rising from £4.41/sq ft in March 2008 to £4.47/ sq ft in September 2009 (it should be borne in mind however that fluctuations in prices can be governed by the quality of property both entering and leaving the market within a given time period)
- Overall office values have fallen in the Borough, with prices decreasing from £9.96 per sq ft in March 2008 to £9.08 per sq ft in September 2009 (this still compares quite favourably with a county-wide average of £9.41 as at September 2009)
- Regarding land prices, it is not possible to gain a current average cost per acre during the economic downturn. There have been very few land sales for commercial use, and providing an average cost of so few would give an inaccurate picture of the current asking prices for land.
- During the period April - September 2009, enquirers were made aware of the availability of sites/premises at the following locations within the Borough:
  - Phase One, Carver Road, Stafford
  - Stone Business Park, Whitebridge Lane, Stone
  - Anson Court Business Centre
  - Brookside Business Park, Cold Meece, Stone
  - 29a Friars Road, Stafford

#### **(4) Studies of Demand and Supply of Employment Land**

These studies are considered in Stage 2 of this Study.

##### **(d) Consultation with Consultees**

##### **Requirements suggested in the Guidance**

- 5.17 Recent policy and practice reforms have placed greater emphasis on consultation and partnership with wider interest groups, including engaging with the business sector
- 5.18 The understanding of private sector aspirations and market realities by the Borough Council when developing the “evidence base” for policies to be included within the Local Development Framework is considered to be extremely important, particularly given that deliverability is (along with other policy objectives) an integral part of the overall development process
- 5.19 Accordingly, it is recommended in the Guidance that this part of the study should seek to draw on the following matters:
- market knowledge, through discussions with development agencies and local property agents
  - information collated by other regional or sub-regional bodies on requirements for employment land and premises (NB: this will encompass, inter alia, the Employment Studies that are currently being undertaken separately by both the Regional Planning Body and the County as referred to previously)
  - information held by other public sector bodies and utilities in relation to infrastructure constraints
  - any recent survey(s) of business needs or soundings from local and/or regional business and economic forums
- 5.20 Having undertaken such consultation the aim would be to have obtained information on (inter alia) significant demands that may arise in the future and for this information, together with the analysis of the take up of planning permission for employment development, to provide the necessary context for appraising individual sites (see step 4 below)

##### **Borough Council’s Response**

- 5.21 The Borough Council has sought and obtained information from local development agencies to inform this step in the Study (see synopsis of reports in section (c) of step 2). The discussions which take place on an ongoing basis with agencies (“InStaffs” being a particular case in point) have helped to inform the information provided in step 4 of this initial stage of the Study.

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### Step 3 - Devise And Apply Site Appraisal Criteria

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- 5.22 Whilst the identification of sites that could potentially be released for the development of uses other than employment is one of the main purposes of this Study, it is also important, given the situation that particular pressures are being exerted on the Borough Council's stock of employment land through applications for redevelopment, that the Stage 1 analysis should confirm the selection of those sites which should be safeguarded for future employment use. In particular, this latter exercise is justified and valuable in seeking to defend those sites against unwanted / unwarranted applications for redevelopment as and until the whole portfolio of sites has been reviewed and confirmed through the LDF process.
- 5.23 The Guidance advocates that the appraisal of sites should be undertaken based on the following groups of factors:
- Market Attractiveness
  - Sustainable Development
  - Strategic Planning
- 5.24 The Guidance incorporates lists of criteria for sites to be released / retained and, in so doing, comments that those criteria should be regarded as being indicative of the issues to be considered rather than being a precise and detailed checklist which must be slavishly followed. However, it will clearly aid the soundness and robustness of this step in the Study if as many as possible of those criteria (as set out below) are fully addressed and it is on this basis that the Borough Council has undertaken Step 4 (as set out in full hereafter)

#### **Criteria to be Used to assess Release/Retention of Employment Sites:**

##### **1: Market Attractiveness Factors**

- 1.1: Has the site been formally identified for employment for at least 10 years?
- 1.2: Has there been any recent development activity, within the last 5 years? (This could include works on site but also new or revised planning applications/ building regulations applications.)
- 1.3: Is the site being actively marketed as an employment site?
- 1.4: Is the site owned by a development or another agency known to undertake employment development?
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?

- 1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?

**2: Sustainable Development Factors**

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

**3: Strategic Planning Factors**

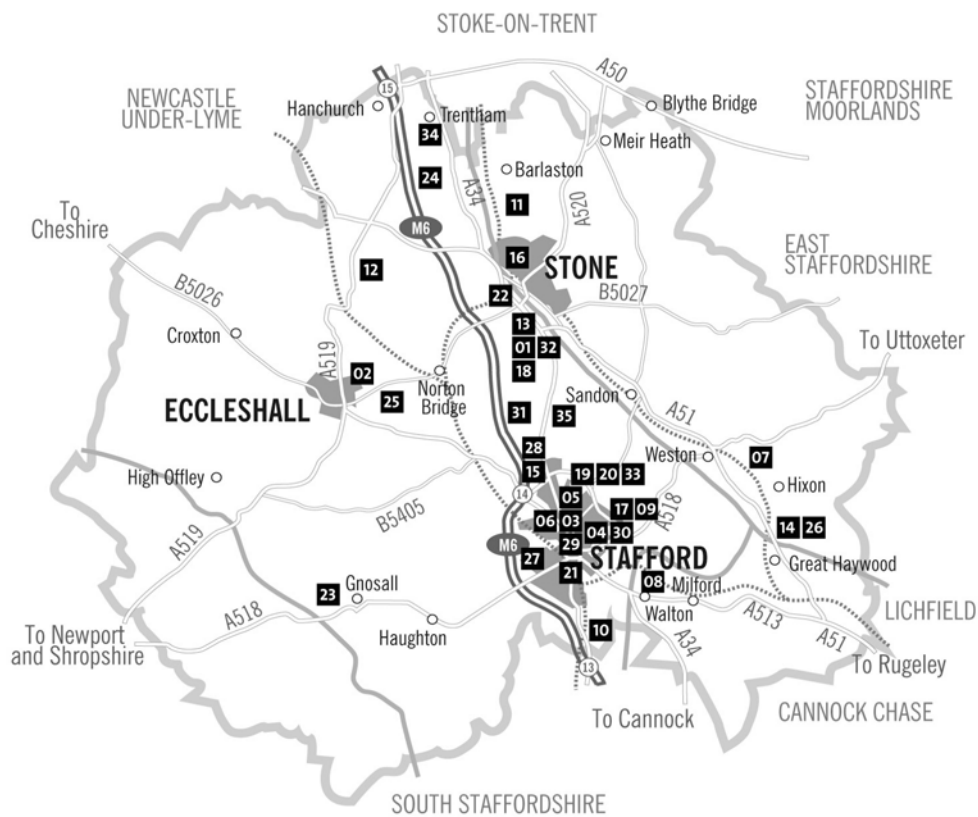
- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

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## **Step 4 - Undertake Preliminary Site Appraisal**

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- 5.25 The preceding steps in the Stage 1 review have revealed the levels of supply of employment land, together with analysis of the take-up (between 2008-2009) of land for employment use.
- 5.26 In order to reach a view about which of the sites that have been identified as constituting the Stage 1 supply should be retained within the overall portfolio and those that could (possibly) be “released”, it is necessary to undertake a balanced appraisal of all the individual sites against the “market attractiveness”, “sustainable development” and “strategic planning factors” that are set out in Step 3.
- 5.27 The detailed responses for every site considered are set out in full at the end of this Stage 1 report.
- 5.28 The outcome from this assessment is a matrix in which the sites are graded as to whether the site concerned is proposed to be retained, the subject of further appraisal or potentially released.



## Sites Assessed in Stage 1 Analysis

- |  |  |   |
|--|--|---|
| <b>01</b> Adjacent to Stone House Hotel              | <b>13</b> North of Walton Lane Industrial Estate | <b>25</b> Adjacent to Hilcote Hall, Near Eccleshall |
| <b>02</b> Adjacent to Raleigh Hall Industrial Estate | <b>14</b> Pasturefields Enterprise Park, Hixon   | <b>26</b> Land at Mill Lane, Great Haywood          |
| <b>03</b> Astonfields Industrial Estate              | <b>15</b> Primepoint 14 Business Park            | <b>27</b> Land off Brunswick Street, Stafford       |
| <b>04</b> St George's Former Hospital Site, Stafford | <b>16</b> South of Whitebridge Lane, Stone       | <b>28</b> Parts of Primepoint 14                    |
| <b>05</b> Common Road Industrial Estate              | <b>17</b> Staffordshire Technology Park          | <b>29</b> Silkmore Garage, Silkmore Lane            |
| <b>06</b> Greyfriars Industrial Estate               | <b>18</b> Stone Business Park Extension          | <b>30</b> St George's Hospital                      |
| <b>07</b> Hixon Airfield Industrial Estate           | <b>19</b> Tollgate Industrial Estate             | <b>31</b> Stafford Motorway Services (Southbound)   |
| <b>08</b> Holliford Road, Milford                    | <b>20</b> Tollgate                               | <b>32</b> Stone House Hotel, Stone                  |
| <b>09</b> Adjacent to Beacon Business Park           | <b>21</b> 14 and 14A Newport Road, Stafford      | <b>33</b> Tollgate Business Park, Marston Brook     |
| <b>10</b> Land at Mossdit                            | <b>22</b> Autumn House Nursing Home, Stone       | <b>34</b> Trentham Gardens, Trentham                |
| <b>11</b> Meaford Power Station                      | <b>23</b> Brookhouse Road, Gnosall               | <b>35</b> Yarlet Bank Garage, Yarlet                |
| <b>12</b> Moorfields Industrial Estate               | <b>24</b> Groundslow Grange, Tittensor           |   |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 1    Adjacent to Stone House Hotel, Stone**

**1:    Market Attractiveness Factors**

**Comment**

- 1.1: Has the site been formally identified for employment for at least 10 years?    • Yes - last planning consent (full) granted on 21/08/1996
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications    • No - and neither is there any activity taking place on the site at present
- 1.3: Is the site being actively marketed as an employment site?    • It is not listed on the InStaffs database, nor is there an agent's board on the site
- 1.4: Is the site owned by a developer or another agency known to undertake employment development?    • Not known
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?    • Not known but considered to be unlikely
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?    • Permission last granted has expired and not been renewed
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?    • Yes - as the site is adjoined by existing employment units

**2:    Sustainable Development Factors**

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?    • Yes - primarily because it is surrounded on all sides by existing development
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?    • No - as a result of the nature of the surroundings/adjacent land - use

**3:    Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?    • No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?    • No
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?    • No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?    • Not applicable
- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?    • No



|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 2    Adjacent to Raleigh Hall Industrial Estate, Eccleshall**

| <b>1:    Market Attractiveness Factors</b>   | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • No   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • Yes - full planning permission granted on 29/10/2003 for 'Bio-Mass' Fuel Power Plant   |
| 1.3: Is the site being actively marketed as an employment site?  | • Yes - ongoing and extensive promotion of Eccleshall Power Plant through the Biomass and Renewable Energy Project and through "Biecc"   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • Yes - Raleigh Hall Properties Ltd  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No - will definitely go ahead because of funding provided by AWM   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes - see 1.2 above  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes  |
| <b>2:    Sustainable Development Factors</b>   |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Unlikely   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | • Yes  |
| <b>3:    Strategic Planning Factors</b>  |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | • No   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | • Yes - for the construction of the power plant for the Eccleshall Biomass project   |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | • No   |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | • Public funding is not required to overcome on-site constraints; however, the project has received approximately £950,000 from AWM for construction of the plant for this project |

- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?
- Yes - the project to build this plant has become one of national significance

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 3    Astonfields Industrial Estate, Stafford**

**1:    Market Attractiveness Factors**

**Comment**

- 1.1: Has the site been formally identified for employment for at least 10 years?
  - Site has probably been in-use for employment for at least the last 10 years
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications
  - Yes - full planning permission for B1, B2 & B8 granted on 25/11/2004 (Existing unit at the front of the site occupied by GT Auto Electricals)
- 1.3: Is the site being actively marketed as an employment site?
  - No
- 1.4: Is the site owned by a developer or another agency known to undertake employment development?
  - Not known
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?
  - Unlikely
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?
  - Yes - see 1.2 above
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?
  - Yes (as indicated by the fact that there are already existing employment uses on the site)

**2:    Sustainable Development Factors**

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

**3:    Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
  - No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
  - No
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
  - No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
  - Not applicable
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?
  - No

**Site No: 4****St George's former Hospital Site, Stafford**

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

| <b>1:</b> | <b>Market Attractiveness Factors</b>  | <b>Comment</b>  |
|-----------|---|---|
| 1.1:      | Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>Site was formerly in use as a hospital</li> </ul>  |
| 1.2:      | Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <ul style="list-style-type: none"> <li>Long standing aim to utilise the site as a major tourist attraction aka "The Great British Kitchen" has been abandoned</li> <li>Site was purchased in Spring 2005 by Pritchard Holdings and Chaseregen plc and a full planning application for a mixed use scheme is currently being considered</li> </ul> |
| 1.3:      | Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>Yes</li> </ul>   |
| 1.4:      | Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>Yes</li> </ul>   |
| 1.5:      | Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | No - site is now vested in a company that is very committed to its development (as evidenced by the submission of the planning application referred to above)   |
| 1.6:      | Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>No</li> </ul>  |
| 1.7:      | Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>Yes</li> </ul>   |
| <b>2:</b> | <b>Sustainable Development Factors</b>  |   |
| 2.1:      | Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>Allocation would more likely to be for mixed - use development rather than solely for employment</li> </ul>  |
| 2.2:      | Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>No - see response to 1.2</li> </ul>  |
| <b>3:</b> | <b>Strategic Planning Factors</b>   |   |
| 3.1:      | Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"> <li>No</li> </ul>  |
| 3.2:      | Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"> <li>This was definitely the intention originally but is no longer so</li> </ul>  |
| 3.3:      | Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"> <li>No - it is a "self-contained" regeneration proposal in its own right</li> </ul>  |
| 3.4:      | Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | No - it does not appear to be required to make development viable but funding may be provided to assist with the provision of infrastructure  |
| 3.5:      | Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | <ul style="list-style-type: none"> <li>No</li> </ul>  |

**Site No: 5****Common Road Industrial Estate, Stafford**

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • No   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • Yes - full planning permission for a thermal recycling centre was granted on 20/07/2000                  |
| 1.3: Is the site being actively marketed as an employment site?  | • No   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • Prospective developer responsible for the submission of the application was a specialist heating company |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes - see 1.2 above  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Yes  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | • Yes - owing to nature of adjoining uses  |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | • No   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | • Yes - on the basis of the nature of the planning permission previously granted but now lapsed            |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | • No   |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | • Not applicable   |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | • No   |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 6    Greyfriars Industrial Estate, Stafford**

### **1: Market Attractiveness Factors**

- |  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • Yes  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | • Yes - full planning permission for two office blocks granted on 31/08/2000 and application to renew that permission approved                 |
| 1.3: Is the site being actively marketed as an employment site?  | • Yes - by A J Phillips as a 0.58 ha freehold site   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • Applicant who submitted application referred to in 1.2 above was a known development company   |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No - as shown by submission of recent application for renewal of planning permission, and the fact that the site is currently being marketed |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes see 1.2 above  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes - in that it is adjacent to existing employment sites  |

### **2: Sustainable Development Factors**

- |  |  |
|--|--|
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Yes  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | • Yes - but could certainly be in a mixed - development format combining B1 & possibly some retail |

### **3: Strategic Planning Factors**

- |   |  |
|---|--|
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?   | • No   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?   | • No (Greyfriars Industrial Estate itself accommodates a variety of uses varying from A1 & B1 to B2) |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?            | • No   |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | • No   |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?     | • No   |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 7 Hixon Airfield Industrial Estate, Hixon**

**1: Market Attractiveness Factors**

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

**Comment**

- Not formally identified but a long standing 'proposal'
- The site contains an existing unit occupied by "D M Construction Ltd"; the remainder is used for vehicle and machinery storage
- Not to the knowledge of the Borough Council's Inward Investment Officer
- It would appear so due to the uses currently on the site
- Not known
- Consent granted on 07/07/1999 for an industrial unit, which expired in July 2004
- Yes (It would appear there are no obvious constraints to development due to the uses currently operating on the site)

**2: Sustainable Development Factors**

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

- Taking all these factors into consideration, probably would be allocated as an employment site
- Yes

**3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

- No
- Unknown
- No
- No
- No

**Site No: 8****Holdiford Road, Milford**

|         |   |
|---------|---|
| Retain  |   |
| Release | √ |

**1: Market Attractiveness Factors****Comment**

- 1.1: Has the site been formally identified for employment for at least 10 years? • No
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications • Yes - outline planning permission granted on 06/12/05 for five terraced houses
- 1.3: Is the site being actively marketed as an employment site? • No
- 1.4: Is the site owned by a developer or another agency known to undertake employment development? • Not known
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? • Very doubtful
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? • Yes - see 1.2 above
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? • Yes

**2: Sustainable Development Factors**

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? • No
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? • No

**3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? • No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use? • Yes - the existing planning approval is unrelated to employment use, and it now seems highly unlikely that this site will be developed for employment use
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? • No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site • Not applicable
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? • No



|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 9**                      **Adjacent to Beacon Business Park, Stafford**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>• No-but adjacent 'Beacon Business Park' is shown on the local plan as an existing site</li> </ul>  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <ul style="list-style-type: none"> <li>• Yes-outline planning permission granted on 15/12/2004 for a B8 unit; earth - mounding has taken place, but no excavations/groundworks have been undertaken</li> </ul> |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>• Not known but no evidence on-site</li> </ul>  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>• Not known</li> </ul>  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>• Unlikely</li> </ul>   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>• Yes-see 1.2 above</li> </ul>  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>• Yes - there are no obvious constraints to development, and there are established business parks in the vicinity of this land</li> </ul>                               |
| <br><b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>• As a residual area adjoining an existing site, yes</li> </ul>   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>• Yes</li> </ul>  |
| <br><b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"> <li>• No</li> </ul>   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"> <li>• Unknown</li> </ul>  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"> <li>• No</li> </ul>   |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | <ul style="list-style-type: none"> <li>• No</li> </ul>   |
| 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?   | <ul style="list-style-type: none"> <li>• No</li> </ul>   |

**Site No: 10 Land at Moss Pit, Stafford**

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**1: Market Attractiveness Factors**

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

**Comment**

- No
- Yes - full planning permission granted on 14/12/2004 for a valet building in 2 workshop bays; waste skips are currently located on the site
- Not known, but unlikely given the fact that the site has the benefit of a very specific consent for a car valeting operation for Holdcroft Motors (who operate from a nearby garage premises).
- No
- No particularly in that the site has the benefit of a valid full planning approval for a specific activity
- Yes - see 1.2 above
- Yes

**2: Sustainable Development Factors**

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

- Possibly
- No

**3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

- No
- Yes - for a car valeting operation for Holdcroft Motors
- No
- No
- No

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 11 Meaford Power Station, Stone**

### **1: Market Attractiveness Factors**

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

### **Comment**

- Likely to have been identified (albeit informally) during gestation of adopted local plan
- Yes - initial works have taken place on - site following its acquisition by St Modwen in 2005
- Yes
- Yes
- No
- An in - principle approval exists because the associated 106 Agreement has never been signed  
- more likely to receive a new application
- Yes

### **2: Sustainable Development Factors**

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

- Given the fact that this is a major Brownfield redevelopment opportunity, probably yes
- Not necessarily - Owner's stated intent for the site is as a major employment park with potential leisure use of canalside areas

### **3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

- No
- Owner has stated intent to develop for B1, B2 & B8 uses (see 2.2 above)
- Yes - it is a major regeneration proposal in its own right
- No - this does not appear to be required
- Yes - this site represents a strategic opportunity to secure the beneficial re-use of a large previously used site

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 12 Moorfields Industrial Estate, Cotes Heath**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>The industrial estate on which this site is within has been in use for that time</li> </ul> |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <ul style="list-style-type: none"> <li>No</li> </ul>   |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>Yes</li> </ul>  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>Yes - the site is owned by Moorfields Estates</li> </ul>                                    |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>Not known</li> </ul>  |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>No</li> </ul>   |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>Yes</li> </ul>  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>Yes, as Brownfield residual land within an existing post-war industrial estate</li> </ul>   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>Yes</li> </ul>  |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"> <li>No</li> </ul>   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"> <li>No</li> </ul>   |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"> <li>No (the site is however a part of an existing industrial estate)</li> </ul>                 |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | <ul style="list-style-type: none"> <li>No - this does not appear to be required</li> </ul>   |
| 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?   | <ul style="list-style-type: none"> <li>No</li> </ul>   |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 13 North of Walton Lane Industrial Estate, Stone**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>                            |
|--|---|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • No                                      |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • No                                      |
| 1.3: Is the site being actively marketed as an employment site?  | • Not known but no board on - site        |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • Not known                               |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • Not known but considered to be unlikely |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • No                                      |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes                                     |
| <b>2: Sustainable Development Factors</b>  |   |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Yes                                     |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | • No                                      |
| <b>3: Strategic Planning Factors</b>   |   |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | • No                                      |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | • No                                      |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | • No                                      |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | • Not applicable                          |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | • No                                      |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 14 Pasturefields Enterprise Park, Hixon**

### **1: Market Attractiveness Factors**

- |  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • No   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | • Yes - full planning permission granted on 29/09/2003 for B8 unit; other than a display board being erected to advertise the site several years ago, there do not appear to have been any further works on the site |
| 1.3: Is the site being actively marketed as an employment site?  | • Yes - there is a display board on the site   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • Yes - the site is owned by Ed Weetman (Haulage & Storage) Ltd  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes - see 1.2 above  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes - given the development of the adjacent site by Ed Weetman   |

### **2: Sustainable Development Factors**

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

### **3: Strategic Planning Factors**

- |   |   |
|---|---|
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?   | • No  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?   | • Likely to be for B8, given the nature of the valid planning permission and the fact that the majority of the Pasturefields Enterprise Parks is in use for B8 purposes |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?            | • No  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | • No - this does not appear to be required  |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?     | • No  |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 15 Primepoint 14, Stafford**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>• Yes - through gestation of adopted local plan</li> </ul>  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications   | <ul style="list-style-type: none"> <li>• Yes - high rate of development on site. More recently, Arnold Clarke took a 10-acre site with a 74,000 sq ft unit.</li> <li>• 1 speculative B8 unit of 230,347 sqft is unoccupied; the remainder of the Prologis site is constructed and occupied. A planning application for 2 further units of 60,000 sqft &amp; 70,000 sqft was granted on 8.10.08.</li> <li>• Inglewood own the remaining 8 acres, no development has taken place on their site.</li> </ul> |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>• The Prologis site is. The Inglewood site is not.</li> </ul>   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>• Yes 3 companies. Blackbrook, Prologis and Inglewood Investments</li> </ul>  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>• No</li> </ul>   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>• Not applicable, all current planning permissions have now been developed.</li> </ul>  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield / greenfield considerations)? | <ul style="list-style-type: none"> <li>• Yes - given its proximity to junction 14 of the M6</li> </ul>   |
| 2.2: Is employment the only acceptable form of built development on this site (e.g. because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>• Yes</li> </ul>  |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"> <li>• No</li> </ul>   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"> <li>• Prologis is targeting B2 &amp; B8 users. The whole site contains a mix of uses, including B8, C1 &amp; A4.</li> </ul>   |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"> <li>• Aspirations to develop Primepoint have been in existence for approximately 20 years</li> </ul>  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | <ul style="list-style-type: none"> <li>• No</li> </ul>   |
| 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?   | <ul style="list-style-type: none"> <li>• No</li> </ul>   |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 16**                      **South of Whitebridge Lane, Stone**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>  |
|--|---|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • No  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • Yes - unit under construction 2005/2006 and adjacent unit completed 2005/2006   |
| 1.3: Is the site being actively marketed as an employment site?  | • No evidence on-site   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • Yes - Whitebridge Estates   |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No  |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes - see 1.2 above (site is suitable to accommodate a building even though the most recent approval does not involve such) |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes   |
| <b>2: Sustainable Development Factors</b>  |   |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Yes   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | • Yes   |
| <b>3: Strategic Planning Factors</b>   |   |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | • No  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | • Not known   |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | • No  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | • No public funding committed to this site  |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | • No  |



|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 17**

**Staffordshire Technology Park, Stafford**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>• Yes-through the gestation of the adopted local plan</li> <li>• Recent Developments: The Black Country Innovation Centre, and Staffordshire University have built "Staffordshire Business Village" on land adjacent to the University</li> </ul>                                       |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <ul style="list-style-type: none"> <li>• Yes-planning applications have been submitted by both current developers (Gladman &amp; Pritchard) for the remaining Phase 1 and all of the Phase 2 land</li> <li>• Also - one plot in the centre of the development owned by Mass Developments</li> </ul>                            |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>• Units are being marketed</li> </ul>   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>• Yes-both developers involved are known for undertaking employment development</li> </ul>  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>• The one piece of the site which may be delayed in development is that owned by Mass Developments - there is no date set for the development of that site, in contrast to the remainder of the site which has a development date built in as part of the purchase agreement</li> </ul> |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>• Possibly</li> </ul>   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>• Yes</li> </ul>  |

### 3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- The park was originally designed to be occupied by specialist “technology” end-users; however, the tenants of the parks do not all fall into that category
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- No - this does not appear to be required
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?
- No

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 18 Stone Business Park Extension, Stone**

### **1: Market Attractiveness Factors**

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

### **Comment**

- Yes - through adopted local plan
- Yes - full planning permission for bakery on 31/10/2003 and for B8 unit on 22/04/05; both of these being implemented
- Two sites are currently under construction leaving small area at rear of site to be developed - one of these is being marketed as several industrial units, whilst the other is an extension for the "Delice de France" Bakery
- No (residue area referred to above owned by a Bakery Company)
- No
- No permission exists on the residue area - it is nonetheless allocated for employment development
- Yes

### **2: Sustainable Development Factors**

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

- Yes
- Yes

### **3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

- No
- Possibly - could be being retained for further bakery expansion
- No
- No public funding committed to this site
- No

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 19 Tollgate Business Park (Marston Brook), Stafford**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>  |
|--|---|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>• Yes - through the gestation of the adopted local plan</li> </ul>   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <ul style="list-style-type: none"> <li>• Yes -</li> <li>• 55,000 sq ft unit for Elster Metering (2004)</li> <li>• 16,000 sq ft unit for Horsleys (2005) Removals</li> <li>• Reserved Matters for B1, B2 &amp; B8</li> <li>• Application for Car Showroom</li> </ul> |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>• Yes - Rosemound Developments</li> </ul>  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>• No (although Rosemound in May 2005 advertised 7.37 acres of Tollgate Park for sale)</li> </ul>   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>• Yes - see 1.2 above</li> </ul>   |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| <b>2: Sustainable Development Factors</b>  |   |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| <b>3: Strategic Planning Factors</b>   |   |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"> <li>• No</li> </ul>  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"> <li>• No</li> </ul>  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"> <li>• No</li> </ul>  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | <ul style="list-style-type: none"> <li>• No - this does not appear to be required as extensive development of the site has already been undertaken</li> </ul>   |
| 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?   | <ul style="list-style-type: none"> <li>• No</li> </ul>  |

|         |   |
|---------|---|
| Retain  |   |
| Release | ✓ |

## **Site No: 20 Tollgate Industrial Estate, Stafford**

| <b>1: Market Attractiveness Factors</b>   | <b>Comment</b>   |
|---|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?  | •  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications permission for new build industrial units fully implemented and new units in use | • Permission for new build industrial units fully implemented and new units are in use |
| 1.3: Is the site being actively marketed as an employment site?   | •  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?  | •  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  | •  |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?  | •  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?  | •  |
| <b>2: Sustainable Development Factors</b>   |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?  | •  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?   | •  |
| <b>3: Strategic Planning Factors</b>  |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?   | •  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?   | •  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?  | •  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?   | •  |
| 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | •  |

|         |   |
|---------|---|
| Retain  | √ |
| Release |   |

## **Site No: 21 14 & 14a Newport Road, Stafford**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • Yes  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • Yes - full planning permission granted on 21/05/2004 for accommodation for the homeless (will not be implemented as site is to be redeveloped) |
| 1.3: Is the site being actively marketed as an employment site?  | • No   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • No   |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes - see 1.2 above  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • No such constraints affect this site   |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Would be suitable for B1 use but would be extremely unlikely to be allocated because of its small size   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | • Not necessarily  |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | • No   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | • Yes  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | • No   |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | • Not applicable   |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | • No   |

|         |   |
|---------|---|
| Retain  |   |
| Release | ✓ |

## **Site No: 22 Autumn House Nursing Home, Stone**

### **1: Market Attractiveness Factors**

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

### **Comment**

- Not known for how long use of site as a Nursing Home has been operational
- Yes - permission for 14 apartments granted on 10/09/04 has been implemented

### **2: Sustainable Development Factors**

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

### **3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

## **Site No: 23 Brookhouse Road, Gnosall**

|         |   |
|---------|---|
| Retain  |   |
| Release | ✓ |

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>  |
|--|---|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"><li>• No</li></ul>  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <ul style="list-style-type: none"><li>• Yes - full planning permission granted on 26/01/2005 for GP Surgery and Pharmacy has been implemented</li></ul>                         |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"><li>• No (not likely to be owing to specialised nature of extract planning approval)</li></ul>  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"><li>• No</li></ul>  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"><li>• No</li></ul>  |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"><li>• Yes - see 1.2 above</li></ul>   |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"><li>• Yes</li></ul>   |
| <b>2: Sustainable Development Factors</b>  |   |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"><li>• No</li></ul>  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"><li>• The highly specific use approved for this site would be the only employment related use that would be likely to be acceptable</li></ul> |
| <b>3: Strategic Planning Factors</b>   |   |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"><li>• No</li></ul>  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"><li>• Yes - see 1.2 + 2.2 above</li></ul>   |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"><li>• No</li></ul>  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | <ul style="list-style-type: none"><li>• No infrastructure or on-site constraints</li></ul>  |
| 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?   | <ul style="list-style-type: none"><li>• Yes - overriding need for facility</li></ul>  |



|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 24 Groundslow Grange, Tittensor**

### **1: Market Attractiveness Factors**

- |  | <b>Comment</b>  |
|--|---|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>• Previous employment related uses would extend for that period</li> </ul>   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | <ul style="list-style-type: none"> <li>• Yes - planning application for conversion for residential development refused and subsequent appeal dismissed</li> </ul> |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>• Not known but unlikely</li> </ul>  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>• No</li> </ul>  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>• No - most recent approval for a hotel extension expired on 28/07/2004</li> </ul>   |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |

### **2: Sustainable Development Factors**

- |  |   |
|--|---|
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>• Site would possibly be suitable for small-scale B1 use</li> </ul>  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>• In light of the appeal dismissal for residential use, it could be that an employment based use would be the only acceptable use</li> </ul> |

### **3: Strategic Planning Factors**

- |   |  |
|---|--|
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?   | <ul style="list-style-type: none"> <li>• No</li> </ul>             |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?   | <ul style="list-style-type: none"> <li>• No</li> </ul>             |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?            | <ul style="list-style-type: none"> <li>• No</li> </ul>             |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | <ul style="list-style-type: none"> <li>• Not applicable</li> </ul> |
| 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?      | <ul style="list-style-type: none"> <li>• No</li> </ul>             |

**Site No: 25 Adjacent to Hillcote Hall**

|         |   |
|---------|---|
| Retain  |   |
| Release | ✓ |

**1: Market Attractiveness Factors**

**Comment**

- 1.1: Has the site been formally identified for employment for at least 10 years? • Not known for how long use of site as a Nursing Home has been operating
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications • Yes - permission for close care units for the elderly fully implemented and in use
- 1.3: Is the site being actively marketed as an employment site? •
- 1.4: Is the site owned by a developer or another agency known to undertake employment development? •
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? •
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? •
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? •

**2: Sustainable Development Factors**

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

**3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? •
- 3.2: Is the site identified or likely to be required for a specific user or specialist use? •
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? •
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? •
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? •

**Site No: 26 Land at Mill Lane, Great Haywood**

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**1: Market Attractiveness Factors**

**Comment**

- 1.1: Has the site been formally identified for employment for at least 10 years? • No
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications • Yes - application to extend period of implementation of consent for marina
- 1.3: Is the site being actively marketed as an employment site? • Not known
- 1.4: Is the site owned by a developer or another agency known to undertake employment development? • Not known
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? • No
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? • Planning permission for marina, dry docks, boat hire and visitors centre expired on 12/10/04 and extended period for implementation (to 12/04/06) similarly expired
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? • Yes (the site is opposite an existing canal boat marina which would indicate that such type of development would be likely to be viable on this site)

**2: Sustainable Development Factors**

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? • Not likely to be allocated on an un restricted B1 basis
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? • Not necessarily - use of this land for storage of agricultural machinery has previously been allowed on appeal

**3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? • No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use? • Yes - the site was being marketed as a potential marina development
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? • No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? • There is no public funding committed to this site
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? • No

|         |   |
|---------|---|
| Retain  |   |
| Release | ✓ |

**Site No: 27 Land off Brunswick Terrace, Stafford**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • No   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | Yes - full planning permission granted on 13/02/03 for new Childrens Home and this permission was implemented during 2005/2006 |
| 1.3: Is the site being actively marketed as an employment site?  | •  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | •  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | •  |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | •  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | •  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | •  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | •  |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | •  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | •  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | •  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | •  |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | •  |

|         |   |
|---------|---|
| Retain  |   |
| Release | ✓ |

**Site No: 28 Primepoint 14 (Hotels & Pub), Stafford**

**1: Market Attractiveness Factors**

**Comment**

- 1.1: Has the site been formally identified for employment for at least 10 years? • Yes
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications • Yes - planning permission granted for 60 Bed Travel Inn & Pub-Restaurant (13/11/2003) and for motor dealership (25/03/2004) - both of these permissions have now been implemented
- 1.3: Is the site being actively marketed as an employment site? •
- 1.4: Is the site owned by a developer or another agency known to undertake employment development? •
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? •
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? •
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? •

**2: Sustainable Development Factors**

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

**3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? •
- 3.2: Is the site identified or likely to be required for a specific user or specialist use? •
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? •
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? •
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? •

**Site No: 29 Silkmore Garage, Silkmore Lane, Stafford**

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**1: Market Attractiveness Factors**

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

**Comment**

- No
- Yes - outline planning permission granted on 06/06/2002 for a veterinary hospital
- No evidence on site of such
- At the time of submission of the planning application referred to above the site was owned by Total Fina Gulf Ltd
- Could possibly be a problem with the availability of the site, given that the outline was granted almost five years ago and has now expired
- See 1.2 above
- Yes

**2: Sustainable Development Factors**

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

- Would be suitable for B1 use but would be extremely unlikely to be allocated because of its very small size
- No (site is adjoined by a supermarket, meaning that the site could potentially accommodate a retail related use and its location within a primarily residential area means that housing could be a potentially acceptable use

**3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

- No
- Yes - but only in relation to the schemes for a veterinary hospital, the consent for which having now expired
- No
- Not applicable
- No

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 30 St George's Hospital (Childrens Nursery), Stafford**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>Site was formerly in use as a Hospital</li> </ul>   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <p>Long standing aim to utilise the site as a major tourist facility has now been abandoned; this small site reflects the owners proposal to accommodate a Childrens Nursery within the overall scheme</p> |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>Yes</li> </ul>  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>Yes</li> </ul>  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>No</li> </ul>   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>Mixed use development scheme is currently being considered</li> </ul>   |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>No because of the need for major infrastructure works</li> </ul>  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>Yes - as a mixed development</li> </ul>   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>No</li> </ul>   |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"> <li>No</li> </ul>   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"> <li>No - on the contrary it will be developed as a mixed use site</li> </ul>  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"> <li>This site is a part of a much larger scheme for the St George's site as a whole</li> </ul>  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site   | <ul style="list-style-type: none"> <li>Yes</li> </ul>  |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | <ul style="list-style-type: none"> <li>No</li> </ul>   |

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| Retain  | ✓ |
| Release |   |

**Site No: 31 Stafford Motorway Service Area (Southbound), M6**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | • No   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • Yes - full planning permission for a 16 bed lodge extension granted on 28/07/2000 (now expired)                  |
| 1.3: Is the site being actively marketed as an employment site?  | • No   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • No   |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes - see 1.2 above  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Not applicable   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | • The approved use would be the only type of 'employment related' development likely to be sought and consented to |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | • No   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | • Yes - unequivocally  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | •  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | •  |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | •  |



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|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 32 Stone House Hotel, Stone**

**1: Market Attractiveness Factors**

**Comment**

- 1.1: Has the site been formally identified for employment for at least 10 years?
  - The overall site has been in employment related use for that period of time
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications
  - No - the most recent planning permission (for a 40 bedroom extension) was granted on 21/04/1999 and has now expired
- 1.3: Is the site being actively marketed as an employment site?
  - No
- 1.4: Is the site owned by a developer or another agency known to undertake employment development?
  - No
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?
  - No
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?
  - No - see 1.2 above
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?
  - Yes

**2: Sustainable Development Factors**

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?
  - Not applicable in this instance
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?
  - No

**3: Strategic Planning Factors**

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
  - No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
  - Yes - as per the terms of the previous approval
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
  - No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
  - Not applicable
- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?
  - No

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

**Site No: 33 Tollgate Business Park, Marston Brook, Stafford**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>  |
|--|---|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>• Yes - through gestation of adopted local plan</li> </ul>   |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <ul style="list-style-type: none"> <li>• Yes - full planning permission granted on 24/03/2005 for a Motor Trade Dealership and two new units erected</li> </ul> |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>• Likely to be being marketed</li> </ul>   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>• No</li> </ul>  |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>• Yes - see 1.2 above</li> </ul>   |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| <b>2: Sustainable Development Factors</b>  |   |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| <b>3: Strategic Planning Factors</b>   |   |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"> <li>• No</li> </ul>  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"> <li>• Yes - as per the terms of the approved use</li> </ul>  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"> <li>• Small part of the overall Tollgate development</li> </ul>  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | <ul style="list-style-type: none"> <li>• Not applicable</li> </ul>  |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | <ul style="list-style-type: none"> <li>• No</li> </ul>  |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 34 Trentham Gardens, Trentham**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>  |
|--|---|
| 1.1: Has the site been formally identified for employment for at least 10 years?   | <ul style="list-style-type: none"> <li>• Yes - as part of the gestation of the adopted local plan</li> </ul>  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | <ul style="list-style-type: none"> <li>• Yes - outline planning permission for the whole of the estate granted on 12/11/2001; this has been followed by the submission and approval of specific applications and the implementation of such thereafter (eg garden centre, retail village, monkey park)</li> </ul> |
| 1.3: Is the site being actively marketed as an employment site?  | <ul style="list-style-type: none"> <li>• Not known</li> </ul>   |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | <ul style="list-style-type: none"> <li>• Yes (St Modwen Developments)</li> </ul>  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | <ul style="list-style-type: none"> <li>• No - as stated above, the site is vested in the ownership of a developer and the company concerned is very committed to the comprehensive redevelopment of the site</li> </ul>   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | <ul style="list-style-type: none"> <li>• Yes - see 1.2 above</li> </ul>   |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | <ul style="list-style-type: none"> <li>• No (infrastructure related)</li> </ul>   |
| <b>2: Sustainable Development Factors</b>  |   |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> <li>• No - would be identified however in relation to its recreation, tourism and leisure uses</li> </ul>  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | <ul style="list-style-type: none"> <li>• No - see 2.1 above</li> </ul>  |
| <b>3: Strategic Planning Factors</b>   |   |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | <ul style="list-style-type: none"> <li>• Whilst not specifically identified, the site was recognised by the Secretary of State as being of sub-regional significance</li> </ul>   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | <ul style="list-style-type: none"> <li>• Yes - major tourist facility and two hotels</li> </ul>   |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | <ul style="list-style-type: none"> <li>• Yes</li> </ul>   |

- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?
- Yes - regional significance justifies retention

|         |   |
|---------|---|
| Retain  |   |
| Release | ✓ |

## **Site No: 35 Yarlet Bank Garage, Yarlet**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at last 10 years.  | • Not known  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • Yes - full planning permission for Motel and Parking granted on 27/09/2000 and subsequent to that for retailing of lamp-shades |
| 1.3: Is the site being actively marketed as an employment site?  | • The consent for use of premises for retailing has now been taken up and so this site is no longer available for employment use |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | •  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | •  |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | •  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | •  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | •  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | •  |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | •  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | •  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | •  |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | •  |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | •  |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 36 Blythe Bridge, Former Creda site**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at last 10 years.  | • Yes  |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • Site was vacated by Creda in 2007. On 28.04.08, change of use granted for B1, B2 & B8 use.                                       |
| 1.3: Is the site being actively marketed as an employment site?  | • Yes  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • Yes  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No   |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • No – the site is located within the North Staffordshire Green Belt. It is identified as a Major Developed Site in the Green Belt |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | • Yes  |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | • No   |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | • No   |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | • No   |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | • No   |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | • No   |

|         |   |
|---------|---|
| Retain  | ✓ |
| Release |   |

## **Site No: 37 Sugnall Business Centre**

| <b>1: Market Attractiveness Factors</b>  | <b>Comment</b>   |
|--|--|
| 1.1: Has the site been formally identified for employment for at last 10 years.  | • Yes. Site was previously a farmhouse, with change of use to craft workshops granted 15.12.97 |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications                                       | • Yes. Current tea room had permission granted for change of use to an office on 24.03.09      |
| 1.3: Is the site being actively marketed as an employment site?  | • Yes  |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development?   | • Yes  |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?   | • No. The Sugnall Estate owns the site.  |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?   | • Yes  |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?   | • Yes  |
| <b>2: Sustainable Development Factors</b>  |  |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | •  |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?  | •  |
| <b>3: Strategic Planning Factors</b>   |  |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  | •  |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use?  | •  |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?   | • No   |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  | • No   |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  | • No   |

## SITE APPRAISAL MATRIX

### Site to be RETAINED:

|                                 | Site No *               | Site Name                                       |
|---------------------------------|-------------------------|---|
| 'B' Use<br>Class<br>Related     | 1                       | Adjacent to Stone House Hotel                   |
|                                 | 4                       | St George's Former Hospital Site, Stafford      |
|                                 | 5                       | Common Road Industrial Estate, Stafford         |
|                                 | 7                       | Hixon Airfield Industrial Estate, Hixon         |
|                                 | 9                       | Adjacent to Beacon Business Park, Stafford      |
|                                 | 10                      | Land at Mossnit, Stafford                       |
|                                 | 11                      | Meaford Power Station, Stone                    |
|                                 | 12                      | Moorfields Industrial Estate, Cotes Heath       |
|                                 | 13                      | North of Walton Lane Industrial Estate, Stone   |
|                                 | 15                      | Primepoint 14 Business Park, Stafford           |
|                                 | 18                      | Stone Business Park Extension, Stone            |
|                                 | 19                      | Tollgate Industrial Estate, Stafford            |
|                                 | 33                      | Tollgate Business Park, Marston Brook, Stafford |
|                                 | 36                      | Blythe Bridge former Creda site                 |
| 37                              | Sugnall Business Centre |   |
| Non 'B' Use<br>Class<br>Related | 21                      | 14 and 14A Newport Road, Stafford               |
|                                 | 24                      | Groundslow Grange, Tittensor                    |
|                                 | 26                      | Land at Mill Lane, Great Haywood                |
|                                 | 29                      | Silkmore Garage, Silkmore Lane, Stafford        |
|                                 | 32                      | Stone House Hotel, Stone                        |
|                                 | 34                      | Trentham Gardens, Trentham                      |

\* Site No's used correspond with those used in preceding 'Site Assessment' Sheets



## Sites to be the subject of FURTHER APPRAISAL

NONE

## Sites to be DELETED

| <b>Site No</b> | <b>Site Name</b>                                   | <b>Reason</b>   |
|----------------|--|---|
| 2              | Adjacent to Raleigh Hall Industrial Estate         | Implemented   |
| 3              | Astonfields Industrial Estate, Stafford            | Implemented   |
| 6              | Greyfriars Industrial Estate, Stafford             |   |
| 8              | Holdiford Road, Milford                            | Marketing Site for Residential Development  |
| 14             | Pasturefields Enterprise Park, Hixon               | Implemented   |
| 16             | South of Whitebridge Lane, Stone                   | Implemented   |
| 17             | Staffordshire Technology Park, Stafford            | Implemented   |
| 20             | Tollgate Industrial Estate, Stafford               | Built   |
| 22             | Autumn House Nursing Home                          | Implemented   |
| 23             | Brookhouse Road, Gnosall                           | Implemented   |
| 25             | Adjacent to Hilcote Hall, Nr Eccleshall            | Implemented   |
| 27             | Land off Brunswick Terrace, Stafford               | Implemented   |
| 28             | Parts of Primepoint 14, Stafford                   | Built   |
| 30             | St George's Hospital (Children's Nursery) Stafford | No longer allocated as a nursery – part of the larger St Georges site, listed as site no. 4 |
| 31             | Stafford Motorway Services (Southbound), Stone     | Implemented   |
| 35             | Yarlet Bank Garage, Yarlet                         | Implemented   |

\* Site No's used correspond with those used in preceding 'Site Assessment' Sheets

## **6 STAGE 2 - CREATING A PICTURE OF FUTURE REQUIREMENTS**

- 6.1 This stage of the Employment Land Review encompasses an assessment of future requirements for land and premises for employment use derived from a range of complementary techniques and studies which collectively provide an analysis at the regional, sub-regional and local levels. The Guidance states that Regional Planning Boards (RPB's) will need to take the lead role in co-ordinating and delivering key elements of the assessment of requirements (the role of the RPB in this matter is considered more fully in the subsequent section "Roles of the Planning Bodies"). However it should be noted that the new Government has now ended funding to Regional Planning Bodies and therefore the delivery of this co-ordinating role will not be provided.

### **Objectives**

- 6.2 The main objective of Stage 2 (and it's analysis) is identified within the Guidance as being:-

"... to quantify the amount of employment land required across the main business sectors within the study area during the plan period" (to be achieved by assessing both demand and supply elements and assessing how they can be met - in aggregate - by the existing stock of business land and premises, including sites currently in the course of construction and by any allocated sites).

The Guidance observes that any quantitative assessment of employment land requirements (particularly at individual Local Authority level) needs to be informed by the use of forecasts and surveys and that these need to be interpreted (and supplemented) by taking account of the best available indications of future change in local economic and business requirements; this aspect of the Study is considered within the "Understanding Market Areas and Segments" section.

- 6.3 In essence the main objectives for the second stage of the overall Study are to derive:-

- an understanding of the future quantity of land requirements across the main business sectors;
- a breakdown of the "supply" of employment land and premises in terms of its quality and location, and
- an indication of any "gaps" that are evident when the perceived requirements are assessed against the identified supply.

### **Outcomes**

- 6.4 Both of the envisaged outcomes of Stage 2 are quantitatively based and these are:

- (1) an assessment of the total future demand for employment land across the main sectors; and

- (2) an assessment of suitable land stock (supply) to meet that forecast level of demand
- deriving these two outcomes will then enable a comparison to be made between the two so that any “gaps” in provision and any areas of over / under provision will become apparent.

### **Roles of the Planning Bodies**

- 6.5 The Guidance clearly states that some of the key aspects of the quantitative assessment of future employment land requirements cannot effectively be undertaken by individual local planning authorities in isolation and emphasises the need for Regional Planning Bodies (RPB's) to take the lead in undertaking and co-ordinating regional forecasting and monitoring. The Guidance makes the following additional observations concerning the commissioning / provision of information that is required in order to be able to undertake Stage 2 of the Employment Land Review:-

“... the existing arrangements, where county councils or joint structure plan teams undertake or commission such works, will be the most effective basis for future arrangements. Individual LDF authorities have an important role both in providing monitoring information to inform sub-regional and regional studies and in undertaking their own analysis of requirements and supply, based on local and regional information....”

The table below summarises the key tasks for RPBs and individual local planning authorities in respect of Stage 2. However it should be noted that the new Government has now ended funding to Regional Planning Bodies and therefore the delivery of these requirements will not be provided.

| <b>Table 1: Stage 2 Roles and Responsibilities</b> |   |  |
|--|---|--|
|  | <b>Regional Planning Bodies (RPBs)</b>  | <b>Individual Authorities</b>  |
| <b>1</b>   | Consultation with constituent authorities about provision of quantitative land requirements assessments | Agree timetable and scope of sub-regional and local assessments to be provided                     |
| <b>2</b>   | Commission regional (and / or sub-regional) labour demand and supply forecasts for key sectors          | If necessary, undertake labour demand and supply forecasts   |
| <b>3</b>   | Commission regional (and / or sub-regional) skills / growth or specialist sector studies                | Collate local information on take-up of employment sites and requirements for premises             |
| <b>4</b>   | Commission regional (and / or sub-regional) property market studies and consultation with businesses    | Undertake local property market assessments and business consultation                              |
| <b>5</b>   | Review need for regional strategic and / or specialist employment locations                             | Interpret quantitative land requirements assessed sub-regionally in the light of local information |

6.6 The following section seeks to provide information about how the above tasks relate to the Employment Land Study that is being undertaken by this Authority, together with an indication of the progress made to date.

### **Regional Planning Bodies**

#### **(a) Employment Land Provision Background Paper Revised Version – March 2009**

6.7 As part of the Regional Spatial Strategy Phase Two Revision the Regional Planning Body produced this Background Paper to provide further guidance to Local Planning Authorities on the quantification of future employment land requirements. The objective of quantifying land requirements is to ensure a flexible and robust supply of employment land is delivered across the region to support sustainable economic development and growth, to address issues of under-performance. Furthermore it is important to provide a portfolio of land and premises to meet the needs of businesses of all types, sizes and quality is emphasised.

6.8 The West Midlands Employment Land Advisory Group (WMELAG) carried out the study into future employment land requirements on behalf of the Regional Planning Body (RPB) with key stakeholders from across the region. The reports listed below are available on the West Midland Regional Assembly web-site [www.wmra.gov.uk](http://www.wmra.gov.uk) with further information on the West Midlands Regional

Economic Strategy available on Advantage West Midlands web-site  
[www.advantagewm.co.uk](http://www.advantagewm.co.uk):

- West Midlands Regional Logistics Study – Stage 1 by King Sturge (June 2004)
- West Midlands Regional Logistics Study – Stage 2 by MDS Transmodal Ltd., Savills and Regeneris Consulting (September 2005)
- 2005 Regional Employment Land Study
- Regional Centres Study by Roger Tym & Partners and King Sturge (March 2006)

**(b) Economic Demand for Housing in the West Midlands 2006-2026  
Local Authority Dashboard - Stafford**

6.9 As an output of their modelling work for the Regional Housing Executive (RHE), SQW Consulting (SQW) and Cambridge Econometrics (CE) have produced simple 'data dashboards' for each district and unitary authority in the region, providing an overview of the projected housing demand in these areas, based on a regional Convergence Growth scenario.

6.10 The assumptions and inferences used in the SQW / CE model are 'policy off', and therefore the 'data dashboards' do not take account of the potential impacts of ongoing/future policy directives and/or actions that flow from these. Built up from an economic growth perspective, the dashboards are designed to illustrate what one possible growth scenario might mean for housing demand in places, thereby helping to frame and stimulate debate. The dashboards are not precise determinants of required future housing supply and distribution within, and across, the region, and should not be interpreted or referred to as such. For further information please refer to the following web-links:

[http://www.wmra.gov.uk/Housing/Publications\\_Guidance\\_and\\_Research.aspx](http://www.wmra.gov.uk/Housing/Publications_Guidance_and_Research.aspx)

<http://www.wmra.gov.uk/documents/Housing/Stafford%20Dashboard%20Jan%202010.pdf>

**Sub-Regional Bodies**

**Staffordshire Employment Land Study (July 2005)**

6.11 The report portrays the County's economic context as being one which is undergoing restructuring away from manufacturing towards more service orientated employment, suggesting a need to provide both alternative sources to cater for the type of industrial jobs previously lost and to diversify into higher value growth area eg ICT and professional services. Whilst this contextual description applies to the County of Staffordshire as a whole, it is very much the situation that currently exists within Stafford Borough.

6.12 The main “technical” findings of the report are that:-

- an examination of the main sites in each district suggest that, at present supply levels, localised problems exist in **Stafford** and Cannock Chase with site availability, probably becoming apparent by 2010, and that by 2015 estimated site development timelines (relating to those more major sites as considered in each District) suggest that there may well be a more widespread problem
- industrial estate surveys demonstrate that most firms are local to Staffordshire and expansions / relocations are an important source of occupants
- total employment land supply is relatively high but that figure reduces when considering which sites are genuinely readily available
- land-take levels are relatively moderate (facilitating a relatively good forward supply of land) but increasing year-on-year with an expansion of demand for warehouse space
- the identification of an escalating loss of redevelopment land to housing
- major sites often have a lengthy timeline prior to development (Meaford Power Station could be construed as being one such case in point).

6.13 The main issues identified by the report in terms of policy implications are:-

- a continuing need for an adequate and varied land supply (to cater both for local need and to provide opportunities for adjacent areas of need)
- as a first step towards addressing the need for more employment, the undertaking of detailed Employment Land Reviews in all Districts throughout the County
- the allocation of land for any Regional Logistics Site that might be proposed for Staffordshire
- the need for mechanics of a policy so as to identify and retain the best of the existing employment land (in the face of competition from higher valued alternative land uses, most commonly residential)

6.14 Two alternative policy stances are put forward for consideration:-

(1) A Positive Response

- this would involve considering the case for modest, carefully targeted and justified increases in allocation of land for employment use and development; in this way, large sites could be timetabled in and new

sites “pulled-in”, as and when necessary to take account of changes in supply and demand

- Stafford Borough is identified as being a potential candidate for such new allocations in the medium term

(2) A Constrained Response

- under this approach, further allocations would not be considered acceptable so that the conservation and maximisation of existing employment land potential would be the primary concern
- this would see a move away from B8 (warehousing) to higher density / higher value B1 (office / light industry) and selected B2 uses
- consequences of this approach for Local Development Documents would be the need to incorporate a positive policy stance which prohibits the use of employment land for “non - B” use class employment providers such as hotels and car showrooms (except in exceptional circumstances)

6.15 Insofar as the findings of the study in respect of Stafford Borough is concerned, the study comments:

“..... **Stafford** has suffered and continues to suffer significant manufacturing employment losses creating a need for replacement Class B type uses. Currently, the area has several large and medium sized sites, but it is possible that these will be completed within 10 years, leaving a large hole in the District’s land portfolio after this date. The development time line of the Meaford Power station site has an element of uncertainty but, due to its location, will probably serve the needs of North Staffordshire more than Stafford. Hixon Airfield is a rural site more likely to attract local and other relatively low profile development.

The supply of small sites, which generally serve very local need, is less substantial than the Staffordshire average. On the positive side, the Alstom redevelopment land, the St George’s Park and other redevelopment sites, which once supported many jobs (now likely to be mixed developments dominated by housing) should provide some non-Class B employment.

Data suggests a potential shortage of major sites within Stafford, post 2010. A moderate targeted increase in supply could avoid this issue. Given Stafford’s designation as a Local Regeneration Area within the Regional Spatial Strategy, the provision of a continuing supply of local opportunities within Stafford may be justifiable, where this does not prejudice prospects for the Major Urban Areas.....”

### **Local Planning Authority**

- 6.16 The Guidance identifies the following as being the principal difficulties faced by local planning authorities (especially at the district level) when undertaking employment land reviews:-
- building a meaningful picture of the demand for and supply of employment, and
  - reconciling the demand and supply estimates that have been derived from different sources and methodologies
- 6.17 In the light of these identified difficulties, the Guidance concludes that such issues reinforce the need for regional and sub-regional analyses - interpreted locally - to provide a sound basis for policy, and to then be able to identify a balanced portfolio of employment sites.
- 6.18 The current regional, strategic and local situation in respect of employment land policy has been set out previously in Section 2 of this Study.
- 6.19 **The Guidance identifies five distinct steps to be undertaken within Stage 2:-**
- (1) Understanding Market Areas and Segments
  - (2) Selecting and applying suitable forecast model / demand analysis
  - (3) Quantifying employment land supply
  - (4) Translating employment forecasts to land requirements
  - (5) Testing scenarios
- (1) Understanding Market Areas and Segments**
- 6.20 The Guidance stresses the importance, from the outset, of gaining an understanding of the nature of the local commercial property market insofar as both its geography and the constituent market segments are concerned.
- 6.21 The Guidance advocates that the geography of local commercial markets and employment has to be considered in two ways:-
- the most appropriate boundaries for any aggregate analysis of demand and supply (for practical reasons, these will usually be defined as functional areas (eg travel to work areas) with sub-areas which can then be aggregated to equate to local authority boundaries), and
  - the locational and premises requirements of particular types of business and the extent to which one "location" can meet the needs of a mix of types of business.
- 6.22 This Study addresses these two issues (i.e. geographical market areas and the businesses that they do / could encompass) by referring to the corresponding sections of the following four reports which consider, inter alia, these matters (this is based on the premise that the most relevant geographical area to



consider for inputs to this Study is that of the area covered by Stafford Borough, augmented by countywide references as appropriate):

- 1 Shaping the Future of Staffordshire 2005-2020  
- The Sustainable Strategy for the County
- 2 Local Futures Report: District Profile – An Economic Performance Profile of Stafford (April 2009)
- 3 Submission by InStaffs regarding potential employment demands within Stafford Borough
- 4 Towards a Prosperous Stafford : A Strategy for Prosperity
- 5 Stafford Borough Managed Workspace & Grow On Report
- 6 Think Local

## 1 **Shaping the Future of Staffordshire 2005 - 2020**

- this is a strategy document which will be delivered by the Stoke on Trent and Staffordshire Strategic Partnership
- it is a strategy that is concerned with improving the economic environmental and social well being of Staffordshire
- the vision of this document is that the sustainable growth of the economy and prosperity of Staffordshire is facilitated for the benefit of individuals, employers and communities
- the strategy aims to create a flourishing, diverse and creative local economy and a highly skilled workforce within a County which is well connected with good transport, services and communications - linking people from urban and rural communities to jobs and other services
- the perceived outcome for rural Staffordshire is that it will be more economically diverse and have a modern business infrastructure including a motivated workforce and an accessible, responsive business support service
- by 2020 the strategy aims to have:-
  - attracted more higher added value jobs
  - developed additional quality managed workspace and incubation space
  - promoted the development of the Business and Professional Services, Building Technologies, Food and Drink, Creative and Visitor Economy industry clusters
  - secured resources to bring forward key industrial sites

- vigorously promoted the case for additional resources to address the economic needs of the larger towns in Staffordshire
  - developed a robust approach to public procurement to promote a green economy
  - increased employment land availability to meet identified needs
  - worked with Advantage West Midlands to deliver the Regional Economic Strategy
  - included economic sustainability as a key factor in development appraisals
  - attracted new businesses into the County by building on its proximity to urban and rural environments.
- and insofar as the rural areas are concerned to have:-
- Recognised and built on the interdependence between rural and urban communities
  - Developed sustainable land management to enhance the rural environment
  - Promoted economic viability and strengthened rural business support
  - Ensured that where changes in land use occur, positive enhancements are included that provide greater value than any existing assets lost.

6.23 In the light of the above stated aims and objectives of the Sustainable Strategy for the County it is evident that the policy approach for employment within the Borough Council's Local Development Framework - which will be based to a large extent on the outcome of Stage 3 of this Employment Land Study - will be set within that context and will seek (as appropriate) to reflect its aspirations.

## 2 **Local Futures Report (April 2009)** **District Profile – An Economic Performance Profile of Stafford**

6.24 The Local Futures Group have produced a District Profile for Stafford Borough providing an assessment of local conditions using up-to-date neighbourhood level economic information. The Local Futures Report includes benchmarking within a family grouping at the regional and national level, research to identify future drivers of change for the development of long-term strategies and monitoring information.

6.25 The following economic performance summary is identified for Stafford Borough:

- The average gross weekly earnings of those working in Stafford are high, with the district ranking in the top 40% of districts nationally. Average gross weekly earnings in Stafford are £440.00, compared with £404.58 in Staffordshire and £444.88 nationally;
- Gross value added (GVA) per head in Stafford is low, with the area ranking in the bottom 40% of districts nationally. GVA per head in Stafford is

£13,097.29, compared with £12,093.47 in Staffordshire and £18,945.18 nationally;

- Stafford has a large sized employment base, with the area ranking in the top 40% of districts nationally. It accounted for 0.23% of all employees in Great Britain;
- The share of national GVA in Stafford is average by national standards, with the area ranking in the middle 20% of districts nationally. It accounted for 0.19% of all GVA in Great Britain;
- Between 2006 and 2007, the total number of employees in Stafford decreased by 7.04%. This reflects a very weak level of economic growth by national standards, placing Stafford in the bottom 20% of districts nationally.

### 3 **A study to investigate the demand for, and supply of, land for employment use (InStaffs (UK) Limited)**

6.26 InStaffs (UK) Limited has provided an updated review of its opinion made for the Employment Land Review 2007 on the anticipated future demand for employment land within Stafford Borough up to the year 2021.

6.27 The approach adopted is to consider:

- overall trends
- specific trends
- likely demand for office and pseudo office accommodation based on past demand
- likely demand for industrial/warehouse accommodation based on past demand
- overall observations

“.....

#### **Overall Trends**

The overall trends are for a continued movement of employment from manufacturing to more service orientated ones. This includes logistics which is a form of employment that is not actively sought but market trends dictate that it will continue to grow as more and more manufacturing, particularly low value moves to lower cost locations. Any goods manufactured overseas will then need a distribution facility.

A further issue is also whether the trend for increasingly larger logistics facilities will continue. Clearly, this trend is currently on hold as the up take of surplus speculative build properties moves slowly along, limited by the strength of the economy and availability of capital. There is some light at the end of the tunnel as both Boots and Marks and Spencers have taken large units in Burton and Stoke-on-Trent. Furthermore, there is a view in the property press that the opportunities to grab a bargain are becoming increasingly less. In the short

term (say through to 2012), it is unlikely that there will be a surge in the construction of large distribution units. However, it is likely to remain an underlying trend as we move towards 2021. Furthermore, the importance of “regional” logistics facilities, which would be smaller in nature, say 100,000 sq ft is likely to grow. The question is whether Stafford is seen as a “regional” distribution location or a “national” location. The answer probably lies in a little of both.

The transition to a greater proportion of service orientated activities will also mean a continuing demand for “mid-tech” type units – a B1.5, if it existed, in planning terms.

### **Specific Trends (based on statistics)**

The Borough Council already has statistics for the last few years on demand. However, in summary, it should be noted that demand for industrial units in the 1000 – 3000 ft<sup>2</sup> and 10,000 to 50,000 ft<sup>2</sup> has remained consistently high. i.e. the sizes most sought after.

As far as offices are concerned, demand is concentrated in units under 3000 ft<sup>2</sup> and especially around the 1000 ft<sup>2</sup> level.

### **Likely demand for office and pseudo office accommodation based on past demand (Anecdotal)**

The up take of office accommodation at the Technology Park is as good a guide as any of likely future needs. The 40 acre Technology Park has taken at least 9 years to reach its current point of development whereby all of it is now developed. Even allowing for the development of the St Georges site, other developments including a proportion of offices such as the Town centre sites and the release of some accommodation arising out of the relocation of the County Council to new offices, it is InStaffs’ view that at least a further 30 acres of land will be required for the period through to 2021. This is particularly true in view of the overall trends discussed at the outset.

### **Likely demand for industrial / warehouse accommodation based on past demand (Anecdotal)**

One of the most important issues here is the location of any potential sites as well as what is remaining.

Prime Point 14, the main site in Stafford for larger scale development is now virtually completed. Meaford is currently earmarked as a potential recycling location so in the medium term then at least a site the size of Prime Point, possibly larger, will be required. Therefore, a further allocation of (say) 150 acres is likely to be required to meet needs to 2021 and beyond. Careful control needs to be maintained of how the site is released to allow for a balanced development to include smaller/medium sized units.

## Overall Observations

By definition this exercise is very much “crystal ball gazing”, and there remain a number of uncertainties which could influence the need for land. These include:

- How the national and international economies fair overall during the period. In particular, whether they pick up towards the end of 2010 and finance becomes more readily available.
- What happens to some / Alstom and Perkins engines. Both are externally controlled and, therefore, at risk.
- The future of Stafford as a governmental town
- Land availability in neighbouring areas. At first glance, drawing a line of 20 miles around Stafford points to only two major development sin the foreseeable future, those at i54 and Chatterley Valley.”

## 4 Towards a Prosperous Stafford : A Strategy for Prosperity (Stafford Borough Council Regeneration Service)

(The strategy was adopted in the autumn of 2003 and remains live.)

This document has been developed to represent the strategic response to the Council’s vision of leading a community, which is prosperous. It is the mechanism through which we will respond to the challenges that we currently face. Our Mission is to **“lead a community and borough which is prosperous, safe, healthy, clean and green”**. Specifically with respect to prosperity, Stafford Borough Council **“places great importance on ensuring that throughout the Borough its communities and citizens have and maintain the best available prospects for prosperity, choice and quality of life”**.

### CONTEXT

This strategy therefore represents the synthesis of a number of key policy documents, and its starting point is an understanding of the local economic conditions. The following table provides some key indicators of economic well being:-

| Indicator         | Stafford Data                  | Comparator                             | Comment   |
|-------------------|--------------------------------|--|---|
| Unemployment      | 2.6%                           | 3.4%                                   | Rank 21st regionally (of 34; highest first)           |
| Wage Levels       | £10.14/hour                    | 90.6% of GB average                    | NOMIS data (West Mids average is 91.4% of GB average) |
| Economic Activity | 82 (Staffordshire) - (£10,310) | 100 (national index level) - (£12,548) | (index of GDP per head)                               |

|                         |                           |                                       |   |
|-------------------------|---------------------------|---------------------------------------|---|
| Business Start-up       | 3.27 per 1000 population  | 3.39 (West Mids)                      | Also lower than Staffordshire and UK      |
| House Prices            | £118,500                  | £115,940 (England and Wales)          | -   |
| Retail Index Comparison | 102                       | 100 (UK average)                      | Measure of Stafford town                  |
| Index of Deprivation    | 258                       | Least deprived Staffordshire district | Ranking out of 354 (most deprived first)  |
| Productivity (GVA)      | 71 (£18,402 per employed) | 100 (national index level - £25,858)  | Whole economy (excludes farm agriculture) |

With earnings, economic activity and business figures below regional and national averages it is suggested that the Stafford economy is lacking in dynamism. An argument can certainly be made that the Stafford economy is in need of a change in gear to equip it for the pace of change anticipated in the future. There are a number of threats that we were aware of during the development of this strategy:

- The continued decline in the traditional manufacturing sector, and continuing threats to our major employers;
- The legacy of severe impacts (BSE and Foot and Mouth) on our rural communities;
- Massively increased public sector investment in neighbouring areas (North Staffordshire and West Midlands Conurbations), whilst our current funding streams will disappear;
- Limited identified land available for employment development;
- Impacts of potential Government reorganisation and the potential of regional government.

However, there are a multitude of assets and opportunities that we must capitalise on over the next few years. These include:-

- Our strategic location on major national travel routes, and the need to capitalise on ongoing investment (M6 toll road and West Coast Main Line improvements);
- A high quality natural environment;

- An excellent range of housing and service facilities within the Borough;
- The presence of major employment sectors within the Borough (public sector, manufacturing, emerging high tech and environmental technology companies) and the opportunities presented by Advantage West Midlands's cluster development programme;
- High quality educational establishments (highlighted by the presence of Staffordshire University and Stafford College).

## **IDENTIFYING THE KEY STRATEGIC THEMES**

It was necessary to define a number of priority actions to be implemented to achieve our vision. Three themes have therefore been developed.

### **Theme 1: Prosperity through Business Investment**

Developing a diverse and dynamic business base is a key theme of the West Midlands Regional Economic Strategy and is an essential element in achieving a prosperous Stafford economy. We must ensure that our community has access to, and adequate provision of, high value added employment opportunities. This can best be achieved through the promoting of a high quality business environment within Stafford Borough.

**Positioning:** We undertook research to identify the key areas of business growth opportunity both at a local level and sub-regional level both for new businesses and indigenous businesses. We also considered the impact of the regional cluster development agenda. We support, as a priority:-

- Public and professional services (existing - regional and local cluster)
- Information and Communication Technology (developing - regional cluster)
- Manufacturing Services (existing - local cluster)
- Environmental Technologies (new - regional cluster)
- Creative Industries (links to ICT) (new - regional and local cluster)
- Tourism (developing - regional cluster)

**Enterprise and growth:** New business start-up and survival is the cornerstone of any aspiration to deliver a robust, sustainable local economy. Facilities to support business start-up is strong in Stafford. This support must be sustained. We will, therefore:-

- Develop an "Enterprise Culture" in Stafford
- Assist in securing adequate accommodation infrastructure to support the demand for start-up and follow on business units

- Young Enterprise: we will work with our partner agencies to ensure that our young community are encouraged to develop their entrepreneurial skills

**Inward investment:** National and international access to Stafford is good, our local natural and built environment, lifestyle opportunities and the local and extended labour market are such that we can seek to attract companies to Stafford. We will:-

- Promote a range of investment site opportunities with good access to the national transport networks and located in areas of high workforce access
- Continue to market Stafford as a location for inward investment

**Business Support:** Access to such support is vital if our business community is to continue to grow and thrive in increasingly competitive markets. For our part, Stafford Borough Council will:-

- Continue to seek participation in national and regional economic regeneration programmes and initiatives
- Enhance our role in signposting businesses to the appropriate support agencies and act as a co-ordinating point
- To lobby for the retention of our Stafford based local business support agencies

**The Visitor Economy:** Stafford's location results in it not only being highly accessible as a visitor destination in its own right but also means that it is an excellent base to explore the surrounding areas. We will:-

- Continue to fully support the Trentham Development proposals;
- Work with our local partners to maximise the profile of Stafford and Staffordshire as a visitor destination;
- Maintain an ongoing dialogue with Advantage West Midlands and economic development agencies to ensure that we fully exploit the business and employment opportunities that flow from an increasing tourism profile.

## **Theme 2: A Prosperous Environment**

The West Midlands Regional Economic Strategy places great emphasis on creating the right conditions for business and economic growth. We need to ensure that we secure a high quality of appropriate infrastructure provision that supports our aspiration of a prosperous economy.

**Investment Sites:** Many of our previously allocated sites are now nearing completion or there is a high expectation that they will reach this stage over the next two years. Stafford will continue to come under pressure to provide additional employment sites, especially due to the ongoing improvement of adjoining transport networks. We will:-



- Work with our sub-regional partners to deliver a range of strategic and local employment site opportunities;
- Ensure the provision of adequate employment sites, primarily identified in locations highly accessible to the transport network and local labour force through the emerging Local Development Framework;
- Proactively market our existing and emerging employment sites.

**Transport Infrastructure:** The provision of adequate transport networks that provide safe, convenient access is the life blood of our economy. Stafford Borough Council will:-

- Seek to secure a more inclusive partnership with Staffordshire County Council, the Highways Agency and Network Rail, together with the major local transport service providers (Virgin Trains and Arriva Midlands North) to deliver continuous investment in the local and national transport network as it affects Stafford Borough;
- Continue to use its planning powers to secure investment in the local highway network, and help to achieve the objectives of the Staffordshire Local Transport Plan.

**Housing Requirements:** Housing provision and demand, house values and general housing condition are a good indicator of the general buoyancy of the local economy. The provision and availability of a range of housing opportunities within a locality is becoming increasingly important in the decision making process undertaken by prospective inward investors. To support the local housing market Stafford Borough Council will:-

- Promote housing provision, including affordable housing through the LDF process in locations that give excellent accessibility to services and employment opportunities

**The Rural Dimension:** With its large rural community, Stafford Borough Council must take a prime role within any partnership seeking to secure local rural recovery. Further, we must use our services to more effectively support the recovery and development of the rural economy. We will therefore:

- Embrace the Rural Planning Policy Statement (PPS7) to promote the diversification of the rural business environment;
- Use our influence to provide financial and operational support to secure investment and diversification;
- Secure access to basic services in all areas of the Borough.

**The Town Centres of Stafford and Stone:** The town centres of Stafford and Stone provide a focus for many activities provided within the Borough and can be considered as being the heart of our community. They are important business bases, provide the majority of the Borough's retail opportunities and provide a high quality environment which can be considered visitor attractions in their own right. The RSS identifies Stafford as being a strategic centre within the West Midlands. To promote the continued renaissance of Stafford and Stone we will:-

- Deliver the comprehensive redevelopment of the South Eastern quadrant of Stafford town centre;
- Remain committed to delivering the Stafford Town Centre Vision;
- Develop Stone's role as a thriving Market Town.

### **Theme 3: Accessing Prosperity**

Access to prosperity for all of our citizens remains an imperative. Social exclusion, and in this instance economic exclusion, are manifest in Stafford where pockets of deprivation and isolation from basic services are readily identifiable. Overcoming exclusion of any form and providing an equality of opportunity for all of our community is a key factor in the provision of a truly prosperous Borough.

**Prosperity for all:** We need to ensure that all residents are able to maximise their income. Whether this is achieved through the provision of a wider range of employment opportunities or other sources is irrelevant in this context. We will therefore:-

- Proactively encourage the take up of Housing and Council Tax benefits;
- Maintain the levels of financial advice provided through our Housing Advice Service, maintaining an appropriate level of support to the Stafford and Stone Citizens Advice Bureau;
- Target the provision of support to voluntary and community organisations that actively promote prosperity within the Borough through the Council's Community Grants programme.

**Connecting Stafford and Access to Opportunity:** Stafford Borough Council must use every opportunity to facilitate improvements to ICT and access to services for its residents. Specifically, we will:-

- Use the planning mechanism and regeneration processes to facilitate the provision of basic services in rural area;
- Fully achieve the requirements of the e-government initiative;

- Fully participate in and support the Staffordshire Broadband roll-out partnership.

### **The Way Ahead**

From these strategic themes a number of evolving actions have been developed to support the provision of a Prosperous Borough.

.....”

## **5. Stafford Borough Managed Workspace & Grow On Report – Conclusions and recommendations**

The view that more managed workspace and grow on space in Stafford Borough is needed is borne out by the high occupancy levels of existing provision, the high level of latent demand from owners of businesses they currently run from home and the very limited provision in Stone and the North East of the borough.

However significant amounts of vacant managed workspace and grow on space exists on Staffordshire Technology Park. This is probably due to the fact that many of the facilities are new and past experience suggests that it will take up to twelve months for them to be fully occupied. In addition there is evidence from the company survey that companies are delaying moves to new premises, in order to avoid incurring extra outgoings during the current economic downturn.

In addition planning permission has been granted for a conversion of agricultural buildings in Sandon into small units, for phase two of Dunston Business Village, and for new managed workspace on the St George’s site in Stafford. However the Sandon scheme is unlikely to progress in the current economic climate.

In the light of these findings, we recommend that:

- The local authorities should play a proactive role in the development and effective use of managed workspace and grow on space in Stafford Borough.
- They should not undertake any new developments without discussions with private sector developers, on the likelihood of private sector developers progressing their plans, in the current economic circumstances. This should ensure that there is an overview taken of the supply of workspace and avoid competition between the public and private sectors, which could lead to a glut of space being created
- Where possible, they should seek to work with these developers in order to facilitate developments and help ensure an integrated approach to provision
- Provision in Stone and the North East of the borough needs to be enhanced by working to see if managed workspace could be created on the Whitebridge

Estate and exploring if managed workspace could be provided as part of the creation of new community facilities in Stone. The councils could also work with Harrowby Estates to seek to bring forward the proposed development at Sandon.

- The councils should work with the owners of the St George's site and Stafford College to create an enterprise centre linked to the college. This would give the borough another important source of enterprise creation. Moreover funding for such a facility could be easier to obtain due to the innovative character of the proposed development
- Gatekeeping of companies entering existing public sector managed workspace needs to be strengthened to ensure that only companies which need managed workspace, as opposed to simply needing small units, are allowed to become tenants. At present while there is a restriction on the number of units which can be occupied, it is clear that some companies, such as the branch offices of larger companies, just see the space they occupy as convenient office space, undifferentiated from that offered by other providers. This undermines the case for more managed workspace.
- A central directory of managed workspace and grow on space should be created, in order to facilitate the search by companies for space, and their movement between one type of accommodation and another as their needs change.

## **6. Think Local**

Think Local is a business initiative for the whole of Staffordshire led by all of the eight local authorities and the Staffordshire Chambers of Commerce and Industry. It encourages the public sector and private companies to buy local giving local businesses every opportunity to prove their value & succeed. Think Local's aim is to drive a cultural change to make local inter- trading between businesses happen.

Think Local key services are;

- An online arena for local businesses to advertise for free
- Connect Local buyers and suppliers with one another through the Think Local online database
- Provide an information / news hub for the local economy
- Supply local business with a support network, business guidance & advice centre.
- Promote local business through proactive marketing initiatives ad champion local trade.

Website address is [www.think-local.biz](http://www.think-local.biz)

6.28 The Guidance observes that whilst individual planning authorities need to consider the particular characteristics of the employment sectors within their own areas, there are certain property market segments which exist in all areas (even though others may also be present) - these market segments as seen from a market perspective are set out in the Guidance, and are reproduced below:-

| <b>Table 2: Employment Property Market Segments and Types of Site</b> |   |
|---|---|
| <b>Code</b>   |   |
| (a)   | <b>Established or Potential Office Locations.</b> Sites and premises predominately in or on the edge of town and city centres, already recognised by the market as being capable of supporting pure office (or high technology Research & Development / business) uses.   |
| (b)   | <b>High Quality Business Parks.</b> These are likely to be sites, no less than 5ha but more often 20ha or more, already occupied by national or multi-national firms or likely to attract those occupiers. Key characteristics are quality of buildings and public realm and access to main transport networks. Likely to have significant pure office, high office content manufacturing and R&D facilities. Includes “Strategic” inward investment sites.   |
| (c)   | <b>Research and Technology / Science Parks.</b> Usually office based developments, which are strongly branded and managed in association with academic and research institutions. ranging from incubator units with well developed collective services, usually in highly urban locations with good public transport access to more extensive edge/out of town locations.   |
| (d)   | <b>Warehouse / Distribution Parks.</b> Large, often edge/out of town serviced sites located at key transport interchanges.  |
| (e)   | <b>General Industrial/Business Areas.</b> Coherent areas of land which are, in terms of environment, road access, location, parking and operating conditions, well suited for retention in industrial use. Often older, more established areas of land and buildings. A mix of ages, qualities and site / building size.  |
| (f)   | <b>Heavy / Specialist Industrial Sites.</b> Generally large, poor quality sites already occupied by or close to manufacturing, and processing industries. (Often concentrated around historic hubs such as ports, riverside and docks.)   |
| (g)   | <b>Incubator / Small Medium Enterprise (SME) Cluster Sites.</b> Generally modern purpose built, serviced units.   |
| (h)   | <b>Specialised Freight Terminals e.g. aggregates, road, rail, wharves, air.</b> These will be sites specifically identified for either distribution or, in the case of airports, support services. Will include single use terminals e.g. aggregates.   |
| (i)   | <b>Sites for Specific Occupiers.</b> Generally sites adjoining existing established employers and identified by them or the planning authority as principally or entirely intended for their use.   |
| (j)   | <b>Recycling / Environmental Industries Sites.</b> Certain users require significant external storage. Many of these uses eg waste recycling plants can, if in modern premises and plant, occupy sites, which are otherwise suitable for modern light industry and offices. There are issues of market and resident perceptions of these users. Some sites because of their environment (e.g. proximity to heavy industry, sewage treatment works etc...) may not be marketable for high quality employment uses. |

6.29 The analysis of the Borough in terms of the above market segments is carried out subsequently within the section headed “Quantify Employment Land Supply”, by apply the codings in the above table to each of the 28 employment locations as identified in the Borough’s Business Directory. The Guidance advises that certain locations may need to be subdivided into sub-categories because of the nature and variety of uses that exist. It is for this reason therefore that a site may have the benefit of more than one category being ascribed to it. Furthermore, this reveals which segments are increasing in provision, activity and thereby importance by analysing those same property market segments in terms of recent market activity (this analysis is set out at the end of the Stage 2 Report).

### (2) **Selecting and applying suitable forecast model / demand analysis**

6.30 The Guidance describes the three broad methodologies / techniques in use as follows:-

- regional and sub-regional sectoral economic and employment forecasts and projections (i.e. “labour demand techniques”);
- demographically derived assessment of future employment needs (i.e. “labour supply techniques”); and
- analyses based on the past take-up of employment land and property and / or future property market requirements.

6.31 The first two techniques are normally undertaken at regional / sub regional / county level, whilst the third technique is normally utilised by the county and local planning authorities together with inward investment agencies such as InStaffs.

6.32 The Guidance notes that few local planning authorities have the expertise / resources to undertake their own modelling and consequently will be looking to the RPB’s, in conjunction with County Councils and joints units, to provide this analysis. Accordingly Staffordshire County Council’s Research Unit has undertaken a future land estimation report for the Stafford Borough area on behalf of the Borough Council in line with the guidance set out in paragraph 6.34 above. For further details refer to the separate report and technical appendix.

### (3) **Quantify Employment Land Supply**

- Analysis of Stock of Land and Premises

6.33 The Guidance recommends that at the local level this needs to include:-

- a survey database of **existing employment premises** and sites allocated for employment development, and

- an appraisal of each site covering market availability, ownership, physical and environmental constraints, accessibility and the quality / types of business who occupy or will be attracted to occupy each site.
- 6.34 The Stage 1 analysis evaluated the employment land stock in terms of sites with planning permission for employment development, sites where permissions for employment development were being implemented and sites which were allocated for employment development. The Stage 2 analysis however very much focuses on an analysis of the **existing** employment sites within the Borough and in so doing is consistent and compliant with Policy PA6 of the RSS which urges local authorities, in reviewing Development Plans, to review all existing employment sites within their area to establish their continued suitability for employment development.
- 6.35 The approach that has been taken in this Study as a consequence of this has been to:-
- take the list of Business Parks and Industrial Trading Estates as set out in the Borough Council's Business Directory 2007-2009 (some 28 sites in total);
  - categorise these according to the "market sector" category that they fall within, and
  - analyse the sites against the criteria listed above to assess their quality, and whether it would be appropriate for the site concerned to continue in employment use.
- 6.36 The full analysis on a site by site basis is set out at the end of this Stage 2 Report.
- 6.37 The Guidance suggests that the analysis may have to be pragmatic by considering only older, traditional manufacturing, warehouse and storage sites in that these are the sites that are likely to be the least suitable insofar as their continued use for employment purposes is concerned. However, this Study has looked at all of the main employment sites in the Borough irrespective of age and type in order to provide a comprehensive analysis of all employment locations and sectors, by focussing on those 28 sites that are listed in the Borough's Business Directory. Whilst the Guidance observes that the database needs to include **all** employment sites (above on agreed size threshold), it is considered that it is neither practical nor feasible to do so within the time constraints within which this Study is governed - rather, there is a general presumption that all the **sites in existing employment use which are not situated within any of the 28 locations evaluated are expected to continue in that use, unless specific overriding circumstances dictate otherwise.**

- **Flow Analysis**

- 6.38 The monitoring of the take-up of planning permissions for office, industrial and warehouse development - including the monitoring of the “loss” of such sites to other uses - is seen by the Guidance as being important both in giving evidence to justify decisions to protect employment sites, and as one of the bases for projecting future land requirements (acknowledging however that this can only give a picture of the take-up of **new** land / buildings as it does not concern itself with the turnover of businesses within existing premises).
- 6.39 Insofar as the loss of former employment land to other uses, especially to housing, is concerned, examples where this has happened in this Borough include the Bibby Sterlin site at Stone and “Alstom” at Stafford. The loss of such sites shows the importance of a vigorous examination (by way of this study) of existing employment sites in terms of their suitability for continuing in that use.
- 6.40 The compilation of data at the local level concerning the supply of premises and land in the form of Business Land and Premises Registers, and the maintenance of sites and premises enquiry records (including the kinds of property sought) by economic development units, is also referred to within the Guidance, as are Business Property Monitors (such as that prepared on a quarterly basis by InStaffs). Insofar as the situation appertaining in this Borough is concerned, all of the information referred to / required by the Guidance as regards the “flow” of employment land is obtained and provided by a combination of the Borough and County Councils and InStaffs. This information has been referred to / set out at appropriate points throughout this Study, in particular within Stage 1.

- **Reconciling Stock and Flow Analyses**

- 6.41 The Guidance concludes that having undertaken an assessment of the supply of employment land - based on a combination of stocks and flow data - an Authority should then be able to draw clear conclusions about the recent pattern of take-up of sites and promises **by market segment**. This analysis has been carried out and the conclusions reached are set out below.
- 6.42 The Guidance anticipates that this type of assessment can then be supplemented - as a result of consultation with property analysts and the business community - with additional information / observations on the future supply and likely take-up of employment land; it is very much the purpose and intention of putting this Employment Land Study out to consultation that its contents and conclusions can be enhanced following consultation with the business community.



(4) **Translating employment forecasts to land requirements**

(5) **Testing Scenarios**

6.43 Staffordshire County Council's Research Unit has undertaken a future land estimation report for the Stafford Borough area on behalf of the Borough Council which includes Stages 4 and 5 listed above in line with the guidance. For further details refer to the separate report and technical appendix.

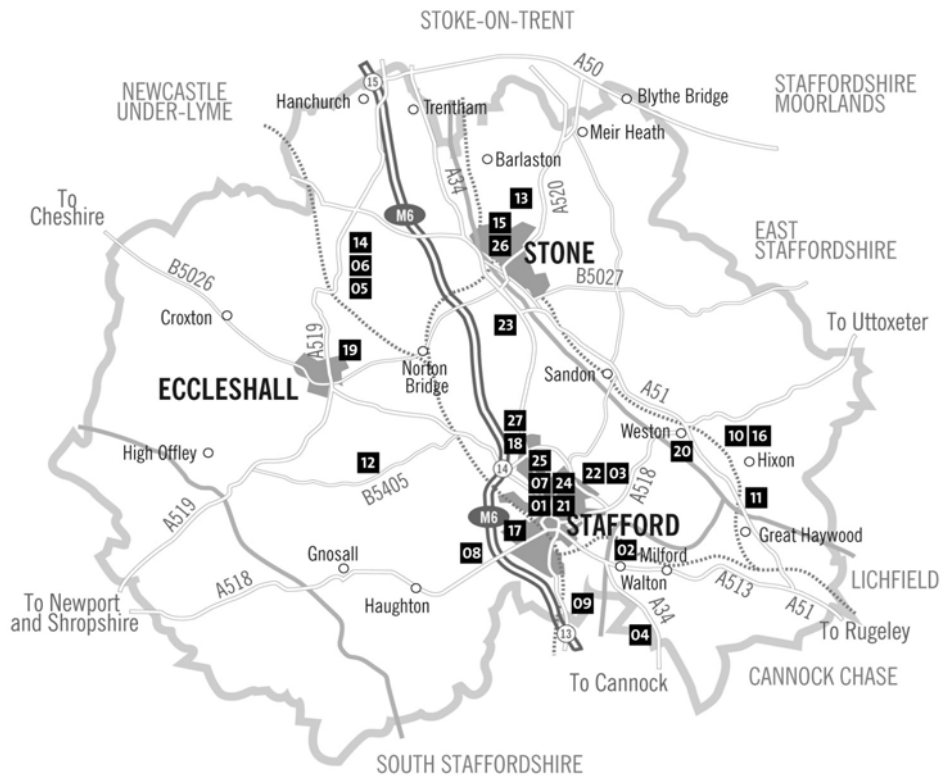
**Conclusions**

6.44 The Borough Council has sought to carry out Stage 2 of the Study in accordance with the Guidance but it has not been possible to fully fulfil one of the perceived outcomes of Stage 2 viz the identification of total future demand by market sector.

6.45 The Borough Council acknowledges the provision by InStaffs of (albeit anecdotal) estimated figures for the amount of additional employment land that InStaffs considers will be required in Stafford Borough up to 2021, split by office related needs (40 - 50 acres) and for industrial / warehouse use (approx 150 acres); it is evident that both of these figures are the estimated requirements over and above the relevant committed employment land supply.

6.46 This second stage of the Employment Land Study has endeavoured to provide a thorough consideration of the market areas and segments that are to be found and are emerging within Stafford Borough, together with a full appraisal of the existing employment sites and premises that service those segments - particularly with a view to considering which, if any, of those sites may not necessarily continue in employment use. The analysis of these two issues indicates a Borough that has a sound economic base with all sectors well represented and provided for and for which there is healthy demand, evidenced by the associated conclusion that **none** of the 28 existing employment sites that were appraised were considered to be inappropriate for continuation in that use.

6.47 The Guidance concludes that planning authorities - in spite of undertaking regular forecasts of employment land requirements such as an Employment Land Study - will still have to make judgements and decisions regarding the safeguarding of employment sites, "alternative" development proposals (i.e. not traditional "B" class employment related uses but nonetheless employment providing uses, such as car sales operations) and the allocation of land for employment purposes. It is the function of the relevant Local Development Documents, within the overall Local Development Framework, to address these related issues and in so doing these will effectively constitute Stage 3 of the Employment Land Study, with Stage 1 and 2 having provided the "evidence base" to those Development Plan Documents.



## Business Parks and Industrial Trading Estates in Stafford Borough

- |   |  |  |
|---|--|--|
| <b>01</b> Astonfields Industrial Estate - including Astonfields Road Business Park and Carver Business Park | <b>10</b> Hixon Airfield               | <b>20</b> Saltworks  |
| <b>02</b> Baswich Lane  | <b>11</b> Hixon Industrial Estate      | <b>21</b> St George's Site   |
| <b>03</b> Beacon Business Park  | <b>12</b> Ladfordfields                | <b>22</b> Staffordshire Technology Park                            |
| <b>04</b> Brocton   | <b>13</b> Meaford                      | <b>23</b> Stone Business Park - including Walton Industrial Estate |
| <b>05</b> Brookside Industrial Estate   | <b>14</b> Moorfields Industrial Estate | <b>24</b> Tollgate Industrial Estate                               |
| <b>06</b> Cold Meece Industrial Estate  | <b>15</b> Mount Road Industrial Estate | <b>25</b> Tollgate Park  |
| <b>07</b> Common Road Industrial Estate   | <b>16</b> New Road Industrial Estate   | <b>26</b> Whitebridge Lane   |
| <b>08</b> Derrington Industrial Estate  | <b>17</b> Palmbourne                   | <b>27</b> Prologis Park  |
| <b>09</b> G Rose Business Centre  | <b>18</b> Prime Point                  |  |
|   | <b>19</b> Raleigh Hall                 |  |

|   |  |    |
|---|--|----|
| <b>SITE NUMBER</b>  | 1  |    |
| <b>SITE NAME</b>  | Astonfields (inc Astonfields Road Business Park and Carver Business Park)                        |    |
| <b>CATEGORY (MARKET SECTOR)</b>   | E  |    |
| <b>MARKET AVAILABILITY</b>  | On site there are approximately 50 units; a small number of which are available at any one time. |    |
| <b>OWNERSHIP</b>  | Various  |    |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | None   |    |
| <b>ACCESSIBILITY</b>  | Good. Access to Beaconside leading to the A34 and M6 within a five minute drive.                 |    |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |  |    |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>  |    |
| Car showrooms:/vehicle maintenance<br>scrap dealers<br>Environmental Technologies<br>(Inc. Talbots and Schott UK)<br>Retailers - flooring, double glazing and furniture | Similar use to current occupiers   |    |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | YES  | NO |
|   | ✓  |    |

|  |   |           |
|--|---|-----------|
| <b>SITE NUMBER</b>   | 2   |           |
| <b>SITE NAME</b>   | Baswich   |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E   |           |
| <b>MARKET AVAILABILITY</b>   | Comparatively small estate. Some small office units currently available         |           |
| <b>OWNERSHIP</b>   | Unknown   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | None are apparent as the site is built out                                      |           |
| <b>ACCESSIBILITY</b>   | Fair: Estate leads onto either a small country lane or heavily residential area |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |   |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>   |           |
| Some small scale office use<br>Car maintenance<br>Retail - electrical and dancewear<br>Construction material manufacturers<br>Building contractors | Similar use to current occupiers  |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>  | <b>NO</b> |
|  | ✓   |           |

|   |  |           |
|---|--|-----------|
| <b>SITE NUMBER</b>  | 3  |           |
| <b>SITE NAME</b>  | Beacon Business Park   |           |
| <b>CATEGORY (MARKET SECTOR)</b>   | D  |           |
| <b>MARKET AVAILABILITY</b>  | Approx 15 large-scale units on site. A small number are available at any one time. As of April 2010, three units were vacant |           |
| <b>OWNERSHIP</b>  | ISE Estates  |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | None   |           |
| <b>ACCESSIBILITY</b>  | Good   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |  |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>  |           |
| Warehousing eg<br>Tuffnells Parcel Express,<br>Staffordshire County<br>Council's County<br>Fleetcare.<br>Distribution/couriers<br>Army surplus dealership | Large scale warehouse/distribution end users   |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | <b>YES</b>   | <b>NO</b> |
|   | ✓  |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>                                    | 4                                       |           |
| <b>SITE NAME</b>                                      | Brocton                                 |           |
| <b>CATEGORY (MARKET SECTOR)</b>                       | E                                       |           |
| <b>MARKET AVAILABILITY</b>                            | None at present                         |           |
| <b>OWNERSHIP</b>                                      | Unknown                                 |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>         | None                                    |           |
| <b>ACCESSIBILITY</b>                                  | Directly on A34                         |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>               |   |           |
| <b>OCCUPY SITE</b>                                    | <b>WILL BE ATTRACTED TO OCCUPY SITE</b> |           |
| Aggregates, industrial supplies, fencing, engineering | Similar to present uses                 |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>                    | <b>YES</b>                              | <b>NO</b> |
|   | ✓                                       |           |

|  |  |           |
|--|--|-----------|
| <b>SITE NUMBER</b>   | 5  |           |
| <b>SITE NAME</b>   | Brookside Industrial Estate  |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E  |           |
| <b>MARKET AVAILABILITY</b>   | As of April 2010, 8 units were available. Various units are available at any one time. |           |
| <b>OWNERSHIP</b>   | Unknown- believed to be owned by one person/organisation                               |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | Rural location<br>River Meece  |           |
| <b>ACCESSIBILITY</b>   | Fair: site is in a rural area  |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |  |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>  |           |
| Large office block:-<br>divided into units small unites - for storage and light industrial use.<br>Large open storage area for vehicle rentals<br>Small units include: <ul style="list-style-type: none"> <li>• IT services</li> <li>• Hand made tiles</li> <li>• Pottery engineers</li> <li>• Vehicle fitters</li> <li>• Sound engineers</li> <li>• Shop fitters</li> <li>• Builders</li> </ul> | Small scale office/light industrial use.   |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>   | <b>NO</b> |
|  | ✓  |           |

|  |   |           |
|--|---|-----------|
| <b>SITE NUMBER</b>   | 6   |           |
| <b>SITE NAME</b>   | Cold Meece Industrial Estate                              |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E   |           |
| <b>MARKET AVAILABILITY</b>   | No availability - current occupiers are long term tenants |           |
| <b>OWNERSHIP</b>   | Unknown   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | None  |           |
| <b>ACCESSIBILITY</b>   | Fair - site is in a rural area                            |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |   |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>                   |           |
| Large agricultural feed manufacture<br>Caravan storage for members of the public (not a caravan site)<br>Chilled distribution<br>Storage of Portacabins and containers<br>Motor Contracts<br>Engineering<br>Storage and Distribution | If available - similar use                                |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>  | <b>NO</b> |
|  | ✓   |           |



|   |  |           |
|---|--|-----------|
| <b>SITE NUMBER</b>  | 7  |           |
| <b>SITE NAME</b>  | Common Road Industrial Estate  |           |
| <b>CATEGORY (MARKET SECTOR)</b>   | E (However one large office unit is use G, a managed workspace)  |           |
| <b>MARKET AVAILABILITY</b>  | Currently small to medium industrial units   |           |
| <b>OWNERSHIP</b>  | Various  |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | None<br>NB A civic amenity site and waste transfer station are on this site which may deter prospective occupants. |           |
| <b>ACCESSIBILITY</b>  | Good. Accesses Beaconside which leads to A34 and M6 within 5 minute drive  |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |  |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>  |           |
| Civic amenity site<br>Catering manufacturers<br>Managed Workspace<br>General industrial manufacturing<br>Car maintenance<br>Offices<br>Social Clubs | Similar to current occupiers   |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | <b>YES</b>   | <b>NO</b> |
|   | ✓  |           |

|  |   |           |
|--|---|-----------|
| <b>SITE NUMBER</b>   | 8   |           |
| <b>SITE NAME</b>   | Derrington Industrial Estate                                      |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E   |           |
| <b>MARKET AVAILABILITY</b>   | None at present - tenants appear to be long term permanent ones.  |           |
| <b>OWNERSHIP</b>   | Roger Davies  |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | None  |           |
| <b>ACCESSIBILITY</b>   | In a fairly rural location on the outskirts of Derrington Village |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |   |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>                           |           |
| Car valeting, electrical suppliers, scrap dealers and car maintenance, engineering and haulage | Similar to those already on site                                  |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>  | <b>NO</b> |
|  | ✓   |           |

|  |  |           |
|--|--|-----------|
| <b>SITE NUMBER</b>   | 9  |           |
| <b>SITE NAME</b>   | G Rose Business Centre                               |           |
| <b>CATEGORY (MARKET SECTOR)</b>                                  | E  |           |
| <b>MARKET AVAILABILITY</b>                                       | Small site with units available periodically         |           |
| <b>OWNERSHIP</b>   | Unknown however it appears to be in single ownership |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>                    | None   |           |
| <b>ACCESSIBILITY</b>   | Good - on A449 accessing M6 within a 3 minute drive  |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>                          |  |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>              |           |
| Motor component suppliers<br>Flooring retailers<br>Bed retailers | Similar end users                                    |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>                               | <b>YES</b>   | <b>NO</b> |
|  | ✓  |           |

|  |   |           |
|--|---|-----------|
| <b>SITE NUMBER</b>   | 10                                      |           |
| <b>SITE NAME</b>   | Hixon Airfield                          |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E                                       |           |
| <b>MARKET AVAILABILITY</b>   | Units are available periodically        |           |
| <b>OWNERSHIP</b>   | Unknown                                 |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | None                                    |           |
| <b>ACCESSIBILITY</b>   | It is a rural site with access to A51   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |   |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b> |           |
| Heavy Industrial manufacturers<br>Engineering<br><i>Light manufacturing</i><br><i>Fuel depot &amp; distribution</i><br>Vehicle breakers yard | Similar to current occupiers            |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>                              | <b>NO</b> |
|  | ✓                                       |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>  | 11  |           |
| <b>SITE NAME</b>  | Hixon Industrial Estate                               |           |
| <b>CATEGORY (MARKET SECTOR)</b>   | E   |           |
| <b>MARKET AVAILABILITY</b>  | Various units are available periodically              |           |
| <b>OWNERSHIP</b>  | Various   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | None  |           |
| <b>ACCESSIBILITY</b>  | On the edge of a rural village with access to the A51 |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |   |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>               |           |
| Car component manufacturers<br>Car maintenance<br>Engineering<br>General industrial use | Similar to current users                              |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | <b>YES</b>  | <b>NO</b> |
|   | ✓   |           |

|  |  |           |
|--|--|-----------|
| <b>SITE NUMBER</b>   | 12                                       |           |
| <b>SITE NAME</b>   | Ladfordfields                            |           |
| <b>CATEGORY<br/>(MARKET SECTOR)</b>  | E  |           |
| <b>MARKET<br/>AVAILABILITY</b>   | Various units are available periodically |           |
| <b>OWNERSHIP</b>   | Various including Stan Robinson          |           |
| <b>PHYSICAL AND<br/>ENVIRONMENTAL<br/>CONSTRAINTS</b>  | Rural Location                           |           |
| <b>ACCESSIBILITY</b>   | Fair - the site is in a rural location   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |  |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>  |           |
| Logistics. Stan Robinson<br>Vehicle Maintenance<br>retail:- shoes/kitchens<br>etc small scale metal<br>manufacture<br>Agricultural suppliers<br>Chemical manufacture<br>Coach company<br>Roofing manufacture | Similar to current users                 |           |
| <b>CONTINUE IN<br/>EMPLOYMENT USE?</b>   | <b>YES</b>                               | <b>NO</b> |
|  | ✓  |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>  | 13  |           |
| <b>SITE NAME</b>  | Meaford   |           |
| <b>CATEGORY (MARKET SECTOR)</b>   | Presently E, however the new owners have intentions to change to D  |           |
| <b>MARKET AVAILABILITY</b>  | Large scale use available now<br>Space available for short -term letting  |           |
| <b>OWNERSHIP</b>  | St Modwens  |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | Green belt and special landscape area designation<br>Large areas of waste contamination on site. Watercourse contamination.<br>Site needs improved vehicle access to allow detailed planning consent.                                   |           |
| <b>ACCESSIBILITY</b>  | Adjacent canal has conservation area status<br>Currently: Fair - onto a rural lane leading to A34.  |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |   |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>   |           |
| Vehicle maintenance<br>Manufacturing - industrial glass<br>Offices<br>Metal manufacturing | At present: similar to current users<br><br>Proposed future use:<br>St. Modwens intend for the site to be Occupied by large scale distribution and warehouse end users, together with offices and industrial use (34 hectares in total) |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | <b>YES</b>  | <b>NO</b> |
|   | ✓   |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>  | 14                                      |           |
| <b>SITE NAME</b>  | Moorfields Industrial Estate            |           |
| <b>CATEGORY (MARKET SECTOR)</b>   | E                                       |           |
| <b>MARKET AVAILABILITY</b>  | Small units currently available         |           |
| <b>OWNERSHIP</b>  | Moorfields Estates                      |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | None                                    |           |
| <b>ACCESSIBILITY</b>  | Fair - in a rural area                  |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |   |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b> |           |
| Vehicle maintenance<br>Small retail use<br>Caravan storage<br>Some office space<br>General industrial use<br>Engineering<br>Coach travel<br>Accident repair centre<br>Bus & coach vehicle sales & rental<br>Heating systems sales | Similar to current users                |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | <b>YES</b>                              | <b>NO</b> |
|   | ✓                                       |           |



|  |   |           |
|--|---|-----------|
| <b>SITE NUMBER</b>   | 15  |           |
| <b>SITE NAME</b>   | Mount Road Industrial Estate  |           |
| <b>CATEGORY (MARKET SECTOR)</b>                                    | E   |           |
| <b>MARKET AVAILABILITY</b>   | Units available periodically  |           |
| <b>OWNERSHIP</b>   | Unknown (various)   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>                      | Green Belt and Special Landscape Area designation<br>Slope<br>Adjoins residential area<br>Telecom mast on site<br>Large buildings dominate site |           |
| <b>ACCESSIBILITY</b>   | Fair - situated in a residential area in Stone so not ideal   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>                            |   |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>   |           |
| Vehicle maintenance<br>general industrial use<br>Food manufacturer | Similar to current users  |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>                                 | <b>YES</b>  | <b>NO</b> |
|  | ✓   |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>  | 16  |           |
| <b>SITE NAME</b>  | New road industrial estate                    |           |
| <b>CATEGORY (MARKET SECTOR)</b>                                     | E   |           |
| <b>MARKET AVAILABILITY</b>  | Units available periodically                  |           |
| <b>OWNERSHIP</b>  | Unknown                                       |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>                       | None  |           |
| <b>ACCESSIBILITY</b>  | Fair - in a rural location with access to A51 |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>                             |   |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>       |           |
| Heavy metal manufacturers<br>Scrap dealers<br>General manufacturing | Similar to current users                      |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>                                  | <b>YES</b>                                    | <b>NO</b> |
|   | ✓   |           |

|  |  |           |
|--|--|-----------|
| <b>SITE NUMBER</b>   | 17   |           |
| <b>SITE NAME</b>   | Palmbourne   |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E  |           |
| <b>MARKET AVAILABILITY</b>   | Small site - units available periodically  |           |
| <b>OWNERSHIP</b>   | Unknown  |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | None   |           |
| <b>ACCESSIBILITY</b>   | Poor - site is in a residential area in Stafford town centre with narrow road access |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |  |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>  |           |
| Offices<br>Further education office facilities<br>Specialist ceramic manufacture<br>Light industrial | Office users and light industrial  |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>   | <b>NO</b> |
|  | ✓  |           |

|  |  |           |
|--|--|-----------|
| <b>SITE NUMBER</b>   | 18   |           |
| <b>SITE NAME</b>   | Prime Point  |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | D  |           |
| <b>MARKET AVAILABILITY</b>   | No land or units are currently available.                                |           |
| <b>OWNERSHIP</b>   | Blackbrook   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | Residential estate opposite<br>Hotels on-site<br>Open Countryside        |           |
| <b>ACCESSIBILITY</b>   | Very good - 1 minute drive to M6   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |  |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>                                  |           |
| Hotels<br>Public houses/restaurants<br>Car dealership<br>Data storage<br>Chilled food distribution | High quality warehouse and distribution<br>Manufacturing "clean" end use |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>   | <b>NO</b> |
|  | ✓  |           |

|  |   |           |
|--|---|-----------|
| <b>SITE NUMBER</b>   | 19  |           |
| <b>SITE NAME</b>   | Raleigh Hall  |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E   |           |
| <b>MARKET AVAILABILITY</b>   | Various units available periodically  |           |
| <b>OWNERSHIP</b>   | Raleigh Hall Estates  |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | None  |           |
| <b>ACCESSIBILITY</b>   | Fair - in a rural location  |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |   |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>   |           |
| Chilled food storage and distribution<br>Car maintenance<br>Plant hire<br>Tyre suppliers<br>Furniture manufacture/restoration<br>Printers<br>Glazing manufacturers<br>Giftware wholesalers<br>Engineering<br>Security ware manufacturers | Similar to current users - but mainly "clean" use as site is very well maintained |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>  | <b>NO</b> |
|  | ✓   |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>                                    | 20  |           |
| <b>SITE NAME</b>                                      | Saltworks   |           |
| <b>CATEGORY (MARKET SECTOR)</b>                       | E   |           |
| <b>MARKET AVAILABILITY</b>                            | Majority of the site has a single occupier.                                 |           |
| <b>OWNERSHIP</b>                                      | Unknown   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>         | New housing adjacent which was constructed on a former part of this estate. |           |
| <b>ACCESSIBILITY</b>                                  | In a residential area - the rural village of Weston                         |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>               |   |           |
| <b>OCCUPY SITE</b>                                    | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>                                     |           |
| Light industrial,<br>Fabrication<br>Civil engineering | Similar to present use  |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>                    | <b>YES</b>  | <b>NO</b> |
|   | ✓   |           |

|  |  |           |
|--|--|-----------|
| <b>SITE NUMBER</b>   | 21   |           |
| <b>SITE NAME</b>   | St George's  |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | Mixed-Use  |           |
| <b>MARKET AVAILABILITY</b>   | Whole site available subject to relevant planning consents   |           |
| <b>OWNERSHIP</b>   | Pritchard Holdings plc/Chase Regen plc   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>                                    | Some buildings already existing on site are listed, and fire damaged.<br>Adjacent marshland<br>Adjacent to residential development |           |
| <b>ACCESSIBILITY</b>   | Planned access directly onto town centre by pass   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |  |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>  |           |
| Site planned to comprise of:-<br>Offices<br>Residential<br>Nursing home<br>Hotel | Office based companies   |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>   | <b>NO</b> |
|  | ✓  |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>  | 22  |           |
| <b>SITE NAME</b>  | Staffordshire Technology Park   |           |
| <b>CATEGORY (MARKET SECTOR)</b>   | C (Incorporated on site is Staffordshire University Business Village, and the BIC which are a Category G use) |           |
| <b>MARKET AVAILABILITY</b>  | Several office buildings currently  |           |
| <b>OWNERSHIP</b>  | Gladmans/Pritchard Holdings/Staffs County Council/Staffs University and SS Developments                       |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | None  |           |
| <b>ACCESSIBILITY</b>  | Good - on A518 accessing the M6   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |   |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>   |           |
| High quality office users:<br>Solicitors<br>Medical technology companies<br>DEFRA<br>Probation Service<br>Railway maintenance<br>Information technology<br>Government<br>Departments<br>Consultancies<br>Healthcare Companies<br>Incubation Units | High tech/specialist occupiers  |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | <b>YES</b>  | <b>NO</b> |
|   | ✓   |           |



|  |   |           |
|--|---|-----------|
| <b>SITE NUMBER</b>   | 23  |           |
| <b>SITE NAME</b>   | Stone Business Park - Including Walton I/Estate |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E   |           |
| <b>MARKET AVAILABILITY</b>   | Various units are currently available           |           |
| <b>OWNERSHIP</b>   | Various   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | None  |           |
| <b>ACCESSIBILITY</b>   | Good - on A34                                   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |   |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>         |           |
| Food manufacture and distribution.<br>Information technology<br>Research companies<br>Consultancies<br>Light manufacturing<br>National association of chimney sweeps | Similar to current users                        |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>                                      | <b>NO</b> |
|  | ✓   |           |

|  |   |           |
|--|---|-----------|
| <b>SITE NUMBER</b>   | 24  |           |
| <b>SITE NAME</b>   | Tollgate Industrial Estate (inc Tollgate Business Centre) |           |
| <b>CATEGORY (MARKET SECTOR)</b>  | E   |           |
| <b>MARKET AVAILABILITY</b>   | Various units currently available                         |           |
| <b>OWNERSHIP</b>   | Various   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>  | None  |           |
| <b>ACCESSIBILITY</b>   | Good - accessing M6 via A518                              |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>  |   |           |
| <b>OCCUPY SITE</b>   | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>                   |           |
| Car showroom<br>Agricultural machinery<br>manufacture garden<br>supply/DIY suppliers<br>Retail - tyres, locks,<br>clothing.<br>Local Authority vehicle<br>storage.<br>Electrical manufactures.<br>Leisure coach company.<br>Good quality occupants | Similar to current use                                    |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>   | <b>YES</b>  | <b>NO</b> |
|  | ✓   |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>  | 25  |           |
| <b>SITE NAME</b>  | Tollgate Park   |           |
| <b>CATEGORY (MARKET SECTOR)</b>   | D (NB: Not wholly logistics)  |           |
| <b>MARKET AVAILABILITY</b>  | Land and design & build units available   |           |
| <b>OWNERSHIP</b>  | Leons   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | Whole site is on a deep bed of peat requiring specialised building techniques eg piling through the peat                  |           |
| <b>ACCESSIBILITY</b>  | Good – On A518 accessing M6   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |   |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>   |           |
| Only 3 present occupiers<br>Horsleys of Stafford<br>removal company<br>Elster Metering<br>UK Mail | Warehouse and distribution “clean” manufacturing car sales rooms (due to proposed and existing outline planning consents) |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | <b>YES</b>  | <b>NO</b> |
|   | ✓   |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>  | 26  |           |
| <b>SITE NAME</b>  | Whitebridge Lane  |           |
| <b>CATEGORY (MARKET SECTOR)</b>   | E   |           |
| <b>MARKET AVAILABILITY</b>  | Various units are currently available   |           |
| <b>OWNERSHIP</b>  | Whitebridge Estates   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b>   | Conservation Area status of adjacent canal<br>Adjoins new and established residential areas<br>Adjoins railway - line<br>Lack of space around units on older part of estate |           |
| <b>ACCESSIBILITY</b>  | Fair - access lane leading to A34   |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>   |   |           |
| <b>OCCUPY SITE</b>  | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>   |           |
| Retail - wine etc<br>Travel consultants<br>Photographers<br>Leisure use (Snooker Hall)<br>Label and secure paper manufacture<br>Lift manufacturers<br>Light industrial estate | Similar to current users  |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>  | <b>YES</b>  | <b>NO</b> |
|   | ✓   |           |

|   |   |           |
|---|---|-----------|
| <b>SITE NUMBER</b>                            | 27  |           |
| <b>SITE NAME</b>                              | Prologis Park   |           |
| <b>CATEGORY (MARKET SECTOR)</b>               | D   |           |
| <b>MARKET AVAILABILITY</b>                    | Very large industrial unit and a small office block are currently available |           |
| <b>OWNERSHIP</b>                              | Prologis Developments   |           |
| <b>PHYSICAL AND ENVIRONMENTAL CONSTRAINTS</b> | Residential estate opposite<br>Hotels on site<br>Open Countryside           |           |
| <b>ACCESSIBILITY</b>                          | Very good - 1 minute drive from M6  |           |
| <b>QUALITY/TYPES OF BUSINESSES WHO:</b>       |   |           |
| <b>OCCUPY SITE</b>                            | <b>WILL BE ATTRACTED TO OCCUPY SITE</b>                                     |           |
| Very large scale warehouse and distribution   | Very large scale warehouse and distribution                                 |           |
| <b>CONTINUE IN EMPLOYMENT USE?</b>            | <b>YES</b>  | <b>NO</b> |
|   | ✓   |           |

## Examples of Recent Activity by Market Sector

|   |   |
|---|---|
| Category (a)  | <b>Established or Potential Office Locations.</b> Sites and premises, predominately in or on the edge of town and city centres, already recognised by the market as being capable of supporting pure office (or high technology Research and Development (R&D) / business uses).  |
| <b>Planning Application for mixed-use development of St George's</b>                |   |
| Category (b)  | <b>High Quality Business Parks.</b> These are likely to be sites, no less than 5ha but more often 20ha or more, already occupied by national or multi-national firms or likely to attract those occupiers. Key characteristics are quality of buildings and public realm and access to main transport networks. Likely to have significant pure office, high office content manufacturing and R&D facilities. Includes "Strategic" inward investment sites. |
| <b>Planning Application for mixed-use development of St George's</b>                |   |
| Category (c)  | <b>Research and Technology / Science Parks.</b> Usually office based development, which are strongly branded and managed in association with academic and research institutions, ranging from incubator units with well developed collective services, usually in highly urban locations with good public transport access to more extensive edge/out of town location.   |
| <b>Staffordshire Technology Park</b>  |   |
| Category (d)  | <b>Warehouse / Distribution Parks.</b> Large, often edge / out of town serviced sites located at key transport interchanges.  |
| <b>Prime Point Prologis</b><br><b>(To be: Meaford Power Station, Tollgate Park)</b> |   |
| Category (e)  | <b>General industrial / Business Areas.</b> Coherent areas of land which are, in terms of environment, road access, location, parking and operating conditions, well suited for retention in industrial use. Often older, more established areas of land and buildings. A mix of ages, qualities and site / building size.  |
| <b>On-going activity throughout the sites</b>                                       |   |
| Category (f)  | <b>Heavy / Specialist Industrial Sites.</b> Generally large poor quality sites already occupied by or close to manufacturing, and processing industries. (Often concentrated around historic hubs such as ports, riverside and docks.)  |

## Examples of Recent Activity by Market Sector (Continued)

|  |  |
|--|--|
| <b>Not applicable</b>  |  |
| Category (g)   | <b>Incubator / Small &amp; Medium-sized Enterprise (SME) Cluster Sites.</b> Generally modern purpose built, serviced units.  |
| <b>Incorporated in Staffordshire Technology Park - Staffordshire University Business Village</b> |  |
| Category (h)   | <b>Specialised Freight Terminals e.g. aggregates, road, rail, wharves, air.</b> Will include single use terminals e.g. aggregates  |
| <b>Not applicable</b>  |  |
| Category (i)   | <b>Sites for Specific Occupiers.</b> Generally sites adjoining existing established employers and identified by them or the planning authority as principally or entirely intended for their use.  |
| <b>No Activity</b>   |  |
| Category (j)   | <b>Recycling / Environmental Industries Sites.</b> Certain users require significant external storage. Many of these uses e.g. waste recycling plants can, if in modern premises and plant, occupy sites which are otherwise suitable for modern light industry and offices. There are issues of market and resident perceptions of these users. Some sites because of their environment (e.g. proximity to heavy industry, sewage treatment works etc...) may not be marketable for high quality employment uses. |
| <b>No Activity</b>   |  |

## **7 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 on a substantially qualitative basis, and that this review has led - inter alia - to the identification, at the end of Stage 1 of the Study, of those sites that are (for varying reasons) proposed to be no longer included within the Borough’s portfolio of sites.
- 7.4 The submission made by InStaffs to Stage 2 of this Study makes forecasts as to how the employment land requirement that it identifies should be apportioned by sector.
- 7.5 The identification of additional sites - to be allocated or safeguarded - will constitute Stage 3 of the Study and will be undertaken following the determination of employment land requirements.



## **Outcome**

- 7.6 The Guidance envisages the outcome of this stage being a portfolio of sites (both existing and proposed) that will meet local and strategic planning objections, whilst serving the requirements of businesses and developers, following the undertaking of the preceding Stages 1 and 2 of the Employment Land Review.

## **Borough Council's Response**

- 7.7 The portfolio of sites has been established through the assessment procedures applied to those sites, which were considered at Stages 1 and 2. Any additions to those sites in the form of the identification of employment land allocations will be as a result of the progression of the corresponding Development Plan Document.