

# Wyre Forest District Employment Land Review



## Stage 1

July 2007

Wyre Forest District  
Employment Land Review  
Stage 1

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For more information contact:

Wyre Forest District Council  
Forward Planning Section  
Duke House  
Clensmore Street  
Kidderminster  
DY10 2JX

Tel. 01562 732928  
Email: [forward.planning@wyreforestdc.gov.uk](mailto:forward.planning@wyreforestdc.gov.uk)  
Website; [www.wyreforestdc.gov.uk](http://www.wyreforestdc.gov.uk)

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## **EMPLOYMENT LAND REVIEW**

### **1.0 Introduction**

The Employment Land Review (ELR) is a technical document that reviews aspects of employment land designations within the District. The ELR is a technical study, which when completed, will form an important part of the Evidence Base for the Wyre Forest District Local Development Framework.

#### **1.1 Why undertake an Employment Land Review?**

The need for an ELR to be undertaken is set out by numerous documents from the national to the local scale. These are discussed later in the relevant policies section.

The government have produced a guidance note on Employment Land Reviews (ODPM, Employment Land Reviews: Guidance Note (December 2004) which this study is based on.

The guide indicates the need for local authorities to carry out a review of employment land in order to assess the continuing suitability of designated employment sites. From this review local authorities will assess the suitability of individual sites, whether existing, permitted or proposed for future employment use; and identify sites which are clearly unlikely to be required by the market now or are now unsustainable for employment development. The government guidance suggests that ELR's should form an integral part of the preparation of Local Development Frameworks (LDF's).

The ELR should be undertaken following a three-stage process incorporating the Government's rationale of 'Plan, Monitor and Manage'.

For the purpose of this study, and as outlined in the ODPM guidance, this review focuses on employment designated as B1, B2 or B8 uses by the Use Classes Order 2005

These classes include:

B1 – Business

- a) Offices other than in a use within Class A2 (Financial & Professional)
- b) Research and Development – Laboratories, Studios
- c) Light Industry

B2 – General Industrial

General Industry (other than classified as in B1)

B8 – Storage or Distribution

Storage or Distribution centres – Wholesale warehouses, Distribution Centres and Repositories

## **1.2 Policy Context**

The Government is keen to ensure that the ‘right development is provided in the right place at the right time’. An emphasis is placed on planning authorities to ensure that business needs are met in an appropriate manner. To help facilitate this local authorities are now required to prepare a Local Development Framework, which must include an appropriate knowledge base to ensure that employment requirements, amongst others, are accommodated.

National, regional and local planning policy provide the framework for the provision of employment land throughout the District. The relevant policies and guidance are indicated below.

## **1.3 National Guidance**

### **PPS3: Housing**

This statement indicates in paragraph 44, that *“In developing their previously-developed land strategies, Local Planning Authorities should consider a range of incentives or interventions which 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.*

#### **PPG4: Industrial, Commercial Development and Small Firms**

This PPG addresses the need for development plans to take into account the locational demands of businesses while incorporating the wider environmental objectives as well as indicating how local authorities can help small firms. PPG4 also states that planning authorities should consider carefully whether particular proposals for new development may be incompatible with existing industrial and commercial activities.

Paragraph 6, outlines that:

*“policies should provide for choice, flexibility and competition. In allocating land for industry and commerce, planning authorities should be realistic in their assessment of the needs of business. They should aim to ensure that there is sufficient land available which is readily capable of development and well served by infrastructure. They should aim to ensure that there is sufficient land available to meet differing needs. A choice of suitable sites will facilitate competition between developers; this will benefit end-users and stimulate economic activity.”*

#### **PPG13: Transport**

PPG13 encourages Local Planning Authorities to embrace a positive, plan-led approach to identifying preferred areas. Paragraph 32 states that: *“Local authorities should adopt a positive plan led approach to identifying preferred sites and sites for B1 uses which are (or will be) as far as possible highly accessible by public transport. Walking and cycling. They should give reasonable flexibility in terms of the range of employment uses which are appropriate on identified sites.”*

For development within rural areas, paragraph 44 states that: *“In determining the appropriate strategy for employment in rural areas, it is important to consider the scale, impact and likely catchment of developments. Local authorities will need to weigh up policy concerns but in general terms, the larger number of staff employed on site the greater the need to ensure that development is accessible by public transport, walking and cycling. Depending on the nature of the use, this may mean locating larger employment uses in or next to a designated local service centre. Employment uses that are regional or sub-regional in scale should be located where they accord with regional planning guidance and where they offer a realistic choice of access by a range of transport modes.”*

## **PPS12: Local Development Frameworks**

Paragraph 4.45 of Planning Policy Statement 12 states that:

*“Review and monitoring are key aspects of the Government’s ‘plan, monitor and manage’ approach to the planning system. They are crucial to the successful delivery of the spatial vision and objectives of the local development framework and should be undertaken on a continuous pro-active basis. By identifying outputs and trends, these techniques will enable local planning authorities to build a comprehensive evidence base against which local development document policies and implementation mechanisms can be assessed.”*

### **1.4 Regional Guidance**

#### **West Midlands Regional Spatial Strategy**

Policy PA6: Portfolio of Employment Land, states:

Part C. *“As part of the review of development plans local planning authorities should review all existing employment sites within their area to establish their continued suitability for employment development.”*

Part D. *“Where the review establishes that existing employment sites have no realistic prospect of development under current market conditions in their physical state within the plan period, careful consideration should be given to:*

- 1) What remedial action/infrastructure works will be required to justify the retention of the site within the portfolio; and*
- 2) Identification/re-allocation of the site for an alternative use or uses.”*

#### **West Midlands Economic Strategy and Action Plan 2004 – 2010**

One of the aims of the economic strategy is to *“ensure that Regional Guidance is implemented, so that sites are made available to meet the needs of business or reused for other purposes.”*

The document also states that: *“ensuring the provision of good quality sites in the right location and of the right type is a key condition for growth.”*



## **1.5 Local Guidance**

### **Worcestershire County Structure Plan, 1996 – 2011**

The County Structure Plan states on p65 that:

*“Consideration should be given to whether land and buildings formerly occupied by Class B uses should be recycled for employment use...or reallocated for other uses.”*

### **The Economic Strategy for Worcestershire (2004 – 2011)**

This document sets out a mission statement for the economy throughout the county indicating, *“In ten years time, Worcestershire will be an economic driver for the region – with a prosperous and sustainable economy, driven by high technology-led enterprises, offering well paid and highly skilled jobs and a high quality of life for its residents.”*

### **Wyre Forest District Adopted Local Plan 2004**

The current local plan safeguards the use of designated employment land stating that:

*“...further re-allocations of employment land to other uses would not be appropriate at the present time.”*

However, current guidance indicates the value of evaluating current land designations through the LDF process, which will eventually supersede the current Local Plan.

## **1.6 Key Message**

The key message from the various policy documents is that:

National policy guidance requires local authorities to undertake an assessment of existing and allocated employment land sites. The aim of the assessment is to promote positive planning, ensure that existing and allocated sites are suitable for development and where they are not seek to transfer them to alternative uses.

## 1.7 Methodology

The format of this Employment Land Review will follow the guidance set out by the Employment Land Reviews Guidance Note, published by the OPDM in December 2004. Government guidance suggests that the ELR be carried out following a three-stage process, which is highlighted diagrammatically below:

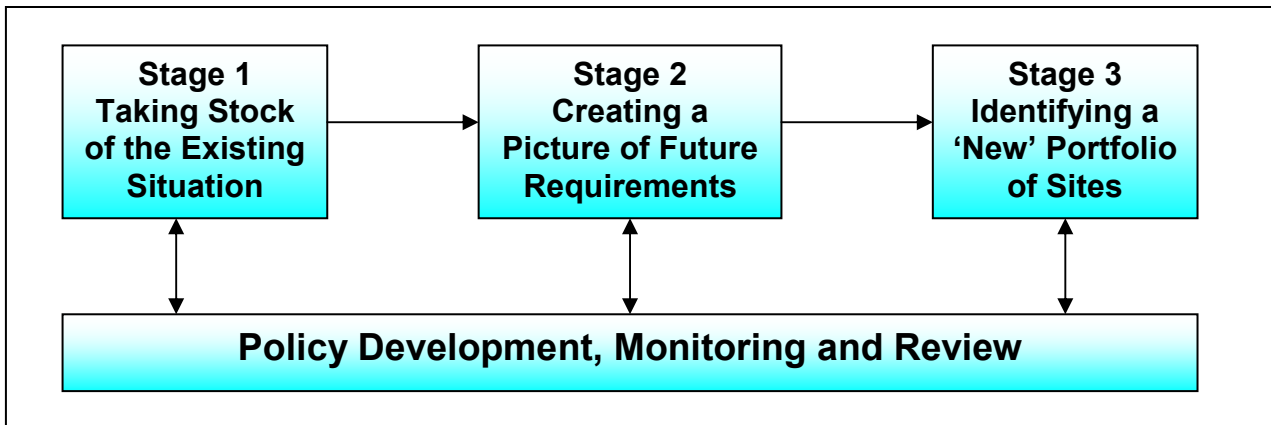


Figure 1: ELR Methodology  
Source: ODPM, Employment Land Reviews: Guidance Note

The Guidance Note highlights three stages, comprising of fourteen steps, for an authority to consider when undertaking an Employment Land Review. By following this process it is possible to assess and analyse the current supply of employment land, assess existing allocated employment land designation, confirm existing sites to be retained or released and identify any additional sites that may be brought forward.

## **2.0 STAGE 1 - TAKING STOCK OF THE EXISTING SITUATION**

The main objective of Stage 1 is a simple assessment of the 'fitness for purpose' of the existing employment land portfolio. The main objectives, as set out by the guidance, for this first stage of the Employment Land Review are:

- 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

There are five steps to follow in order to complete stage 1 of the ELR, they are as follows:

Step 1: Devise Brief for Stage 1

Step 2: Collate data on land stock and revealed demand

Step 3: Devise and apply site appraisal criteria

Step 4: Undertake preliminary site appraisal

Step 5: Confirming brief for Stage 2 and 3

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### **3.0 Step 1: Devise Brief for Stage 1**

The purpose of this stage 1 appraisal is to assess the current employment land situation within the Wyre Forest District. In order to facilitate this review, the following brief was outlined:

Firstly, the background to the District and the employment portfolio would be provided to 'set the scene'. As part of this process employment sites would be identified – these sites would be split into three main types as follows.

- Current supply of employment land – derived from the Council's annual Employment Land Availability Report
- Current stock of employment land – Derived from designations in the current adopted local plan and drawing on local knowledge of the area

- Other Sites – which are zoned for employment use/in employment use and aren't identified within the above criteria

This three stage approach ensures that a comprehensive assessment of all types of employment land can be undertaken.

The next step in the process is to decide on site appraisal criteria. The set of questions asked about each site should be the same in order to make the process fair. Questions from the guidance on undertaking employment land Reviews would be used as a basis for this appraisal.

Once the criteria for the sites has been decided the site assessments will be carried out, in consultation with the Council's economic regeneration team, as well as consulting local stakeholders and businesses.

Finally, the outcomes of the site appraisals will be reported and this will help to feed into the other stages of the ELR (Stage 2 and 3).

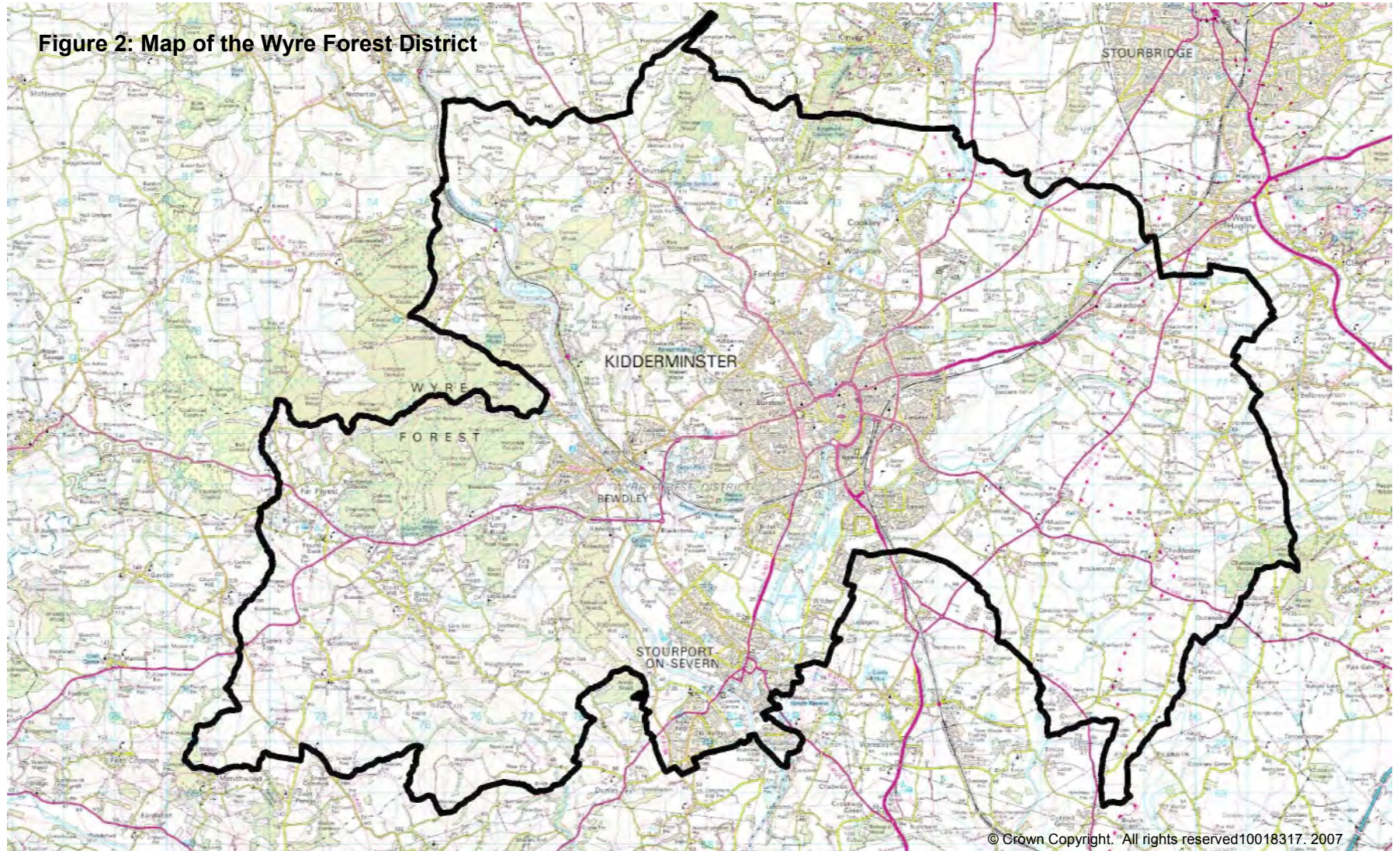
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## **4.0 Step 2: Collate data on land stock and revealed demand**

### **4.1 Wyre Forest in Context**

The Wyre Forest District is situated in North West Worcestershire and lies to the south west of the West Midlands conurbation. It covers an area of 75 square miles. In 2001, the population totalled 96,945 (2001 census) with 55,182 living in the principal town of Kidderminster. The three towns of Kidderminster, Stourport-on-Severn and Bewdley form a central triangle within the district and are surrounded by a number of outlying villages and hamlets. Figure 2 shows a map the Wyre Forest District.

**Figure 2: Map of the Wyre Forest District**



## 4.2 Existing Employment Land Portfolio

The purpose of this section of the Employment Land Review is to provide an overview of the existing situation with regard to the employment land portfolio within the Wyre Forest District.

## 4.3 Kidderminster

Kidderminster is the main business and commercial centre in the District offering industrial, shopping, office and leisure facilities. Kidderminster is famous as a centre for carpet manufacture. However, the numbers employed in the carpet industry have fallen in recent years (see table below) and the town is continuing to diversify with successful companies involved with luxury boat building, ceramics and engineering.

### Decline of the Carpet Industry in the Wyre Forest

Year	Number of Carpet Manufacturers	Number of Employees
1998	37	3,122
1999	32	2,659
2000	34	3,020
2001	29	2,248
2002	28	1,881
2003	21	1,727

Figure 3: Decline of the Carpet Industry Source: ABI Workplace Analysis. Nomis. Feb 06

The above table indicates the decline in the carpet industry within the District. The data for after 2003 is confidential as the numbers have dropped lower than the 2003 figures and cannot be released. The table above indicates the rapid decline of the industry over a period of 6 years where the workforce has almost halved, and the number of manufacturers dropped by over a third.

## 4.4 Industrial Estates

Generally, the largest industrial estates within the Wyre Forest are situated in or around the main strategic town of Kidderminster. There are a number of large estates situated to the south of Kidderminster.

The main areas of employment within the District are the industrial estates that run along the road that runs between Kidderminster and Stourport-on-Severn, the Stourport Road. This area is known as the Stourport Road Employment Corridor (SREC) and this area has the highest concentration of employment uses within the District. There are a large number of businesses that operate from this area including important local employers such as Brintons Carpets.

There are also a number of employment areas that are located to the south of Kidderminster, which run along the Worcester Road. Within this area is Worcester Road Business Area which houses some other important local employers including Sealine and Victoria Carpets.

Further south, along the Worcester Road, there are a number of other estates such as Hoobrook Industrial Estate and Hoo Farm. The latter is one of the largest estates in the District and is home to almost 100 businesses. Within this area is another large employment site, Summerfield, is also located. This site straddles the border between Wyre Forest and Wychavon District Council's. The total site size is approx 55ha with 24ha located within the Wyre Forest District and 31ha located in Wychavon. This site is home to Roxcel and employs a number of local residents.

The other main area of employment within Kidderminster is situated just north of the town centre. This area has a number of historic employment sites which have connections to the carpet industry. The area is generally characterised by smaller scale businesses, which are predominantly independent traders, rather than larger companies.

As well as these areas of current employment use there are a number of redevelopment opportunities that exist in and around Kidderminster.

#### **4.5 Redevelopment Sites**

The principal redevelopment sites, identified by the current Local Plan, are located along the SREC and are known as the British Sugar factory site and the former Folkes' foundry. These sites are currently vacant and suitable for redevelopment, and offer a premium opportunity as brownfield employment sites; they are discussed in more detail below.

#### **4.5.1 British Sugar Factory Site**

The British Sugar Factory Site at Stourport Road, Kidderminster, closed in 2002. The main factory site occupies some 24ha, and is within an area identified for Class B1, B2 and B8 uses. The site offers the potential for the provision of a major strategic employment site, centrally located to meet the District's needs. The allocated area for employment extends to 24ha, with the site being split approximately equally into two phases of 12ha each.

The British Sugar site has its own policy (Policy E.3) within the local plan indicating its significance as a strategically important employment site.

#### **4.5.2 Folkes' Forge**

The Folkes' Forge is another large employment site, located along the Stourport Road. The site is approx. 5.75ha and currently has a large (16,144m<sup>2</sup>), vacant factory on site. The site offers another prime opportunity for brownfield redevelopment. The site has recently been sold to new owners and part of the site is currently available for lease on a short-term basis. It is believed that the site will be used for a recycling facility, if planning permission is obtained.

#### **4.5.3 Lea Castle**

As well as these two large sites, there is one site to the north of Kidderminster which is set out in the local plan as being identified as major developed site within the Green Belt. Part of the Lea Castle Hospital Site (Approx. 6ha) has been zoned for employment use within the current Adopted Local Plan. The Plan indicates that the site offers a potential redevelopment opportunity for Class B1 high technology employment.

#### **4.6 Stourport-on-Severn**

The second largest settlement in the district is Stourport-on-Severn. The town, situated to the south of Kidderminster, is very different in character yet has some important employment sites. The majority of employment sites within this area are situated to the south-east of the town, with Sandy Lane Industrial Estate being the largest. There are a number of large employment companies that have premises in



and around Stourport, such as IBM, Morgan Matroc, Thomas Vale and OGL. Areas that are populated by employment land include the Worcester Road, Baldwin Road, Wilden Lane and the Bewdley Road. All of these sites are identified and appraised in more detail in subsequent chapters.

#### **4.7 Bewdley**

Bewdley is the smallest of the three main settlements in the district and as such does not have a large employment base. There is one large employment site to the west of the town in a fairly rural setting. This is Bewdley Business Park and is appraised further within the subsequent sections.

#### **4.8 Rural Areas**

Due to the semi-rural nature of the District there are a number of employment sites that exist within fairly rural locations. Sites that exist within the rural areas include:

Titan Steel Wheels at Cookley – this is an award winning local employer who currently operate from a site in the village of Cookley, to the north of Kidderminster

Rushock Trading Estate - This site comprises of land and buildings within the curtilage of a former military site and is home to a number of businesses

Cursley Distribution Park – This is another site which comprises of land and buildings within the curtilage of a former military site.

This general overview of employment areas within the District gives an indication of the type and make up of sites by broad location. The following section identifies all of the sites in more detail.

#### **4.9 Identifying Employment Sites**

As previously mentioned, the employment sites that have been identified for this study fall into three categories.

Firstly, the ‘available’ employment sites within the District have been identified. The ‘available’ employment sites are derived from the Council’s annual ‘Employment

Land Availability Report'. (ELA) The annual reports have detailed employment land availability within the District since 1996. This comprehensive annual report outlines all current sites where employment development is currently available. In order to achieve continuity between the ELA and this study the site numbering for the available sites has been taken directly from the ELA. This therefore allows cross referencing to be undertaken. The other function of the ELA is to record employment completions that have occurred within the District over time. Over the recent past the District has recorded a relatively large number of small completions. These completions have a fairly large cumulative impact and it has therefore been decided that a site size threshold should not be used for identifying the 'available' sites and therefore all sites in the ELA have been assessed through this review.

The second sets of sites that have been identified for review are the existing employment sites within the District. These sites have been selected mainly from employment designations, as set out by the Wyre Forest District Adopted Local Plan of 2004, and also through local knowledge. The site size threshold for these sites was set to 0.25ha and above, which is the recommended site size according to the guidance.

The third set of sites are detailed as 'Other Sites'. This group includes a number of local sites which are either in employment use, but are not designated as such in the Local Plan or are zoned for employment use in the Local Plan but currently do not have any employment function and are not included on the Employment Land Availability list of sites.

#### **4.10 Database**

All of the sites have been identified and mapped onto a GIS layer. Site maps can be viewed in the accompanying employment land mapping document. The sites have also been loaded into a comprehensive Access Database which details information such as site area, location, aerial photographs, units on site, size of units and presumed ownership. This information formed the basis of the site appraisals, which are discussed in more detail later in the report.

#### 4.11 Current Employment Land Availability

The sites from the ELA are indicated below.

<b>Sites From Employment Land Availability 2007</b>			
<b>ELA Number</b>	<b>Ref</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
11		Sandy Lane Industrial Estate	0.74
21		Wilden Industrial Estate	0.45
23		Stourport Road	5.04
32		Rushock Trading Estate	0.11
33		Rushock Trading Estate	0.30
34		Rushock Trading Estate	0.23
36		Rushock Trading Estate	0.13
40		Mitton Street, Stourport on Severn	0.22
55		Lisle Avenue	1.16
56		Rushock Trading Estate	0.58
59		Park Lane	0.12
62		Bewdley Business Park	2.64
71		Rushock Trading Estate	2.87
73		Crossley Retail Park	1.21
74		Hoo Farm	3.11
76		Hoo Farm	0.53
77		Sandy Lane Industrial Estate	0.91
90		Lisle Avenue	0.24
105		Hoo Farm	0.37
119		Hoo Farm	0.10
121		Stourport Road	5.64
122		Lea Castle Hospital	6.36
124		British Sugar (Phase 1)	12.03
127		Stourport Road	0.29
130		Wilden Industrial Estate	0.13
136		Wilden Industrial Estate	0.21
138		Toll House, Stourport on Severn	0.14
139		Hoo Farm	0.03
140		Stourport Road	0.11
143		Hoo Farm	0.64
145		Sandy Lane Industrial Estate	0.07
148		Park Lane	0.15
149		Hoo Farm	0.07
150		Stourport Road	2.27
<b>Total</b>			<b>49.2</b>

Figure 4: ELA Sites

These sites listed above therefore make up the current available employment land within the District. These sites were assessed through this process, in order to ascertain the current and future availability and whether or not they were considered still to be suitable, viable employment areas.

#### 4.12 Breakdown of Current Employment Sites

The current employment sites (stock) were also assessed throughout the study. These were based on employment areas zoned within the Wyre Forest District Council Adopted Local Plan (2004) as well as other employment sites that were greater than 0.25ha in size. A total of 36 employment sites have been identified through the survey process and each site has been appraised accordingly, using the agreed pro-forma.

Once the sites had been identified they were split into different areas.. The sites and the areas are identified below.

<b>MAIN AREA: KIDDERMINSTER SUB AREA 1: STOURPORT ROAD</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
1.1	Brintons	5.40
1.2	Coppice Trading Estate	2.89
1.3	Firs Industrial Estate	8.65
1.4	Foley Business Park	6.6
1.5	Foley Industrial Estate	6.59
1.6	Klark Industrial Park	0.59
1.7	Lisle Avenue	3.85
1.8	Oasis & Reilloc Chain	2.70
1.9	Oldington Trading Estate	6.44
1.10	Romwire	4.99
1.11	Vale Industrial Estate	3.90
1.12	Ceramaspeed	3.22

Figure 5: Employment Sites – Kidderminster – Stourport Road

<b>MAIN AREA: KIDDERMINSTER SUB AREA 2: HOO FARM/SPENNELLS/HOOBROOK (S)</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
2.1	Hoo Farm	22.56
2.2	Spennells Valley	4.18
2.3	Brockway	1.14
2.4	Hoobrook (South)	5.50
2.5	Summerfield (Part within District)	24.39

Figure 6: Employment Sites – Kidderminster – Hoo Farm

<b>MAIN AREA: KIDDERMINSTER SUB AREA 3: WORCESTER ROAD AND HOOBROOK (N)</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
3.1	Worcester Road	11.16
3.2	Hoobrook (North)	4.37

Figure 7: Employment Sites – Kidderminster – Worcester Road

<b>MAIN AREA: KIDDERMINSTER</b>		
<b>SUB AREA 4: KIDDERMINSTER TOWN CENTRE</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
4.1	Meadow Mills Industrial Estate	1.67
4.2	Stourvale Mills	3.59

Figure 8: Employment Sites – Kidderminster – Kidderminster Town Centre

<b>MAIN AREA: KIDDERMINSTER</b>		
<b>SUB AREA 5: NORTH OF KIDDERMINSTER TOWN CENTRE</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
5.1	Churchfields Business Park	7.09
5.2	Former Georgian Carpet Factories	4.55
5.3	Stoney Lane Industrial Estate	0.83
5.4	Puxton Mill	1.44

Figure 9: Employment Sites – Kidderminster – North of Kidderminster

<b>MAIN AREA: KIDDERMINSTER</b>		
<b>SUB AREA 6: GREENHILL</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
6.1	Greenhill Industrial Estate	4.43

Figure 10: Employment Sites – Kidderminster – Greenhill

<b>MAIN AREA: KIDDERMINSTER</b>		
<b>SUB AREA 7: PARK LANE &amp; PARK STREET</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
7.1	Park Street	1.68
7.2	Park Lane	0.75

Figure 11: Employment Sites – Kidderminster – Park Lane/Street

<b>MAIN AREA: STOURPORT-ON-SEVERN</b>		
<b>SUB AREA 8: SANDY LANE (AND TOWN CENTRE)</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
8.1	Sandy Lane	18.02
8.2	Car Garages along the Worcester Road	0.84

Figure 12: Employment Sites – Stourport – Sandy Lane

<b>MAIN AREA: STOURPORT-ON-SEVERN</b>		
<b>SUB AREA 9: BALDWIN ROAD AND WORCESTER ROAD</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
9.1	Riverside Business Centre & Baldwin Road	3.09
9.2	Worcester Road (OGL & Parsons Chain)	6.27
9.3	Worcester Road (Thomas Vale)	1.3

Figure 13: Employment Sites – Stourport – Baldwin/Worcester Road

<b>MAIN AREA: STOURPORT-ON-SEVERN</b>		
<b>SUB AREA 10: WILDEN</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
10.1	Wilden Industrial Estate	6.38

Figure 14: Employment Sites – Stourport – Wilden Lane

<b>MAIN AREA: STOURPORT-ON-SEVERN</b>		
<b>SUB AREA 11: BEWDLEY ROAD</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
11.1	Bewdley Road	11.85

Figure 15: Employment Sites – Stourport – Bewdley Road

<b>MAIN AREA: RURAL</b>		
<b>SUB AREA 12: RUSHOCK</b>		
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
12.1	Rushock Trading Estate	10.52

Figure 16: Employment Sites – Rural – Rushock

#### 4.13 'Other' Employment Sites

The final set of sites that were identified for site appraisal were sites that did not fit into the first two sections but are current employment locations that are not included in the ELA or sites which have employment use but are not identified as such in the current Adopted Local Plan. The sites are as follows:

<b>Site Ref Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>
13.1	British Sugar Phase 2	11.85
13.2	Lime Kiln Bridge, Kidderminster	0.45
13.3	Land between Vale and Foley Industrial Estates, Kidderminster	1.31
13.4	Land between Hoo Farm and Summerfield	10.1
13.5	Harriers Industrial Estate, Kidderminster	0.53
13.6	Cursley Distribution Park, Rushock	9.86
13.7	Mitton Mills Industrial Estate, Stourport	0.97
13.8	Bewdley Business Park	2.74
13.9	Titan Steel Wheels, Cookley	5.71

Figure 17: 'Other' Employment Sites

There are only a few sites which fall into this category but it was considered that they contribute to the current employment portfolio of the District and therefore should be assessed through the ELR.

#### 4.14 Overall Site Sizes

As part of the assessment, the sites have been split by broad location in order to ascertain the make up of the different types of site by location in the District. The following tables indicate the supply, stock and other site sizes by broad location (Kidderminster, Stourport-on-Severn, Bewdley, and Rural.)

In order to ensure that no double counting occurred, any sites which are in the currently supply, and located within existing employment estates, have not been included in the total area for that employment estate. For example – there are currently 6 available employment plots that exist on Rushock Trading Estate, totalling 4.22 ha. The site totals 14.74ha and so the site size used for the current

employment stock is 10.52ha, which avoids the double counting. This is the same approach used for all of the employment sites throughout the study.

### Supply

Area	Size of Sites (ha)
Kidderminster	32.96
Stourport-on-Severn	2.87
Bewdley	2.79
Rural	10.58
<b>Total</b>	<b>49.2</b>

Figure 18: Supply Sites Total Area

### Stock

Area	Size of Sites (ha)
Kidderminster	155.17
Stourport-on-Severn	47.75
Bewdley	N/a
Rural	10.52
<b>Total</b>	<b>213.44</b>

Figure 19: Stock Sites Total Area

### Other

Area	Size of Sites (ha)
Kidderminster	24.24
Stourport-on-Severn	0.97
Bewdley	2.74
Rural	15.57
<b>Total</b>	<b>43.52</b>

Figure 20: 'Other' Sites Total Area

As can be seen by the above tables, the majority of employment sites are located in or around the main strategic centre of Kidderminster – there is also a large concentration within Stourport and the Rural areas, with Bewdley having the least amount of sites within the District.

#### 4.15 Employment Statistics – Wyre Forest

As well as identifying the sites within the District, market factors influencing the District as well as the current take up of employment land were investigated. This enabled a clearer indication of the type of employment uses that predominate within the District to be ascertained as well as indicating what development is taking place in terms of scale, type and location.

##### Industrial Rents

The table below indicates the rents for industrial properties throughout the District's in Worcestershire. The table indicates the average rents over 2005 and 2006. From the table it can be seen that the Wyre Forest District has remained the District with the most affordable industrial rents within Worcestershire.

District	Average in 2005	Average in 2006
Bromsgrove	£5.75	£5.98
Malvern Hills	£4.20	£4.67
Redditch	£5.95	£5.31
Worcester	£5.14	£4.90
Wyre Forest	£4.06	£3.80
Wychavon	£4.96	£5.40

Figure 21: Industrial Rents Source: Worcestershire Property Service Annual Report (05-06)

##### Office Rents

The Wyre Forest also has the most affordable average rents for office properties throughout the County, as can be seen by the below table.

District	Average in 2005	Average in 2006
Bromsgrove	£10.62	£11.67
Malvern Hills	£9.89	£9.71
Redditch	£12.83	£10.36
Worcester	£10.78	£10.10
Wyre Forest	£7.54	£8.84
Wychavon	£11.06	£10.27

Figure 22: Office Rents Source: Worcestershire Property Service Annual Report (05-06)



## Business Start Ups

The table below provides an indication of the total numbers of VAT registrations for Wyre Forest. This is an indicator of the size of the business population.

<b>Industry</b>	<b>1994</b>	<b>2004</b>	<b>% Change 2004 on 1994</b>
Agriculture; fishing	210	170	-19%
Mining; energy/water	5	0	-100%
Manufacturing	360	320	-11.1%
Construction	335	370	10.4%
Wholesale and Retail	775	695	-10.3%
Hotel and Restaurants	175	210	20%
Transport and communications	135	145	7.4%
Finance	20	15	-25%
Real Estate	385	740	92.2%
Public Admin; other	230	245	6.5%
Education; Health	40	35	-12.5%
<b>Total</b>	<b>2770</b>	<b>2945</b>	<b>6.3%</b>

Figure 23: Business Start Ups Source: Nomis 2004

The above table indicates the changes within different sectors in the Wyre Forest over a ten-year period. This gives an insight into the trends experienced throughout the District, which in turn indicates the type of employment land that may be needed for up and coming industries. The type of employment by industry will be an important factor to consider further as part of the Stage 2 process.

## Demand for Industrial Units by Floorspace

The following graph, taken from Worcestershire’s Property Service Annual Report (2006), indicates the changing levels of demand for different sizes of industrial floorspace, within the Wyre Forest, over time. The units where the most demand is currently are generally the smaller units with the graph suggesting that demand for larger industrial units is decreasing.

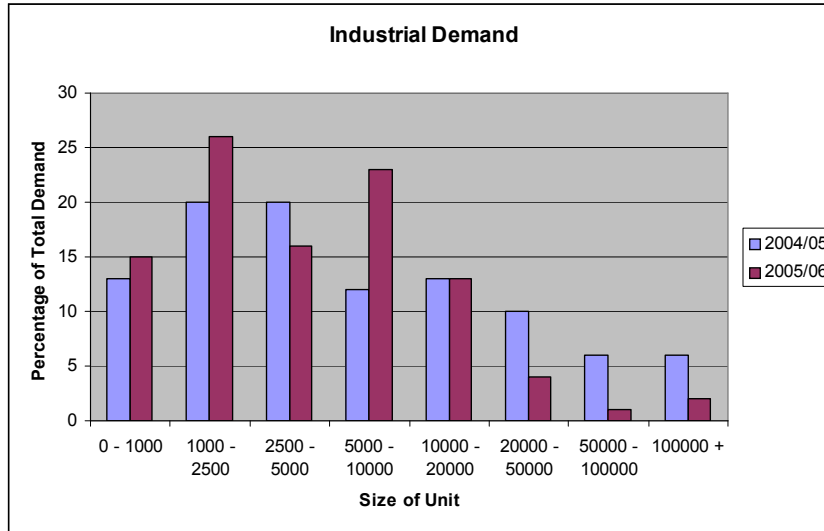


Figure 24: Demand for Industrial Units Source: Adapted from Worcestershire Property Service Annual Report (2006)

## Demand for Office Units by Floorspace

The graph below indicates the demand for office floorspace over time. The main demand for offices within the Wyre Forest is at the smaller scale, ranging from 0 – 2,500 m2. There is little or no demand for offices at the larger end of the spectrum.

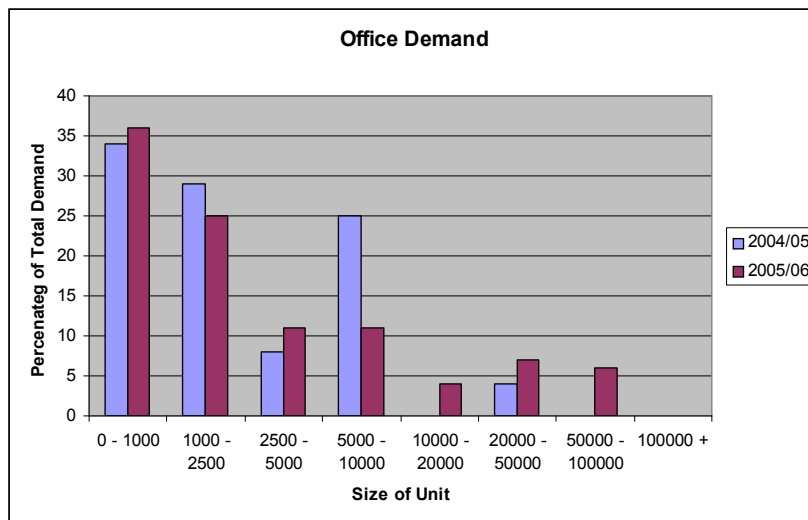
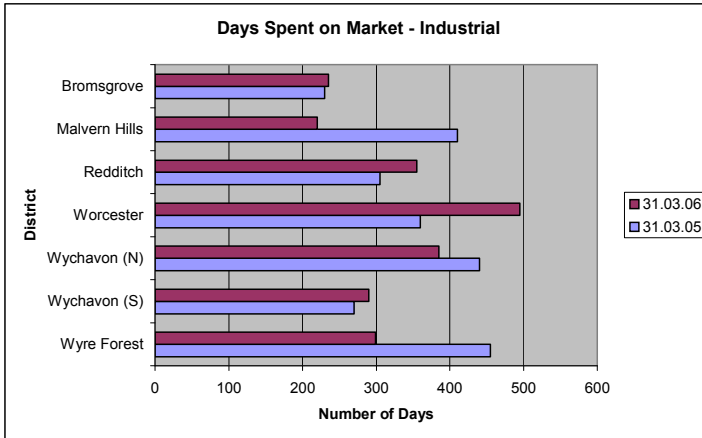


Figure 25: Demand for Office Units Source: Adapted from Worcestershire Property Service Annual Report (2006)

## Time Spent on the Market

The following graphs indicate the length of time that industrial and office units have spent on the market. The graphs indicate how long, in comparison to the other District's in the county, that the units have spent trying to get occupiers.

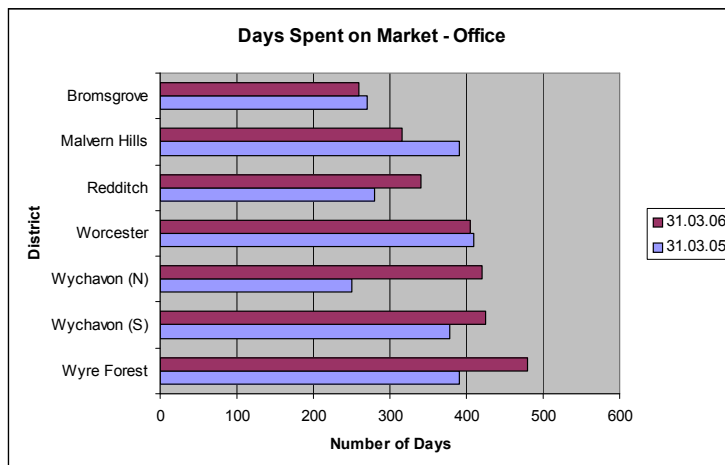
### Industrial Units



**Figure 26: Time spent on the market (Industrial Units)**  
Adapted from Worcestershire Property Service Annual Report (2006)

The adjacent graph indicates the length of time that industrial units have spent on the market, throughout the whole of Worcestershire. The Wyre Forest has had mixed success over the past two years with the time spent on the market decreasing by around 150 days over the two years specified.

### Office Units



**Figure 27: Time spent on the market (Office Units)**  
Adapted from Worcestershire Property Service Annual Report (2006)

The number of days that office units have spent on the market has remained relatively stable over the two years. Wyre Forest is competing fairly well with surrounding areas when comparing the length of time that a unit is vacant.

These statistics do depend on a lot of variables such as demand for the type of office/industrial unit, the type of unit available and the location of any unit. Further monitoring of the time spent on the market over the years will enable further trends to be realised.

## Vacancy Statistics

A useful indicator of the health of any area is the proportion of vacant units. A high vacancy rate could mean that an area or sector is struggling to attract and/or retain companies, which could be due to a whole number of reasons. The table below indicates a time series for commercial and industrial property vacancies throughout Worcestershire. The figures relate to the percentage for vacant properties.

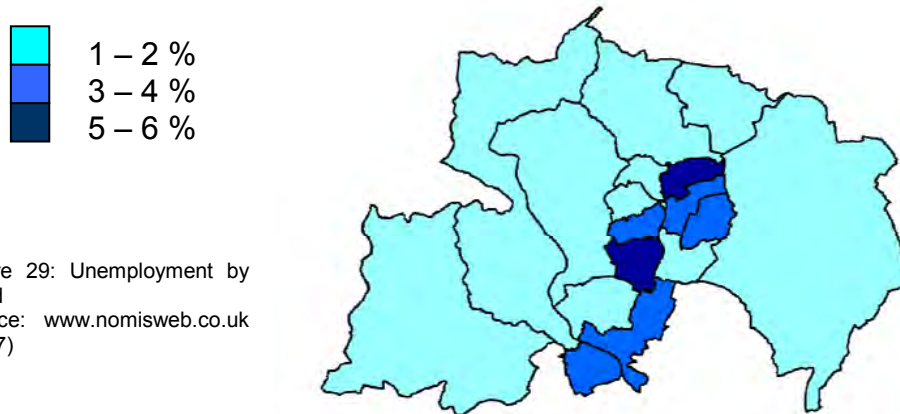
	April 1998 – March 1999	April 1999 – March 2000	April 2000 – March 2001	April 2001 – March 2002	April 2002 – March 2003	April 2003 – March 2004	April 2004 – March 2005
Bromsgrove	4	8	-	-	-	-	8
Malvern Hills	8	8	7	6	6	6	6
Redditch	10	12	10	10	10	9	9
Worcester	7	6	5	5	5	4	4
Wychavon	6	7	6	7	8	9	9
Wyre Forest	5	5	5	8	8	11	11
West Midlands	7	7	7	9	10	10	11
England	7	7	7	8	8	9	9

Figure 28: Vacancy Statistics

Source: Commercial and Industrial Property Vacancy Statistics [www.neighbourhoodstatistics.gov.uk](http://www.neighbourhoodstatistics.gov.uk)

The above table indicates the vacancy rate with regards to commercial and industrial property over time. From the above table it can be seen that Wyre Forest District currently has the highest vacancy rate in Worcestershire, although this is the same as the West Midlands average vacancy rate but is higher than the national average.

## Unemployment by Ward



The above map indicates the unemployment level in the Wyre Forest by ward. The majority of wards have only 1–2% of the resident population unemployed. However, there are pockets of high unemployment, noticeably in Oldington and Foley Park and within Broadwaters where the unemployment figure is above 5%. Some of these wards where unemployment is high are located close to employment areas – therefore there could be potential to create better links between these two areas to get more people back into work.

## Unemployment Percentage

Date	England	West Midlands	Worcestershire	Wyre Forest
January 2000	3.3	3.7	2.3	2.5
January 2001	2.8	3.4	2.0	2.2
January 2002	2.7	3.1	1.7	2.0
January 2003	2.6	3.0	1.8	2.0
January 2004	2.5	3.0	1.7	2.0
January 2005	2.2	2.7	1.6	1.7
January 2006	2.5	3.2	2.0	2.2
January 2007	2.6	3.4	2.0	2.2

Figure 30: Unemployment by Percentage Source: www.nomisweb.co.uk (2007)

Although Wyre Forest’s unemployment is higher than the County’s, the District is performing well when compared to the West Midlands and to England.

Unemployment in the District fell from 2.5% in January 2000 to 2.2% in January 2007. Both the regional and national unemployment rates have fallen during this time but began to increase again at the start of 2006.

## Employment by Broad Sector

The District's breakdown of employment by broad sector follows roughly the same pattern as the county, regional and national patterns. This is indicated on the table below.

	Wyre Forest	Wyre Forest %	West Midlands %	Great Britain %
<b>Total Employee Jobs</b>	35,574	-	-	-
<b>Full Time</b>	22,475	63.2	68	68
<b>Part Time</b>	13,099	36.8	32	32
<b>Manufacturing</b>				
<b>Manufacturing</b>	7,050	19.8	16.6	11.9
<b>Construction</b>				
<b>Construction</b>	1,547	4.3	4.3	4.5
<b>Distribution, Hotels &amp; Restaurants</b>				
<b>Distribution, Hotels &amp; Restaurants</b>	9,852	27.7	24.8	24.7
<b>Transport &amp; Communications</b>				
<b>Transport &amp; Communications</b>	1,244	3.5	5.4	5.9
<b>Finance, IT, Other Business Activities</b>				
<b>Finance, IT, Other Business Activities</b>	4,934	13.9	17.3	20
<b>Public Admin, Education &amp; Health</b>				
<b>Public Admin, Education &amp; Health</b>	8,691	25.2	25.8	26.4
<b>Other Services</b>				
<b>Other Services</b>	1,544	4.3	4.5	5.1
<b>Tourism-Related</b>				
<b>Tourism-Related</b>	2,875	8.1	7.4	8.2

Figure 31: Employment by Broad Sector

Source: Nomis Report (Wyre Forest, 2006): ABI Employee Analysis (2004)

- No data available

% is a proportion of total employee jobs

Employee jobs excludes self-employed, government-supported trainee and HM Forces

The above table indicates the make up of the District in terms of jobs by broad sector. From the above table it can be seen that the sectors where the Wyre Forest has a greater percentage to that of the West Midlands and Great Britain are in Manufacturing and Distribution, Hotels and Restaurants. This could be explained by the areas long association with the carpet industry and the legacy that remains in terms of a higher percentage of manufacturing jobs. Sectors where the District has a lower percentage of jobs compared to the other regions includes Finance, IT and Other Business Activities, which again could be due to the District's previous historic connections with the carpet industry and manufacturing sector.

## Employment by Occupation

The following table gives an indication of the type of occupation within the Wyre Forest District. The table compares the percentage of different types of occupations across the regional and national scale. The Wyre Forest has larger percentages of people working in skilled trade occupations and process plant and machines

operatives when compared to the national picture. This could be mainly down to the legacy of the carpet industry within the area. Great Britain also has a higher percentage of managers and professional occupations than the Wyre Forest, which may also reflect the type of businesses located within the District.

	Wyre Forest	Wyre Forest %	West Midlands %	Great Britain %
<b>Major Group 1-3</b>	16,700	35.5	37.5	41.6
<b>1. Managers &amp; Senior Officials</b>	6,200	13.1	13.8	14.9
<b>2. Professional Occupations</b>	4,500	9.7	11.3	12.5
<b>3. Associate professional &amp; technical</b>	6,000	12.7	12.4	14.2
<b>Major Group 4-5</b>	14,000	29.7	24.9	23.6
<b>4. Administrative &amp; Secretarial</b>	4,500	9.6	12.3	12.6
<b>5. Skilled trades occupations</b>	9,500	20.2	12.6	11
<b>Major Group 6 - 7</b>	8,500	18.2	15.2	15.6
<b>6. Personal Service occupations</b>	3,700	7.9	7.6	7.8
<b>7. Sales &amp; Customer Service</b>	4,800	10.3	7.6	7.7
<b>Major Group 8 - 9</b>	10,600	22.7	22.1	18.9
<b>8. Process plant &amp; machine operatives</b>	3,800	8.1	9.5	7.5
<b>9. Elementary Occupations</b>	6,800	14.6	12.6	11.4

Figure 32: Employment by Occupation  
Source: Nomis Report (Wyre Forest, 2006): Annual Population Survey 2005  
Note - Numbers and % are for those 16+  
Note - % is a proportion of all persons in employment

## Qualifications

	Wyre Forest	Wyre Forest %	West Midlands %	Great Britain %
<b>NVQ4 and above</b>	11,900	20.2	23	26.5
<b>NVQ3 and above</b>	21,600	36.7	39.9	44.4
<b>NVQ2 and above</b>	36,900	62.7	59.6	62.9
<b>NVQ1 and above</b>	46,000	78.2	74.1	77.2
<b>Other Qualifications</b>	3,100	5.3	8	8.4
<b>No Qualifications</b>	9,700	16.5	17.7	14.3

Figure 33: Qualifications  
Source: Nomis Report (Wyre Forest, 2006): Annual Population Survey 2005  
Note - Numbers and % are for those of working age  
Note - % is a proportion of total working age population

The above table indicates the qualification levels of people within the Wyre Forest District. The table indicates that the Wyre Forest does not have as many people, proportionally, educated to a higher level when compared to the West Midlands and Great Britain. In the two highest levels, NVQ3 and 4, the percentage is considerably lower than the West Midlands and GB average.

## Earnings by Residence

The following table highlights the earnings by residence within the Wyre Forest. The figures show the median earning in pounds for employees living in the area and are based on the Annual Survey of Hours and Earnings (ASHE); the survey does not cover self-employed residents. The earnings information collected relates to gross pay before tax, National Insurance or other deductions.

The table highlights the fact that earnings in the Wyre Forest are lower than the other two areas across all denominations. The average full time worker, within the Wyre Forest, earns £58.70 less a week than their GB counterpart.

	Wyre Forest	West Midlands	Great Britain
<b>Gross Weekly Pay</b>			
Full Time Workers	£374.40	£405.30	£433.10
Male Full Time Workers	£412.70	£444.10	£474.90
Female Full Time Workers	£322.40	£345.50	£372.30
<b>Hourly Pay</b>			
Full Time Workers	£9.02	£10.17	£10.86
Male Full Time Workers	£9.21	£10.75	£11.50
Female Full Time Workers	£8.31	£9.21	£9.90

Figure 34: Earnings by Residence

Source: Nomis Report (Wyre Forest, 2006): Annual Survey of Hours & Earnings – Resident Analysis

Note – Median earnings in pounds for employees living in the area

## Planning Permissions and take up on employment land

By interrogating the Council's annual Employment Land Availability Report it is possible to identify a number of indicators of employment activity. This includes the completions of employment development since 1996, the sites that are currently under construction, the sites which are allocated in the Adopted Local Plan and the sites with unimplemented planning permissions.

By looking at the planning permissions granted and the take up of those permissions an indication of the type of business that has developed in the Wyre Forest over recent years can be established.

The graph below shows the actual employment land supply for the whole district. The Worcestershire County Structure Plan 1996-2011 requires the provision of 'about 45 hectares' of land in the Wyre Forest District for employment uses within Classes B1, B2 and B8 between April 1996 and March 2011.



### Employment land requirements and supply 1996-2011

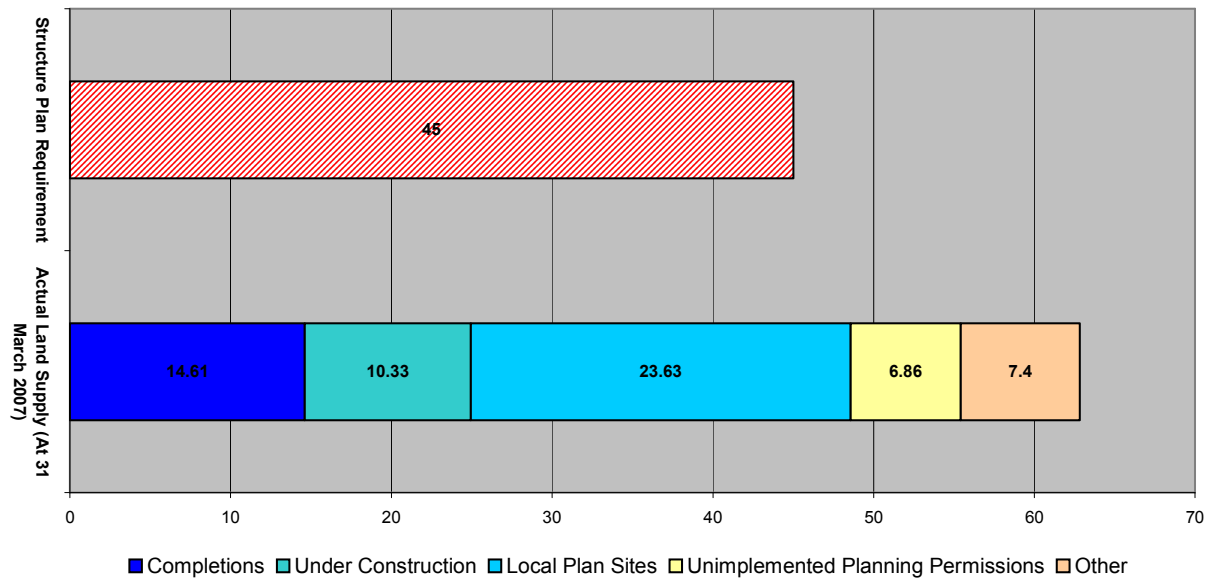


Figure 35: Breakdown of ELA

During 2006/07 the amount of land available for employment use increased very slightly by 0.15 Ha. In total, 14.61 Ha of employment land has been completed since 1996, with 10.33 Ha under construction as of 1<sup>st</sup> April 2007 compared to only 4.69 Ha a year previously. The type of use for each of the allocated sites is shown in the table below.

### Type of Use for Allocated Employment Sites

Type of site	Type of unit	Area (Ha)
Sites under construction	B1/B2 unit	1.03
	13 B1/B2 units	2.84
	2 B1/B2/B8 units	0.11
	10 B1/B2/B8 units	3.12
	15 B1 units	0.91
	10 B2/B8 units	2.32
Adopted local plan sites	B1/B2/B8 units EMP.1	5.63
	Lea Castle Hospital	6.0
	British Sugar Factory	12.0
Rushock Trading Estate sites	Outline planning permission for B1/B2/B8 units on 5 plots	4.18
	Plot 6d lapsed permission	0.19
Other sites with outstanding planning permission	B1 use only on 4 sites	0.38
	B1/B2 uses on 2 sites	0.31
	B1/B8 uses on 1 site	0.07
	B1/B2/B8 uses on 4 sites	2.22
	B2/B8 uses on 1 site	3.88
Other sites in areas allocated for B class uses	9 sites B1/B2/B8 uses	3.03

Figure 37: Type of Use for Allocated Sites

## Employment Land Availability Changes Over Time

Date	Completions Since April 1 <sup>st</sup> 1996	Under Construction	Local Plan Sites	Unimplemented Planning permissions	Other	Total	Structure Plan Requirement
At 1 <sup>st</sup> April 2002	12.28	1.03	5.38	10.96	6.86	36.51	About 45 Ha
At 1 <sup>st</sup> April 2003	13.19	3.87	5.17	8.12	6.86	37.21	About 45 Ha
At 1 <sup>st</sup> April 2004	13.22	3.91	27.32*	9.08	8.33	61.86	About 45 Ha
At 1 <sup>st</sup> April 2005	13.38	3.89	27.32	9.36	7.82	61.77	About 45 Ha
At 1 <sup>st</sup> April 2006	13.9	4.69	27.66	9.13	7.3	62.68	About 45 Ha
At 1 <sup>st</sup> April 2007	14.61	10.33	23.63	6.86	7.4	62.83	About 45 Ha

Figure 37: ELA Changes over time

**Figures in Hectares**

\*excludes Phase II of British Sugar site

The above table indicates the change in the employment supply since 2002. As can be seen in the table, according to the current ELA report, there is enough available land to meet the structure plan requirement for the District of about 45ha.

### Current Development Sites

There are a number of planning permissions that are currently under construction or have permission for development that is due to commence soon. There are four main sites that will add a new dimension to the portfolio of the District. Two of which are under construction and the other two have recently been given planning permission.

#### 4.34 Large Sites Under Construction

There are two main sites under construction within the district. The first is on Foley Business Park. There is currently permission, which is being implemented, for 10 industrial units, comprising B1, B2 and B8 uses. The site is expected to lead to an increase of 2,950m<sup>2</sup> of industrial floorspace on its completion.

The second site is located next to Sandy Lane Industrial estate, and is a site earmarked for employment within the Adopted Local Plan. There is permission for 15 B1 office units to be built in this location, and development is currently underway.

## Large Sites with Permission

There are currently two schemes that have permission for employment development, both located on the outskirts of Kidderminster and both near large employment areas. The first scheme is for 10 industrial uses, located on a former playing field along the Stourport Road. The site is 7.32ha in size and the first phase of development will include a range of units including a combination of 799m<sup>2</sup> of office floorspace and 7,247m<sup>2</sup> of industrial floorspace.

The second site is located along the Worcester Road in Kidderminster opposite the established Hoo Farm Industrial Estate. Permission has been granted on this 3.12ha site for the construction of ten industrial units (Class B1, B3 and B8). The proposed 10 industrial units are two storey in height and range from 279 – 4,181m<sup>2</sup> in size.

## Historic Allocations and Recent ‘Switches’

There have been a number of large sites, within the district, that have ‘switched’ from employment uses to other uses over the past ten years. The table below indicates the area of land that has switched by size, its location, its original use and what its current use is.

Size of Site (Ha)	Location	Original Use	Current Use
4.68	Kidderminster	Stourvale Works	Residential Development of approx. 130 dwellings
10.84	Kidderminster	Coloroll Carpet Factory	Crossley Retail Park – comprises large retail ‘sheds’ and a Sainsburys supermarket
7.86	Kidderminster	Brintons Carpets and Old Gas Works	Weavers Wharf – Town centre retailing, including large stores such as Next and M&S, a JJB Fitness club, and a large Tesco Supermarket
6.06	Stourport-on-Severn	Carpets of Worth	Designated as a redevelopment area – this site has been cleared and is awaiting development (Likely to include housing and a supermarket)

Figure 38: Historic Allocations and Switches

The above table indicates that a total of 29.44ha of employment land has been switched to other uses over the last 10 years. The table highlights that the employment switches have been to retail and residential uses. It is also worth noting that 3 out of the 4 sites were originally associated with carpet manufacturing, again highlighting the decline of this industry within the District.

#### **4.16 Overview of Employment Statistics**

From interrogating the statistics for the Wyre Forest District, a number of broad conclusions can be made:

There still remains a larger manufacturing sector within the District than compared to the regional and national average – this could be explained by the District's historic association with the carpet industry

This historic association with the manufacturing sector could be the reason for there being lower average earnings in the District, as often the manufacturing sector creates lower paid jobs. Also, this could be reflected in the District's residents lower qualification attainment, when compared to the national average.

A number of properties are currently vacant within the area and/or have spent a few years on the market without being leased. This could be down to a number of issues but could include that some of the sites are no longer considered to be viable areas for employment (which was the case with some of the areas in the 'switches' table above) and that other locations are offering better alternatives for employers.

Employment completions over the last few years have been fairly low, and often the schemes have been small scale in nature. There are, however, a number of sites within the District which should improve the number of completions and offer new possibilities for the employment sector. These sites are either under construction or about to be started, which indicates that the fortunes of the area could be improving.

These conclusions are based on the above evidence and further interrogation will be undertaken as part of the Stage 2 analysis to more fully understand the dynamics of the District.

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## **5.0 Step 3: Devise and apply site appraisal criteria**

Once the sites had been identified and information regarding the District's employment sector been interrogated, the third step of Stage 1 was to devise and apply site appraisal criteria. This was undertaken following the guidance set out by the ODPM and is explained in more detail below.

### **5.1 Detailed Site Assessments**

The criteria used to assess the sites derived from ODPM guidance on undertaking employment land reviews. The first set of appraisal criteria were split into three main themes:

- Market Attractiveness Factors;
- Sustainable Development Factors; and
- Strategic Planning Factors.

The same sets of questions were asked for each site in order for a fair comparison to be made between each employment site. The questions were taken from Box 4.5 and Box 4.6 of the guidance and a full copy of the questions can be seen in Appendix 1. This part of the process was undertaken for all sites within the Wyre Forest District.

The sites were given a score from one through to five in three different categories. The first was market attractiveness. This score was generated through a number of questions taken from the guidance as well as consultation with the Council's economic regeneration team who have in depth knowledge of the District's employment areas.

The second indicator was sustainable development indicators. The Government Guidance highlights only two questions regarding the issue of sustainability. It was felt, therefore, that the assessments would benefit from further sustainability appraisal. These questions, therefore, have been expanded in the appraisals in order to assess sustainability in more detail. The expanded questions included:

- \* The type of land
- \* Quality of Access
- \* Rail Access
- \* Physical Constraints
- \* Quality of Site
- \* Access to Public Transport

The final set of indicators for this initial appraisal dealt with Strategic Planning. The sites were assessed with regard to their strategic importance and also to do with location within the District. Additionally, any policy implications that impact on the site were assessed, in order to gauge which sites were more strategically important than others.

## **5.2 Scoring**

All of the sites that were assessed were scored from 1-5, across the three indicators (Market Attractiveness/Sustainability/Strategic Planning). A scoring system has been used for this appraisal as the guidance note suggests *“a simple scoring system applied to the individual characteristics of site may be helpful, using a three or at most, five point scale for each characteristic.”* (p.33) A five point scoring system has been used for this assessment, using the following scale:

- 1 – Very Poor
- 2 – Poor
- 3 – Average
- 4 – Good
- 5 – Very Good

Although it is promoted that a simple scoring system may be useful, guidance indicates that an overall aggregate score is not recommended. This is the approach which is used for this assessment. Therefore, although this simple scoring system provides a good indication of the suitability of sites there may be some sites with similar scoring methods yet their future viability and recommendations may differ.

### **5.3 Consultation**

During the process of site appraisal two separate consultation exercises were undertaken. This approach is advocated by the guidance as it helps to inject 'market realism' into the process. The first consultation was with stakeholders who operate within the District. For this process a number of consultants and agents who were known to be active within the District were targeted with a questionnaire and information pack. The second consultation exercise was aimed at the business community within Wyre Forest. The businesses that were targeted were the ones that existed on the sites which have been indicated in the initial site selection and search.

The reasoning for the consultation was to gauge issues, options, aspirations and concerns about the current employment portfolio as well as potential future requirements. A summary of both consultation exercises is explained below.

### **5.4 Stakeholder Consultation**

This was the first round of consultation that was undertaken to help inform the ELR. In order to try and receive responses from the selected consultants an information pack was prepared that summarised the main points regarding employment in the District. Additionally, a questionnaire was created which sought views on a number of issues regarding the sites within the District and general information about the Wyre Forest District as a whole. (A copy of which can be seen in Appendix 2)

In total 34 agents/stakeholders were targeted by the study. The list of stakeholders was drawn up in conjunction with the Council's economic development section and comprised the stakeholders which are believed to have interests, regarding employment, within the District

The response rate to the targeted questionnaire was very poor with only 2 responses received. However, there were some useful comments received from these 2 stakeholders and these have helped to feed into the report.

Some of the comments received from the agents are indicated below:

*“Believe that Churchfields Business Park is ideal for redevelopment”*

*“Important to have land available but also to have the infrastructure to go with it”*

*“There is a lack of modern factory accommodation”*

*“Office market has done well for small office sites (500-3,000 sqft)”*

*“Large office users do not tend to consider WFDC simply because there is no accommodation of any great size immediately available”*

*“A key strength of the economy is its strong local workforce”*

*“The district is regarded as remote by a lot of office occupiers”*

*“WFDC must work to its strengths to supply land for small and medium sized businesses in both the industrial and office sector”*

*“Infrastructure is not great. In other words the motorway network does not connect easily to Wyre Forest”*

*“If you make more land available then the businesses that you currently have that are growing will stay within the region, if not, they will relocate”*

A number of the comments received from the consultation reflected the empirical evidence that was collated in the previous section.

## **5.5 Business Consultation**

As well as consulting with known agents who work within the District a questionnaire was sent to the businesses that trade within the District’s employment areas. This was to ascertain current views as well as future aspirations of the local businesses.

### **Methodology**

In order to assess business views and potential future requirements a questionnaire was devised and distributed to local businesses operating on existing industrial estates. A total of 464 questionnaires were sent out to businesses within the District with a covering letter and a prepaid envelope. (A copy of the survey can be seen in Appendix 3)

The consultation lasted 4 weeks and a total of 127 responses were received. This meant that the response rate for this consultation exercise was 27.4%, which was fairly positive and therefore helped to gain an appreciation of some of the issues that exist within the District regarding employment areas.



## Responses

A detailed breakdown of the responses to the questionnaire can be seen in Appendix 4. The following section, however, gives some of the key points that arose through the consultation exercise.

On the whole the respondents were happy with their current accommodation, with very few businesses in the District claiming that they were 'very unsatisfied' with their current accommodation. However, some of the business who were 'unsatisfied' with their current accommodation cited the following reasons:

- No room for expansion
- Old and surplus to requirements
- Congestion
- Site is limiting to business needs today
- Wholly obsolete
- Site not ideal, old building and limited access
- High crime rate

When the businesses were asked about why they chose to locate within the District the most popular response was that they lived within the area. This indicates a strong connection to the area from a number of businesses

With regard to potential future accommodation, from the responses received, the majority of businesses that were considering moving premises wanted to remain within the District, with the most popular unit sought being a light industrial or warehouse type development.

When asked if new premises would be alternative or additional to the current unit, the most popular response was that it would be an alternative unit. As an additional question, businesses were asked whether they wanted a new unit within or outside of the District. The most popular response from businesses was that they wanted to remain within the District.

Businesses were then asked to score certain criteria (such as Local Facilities/Business Rates/Public Transport within the District) using the following five point scale:

- Very good,
- Good,
- Average,
- Poor,
- Very Poor.

The outcomes of these questions are detailed in Appendix 5 but some of the key indicators were:

Businesses felt that generally the proximity to clients and/or suppliers and the quality of land and premises within the District were average to good. With regard to the cost of land and premises within the District businesses felt that this was generally average. With regard to road infrastructure this was too seen as average, although a number of businesses rated this as poor. Public transport was seen as one of the worst factors of the District with many businesses rating this as poor or very poor. The majority of businesses felt that local facilities and business rates were average and that access to the motorway network was average to good.

Overall, from the survey, it appears that many of the current businesses have a historic connection with the District and not many of the returned questionnaires indicate that businesses want to leave the area. The general feeling from businesses was that the existing quality and premises within the area, and the current business rates were ok. However, the road infrastructure and particularly Public Transport let the District down.

---

## **6.0 Step 4: Undertake preliminary site appraisal**

Once the criteria for the site appraisals had been established, the sites selected, and the consultation carried out the site appraisals were undertaken. The results of the initial appraisals are outlined in this section.

### **6.1 Site Appraisals – Results**

The sites that were considered during the site appraisals included all of the existing employment ‘stock’ sites, the current sites that are in the District’s Employment Land Availability Report, as of April 2007 and any other local sites.

The sites were then considered using the same set of criteria (which was indicated above) in order to ensure consistency between the different areas.

This part of the review involves a simple assessment of the sites in order to ascertain the ‘fitness for purpose’. The main outcome of this first stage is to ascertain which employment sites are considered to be suitable for continuing use as employment sites and to identify sites which require further investigation. All of the sites, however, will be assessed in their entirety during the detailed site assessment and search, which is conducted in Stage 3.

A synopsis of the site appraisals is given in the following section. However, the detailed site appraisals can be seen in Appendix 5.

## 6.2 Employment Land Availability (Supply)

Sites from the Employment Land Availability – It is considered that, from initial assessment, most of the sites currently in Employment Land Availability are suitable, viable employment locations. There are a number of sites, however, which have a few constraints which may need further attention. The sites are as follows:

Site Name	Size of Site (ha)
Site 11 - Sandy Lane Industrial Estate	0.74
Site 55 Lisle Avenue	1.16
Site 59 Park Lane	0.59
Site 62 Bewdley Business Park	2.64
Site 122 Lea Castle Hospital	6.36

Figure 39: ELA Sites with Constraints

Aside from these sites, the remaining supply sites were considered to be 'fit for purpose' in terms of being viable employment land designations. The full site appraisals can be seen in Appendix 2 and the sites have all been taken forward for further analysis during the subsequent Stages of the Review.

## 6.3 Employment Land (Stock)

An initial assessment of the Stock of employment land was also undertaken during the Stage 1 process. The table below indicates the recommendations that were derived from the initial assessment.

## 6.4 Matrix of Stock Sites

The below table sets out a matrix of the current employment sites within the District. The sites are graded, with the better employment sites within the District at the top of the table and the poorer employment sites at the foot of the table. This table is indicative, which means that some sites may be classed equally and therefore should not be seen as a rank of sites but indicative of their quality, which was derived from the site assessments.

Site Number	Site Name	Site Size (ha)
<b>'Best' Employment Sites</b>		
2.1	Hoo Farm Industrial Estate	22.56
1.4	Foley Business Park	6.60
1.3	Firs Industrial Estate	8.65
1.9	Oldington Trading Estate	6.44
1.6	Klark Industrial Park	0.59
1.1	Brintons	5.40
8.1	Sandy Lane Industrial Estate	18.02
6.1	Greenhill Industrial Estate	4.43
10.1	Wilden Lane Industrial Estate	6.38
1.2	Coppice Trading Estate	2.89
1.5	Foley Industrial Estate	6.59
12.1	Rushock Trading Estate	10.52
2.2	Spennells Valley	4.18
3.1	Worcester Road, Kidderminster	11.16
4.1	Meadow Mills Industrial Estate	1.67
1.11	Vale Industrial Estate	3.90
<b>'Average' Employment Sites</b>		
2.4	Hoobrook (S)	5.51
3.2	Hoobrook (N)	4.38
9.3	Worcester Road, Thomas Vale	1.30
2.5	Summerfield	24.39
1.12	Ceramaspeed	3.22
1.8	Oasis and Reilloc Chain	2.70
2.3	Brockway	1.14
1.10	Romwire	4.99
1.7	Lisle Avenue	3.85
9.2	Worcester Road (OGL/Parsons Chain), Stourport	6.27
11.1	Bewdley Road, Stourport	11.85
<b>'Poorer' Employment Sites</b>		
5.4	Puxton Mill	1.44
7.2	Park Lane Industrial Estate	0.75
7.1	Park Street	1.68
5.3	Stoney Lane Industrial Estate	0.83
5.1	Churchfields Business Park	7.09
8.2	Car Garages along the Worcester Road, Stourport	0.84
5.2	Former Georgian Carpet Factories Site	4.55
9.1	Riverside Business Centre	3.09
4.2	Stourvale Mills	3.59

Figure 40 – Stock Matrix

This table indicates the results of the initial appraisal of employment stock sites within the District. The table indicates the difference between existing employment areas within the District. However, as mentioned this table is indicative and some of the sites may be equal in quality. All of the sites above will be taken forward to be considered in the Stage 3 process when a 'New' portfolio of sites is recommended.

## **6.5 Other Employment Sites**

There were a total of 9 other employment sites which were part of this initial assessment. The sites varied considerably in size and make up and therefore there was a large difference in quality of the sites. Some of the sites were considered to initially be suitable employment allocations while some of the sites had more constraint issues and did not appear as well suited for continuation in employment use. However, at this stage it was viewed that the sites should all be taken forward for further assessment and recommendations for the sites made during the Stage 3 appraisal where a 'New' portfolio of sites would be established.

## **6.6 Conclusion**

At this stage in the process it was decided that no sites should be considered for release from employment use. There are two sites however, which may come out of employment use and therefore may not be considered further in the review. These are Stourvale Mills and the Harriers Industrial Estate.

Aside from these sites however, it was felt that all sites would benefit from further appraisal, through the Stage 2 and Stage 3 process of the Employment Land Review. Consequently, all of the sites will be considered further as part of the Stage 3 site assessment and search when a 'New' portfolio of sites is recommended.

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## **7.0 Step 5: Confirming brief for Stage 2 and 3**

### **Conclusion – Stage 1 Appraisal**

The information collected during the Stage 1 appraisal has identified and clarified the situation regarding employment land within the Wyre Forest District. A large, comprehensive database of sites has been created and this will be used for further stages of the review.

All of the sites which have been identified will need to be appraised further during the Stage 2 and 3 reviews in order to ascertain whether sites are considered to be suitable employment areas, require intervention to help development or whether they are no longer considered to be suitable employment land. This technical study will

then help to inform the preparation of the Council's emerging Local Development Framework.

The second stage of the Employment Land Review is *Stage 2: Creating a Picture of Future Requirements*. Guidance indicates that the main objective of the Stage 2 analysis is to quantify the amount of employment land required across sectors within the District during the plan period. Due to the technical nature of this work, which involves setting forecasts and scenario testing, the work will be carried out by consultants on behalf of the Council.

# **APPENDIX 1**

## **SITE ASSESSMENT QUESTIONS**

### **EXTRACT FROM ODPM EMPLOYMENT LAND REVIEWS: GUIDANCE NOTE**



**Box 4.5 Stage 1: Criteria to be used to Assess Whether Employment Sites are to be Released (ie unsuitable or unlikely to be brought forward for development)**

**1: Market Attractiveness Factors**

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

**2: Sustainable Development Factors**

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

**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?

Source: ERM

**Box 4.6 Stage 1: Criteria to be Used to Identify 'High Quality' Allocated Employment Sites**

**1: Market Attractiveness Factors**

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

**2: Sustainable Development Factors**

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

**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 development or regeneration proposal, which depends on the site being partly or wholly developed for employment uses?
- 3.4: Is the site important in delivering other economic development objectives or the spatial strategy?

Source: ERM

Tables extracted from Employment Land Reviews Guidance Note (ODPM, 2004) pp. 31 – 32

# **APPENDIX 2**

## **STAKEHOLDER CONSULTATION**

**Copy of the questionnaire sent  
to stakeholders working in the  
Wyre Forest**



**Wyre Forest District**  
**Local Development Framework**

Response Ref:
Date Received:
Date Acknowledged:

**EMPLOYMENT LAND REVIEW, PHASE ONE, QUESTIONNAIRE**

As an agent working within the Wyre Forest District, we would be grateful to ascertain your thoughts regarding the Districts established employment areas and allocated sites as well as the economy of the area in general. Therefore, we would be grateful if you could take the time to answer the questions set out below and return the form by Friday 26<sup>th</sup> January 2007.

Please note that responses received will form an important part of the evidence base for the Local Development Framework and may be subject to public scrutiny

Please forward your comments to:

**Forward Planning Section**  
**Planning Health & Environment**  
**Division**  
**Wyre Forest District Council**  
**Duke House**  
**Clensmore Street**  
**Kidderminster**  
**Worcestershire**  
**DY10 2JX**

Or by e-mail to  
[Forward.Planning@Wyreforestdc.gov.uk](mailto:Forward.Planning@Wyreforestdc.gov.uk)

**AGENT DETAILS**

Name.....  
 Title.....  
 Business.....  
 Address.....  
 .....  
 .....  
 Telephone.....  
 E-mail.....

**SECTION 1: EMPLOYMENT SITES**

**Q1. Which employment sites, do you think, are best suited to modern day needs?**

**Q2. Which sites, if any, do you think are, or will become, obsolete between now and 2026?**

**Q3. Do you think the assessment of the Districts areas and sites contained in the accompanying 'information pack' is a fair reflection of the current situation?**

YES

NO

If no, please expand

**SECTION 2: GENERAL ECONOMY QUESTIONS**

**Q4. How would you describe the economic prospects of the Wyre Forest District?**

**Q5. How do you think the economy of the Wyre Forest is fairing compared to the West Midlands Region?**

County    Very Well     Well     Fairly     Poorly   
                  Very Poorly

**Comment:**

**Q6. What do you think are the key strengths of the Wyre Forest Economy?**

**Q7. What do you think are the key weaknesses of the Wyre Forest Economy?**

**Q8. What do you think of the current stock of commercial/Industrial properties?**

Very Good       Good       Average       Poor       Very Poor

**Q9. What, do you think, are likely to be the key markets for the Wyre Forest District in the future?**

**Q10. What kind of premises/locations are in demand? Are there enough of these premises in the right locations?**

**Q11. What, do you feel, can be done to attract companies into the Wyre Forest?**

**Q12. What, do you feel, needs to be done to retain businesses in the Wyre Forest?**

**Q13. Any other comments?**

**Thank you for taking the time to provide us with your comments.**

# **APPENDIX 3**

## **BUSINESS CONSULTATION**

**Copy of the questionnaire sent  
to businesses in the Wyre  
Forest**



**Wyre Forest District – Local Development Framework**

Please Return to: Forward Planning, Duke House,  
Clensmore Street, Kidderminster, DY10 2JX

OFFICIAL USE ONLY

Response Ref:

Date Received:

**EMPLOYMENT LAND REVIEW, PHASE 2, BUSINESS SURVEY**

**DETAILS**  
 Company Name.....  
 Contact Name.....  
 Position.....  
 Address.....  
 Telephone.....  
 E-Mail.....

**BUSINESS**

**1. Type of existing premises**

Office   
 Light Industrial   
 Warehouse   
 R&D Unit   
 Other (Please State)

**2. Site Ownership**

Freehold   
 Leasehold   
 (Please indicate the length of lease below)  
 .....

**3. Type of Business**

Independent  Regional Company   
 National Company  International Company

**4. Size of Unit**

1-49m<sup>2</sup> (0-527sqft)   
 50-149m<sup>2</sup> (538-1,604sqft)   
 150-249m<sup>2</sup> (1,605-2,680sqft)   
 250-499m<sup>2</sup> (2,681-5,371sqft)   
 500-749m<sup>2</sup> (5,372-8,062sqft)   
 750-1499m<sup>2</sup> (8,063-16,135sqft)   
 1500+m<sup>2</sup> (16,136+sqft)

**5. How satisfied are you with your current accommodation?**

Very Satisfied   
 Satisfied   
 Unsatisfied   
 Very Unsatisfied   
 If unsatisfied please state why?.....  
 .....

**6. What were your reasons for initially locating your business within the Wyre Forest?**  
 .....

**EMPLOYEES**

**7. Number of employees**

Full Time	Part Time
1-5 <input type="checkbox"/>	1-5 <input type="checkbox"/>
6-10 <input type="checkbox"/>	6-10 <input type="checkbox"/>
11-25 <input type="checkbox"/>	11-25 <input type="checkbox"/>
26-50 <input type="checkbox"/>	26-50 <input type="checkbox"/>
50+ <input type="checkbox"/>	50+ <input type="checkbox"/>

P.T.O



**FUTURE ACCOMMODATION**

**8. Are you considering moving premises within the next:**

	Yes	No
12 months	<input type="checkbox"/>	<input type="checkbox"/>
1-2 years	<input type="checkbox"/>	<input type="checkbox"/>
2-3 years	<input type="checkbox"/>	<input type="checkbox"/>
4+ years	<input type="checkbox"/>	<input type="checkbox"/>

If you answered yes to any of the above please respond to questions 8a – 8f otherwise please go directly to question 9.

**8a What type of accommodation would you be looking for?**

Office

Light Industrial

Warehouse

R&D Unit

Other (Please State)

**8b. Tenure Required**

Freehold

Leasehold

**8c. Will this be additional or alternative to your existing property?**

Additional  Alternative

**8d. What size of unit will you be looking for?**

1-49m <sup>2</sup> (0-527sqft)	<input type="checkbox"/>	50-149m <sup>2</sup> ( 538-1,604sqft)	<input type="checkbox"/>
150-249m <sup>2</sup> (1,605-2,680sqft)	<input type="checkbox"/>	250-499m <sup>2</sup> (2,681-5,371sqft)	<input type="checkbox"/>
500-749m <sup>2</sup> (5,372-8,062sqft)	<input type="checkbox"/>	750-1499m <sup>2</sup> (8,063-16,135sqft)	<input type="checkbox"/>
1500+m <sup>2</sup> (16,136+sqft)	<input type="checkbox"/>		

**8e. Will it be within or outside the District?**

Within  Outside

**8f. Preferred Location and/or any special requirements?**

.....

.....

**ADDITIONAL COMMENTS**

**9. In terms of your current location within the District, how would you rate the following?**

	Very Good	Good	Average	Poor	Very Poor
Proximity to clients +/- suppliers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of land and premises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of Land and Premises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to labour force	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorway Access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**10. Any further comments? (Please use additional sheets if required)**

.....

.....

Thank you for taking the time to provide us with your comments.

# **APPENDIX 4**

## **ANALYSIS OF BUSINESS CONSULTATION**

**A Report Analysing the Responses Received from the Business Consultation  
Undertaken by Wyre Forest District Council  
Employment Land Review 2007**

**SECTION 1 – BUSINESS DETAILS**

**Background**

As part of the employment land review process the District Council has undertaken consultation with local businesses in order to get an informed view of perceptions regarding employment, as well as wider issues, pertaining to the Wyre Forest District.

**Methodology**

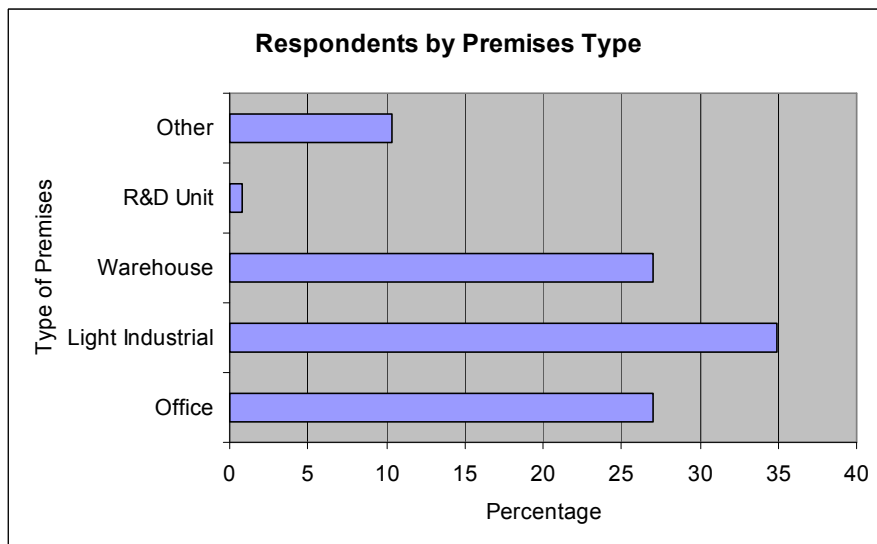
In order to assess business views and potential future requirements a questionnaire was devised and distributed to local businesses operating on existing industrial estates. The businesses were targeted from work carried out during Stage 1 of the Employment Land review process. A total of 464 questionnaires were sent out to businesses within the District with a covering letter and a prepaid envelope. The consultation lasted 4 weeks through February and March, with the closing date for submission the 9<sup>th</sup> March. There were a few respondents that arrived after the deadline and these have been included, up until the 26<sup>th</sup> March. Any respondents after that have not been included in the analysis. There were a total of 127 responses to the questionnaire, which meant that the response rate for this consultation exercise was 27.4%

**Breakdown of Responses**

The following section indicates the breakdown of the responses received. The first section analyses the type of businesses that responded to the questionnaire, in order to create a profile of the respondents.

**Question 1 – Type of existing premises**

**GRAPH 1**



Graph 1 indicates the breakdown of businesses that responded to the survey. The majority of the respondents operated from Light Industrial, Warehouse or Office accommodation, with very few operating from Research and Design units – which is due to the nature of employment within the area.

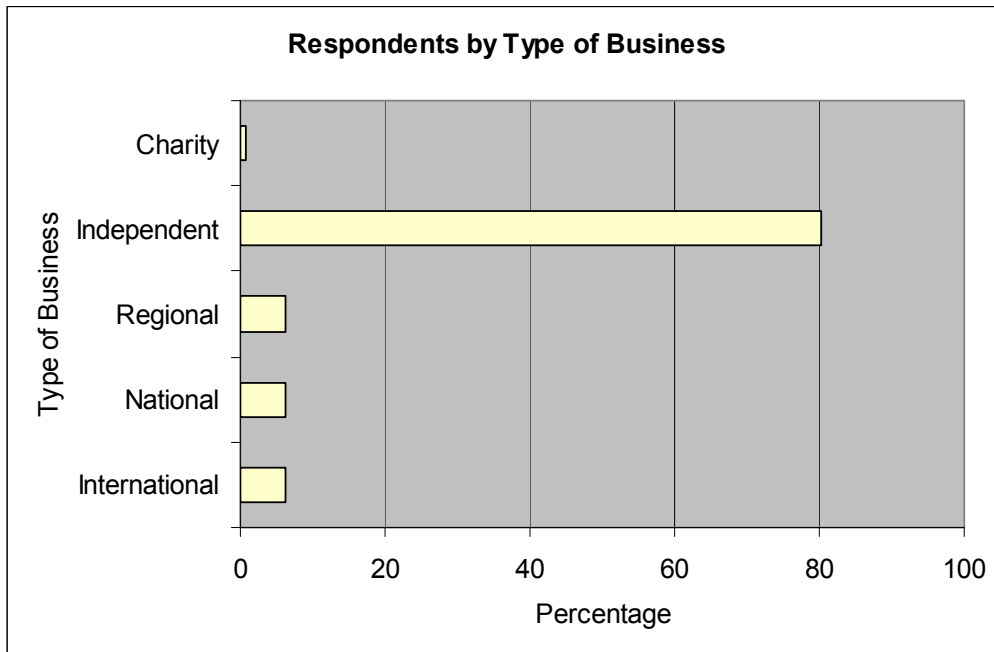
## Question 2 – Site Ownership

The second question on the survey asked about ownership of sites, in order to gauge whether businesses predominantly owned or leased the premises in which they were operating from.

## Question 3 – Type of Business

This question sought to ascertain the type of business that was responding to the question and also to reflect the main type of business that operates within the area.

**GRAPH 2**

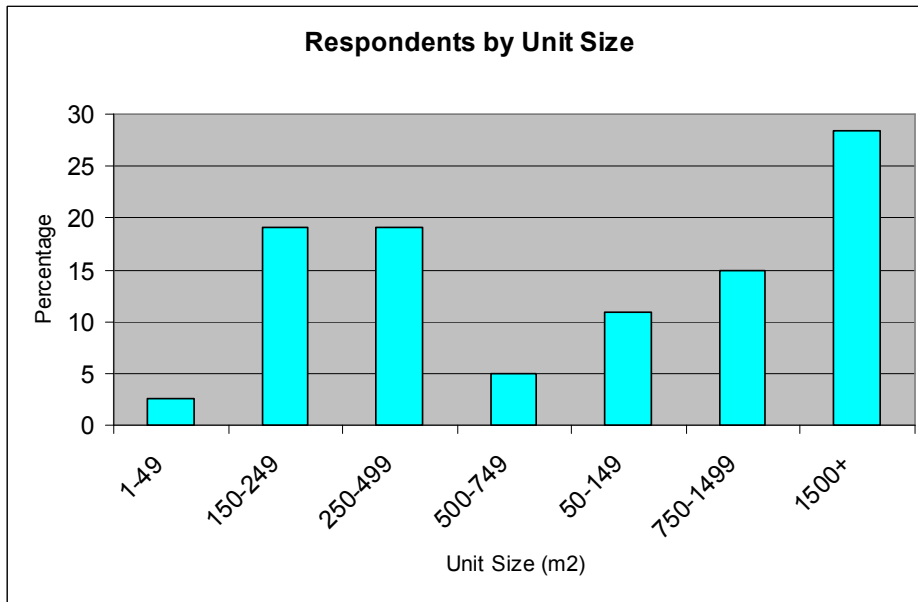


As can be seen from graph 2, the majority of respondents were independent traders, which reflects the nature of the District's employment.

### Question 4 – Respondents by Size of Unit

This question sought to ascertain the size of unit that businesses were operating from. By looking at Graph 3 it appears that there was a good response from across the different size of units, which should help in gaining a balanced view.

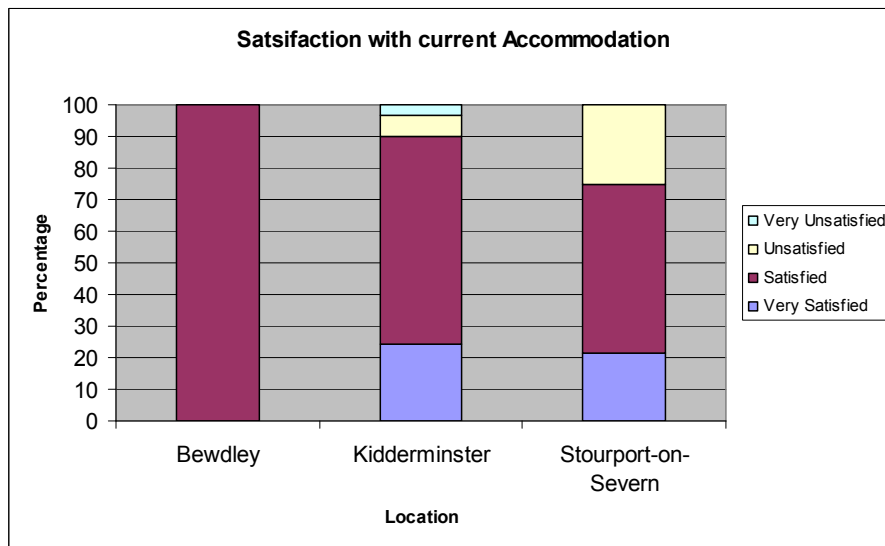
**GRAPH 3**



### Question 5 – Satisfaction with current accommodation

Question 5 sought to uncover how satisfied businesses are with their current accommodation. In order to get a spatial split, the analysis has been divided by three areas, Kidderminster, Stourport-on-Severn and Bewdley. Areas such as Rushock have been included within the Kidderminster area for this analysis.

**GRAPH 4**



As can be seen by graph 4 the satisfaction with accommodation varies according to the location of the business.

Within Bewdley the businesses who responded to the consultation were satisfied with their current accommodation. Due to the lower numbers in Bewdley, only 2 businesses responded and that is why all are seen as satisfied. Within Kidderminster, the answers are much more varied, due to the fact that there were a greater number of respondents than Bewdley.

Within Kidderminster, the majority (approx. 90%) of businesses are satisfied or very satisfied with their current accommodation. There are only a small amount of businesses that are unsatisfied or very unsatisfied with their current accommodation, which suggests that businesses are happy with their current situation with regard to their units.

For Stourport-on-Severn, there are a large number of businesses that are unsatisfied with their current accommodation, a much larger proportion than in the other areas consulted. However, the majority of respondents, over 70% were satisfied or very satisfied with their accommodation

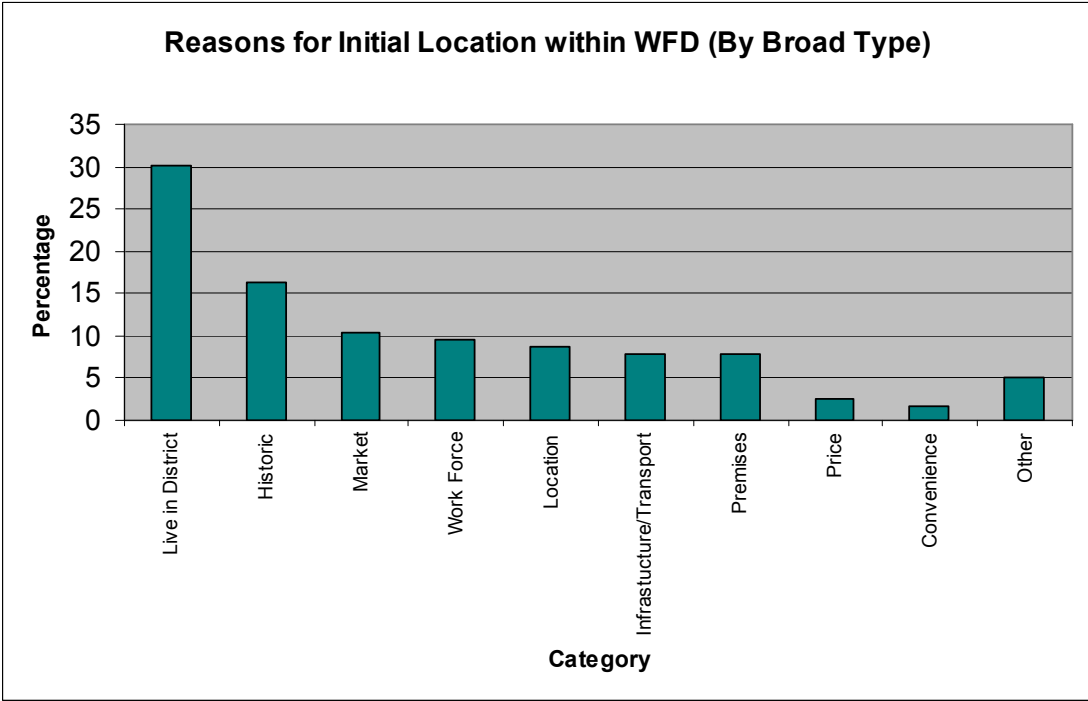
Throughout the District, where businesses stated that they were unsatisfied with their current accommodation they were asked for reasons why; some of the responses are detailed below:

- No room for expansion
- Old and surplus to requirements
- Congestion
- Site is limiting to business needs today
- Wholly obsolete
- Site not ideal, old building and limited access
- High crime rate

The reasons given seemed to relate to a number of issues, mainly to do with the age and size of the buildings, the access to the sites and congestion surrounding them.

## **Question 6**

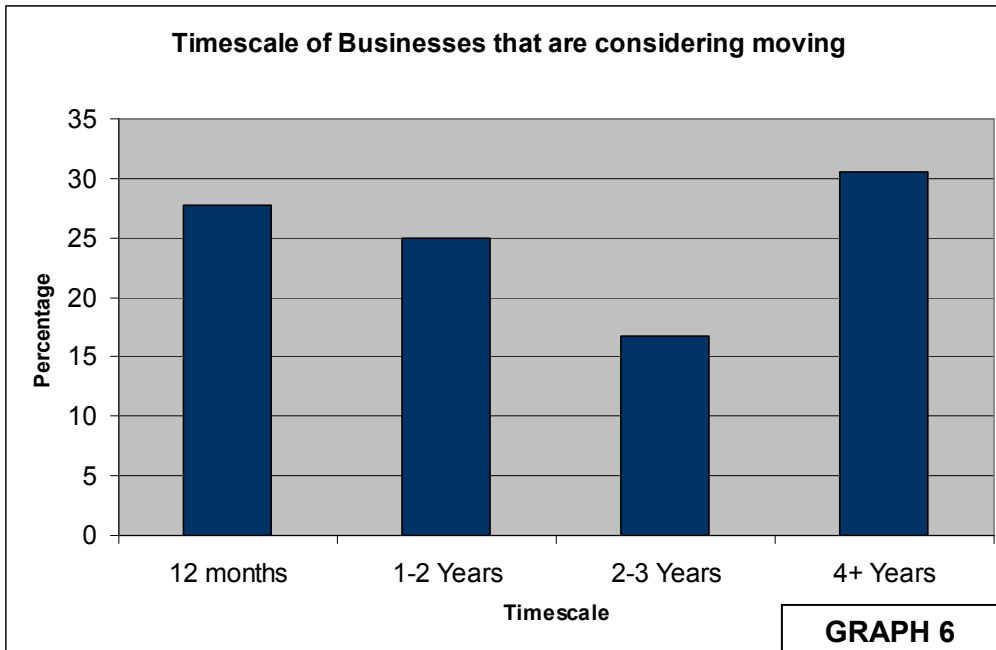
This question related to why businesses chose to locate within the Wyre Forest. The question sought to understand the nature of business location within the area in order to try to ascertain what attracts businesses to the Wyre Forest in the first instance. The majority of respondents answered this question and from the responses a number of broad themes started to emerge. Therefore, the answers were grouped into 10 categories for the sake of the analysis. The following graph highlights the different categories and indicates which reasons were more popular than others for locating within the District.



As can be seen by graph 5, the majority of businesses indicated that the reasons for setting up business was through a connection to the area, either through living here or historically being connected to the area. Other popular responses included the market, the workforce and the location (mainly referring to the centrality of the area).

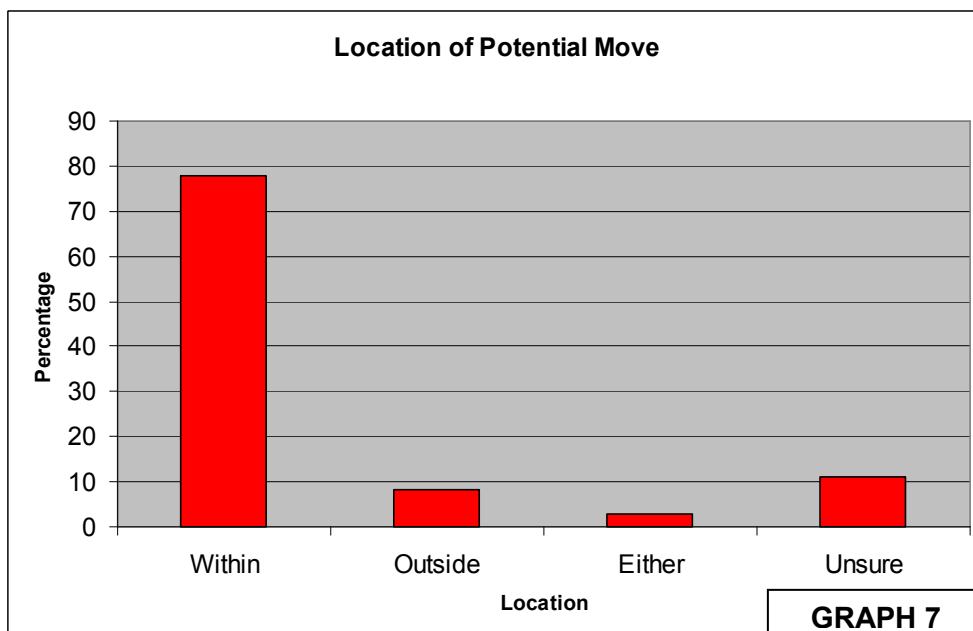
## SECTION 2 – FUTURE ACCOMMODATION

Within this section, the question was posed to the businesses about whether they were considering moving premises, and if so what they would be looking for. A total of 28.6% of respondent were considering moving premises. This section asked the businesses what timescale they were looking to move. This was fairly evenly split between the 4 categories as graph 6 indicates.



Graph 6 Indicates that more businesses see a new unit as being a short term or long term priority. Relatively fewer businesses were looking to move within the medium (2-3 years) term.

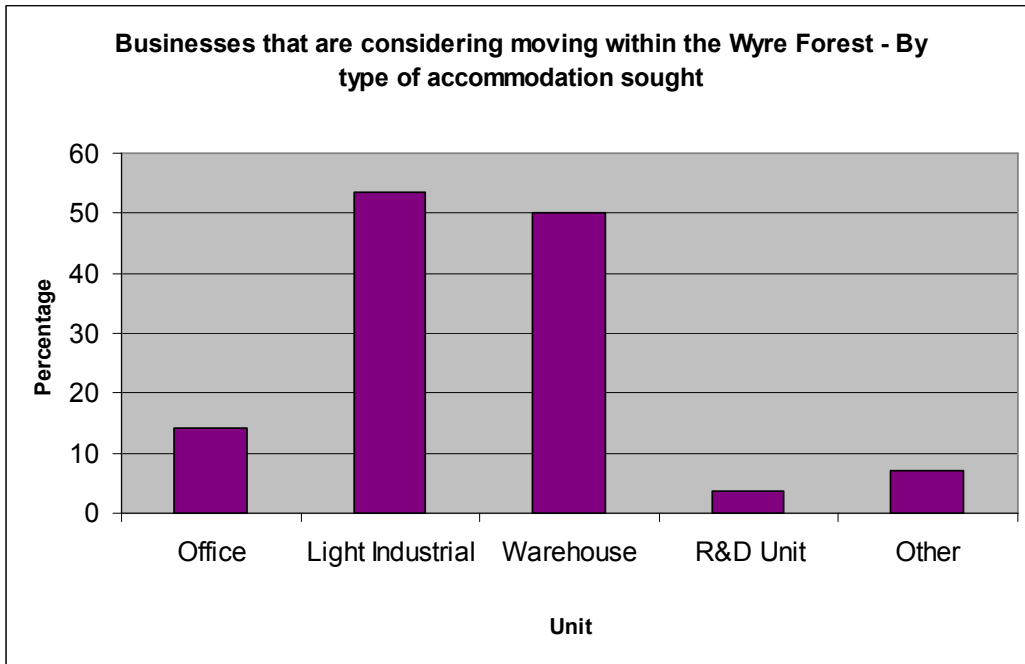
Question 8e was asked to gauge how many businesses that were considering moving would do so within the District. Graph 7 indicates that the majority of businesses that were considering moving wanted to remain within the District.





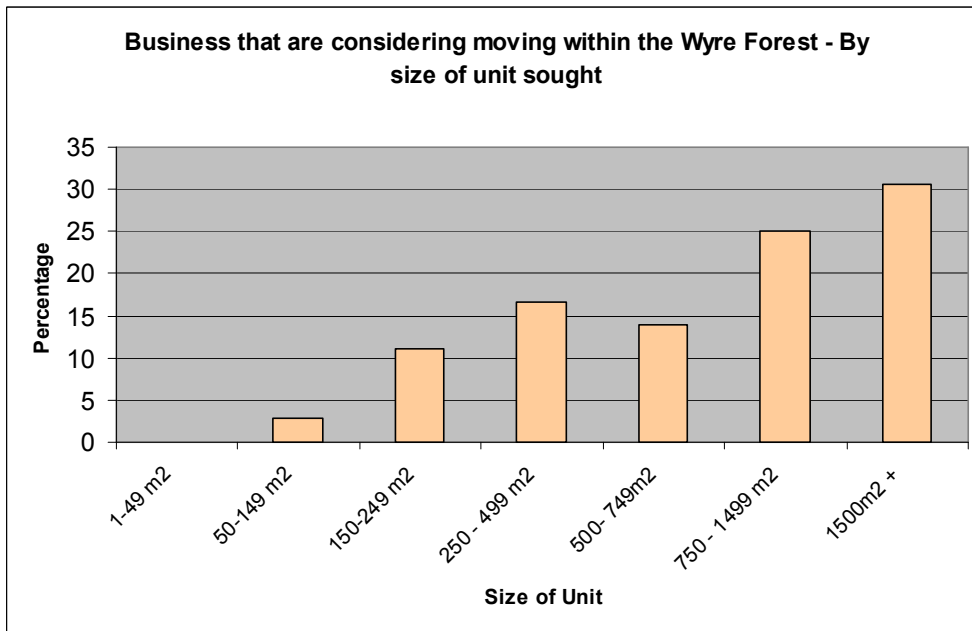
After ascertaining whether or not businesses were considering moving, the type of business unit that companies would be looking for was asked. Graph 8 Indicates the makeup of the responses

**GRAPH 8**

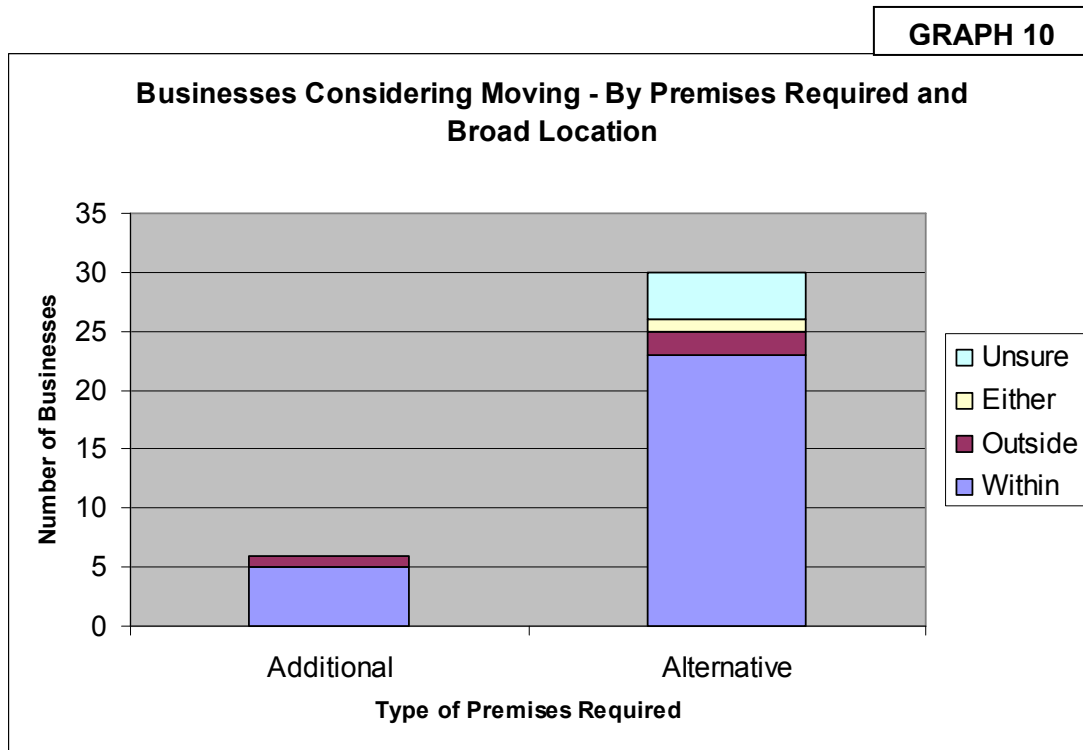


From the graph it is clear to see that Light Industrial and Warehouse units were the most popular sought by businesses that were considering moving. This relates to the size of units that companies desired, generally larger units, which is shown by Graph 9

**GRAPH 9**



Another question within the future requirements section asked whether businesses that were moving required additional or alternative accommodation. The majority of businesses required alternative units with some wanting additional. The following graph indicates the split of additional/alternative by location within or outside the District)



From graph 10, it is clear to see that the majority of respondents were looking for alternative accommodation within the District. The second most popular category was additional premises within the District. This indicates that the District is still seen as an important location for employment by businesses considering moving premises.

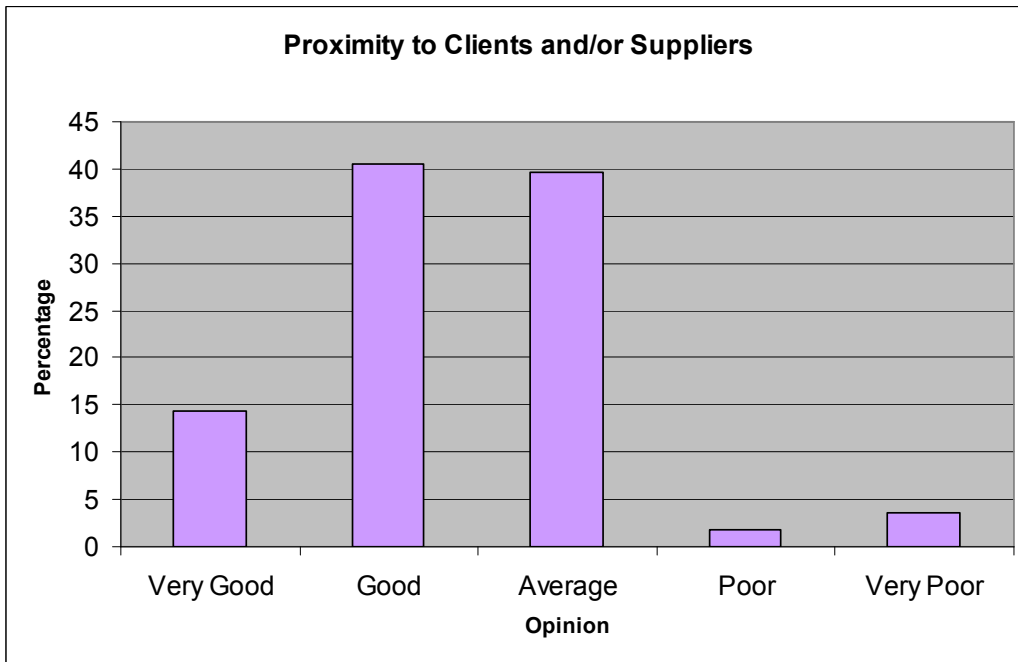
The final part of the questionnaire asked for the respondent's views on different aspects of the District that may impact on their business. They were asked to rate different aspects, whether they were:

- Very good,
- Good,
- Average,
- Poor,
- Very Poor.

There were nine categories and the following graphs indicate the responses received to these questions

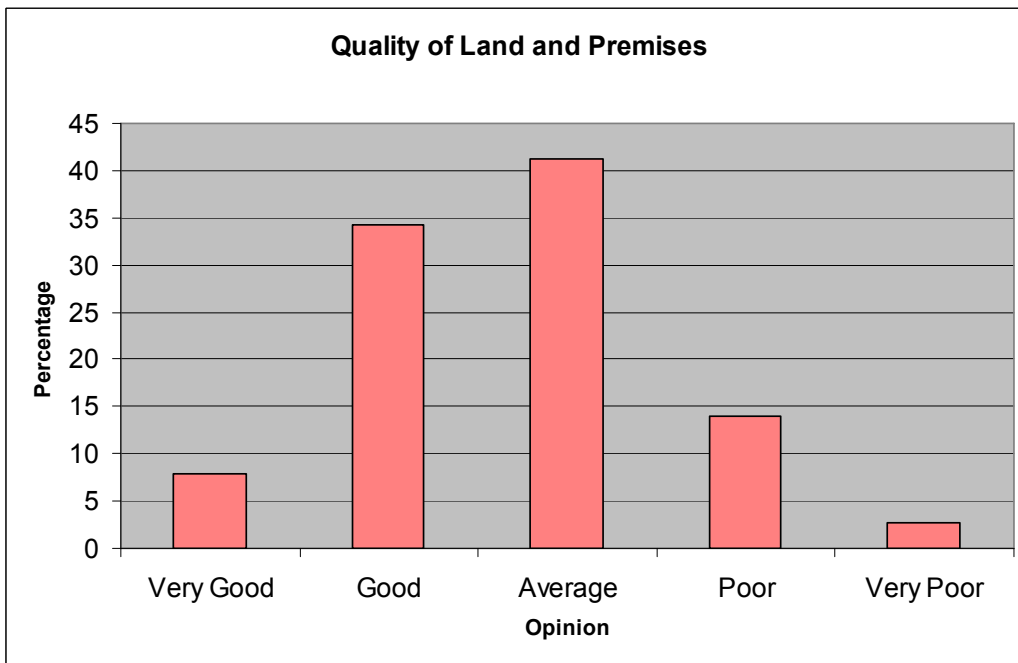
## Proximity to Clients and/or Suppliers

GRAPH 11



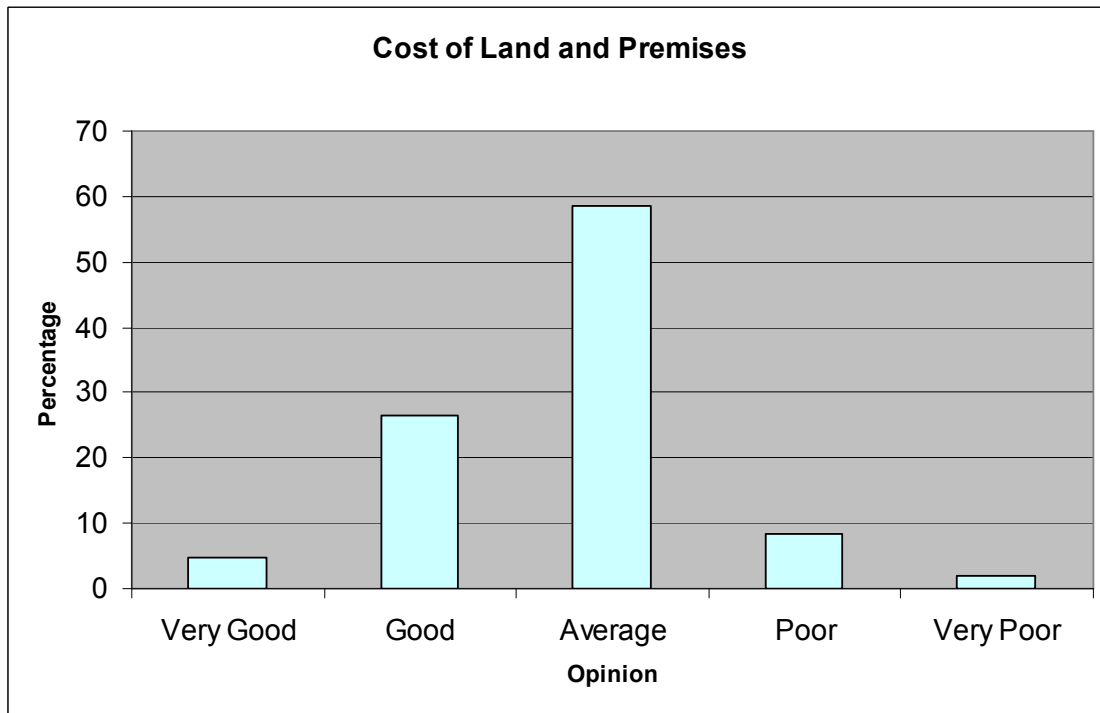
## Quality of Land and Premises

GRAPH 12



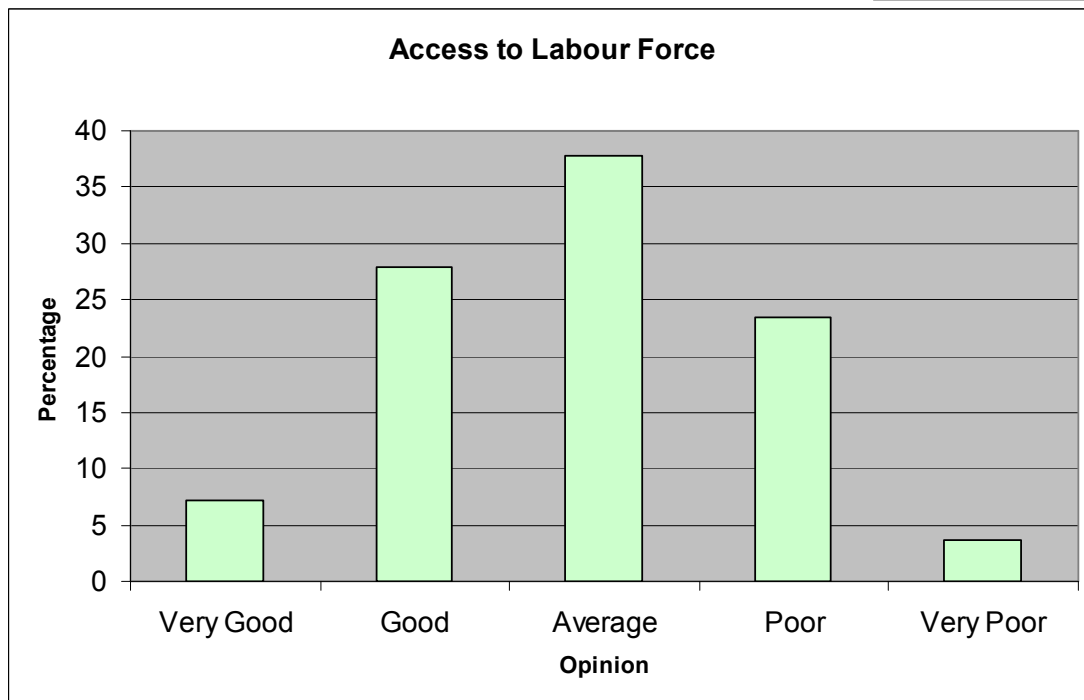
## Cost of Land and Premises

GRAPH 13



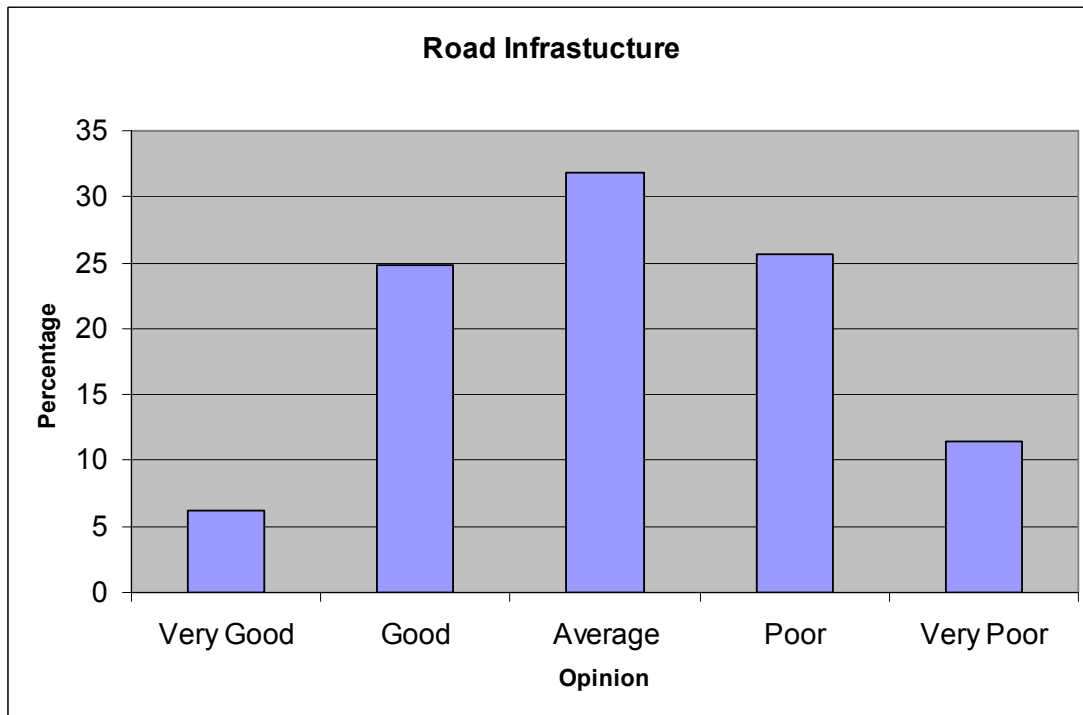
## Access to Labour Force

GRAPH 14



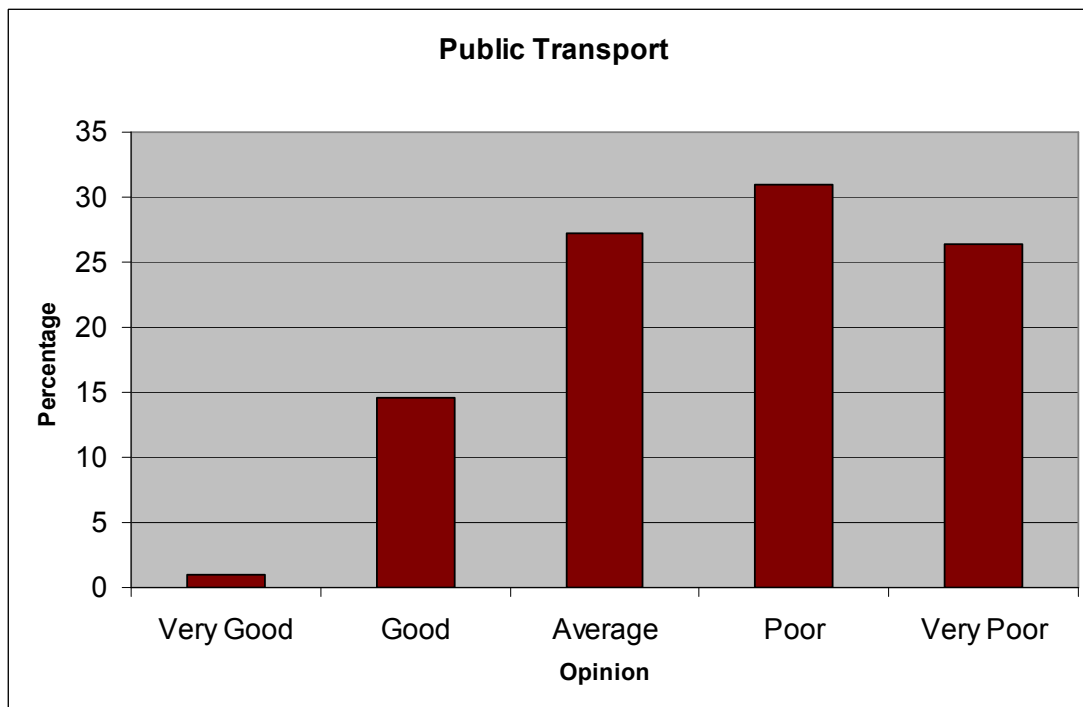
## Road Infrastructure

GRAPH 15



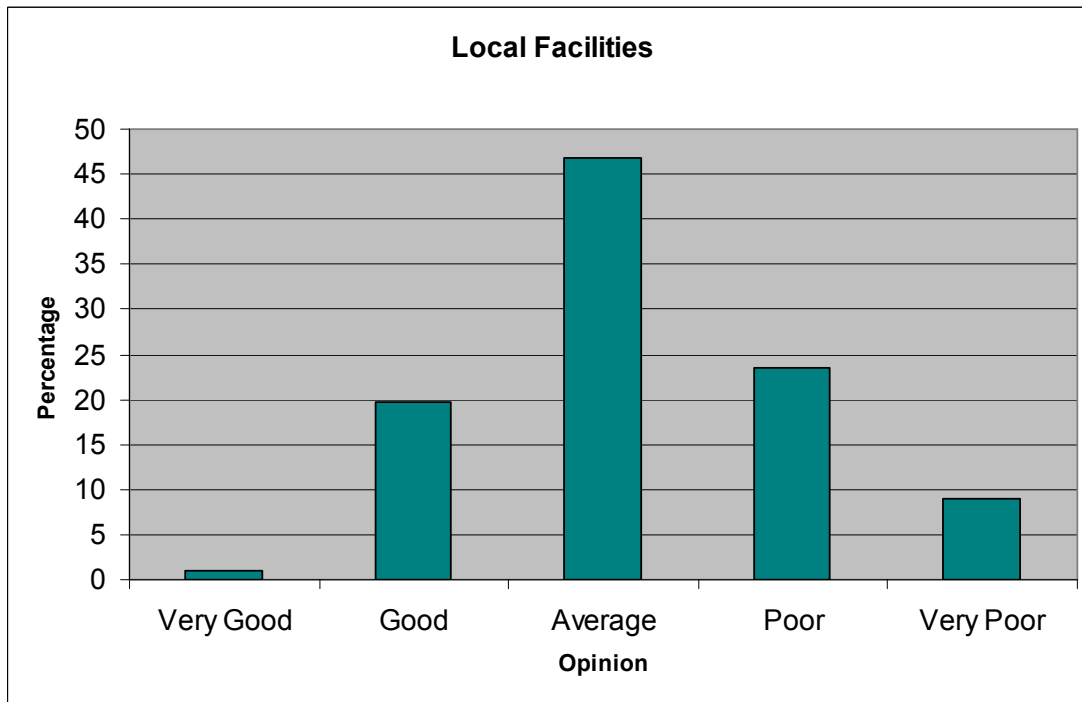
## Public Transport

GRAPH 16



## Local Facilities

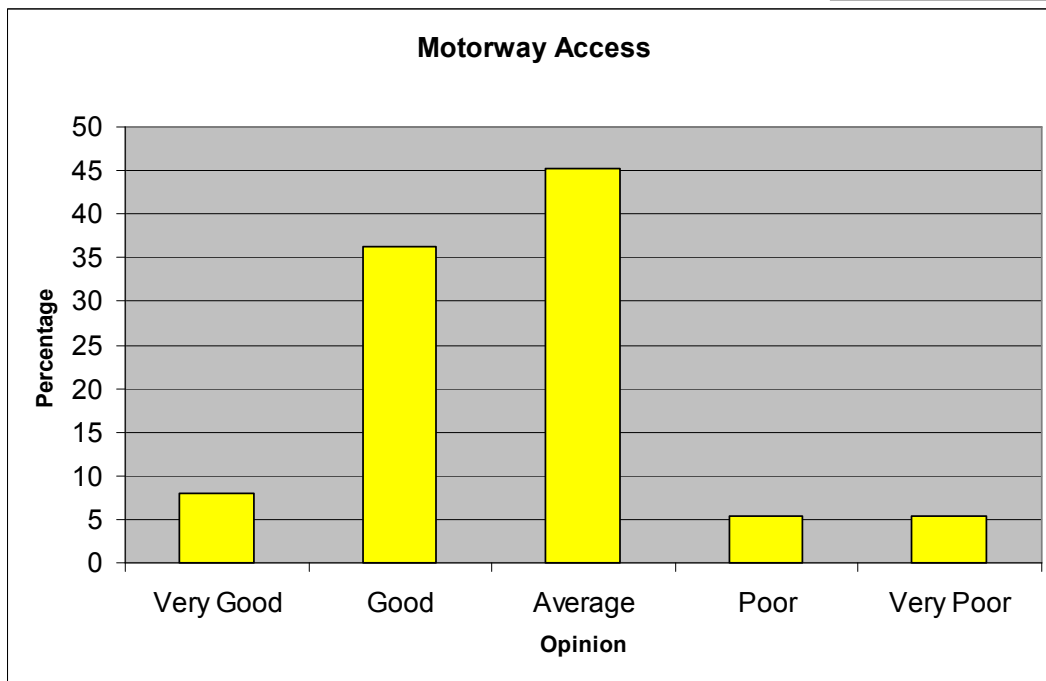
GRAPH 17



## Business Rates

GRAPH 18





**Further Comments**

The last question on the survey asked for any further comments, there were a number of comments made by some respondents, a summary of which is indicated below:

- “Access and motorways is a major issue for us”
- “Traffic flow needs to be improved”
- “Too many regulations – too much red tape with regulations with regard to planning”
- “There are no bus services running when we start at 6 in the morning”
- “The industrial units where we are situated in are very well maintained by WFDC and the rent is very fair”
- “Policing on this estate (Sandy Lane) is inadequate leading to break-ins, theft and vandalism”
- “Absence of public transport means that all employees have to use a car”
- “Road works cause a major hold ups on all roads leading to Stourport-on-Severn, this causes considerable wastage of time and therefore money. We were told in the early days of this Government that British firms needed to be leaner and fitter to cope with foreign competition and stay in business. These delays in travelling to and from our company are not helping this”
- “Lack of maintenance does not create the desired impression when representatives from prospective customers, from the UK and abroad, come to view our premises to see if we are a suitable supplier to their company”

# **APPENDIX 5a**

## **Site Assessments – Current Employment Availability**



**Index of Sites  
Appendix 5a**

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# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 11 Employment Site: Sandy Lane Industrial Estate Area: Stourport-on-Severn Address:  Site Area: 0.74 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Presumed ownership by 'Wigley's' family Market Segment/ Employment Uses: Preferably B2 or B8 use  Known Constraints or Infrastructure Required: Ownership constraints are the main issue at this site.	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes Although at present they do not want to develop it out for any sort of use		Is the site immediately available?  No Due to ownership constraints

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes  Is located in the middle of a locally popular employment area	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A4025	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 4 - Good
		Drive Time Score: 4 - 5-9 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? Yes In that the wider industrial site is currently undergoing infrastructure improvements	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Site considered to be a useful viable employment site for the future	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? Yes	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 21 Employment Site: Wilden Lane Industrial Estate Area: Stourport-on-Severn Address:  Site Area: 0.45 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Presumed ownership by the industrial estate Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: None	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 New industrial building has been developed out on the site in recent years		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? Yes Via website		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes Parcel of land on existing business park - would not be suitable for any other use	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 4 - 5-9 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Locally important site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 23 Employment Site: Finepoint Area: Kidderminster Address:  Site Area: 5.04 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Believed to be owned by KP Developments Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: None - site is currently being developed out on a phased approach	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes
	Is the site being actively marketed as an employment site? Yes Via various means		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Greenfield	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 3 - Average
		Nearest Motorway/A-Road: A451	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? Yes	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Forms an important part of the Stourport Road Employment Corridor	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 32 Employment Site: Rushock Trading Estate Area: Rural Address:  Site Area: 0.11 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Owned by commercial development company HOVI Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: Some issues with infrastructure, however it is considered that it would not prejudice development in this area	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes  Outline permission for B1/B2/B8 units with associated landscaping
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 1 - Very Poor
		Nearest Motorway/A-Road: A442	Physical Constraints: 3 - Improvements required to physical condition or service	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	Quality of Access: 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes  Important, viable employment site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 33 Employment Site: Rushock Trading Estate Area: Rural Address:  Site Area: 0.3 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Owned by commercial development company HOVI Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: Some issues with infrastructure, however it is considered that it would not prejudice development in this area	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Outline permission for B1/B2/B8 units with associated landscaping
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 1 - Very Poor
		Nearest Motorway/A-Road: A442	Physical Constraints: 3 - Improvements required to physical condition or service	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	Quality of Access: 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Important, viable employment site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 34 Employment Site: Rushock Trading Estate Area: Rural Address:  Site Area: 0.23 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Owned by commercial development company HOVI Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: Some issues with infrastructure, however it is considered that it would not prejudice development in this area	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes  Outline permission for B1/B2/B8 units with associated landscaping
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 1 - Very Poor
		Nearest Motorway/A-Road: A442	Physical Constraints: 3 - Improvements required to physical condition or service	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	Quality of Access: 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes  Important, viable employment site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 36 Employment Site: Rushock Trading Estate Area: Rural Address:  Site Area: 0.13 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Owned by commercial development company HOVI Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: Some issues with infrastructure, however it is considered that it would not prejudice development in this area	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Outline permission for B1/B2/B8 units with associated landscaping
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 1 - Very Poor
		Nearest Motorway/A-Road: A442	Physical Constraints: 3 - Improvements required to physical condition or service	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	Quality of Access: 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Important, viable employment site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 40 Employment Site: Mitton Street Area: Stourport-on-Severn Address:  Site Area: 0.22 ha Total Floorspace: m2 approx. Ownership or Presumed Ownership: Unsure Market Segment/ Employment Uses: B2  Known Constraints or Infrastructure Required: No major issues apparent	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? No		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development?  Unsure		Is the site immediately available?  Is currently in use but unsure on ownership issues

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes  However, a mix of uses may be considered acceptable	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 3 - Average
		Nearest Motorway/A-Road: A451	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 2 - Poor  Sustainability Score: 4 - Good  Strategic Planning Score: 2 - Poor
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 55 Employment Site: Lisle Avenue Area: Kidderminster Address:  Site Area: 1.16 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: R&D Aggregates Market Segment/ Employment Uses: B2  Known Constraints or Infrastructure Required: None that are immediately obvious	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 Site has been cleared but since then little activity seems to have taken place		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes  Is currently under construction (although this has just involved the site being cleared and no other development has occurred since)
	Is the site being actively marketed as an employment site?  Unsure at the present moment		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  No  Due to surrounding uses and its location this site could be considered suitable for alternatives	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 56 Employment Site: Rushock Trading Estate Area: Rural Address:  Site Area: 0.58 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Owned by commercial development company HOVI Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: Some issues with infrastructure, however it is considered that it would not prejudice development in this area	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Outline permission for B1/B2/B8 units with associated landscaping
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 1 - Very Poor
		Nearest Motorway/A-Road: A442	Physical Constraints: 3 - Improvements required to physical condition or service	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	Quality of Access: 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Important, viable employment site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 59 Employment Site: Park Lane Area: Kidderminster Address:  Site Area: 0.12 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Grennalls Inn Market Segment/ Employment Uses: B2?  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Lapsed Consent
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  No Could potentially be suitable for other uses considering its surrounding location	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 2 - Poor
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 62 Employment Site: Bewdley Business Park Area: Bewdley Address:  Site Area: 2.64 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Bewdley Commercial Centre Market Segment/ Employment Uses: B1/B2  Known Constraints or Infrastructure Required: Difficulties with infrastructure in this location	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Unsure
	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 Although the site has been cleared and prepared but no development activity has occurred since.		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes Although issues with infrastructure may need to be resolved if the current planning permission was changed in any way
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes It appears to be.

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes Although it is not in a sustainable location, employment use is potentially the best option for	Type of Land: Greenfield	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A456	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Part of the rural regeneration zone	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 71 Employment Site: Rushock Trading Estate Area: Rural Address:  Site Area: 2.87 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Owned by commercial development company HOVI Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: Some issues with infrastructure, however it is considered that it would not prejudice development in this area	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Outline permission for B1/B2/B8 units with associated landscaping
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A442	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Important, viable employment site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 73 Employment Site: Crossley Retail Park Area: Kidderminster Address:  Site Area: 1.21 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: WFDC Market Segment/ Employment Uses: B1/B2  Known Constraints or Infrastructure Required: Situated within the flood plain - potential issues with infrastructure	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes Although infrastructure issues could be a problem
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A449	Physical Constraints: 2 - Major problems to be overcome	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? Yes Potential site for the District Council?	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? Yes	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 74 Employment Site: Easter Park Area: Kidderminster Address:  Site Area: 3.11 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: The Easter Group Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: None that are apparent	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 gained - development under way		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes The Easter Group		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  No	Type of Land: Greenfield	Rail Access Score: 2 - Potential for rail connection	Access to Public Transport: 3 - Average
		Nearest Motorway/A-Road: A449	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 5 - Excellent  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? Yes	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 76 Employment Site: Hoo Farm Area: Kidderminster Address:  Site Area: 0.53 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Oasis arts and crafts Market Segment/ Employment Uses: B1/B2  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Lapsed Consent
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes  Due to surrounding development and its location on an existing, popular employment estate	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes  Is an important local employment area and this land should contribute to it continuation	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? Yes	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 77 Employment Site: Sandy lane Industrial estate Area: Stourport-on-Severn Address: Barracks Road  Site Area: 0.91 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Clive Fletcher Developments Market Segment/ Employment Uses: B1  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 Work currently underway to build 15 new B1 units		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Greenfield	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A4025	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 4 - Good
		Drive Time Score: 4 - 5-9 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Considered to be a locally important site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? N/A	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 90 Employment Site: Lisle Avenue Area: Kidderminster Address:  Site Area: 0.24 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: R&D Aggregates Market Segment/ Employment Uses: B2  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Lapsed Consent
	Is the site being actively marketed as an employment site?  Unsure		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  No
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 105 Employment Site: Hoo Farm Area: Kidderminster Address:  Site Area: 0.37 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: RF Amies Market Segment/ Employment Uses: B2  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Lapsed Consent
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 119 Employment Site: Hoo Farm Area: Kidderminster Address:  Site Area: 0.1 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Unknown Market Segment/ Employment Uses: B2  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Lapsed Consent
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 121  <b>Employment Site:</b> Folkes Forge  <b>Area:</b> Kidderminster  <b>Address:</b> Stourport Road, Kidderminster  <b>Site Area:</b> 5.64 ha  <b>Total Floorspace:</b> m2 approx.  <b>Ownership or Presumed Ownership:</b> Recently been sold to a local company -Lawrences Skip Hire  <b>Market Segment/ Employment Uses:</b> Currently vacant and so there is opportunity to target any employment use through redevelopment  <b>Known Constraints or Infrastructure Required:</b> Large factory site that may require demolition. There could be potential contamination from the previous activity on the site	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	<b>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.</b> Yes  There was an outline permission approved in 2001 for the erection of office / industrial / warehouse units (Classes B1, B2, B8) and estate road with new access, following the demolition of Folkes Forge (access not a reserved		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes  Outline permission for development on the site which could potentially house a lot of future employment. However, following the recent sale this is unlikely to go ahead
	<b>Is the site being actively marketed as an employment site?</b> Yes  Parts of the site are being made available to let		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes  Recently sold to Lawrences Skip Hire		Is the site immediately available?  Yes  Although would need work on the current building

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  Is previously developed and surrounded by other employment uses and a fairly good transport network	<b>Is employment the only acceptable form of built development on this site?</b>  Yes  Potential contamination may stop other uses being developed on the site	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 4 - Good
		<b>Nearest Motorway/A-Road:</b> A451	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> Yes  Indicated in the WFDC adopted local plan as a principal redevelopment site for employment use	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> Yes  Site is earmarked in the Local Plan as a important employment site - EMP.1	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 4 - Good
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 122 <b>Employment Site:</b> Lea Castle (Part where Employment is <b>Area:</b> Rural <b>Address:</b>  <b>Site Area:</b> 6.36 ha <b>Total Floorspace:</b> m2 approx. <b>Ownership or Presumed Ownership:</b> North Warwickshire PCT <b>Market Segment/ Employment Uses:</b> Currently not used for employment but has been zoned for potential change to a business area  <b>Known Constraints or Infrastructure Required:</b> Would need wholesale redevelopment for employment uses	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> No Was not designated as an employment site in the 1996 adopted local plan	<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No
	<b>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.</b> Yes Minimal - an extension to provide a lift for disabled people	<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No
	<b>Is the site being actively marketed as an employment site?</b> No	<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  No
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No	<b>Is the site immediately available?</b> Yes Appears to be

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes No	<b>Is employment the only acceptable form of built development on this site?</b>  No	<b>Type of Land:</b> Greenfield	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A449	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> Yes Desire for the site to be a high technology business development opportunity	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> Yes	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 2 - Poor  <b>Strategic Planning Score:</b> 3 - Average
<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b>	<b>Is the site important in delivering other economic development objectives or the spatial strategy?</b> No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 124 <b>Employment Site:</b> British Sugar Site - Phase 1 <b>Area:</b> Kidderminster <b>Address:</b> Stourport Road, Kidderminster  <b>Site Area:</b> 12.03 ha <b>Total Floorspace:</b> m2 approx. <b>Ownership or Presumed Ownership:</b> British Sugar <b>Market Segment/ Employment Uses:</b> Use to be home to B2/B8 use but is currently vacant following the closure of the British Sugar Factory in 2002  <b>Known Constraints or Infrastructure Required:</b> Would need whole scale redevelopment for new employment to take place	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes  <b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No	
	<b>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.</b> Yes Application for an incinerator on the site was refused in 2001. Since then no applications although the Sugar Beet Factory closed in 2002  <b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No Although the whole site is zoned for employment uses	
	<b>Is the site being actively marketed as an employment site?</b> Yes  <b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  Yes	
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes  <b>Is the site immediately available?</b>  Yes Although would involve demolition or reuse of buildings currently on site	

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  Is previously developed and close to fairly good access links and a neighbouring working population	<b>Is employment the only acceptable form of built development on this site?</b>  No  Could potentially be used for mixed use development	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 2 - Potential for rail connection	<b>Access to Public Transport:</b> 4 - Good
		<b>Nearest Motorway/A-Road:</b> A451	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> Yes	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> Yes  Is seen as a key employment area for the District for the future. It is identified in the local plan as a principal redevelopment site for employment purposes	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> Yes  Is seen as a key strategic, brownfield site for future development	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 4 - Good
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No  Was identified for British Sugar however the site has been closed for a number of years and so now is identified for general employment	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> No	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 127 Employment Site: Foley Business Park Area: Kidderminster Address: Kidderminster  Site Area: 0.29 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Pocknell? Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes  Outstanding permission for B1/B2/B8 use (Outline kept valid due to partial implementation)
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes  Appears to be

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 5 - No problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes  Due to its location on the SREC	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 4 - Good  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 130 Employment Site: Wilden Lane Industrial Estate Area: Stourport-on-Severn Address:  Site Area: 0.13 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Presumed ownership by the industrial estate itself Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: None	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 New industrial building has been developed out on the site in recent years		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? Yes Via website		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes Parcel of land on existing business park - would not be suitable for any other use	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 4 - 5-9 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Locally important site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 136 Employment Site: Wilden Lane Industrial Estate Area: Stourport-on-Severn Address:  Site Area: 0.21 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Presumed ownership by the industrial estate itself Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: None	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 New industrial building has been developed out on the site in recent years		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? Yes Via website		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes Parcel of land on existing business park - would not be suitable for any other use	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 4 - 5-9 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes Locally important site	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 138 Employment Site: Toll House Area: Stourport-on-Severn Address:  Site Area: 0.14 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Unknown Market Segment/ Employment Uses: B1  Known Constraints or Infrastructure Required: No obvious constraints - has an outstanding planning permission	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? No		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Outstanding planning permission for B1 use class development
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  No	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 4 - Good  Strategic Planning Score: 2 - Poor
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 139 Employment Site: Hoo Farm Area: Kidderminster Address:  Site Area: 0.03 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: G.Sprosen Market Segment/ Employment Uses: B2  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes Due to surrounding uses	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 140 Employment Site: Firs Industrial Estate Area: Kidderminster Address:  Site Area: 0.11 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: DC Wilson, Haulage Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes Due to surrounding uses and potential contamination	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 4 - Good  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? Yes	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 143 Employment Site: Hoo Farm Area: Kidderminster Address:  Site Area: 0.64 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Briten Ltd Market Segment/ Employment Uses: B1/B2/B8  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 145 Employment Site: Sandy Lane Industrial Estate Area: Stourport-on-Severn Address:  Site Area: 0.07 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Turbo Spares Market Segment/ Employment Uses: B1/B8  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes  Is located in the middle of a locally popular employment area	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A4025	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 4 - Good
		Drive Time Score: 4 - 5-9 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? Yes  In that the site is currently undergoing infrastructure improvements	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes  Site considered to be a useful viable employment site for the future	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? Yes	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 149 Employment Site: Hoo Farm Area: Kidderminster Address:  Site Area: 0.07 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Unsure Market Segment/ Employment Uses: B1  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 150 Employment Site: Stourport Road (Phase 1 of Finepoint) Area: Kidderminster Address:  Site Area: 2.27 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Believed to be owned by KP Developments Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: None - site is currently being developed out on a phased approach - with this being the first phase	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  No	Type of Land: Greenfield	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 3 - Average
		Nearest Motorway/A-Road: A451	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? Yes	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? Yes	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 148 Employment Site: Park Lane Area: Bewdley Address:  Site Area: 0.15 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Market Segment/ Employment Uses: B1  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? No		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 for change of use to office from residential		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  No	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 3 - Average
		Nearest Motorway/A-Road: A456	Physical Constraints: 5 - No problems	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 2 - Poor  Sustainability Score: 4 - Good  Strategic Planning Score: 2 - Poor
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# **APPENDIX 5b**

## **Site Assessments – Current Employment Stock**

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Appendix 5b**

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# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 1.1 Employment Site: Brintons Area: Kidderminster Address: Stourport Road, Kidderminster  Site Area: 5.40 ha Total Floorspace: 44,897 m2 approx. Ownership or Presumed Ownership: Brintons Market Segment/ Employment Uses: Carpet Manufacturer  Known Constraints or Infrastructure Required: No obvious problems	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 a small extension		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes Is previously developed land with ok access and is surrounded by other employment areas.	Is employment the only acceptable form of built development on this site?  Yes Due to surrounding uses	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 4 - Good  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? Yes Purpose built factory for Brintons Ltd	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 1.2  <b>Employment Site:</b> Coppice Trading Estate  <b>Area:</b> Kidderminster  <b>Address:</b> Walter Nash Road, Kidderminster   <b>Site Area:</b> 2.89 ha  <b>Total Floorspace:</b> 15,165 m2 approx.  <b>Ownership or Presumed Ownership:</b> WFDC  <b>Market Segment/ Employment Uses:</b> Various - predominantly B2 uses   <b>Known Constraints or Infrastructure Required:</b> Ageing buildings and infrastructure could be improved	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	<b>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.</b> Yes Mainly extensions and change of use		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Zoned for employment uses though
	<b>Is the site being actively marketed as an employment site?</b> No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes	Is employment the only acceptable form of built development on this site?  No  Potential for residential although the surrounding uses may make this difficult	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 4 - Good
		<b>Nearest Motorway/A-Road:</b> A451	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 4 - Good
	Is the site identified or likely to be required for a specialist use or user?  No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 1.3 Employment Site: Firs Industrial Estate Area: Kidderminster Address: Stourport Road, Kidderminster  Site Area: 8.65 ha Total Floorspace: 24,000 m2 approx. Ownership or Presumed Ownership: WFDC Market Segment/ Employment Uses: B1, B2 and B8 uses throughout the site  Known Constraints or Infrastructure Required: Constraints on any development would be the location - its proximity to the green belt and staffs and worcs canal conservation area	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 Mainly for change of use and advertising. Current permission for Erection of two new industrial units (one building) for B1(c), B2 & B8 uses (light industrial/general industrial/warehousing).		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Permission for employment development throughout the site - as zoned by the local plan
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes Infrastructure currently good, no other obvious on site constraints for further development
	Is the site owned by a developer or another agency known to undertake employment development? Yes Council owned		Is the site immediately available?  N/A

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes Due to its location and access routes	Is employment the only acceptable form of built development on this site?  Yes Due to surrounding uses and potential conflicts	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 5 - No problems	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	Quality of Access: 4 - Good

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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 Although it does make up part of the SREC, which is seen as the key area for employment within the District.	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 4 - Good  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A Already viable	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 1.4 Employment Site: Foley Business Park Area: Kidderminster Address: Stourport Road, Kidderminster  Site Area: 6.6 ha Total Floorspace: 12,381 m2 approx. Ownership or Presumed Ownership: Unsure Market Segment/ Employment Uses: Variety of uses - B1, B2, B8 and D2  Known Constraints or Infrastructure Required: No obvious problems	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  N/A Established Employment Site
	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 Including the construction of a health and fitness centre. Currently, work has started on building 10 industrial units on the site		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Current permission (Being implemented) for 10 new industrial units
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development? N/A		Is the site immediately available?  N/A Are some redevelopment plots available

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes Due to the adjoining uses and the age of the current development activity	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 4 - Good  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 1.5 Employment Site: Foley Industrial Estate Area: Kidderminster Address: Stourport Road, Kidderminster  Site Area: 6.59 ha Total Floorspace: 14,647 m2 approx. Ownership or Presumed Ownership: Unknown Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Not believed to be
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development?  Not believed to be		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes Due to surrounding uses	Is employment the only acceptable form of built development on this site?  Yes Potential contamination and surrounding uses would make it unjustifiable as an alternative use	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 4 - Good  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 1.6 Employment Site: Klark Industrial Park Area: Kidderminster Address: Walter Nash Road, Kidderminster  Site Area: 0.59 ha Total Floorspace: 3,651 m2 approx. Ownership or Presumed Ownership: Klark Teknik Market Segment/ Employment Uses: The company engineers equipment for the music industry  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 Minimal - Minor extensions in 2004		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  N/A

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes Due to its adjacent uses	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 4 - Good  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? Yes Used primarily for Klark Teknik	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 1.7 <b>Employment Site:</b> Lisle Avenue <b>Area:</b> Kidderminster <b>Address:</b> Stourport Road, Kidderminster  <b>Site Area:</b> 3.85 ha <b>Total Floorspace:</b> 18,070 m2 approx. <b>Ownership or Presumed Ownership:</b> Various <b>Market Segment/ Employment Uses:</b> Mix of uses throughout the site - B1 and B2 uses predominate  <b>Known Constraints or Infrastructure Required:</b> The site is located by residential areas which may constrain activities.	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Yes In multiple occupation
	<b>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.</b> Yes Mainly change of use. There is permission for the erection of an industrial unit, construction of roadways, parking areas & alterations to the East of the site.		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes To the east of the site there is planning permission for the erection of an industrial building
	<b>Is the site being actively marketed as an employment site?</b> No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b>  Unsure		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes Due to location, access to public transport and the surrounding uses	<b>Is employment the only acceptable form of built development on this site?</b>  No Some of the site could potentially have residential development, due to other surrounding uses	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 4 - Good
		<b>Nearest Motorway/A-Road:</b> A451	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 1.8 <b>Employment Site:</b> Oasis and Reilloc <b>Area:</b> Kidderminster <b>Address:</b> Goldthorne Road, Kidderminster  <b>Site Area:</b> 2.70 ha <b>Total Floorspace:</b> 12,140 m2 approx. <b>Ownership or Presumed Ownership:</b> Believed to be owned by the two companies who operate here <b>Market Segment/ Employment Uses:</b> Two employment premises on site - both B2  <b>Known Constraints or Infrastructure Required:</b> Adjacent residential uses constrain the site	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Yes In multiple occupation - by the two companies who operate from this location
	<b>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.</b> Yes Minimal - extensions and changes to the external appearance of the buildings		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No But zoned for employment purposes
	<b>Is the site being actively marketed as an employment site?</b> No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No Believed to be owned by the two companies who operate here		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes Although the surrounding uses may mean it could be reallocated for a mix of uses	<b>Is employment the only acceptable form of built development on this site?</b>  No Although it appears the most appropriate use at present	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 4 - Good
		<b>Nearest Motorway/A-Road:</b> A451	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 1.9 <b>Employment Site:</b> Oldington Trading Estate <b>Area:</b> Kidderminster <b>Address:</b> Stourport Road, Kidderminster  <b>Site Area:</b> 6.44 ha <b>Total Floorspace:</b> 29,757 m2 approx. <b>Ownership or Presumed Ownership:</b> Unknown <b>Market Segment/ Employment Uses:</b> B1,B2 and B8  <b>Known Constraints or Infrastructure Required:</b> No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Not believed to be
	<b>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.</b> No		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	<b>Is the site being actively marketed as an employment site?</b> Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b>  Unknown		Is the site immediately available?  N/A

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes	<b>Is employment the only acceptable form of built development on this site?</b>  Yes  Adjacent uses constrain the site to mainly employment use	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 4 - Good
		<b>Nearest Motorway/A-Road:</b> A451	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 4 - Good  <b>Strategic Planning Score:</b> 4 - Good
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 1.10 Employment Site: Romwire Site Area: Kidderminster Address: Stourport Road, Kidderminster  Site Area: 4.99 ha Total Floorspace: 24,231 m2 approx. Ownership or Presumed Ownership: Romwire Market Segment/ Employment Uses: Currently vacant  Known Constraints or Infrastructure Required: Site is derelict and possibly contaminated so a lot of work would need to be carried out in order for the site to become developable	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available?  Yes  Currently vacant

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes  Due to surrounding uses and potential on-site contamination	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 3 - Improvements required to physical condition or service	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No Although the site was historically for one specialist user	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 1.11 Employment Site: Vale Industrial Estate Area: Kidderminster Address: Stourport Road, Kidderminster  Site Area: 3.90 ha Total Floorspace: 8,007 m2 approx. Ownership or Presumed Ownership: Unknown Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Not believed to be
	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 Minimal		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Zoned for employment
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development?  Not believed to be		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  Yes Due mainly to the surrounding uses	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 4 - Good  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 1.12 Employment Site: Ceramaspeed Area: Kidderminster Address: Walter Nash Road, Kidderminster  Site Area: 3.22 ha Total Floorspace: 13,333 m2 approx. Ownership or Presumed Ownership: Ceramaspeed Market Segment/ Employment Uses: Manufacturer and distributor of high temperature electric heating, insulating, and electronic control systems.  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site?  No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development?  No		Is the site immediately available?  N/A

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  No	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	Quality of Access: 3 - Average
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?  No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? Yes Purpose built factory for Ceramaspeed	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 2.1  <b>Employment Site:</b> Hoo Farm Industrial Estate  <b>Area:</b> Kidderminster  <b>Address:</b> Worcester Road, Kidderminster  <b>Site Area:</b> 22.56 ha  <b>Total Floorspace:</b> 81,316 m2 approx.  <b>Ownership or Presumed Ownership:</b> Unsure  <b>Market Segment/ Employment Uses:</b> Many uses throughout the site  <b>Known Constraints or Infrastructure Required:</b> None that are obvious. However, site would benefit from increased public transport provision	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes  N/A	
	<b>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.</b> Yes Extensions throughout the site  Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Although it is zoned for employment uses	
	<b>Is the site being actively marketed as an employment site?</b> Yes  N/A	
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b>  Unsure - although is currently a employment site  Is the site immediately available?  No Although there are plots for development available	

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  Has good access routes and is built on previously developed land	<b>Is employment the only acceptable form of built development on this site?</b>  Yes	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A449	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 5 - High Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 5 - Excellent  <b>Sustainability Score:</b> 4 - Good  <b>Strategic Planning Score:</b> 4 - Good
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 2.2 Employment Site: Spennells Valley Area: Kidderminster Address:  Site Area: 1.14 ha Total Floorspace: 19,307 m2 approx. Ownership or Presumed Ownership: Brockway carpets Market Segment/ Employment Uses: Various - Businesses include small/medium size warehouse units plus a large out of town retail store  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 Minimal - One permission for external alterations		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  N/A

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes  It is on previously developed land, located close to other employment uses and has relatively good transport links	Is employment the only acceptable form of built development on this site?  No  Although would appear most appropriate at present	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 3 - Average
		Nearest Motorway/A-Road: A449	Physical Constraints: 5 - No problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 4 - Good  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 2.3 Employment Site: Brockway Area: Kidderminster Address:  Site Area: 4.18 ha Total Floorspace: 7452 m2 approx. Ownership or Presumed Ownership: Brockway Carpets Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: Building is fairly old, constrained by surrounding residential uses	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Although employment use has remained on the site for a number of years
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes Close to good access links and has a nearby workforce	Is employment the only acceptable form of built development on this site?  No	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 3 - Average
		Nearest Motorway/A-Road: A449	Physical Constraints: 5 - No problems	Quality of Access: 4 - Good
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 2.4/3.2 <b>Employment Site:</b> Hoobrook Industrial Estate <b>Area:</b> Kidderminster <b>Address:</b> Worcester Road, Kidderminster  <b>Site Area:</b> 9.89 ha <b>Total Floorspace:</b> 16,341 m2 approx. <b>Ownership or Presumed Ownership:</b> WFDC <b>Market Segment/ Employment Uses:</b> Used for B1, B2 and B8 as well as some sui generis uses  <b>Known Constraints or Infrastructure Required:</b> The road system is ok. There is a refuse site as well as a scrap yard which could lead to potential contamination of some of the area.	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes Enterprise centre completed in 1989-90		<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No
	<b>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.</b> Yes Minimal - mainly change of use and extensions to existing properties		<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No
	<b>Is the site being actively marketed as an employment site?</b> No		<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  Yes The site is generally well served with regard to infrastructure
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes Council owned		<b>Is the site immediately available?</b>  N/A

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes	<b>Is employment the only acceptable form of built development on this site?</b>  Yes Potential for on-site contamination	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A449	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No Although this is another area of concentration of employment, which appears relatively healthy	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 2.5  <b>Employment Site:</b> Part of Summerfield within the District  <b>Area:</b> Kidderminster  <b>Address:</b> Worcester Road, Kidderminster  <b>Site Area:</b> 24.39 ha  <b>Total Floorspace:</b> ? m2 approx.  <b>Ownership or Presumed Ownership:</b> Roxel  <b>Market Segment/ Employment Uses:</b> B1 and B2 - Research and rocket motor construction  <b>Known Constraints or Infrastructure Required:</b> Potential issues with the type of employment activity currently on site	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	<b>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.</b> Yes Erection of a perimeter fence and other extensions to buildings		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Currently in a specialist use
	<b>Is the site being actively marketed as an employment site?</b> No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes Considered the only suitable use currently	<b>Type of Land:</b> Greenfield	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A449	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 4 - Good
	Is the site identified or likely to be required for a specialist use or user? Yes	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 3.1 <b>Employment Site:</b> Worcester Road Business Area <b>Area:</b> Kidderminster <b>Address:</b> Worcester Road, Kidderminster  <b>Site Area:</b> 11.16 ha <b>Total Floorspace:</b> 62,254 m2 approx. <b>Ownership or Presumed Ownership:</b> Unsure <b>Market Segment/ Employment Uses:</b> Predominantly used by Sealine and Victoria carpets although there are other B1, B2, and B8 uses throughout the site  <b>Known Constraints or Infrastructure Required:</b> No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes  <b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  Site believed to be in multiple ownership	
	<b>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.</b> Yes Recent development activity has included extensions, advertising consents and the siting of portable units. All mainly low key development  <b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  N/A	
	<b>Is the site being actively marketed as an employment site?</b> No  <b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  Yes	
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No Not believed to be  <b>Is the site immediately available?</b>  No	

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes	<b>Is employment the only acceptable form of built development on this site?</b>  Yes	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A449	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No Although the majority of the site is taken up by a specialist boat building company, which is an important local employer	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 4.1 <b>Employment Site:</b> Meadow Mills Industrial Estate <b>Area:</b> Kidderminster <b>Address:</b> Dixon Street, Kidderminster  <b>Site Area:</b> 1.67 ha <b>Total Floorspace:</b> 6,320 m2 approx. <b>Ownership or Presumed Ownership:</b> West Bromwich Estates <b>Market Segment/ Employment Uses:</b> Varied throughout - predominantly small workshops  <b>Known Constraints or Infrastructure Required:</b> No obvious constraints within this area	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes  Believed to be owned by West Bromwich Estates	
	<b>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.</b> Yes Very small scale - one change of use over the last 5 years	<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No Although it is zoned for employment
	<b>Is the site being actively marketed as an employment site?</b> Yes	<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  Yes
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b>  Unknown	<b>Is the site immediately available?</b>  No

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  Previously developed and located close to public transport and local facilities	<b>Is employment the only acceptable form of built development on this site?</b>  No  Could be considered for mixed use - due to its sustainable location within the town	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 4 - Good
		<b>Nearest Motorway/A-Road:</b> A456	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> Yes Part of KTC.4 development area	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b>  No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 4 - Good  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 4.2  <b>Employment Site:</b> Stourvale Mills  <b>Area:</b> Kidderminster  <b>Address:</b> Green Street, Kidderminster   <b>Site Area:</b> 3.59 ha  <b>Total Floorspace:</b> 14,533 m2 approx.  <b>Ownership or Presumed Ownership:</b> Woodward Grosvenor & Co. Ltd.  <b>Market Segment/ Employment Uses:</b> Originally a large carpet manufacturer operated from here. The site is mainly vacant now with some operations still ongoing   <b>Known Constraints or Infrastructure Required:</b> Would need redevelopment - constraints include a listed structure within the site. The site is currently the subject of an application for the development of a supermarket	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	<b>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.</b> Yes Current application for the development of a supermarket on the site		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Although there is an application currently being considered for a supermarket on the site
	<b>Is the site being actively marketed as an employment site?</b> No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes	Is employment the only acceptable form of built development on this site?  No	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 4 - Good
		<b>Nearest Motorway/A-Road:</b> A456	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	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 Although it is zoned as being part of Green Street mixed use area (KTC.4)	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?  No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 2 - Poor  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	Is the site identified or likely to be required for a specialist use or user? Yes Currently used for a carpet manufacturer	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?  N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 5.1 <b>Employment Site:</b> Churchfields Business Park <b>Area:</b> Kidderminster <b>Address:</b> Clensmore Street, Kidderminster  <b>Site Area:</b> 7.09 ha <b>Total Floorspace:</b> 39,540 m2 approx. <b>Ownership or Presumed Ownership:</b> Kidderminster Property Investments <b>Market Segment/ Employment Uses:</b> Various businesses are located on site - include B1, B2 and B8 uses throughout  <b>Known Constraints or Infrastructure Required:</b> Infrastructure around the site is poor and many of the buildings are ageing	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Yes
	<b>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.</b> Yes Only change of use		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	<b>Is the site being actively marketed as an employment site?</b> Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes		Is the site immediately available?  No  Although it is believed that the businesses are on short term leases

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b>  Possibly - Road access is poor though and a lot of the surrounding uses are residential.	<b>Is employment the only acceptable form of built development on this site?</b>  No Potential for other uses to be explored on the site	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A456	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 2 - Poor
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 2 - Poor
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 5.2 Employment Site: Old Georgian Carpets Site Area: Kidderminster Address: Clensmore Street, Kidderminster  Site Area: 4.55 ha Total Floorspace: 7,150 m2 approx. Ownership or Presumed Ownership: Presumed to be in the ownership of Kidderminster Property Investments Market Segment/ Employment Uses: B2/B8  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	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 A few recent applications within the site area - mainly for change of use		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  Believed to be - businesses are on short term lets

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site?  No Could be considered suitable for redevelopment to other uses	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A456	Physical Constraints: 4 - few Minor Problems	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 2 - Low Quality	Quality of Access: 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 2 - Poor
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 5.3 <b>Employment Site:</b> Stoney Lane Industrial Estate <b>Area:</b> Kidderminster <b>Address:</b> Red Sands Road, Kidderminster  <b>Site Area:</b> 0.83 ha <b>Total Floorspace:</b> 3,623 m2 approx. <b>Ownership or Presumed Ownership:</b> Marchington Properties <b>Market Segment/ Employment Uses:</b> B2/B8 predominantly  <b>Known Constraints or Infrastructure Required:</b> No obvious constraints or infrastructure required	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No
	<b>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.</b> Yes Mainly change of use and external alterations		<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No
	<b>Is the site being actively marketed as an employment site?</b> No		<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes		<b>Is the site immediately available?</b>  N/A

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  Is previously developed land and is relatively close to Kidderminster town centre making it a fairly sustainable location	<b>Is employment the only acceptable form of built development on this site?</b>  No  Has adjoining residential sites, therefore residential could be considered	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A456	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 2 - Poor
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 5.4  <b>Employment Site:</b> Puxton Mill - Employment Area  <b>Area:</b> Kidderminster  <b>Address:</b> Puxton Lane, Kidderminster  <b>Site Area:</b> 1.44 ha  <b>Total Floorspace:</b> 10,355 m2 approx. <b>Ownership or Presumed Ownership:</b> Carpets of Worth  <b>Market Segment/ Employment Uses:</b> Is specific for a carpet manufacturer  <b>Known Constraints or Infrastructure Required:</b> Infrastructure issues are considered to be the biggest constraint in this locality	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes Allocated in the 1996 Local Plan		<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No
	<b>Has there been any recent development activity, within the last 5 years?</b> This could include works on site but also new or revised planning applications/building regulations applications.  Yes Very minimal - including refurbishment of offices		<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No Current employment uses on site
	<b>Is the site being actively marketed as an employment site?</b>  No		<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b>  Yes		<b>Is the site immediately available?</b>  No

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> No  Due to its location - with poor access and partly within a flood plain	<b>Is employment the only acceptable form of built development on this site?</b>  Yes  Due to its location, its situation within the flood plain and the issues with regard to access issues	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 1 - Very Poor
		<b>Nearest Motorway/A-Road:</b> A456	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 2 - Poor
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b>  No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b>  No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b>  No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 2 - Poor  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b>  Yes Used for a carpet manufacturer	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b>  No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 6.1 <b>Employment Site:</b> Greenhill Industrial Estate <b>Area:</b> Kidderminster <b>Address:</b> Birmingham Road, Kidderminster  <b>Site Area:</b> 4.43 ha <b>Total Floorspace:</b> 22,655 m2 approx. <b>Ownership or Presumed Ownership:</b> Unsure <b>Market Segment/ Employment Uses:</b> Used for B1, B2 and B8  <b>Known Constraints or Infrastructure Required:</b> Surrounded by residential development which restricts operations on the site	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes  Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Unsure	
	<b>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.</b> Yes Minimal - Only change of use  Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No	
	<b>Is the site being actively marketed as an employment site?</b> No  Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A	
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b>  Unsure  Is the site immediately available?  No	

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  Has very good access links and is surrounded by a working population	<b>Is employment the only acceptable form of built development on this site?</b>  No  Residential could be considered due to the adjoining uses	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A456	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No  Although, the site is viewed as being an attractive and viable employment area, within a good location in the District	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 4 - Good
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 7.1 <b>Employment Site:</b> Park Street <b>Area:</b> Kidderminster <b>Address:</b> Park Street, Kidderminster  <b>Site Area:</b> 1.68 ha <b>Total Floorspace:</b> 7,733 m2 approx. <b>Ownership or Presumed Ownership:</b> Unsure <b>Market Segment/ Employment Uses:</b> Generally small scale - involving B2 and B8 along with some sui generis use  <b>Known Constraints or Infrastructure Required:</b> Positioning of the units is not ideal - surrounded by residential areas	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes  Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Unsure	
	<b>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.</b> No  Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No	
	<b>Is the site being actively marketed as an employment site?</b> No  Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A	
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b>  Unsure  Is the site immediately available?  No	

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes	<b>Is employment the only acceptable form of built development on this site?</b>  No  Is surrounded by residential uses - so is considered that this could be an acceptable use here	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A456	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 2 - Low Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 2 - Poor
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 7.2 Employment Site: Park Lane Industrial Estate Area: Kidderminster Address: Park Lane, Kidderminster  Site Area: 0.75 ha Total Floorspace: 1,140 m2 approx. Ownership or Presumed Ownership: Unsure Market Segment/ Employment Uses: Small scale, mainly B2 and sui generis  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Yes
	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 Very minor - external modifications to one of the buildings on site		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No Although the site is zoned for employment purposes in the local plan
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	Is the site owned by a developer or another agency known to undertake employment development? No		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? Yes Is a current brownfield site	Is employment the only acceptable form of built development on this site?  No There are residential units located close by and the land could be considered for this purpose	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 2 - Low Quality	Quality of Access: 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 3 - Average  Sustainability Score: 3 - Average  Strategic Planning Score: 2 - Poor
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? No	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 8.1 <b>Employment Site:</b> Sandy Lane Industrial Estate <b>Area:</b> Stourport-on-Severn <b>Address:</b> Sandy Lane, Stourport-on-Severn  <b>Site Area:</b> 18.02 ha <b>Total Floorspace:</b> 44,964 m2 approx. <b>Ownership or Presumed Ownership:</b> British Business Parks <b>Market Segment/ Employment Uses:</b> Various - Mainly B2 uses although a new development of B1 office to the east of the site will improve the offer.  <b>Known Constraints or Infrastructure Required:</b> Improvements to infrastructure required, currently in a poor state - is currently subject to a £600,000 investment to upgrade the site	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes Been a prominent employment site within the District since the 1960's		<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No
	<b>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.</b> Yes Various planning applications over the last 5 years - mainly for extensions and change of use. There is a development plot to the east of the site. Permission for 15 industrial units to be used for B1 office.		<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  Yes There is a development currently under construction to the east of the site, which will add a new dimension to the estate
	<b>Is the site being actively marketed as an employment site?</b> Yes Units being marketed through different mediums		<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  Yes However, there is current funding to improve the site.
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes		<b>Is the site immediately available?</b>  No Although there are a few vacant parcels of land that could be developed out

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes	<b>Is employment the only acceptable form of built development on this site?</b>  Yes Because it is an established employment estate	<b>Type of Land:</b> Greenfield	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A4025	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 4 - Good
		<b>Drive Time Score:</b> 4 - 5-9 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No Although it is a focus for employment within the locality	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> Yes Part of the site is recognised in the local plan as a specific employment area (Emp.4) This is where the current development of 15 new units is under construction.	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 4 - Good
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> Yes Funding has been made available to improve certain aspects of the site. This includes improving landscaping, constructing new footpaths and improvements to roads	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 8.2 <b>Employment Site:</b> Worcester Road Car Garages <b>Area:</b> Stourport-on-Severn <b>Address:</b> Worcester Road, Stourport-on-Severn  <b>Site Area:</b> 0.84 ha <b>Total Floorspace:</b> 1,376 m2 approx. <b>Ownership or Presumed Ownership:</b> Unsure <b>Market Segment/ Employment Uses:</b> Mainly B2 and Sui Generis  <b>Known Constraints or Infrastructure Required:</b> Site is constrained by residential development to the West and a busy road to the East	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Unsure
	<b>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.</b> No		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	<b>Is the site being actively marketed as an employment site?</b> No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No Not believed to be		Is the site immediately available?  No Currently has businesses trading from this area

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b>  Possibly	<b>Is employment the only acceptable form of built development on this site?</b>  No Could be considered suitable for residential development due to neighbouring residential uses	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A4025	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 2 - Poor
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 9.1 <b>Employment Site:</b> Riverside Business Centre (Baldwin R <b>Area:</b> Stourport-on-Severn <b>Address:</b> Baldwin Road, Stourport-on-Severn  <b>Site Area:</b> 3.09 ha <b>Total Floorspace:</b> 14,258 m2 approx. <b>Ownership or Presumed Ownership:</b> Unsure <b>Market Segment/ Employment Uses:</b> Small scale, generally B1 and B2 uses  <b>Known Constraints or Infrastructure Required:</b> The river Stour runs through the site constraining development activity - Infrastructure is generally poor	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes  <b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  N/A	
	<b>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.</b> No No applications over the last 5 years  <b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No No valid permission although the site is zoned for employment purposes	
	<b>Is the site being actively marketed as an employment site?</b> Yes  <b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  Yes	
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No  <b>Is the site immediately available?</b>  No	

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  Due to its location, close to the town centre and a surrounding workforce, although access may be an issue	<b>Is employment the only acceptable form of built development on this site?</b>  No  Could potentially have residential on site - the main concern would be the possibility of flooding	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A4025	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 2 - Poor
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 2 - Poor  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 2 - Poor
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 9.2 <b>Employment Site:</b> Worcester Road (OGL) <b>Area:</b> Stourport-on-Severn <b>Address:</b> Worcester Road, Stourport-on-Severn  <b>Site Area:</b> 6.27 ha <b>Total Floorspace:</b> 21,648 m2 approx. <b>Ownership or Presumed Ownership:</b> Unsure <b>Market Segment/ Employment Uses:</b> Predominantly B1 and B2  <b>Known Constraints or Infrastructure Required:</b> Possible contamination from past uses on the site. Surrounding designations constrain the site including land to the east which is safeguarded for the proposed Stourport Relief Road	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes  Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Unsure	
	<b>Has there been any recent development activity, within the last 5 years?</b> This could include works on site but also new or revised planning applications/building regulations applications. Yes Small scale - mainly change of use and some extensions  Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Site allocated as an employment area in the local plan	
	<b>Is the site being actively marketed as an employment site?</b> No  Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes	
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No  Is the site immediately available?  Yes	

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  Is previously developed and has other employment uses located nearby.	<b>Is employment the only acceptable form of built development on this site?</b>  No  Potential for a mix of uses?	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A4025	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	<b>Quality of Access:</b> 2 - Poor
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No  However, the site is varied in its suitability as employment use	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 9.3  <b>Employment Site:</b> Worcester Road Thomas Vale  <b>Area:</b> Stourport-on-Severn  <b>Address:</b> Worcester Road, Stourport-on-Severn   <b>Site Area:</b> 1.3 ha  <b>Total Floorspace:</b> 1,616 m2 approx.  <b>Ownership or Presumed Ownership:</b> Thomas Vale?  <b>Market Segment/ Employment Uses:</b> Site comprises of a B1 office use - used by Thomas Vale - the rest of the site has potential for redevelopment   <b>Known Constraints or Infrastructure Required:</b> The River Stour runs to the West of the site which could constrain potential development	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	<b>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.</b> Yes Current application for the erection of 30 dwellings. access, landscaping & associated works. All affordable housing. This means that the site size must be reduced accordingly		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Permission for development of affordable housing on site
	<b>Is the site being actively marketed as an employment site?</b> No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes Although permission has been given for an alternative use
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes Owned by Thomas Vale		Is the site immediately available?  Yes In part

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes  The site is brownfield and located fairly sustainably, close to the town and the road network	<b>Is employment the only acceptable form of built development on this site?</b>  No  Current application for affordable housing on site	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A4025	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No However it is home to Thomas Vale	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 10.1 <b>Employment Site:</b> Wilden Lane Industrial Estate <b>Area:</b> Stourport-on-Severn <b>Address:</b> Wilden Lane, Stourport-on-Severn  <b>Site Area:</b> 6.38 ha <b>Total Floorspace:</b> 25,221 m2 approx. <b>Ownership or Presumed Ownership:</b> Wilden Industrial Estates Ltd. <b>Market Segment/ Employment Uses:</b> Predominantly B2 and B8 uses  <b>Known Constraints or Infrastructure Required:</b> Fairly small road leading to the Estate can cause problems	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  No
	<b>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.</b> Yes New purpose built unit developed on site earlier this year		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  Yes Area is covered in the local plan for employment development
	<b>Is the site being actively marketed as an employment site?</b> Yes Wilden Estates Website has information about lettings. Although currently there are no available units		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes Development has continue to occur, most recently in 2005 with the construction of a new unit (1,952m2)
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes New units have been built and there is also available land to develop.		Is the site immediately available?  No

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> No Due to its rural location and being located close to Greenbelt and SSSI designated areas	<b>Is employment the only acceptable form of built development on this site?</b>  Yes This would not be a sustainable location for other uses	<b>Type of Land:</b> Previously Developed in p	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A449	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 4 - 5-9 minutes	<b>Quality of Site:</b> 4 - Above Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 2 - Poor  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A Employment development is already viable	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 11.1 <b>Employment Site:</b> Bewdley Road <b>Area:</b> Stourport-on-Severn <b>Address:</b> Bewdley Road, Stourport-on-Severn  <b>Site Area:</b> 11.85 ha <b>Total Floorspace:</b> 40,118 m2 approx. <b>Ownership or Presumed Ownership:</b> Morgan Matroc/Bovale <b>Market Segment/ Employment Uses:</b> Mainly B2 uses on site - occupied mainly by Morgan Matroc. Worcestershire County Council Scientific Services have recently relocated to a unit on the site.  <b>Known Constraints or Infrastructure Required:</b> Surrounded by residential development. Infrastructure is generally sound.	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes	<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No
	<b>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.</b> Yes Minimal - although there was permission for a new industrial building for use Class B2 uses & additional parking granted in 2004.	<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No
	<b>Is the site being actively marketed as an employment site?</b> No	<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No Not believed to be	<b>Is the site immediately available?</b>  No

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes	<b>Is employment the only acceptable form of built development on this site?</b>  No Residential could be considered in part due to adjoining uses	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 3 - Average
		<b>Nearest Motorway/A-Road:</b> A451	<b>Physical Constraints:</b> 4 - few Minor Problems	<b>Quality of Access:</b> 3 - Average
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 3 - Average  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 2 - Poor
<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	<b>Is the site important in delivering other economic development objectives or the spatial strategy?</b> No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 12.1 <b>Employment Site:</b> Rushock Trading Estate <b>Area:</b> Rural <b>Address:</b> Droitwich Road, Kidderminster  <b>Site Area:</b> 10.52 ha <b>Total Floorspace:</b> 34,891 m2 approx. <b>Ownership or Presumed Ownership:</b> Recently been acquired by HOVI, an industrial and commercial developer <b>Market Segment/ Employment Uses:</b> B1, B2 and B8  <b>Known Constraints or Infrastructure Required:</b> Infrastructure is quite poor and in need of renovation as are many of the units on site	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> No Was originally a military base but was taken over and designated an employment area within the Greenbelt during the production of the 2004 WFDC Local Plan		<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No Owned by an industrial developer
	<b>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.</b>  Yes Application for outline planning permission for industrial/warehouse uses (B1,B2 & B8)		<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  Yes There is permission for development on the site - covering different plots
	<b>Is the site being actively marketed as an employment site?</b>  Yes		<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  N/A Although - The site needs upgrading to make it a viable and attractive employment location - which may come from the new owners
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b>  Yes Acquired by HOVI, who specialise in adding value to industrial and commercial premises		<b>Is the site immediately available?</b>  Yes

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> No Due to its rural location and fairly remote access, although it is previously developed land.	<b>Is employment the only acceptable form of built development on this site?</b>  Yes Other uses out here would potentially be less sustainable	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 1 - Very Poor
		<b>Nearest Motorway/A-Road:</b> A442	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	<b>Quality of Access:</b> 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b>  No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b>  Yes Identified within the local plan as a employment site within the Green Belt	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 2 - Poor  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b>  No	



# **APPENDIX 5c**

## **Site Assessments – 'Other' Employment Sites**

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**Appendix 5c**

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# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 13.1 <b>Employment Site:</b> British Sugar Site - Phase 2 <b>Area:</b> Kidderminster <b>Address:</b> Stourport Road, Kidderminster  <b>Site Area:</b> 11.85 ha <b>Total Floorspace:</b> m2 approx. <b>Ownership or Presumed Ownership:</b> British Sugar <b>Market Segment/ Employment Uses:</b> Use to be home to B2/B8 use but is currently vacant following the closure of the British Sugar Factory in 2002  <b>Known Constraints or Infrastructure Required:</b> Would need whole scale redevelopment for new employment to take place	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> Yes		<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No
	<b>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.</b> Yes Application for an incinerator on the site was refused in 2001. Since then no applications although the Sugar Beet Factory closed in 2002		<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No Although the whole site is zoned for employment uses
	<b>Is the site being actively marketed as an employment site?</b> Yes		<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  Yes
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> Yes Ownership is presumed to be Bomers Developments Ltd		<b>Is the site immediately available?</b>  Yes

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes Is previously developed and close to fairly good access links and a neighbouring working population	<b>Is employment the only acceptable form of built development on this site?</b>  Yes In the current situation, employment is considered to be the only suitable use	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 2 - Potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A451	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	<b>Quality of Access:</b> 3 - Average

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> Yes Is seen as a key employment area for the District for the future. It is identified in the local plan as a principal redevelopment site for employment purposes	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> Yes Is seen as a key strategic, brownfield site for future development	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 4 - Good  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 4 - Good
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No Was identified for British Sugar however the site has been closed for a number of years and so now is identified for general employment	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> No	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b> Reference Number: 13.2 Employment Site: Limekiln Bridge Area: Kidderminster Address:  Site Area: 0.45 ha Total Floorspace: 0 m <sup>2</sup> approx. Ownership or Presumed Ownership: Unsure Market Segment/ Employment Uses: B2  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b> Has the site been formally identified for employment for at least 10 years? No		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? Unknown
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use? No But has been an employment site for a number of years
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints? Yes Currently employment uses in place
	Is the site owned by a developer or another agency known to undertake employment development? Unknown		Is the site immediately available? N/A

<b>SUSTAINABILITY INDICATORS</b> Would the site be allocated today for employment development, measured against present sustainability criteria? Yes	Is employment the only acceptable form of built development on this site? No	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A456	Physical Constraints: 3 - Improvements required to physical condition or service	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 2 - Low Quality	Quality of Access: 2 - Poor

<b>STRATEGIC PLANNING FACTORS</b> Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b> Market Attractiveness Score: 2 - Poor  Sustainability Score: 3 - Average  Strategic Planning Score: 2 - Poor
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b> Reference Number: 13.3 Employment Site: Land between Vale and Foley Area: Kidderminster Address:  Site Area: 1.3 ha Total Floorspace: 0 m <sup>2</sup> approx. Ownership or Presumed Ownership: Unsure Market Segment/ Employment Uses: N/a  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b> Has the site been formally identified for employment for at least 10 years? Yes		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Not believed to be in multiple occupation
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes
	Is the site owned by a developer or another agency known to undertake employment development?  Unsure		Is the site immediately available?  Yes

<b>SUSTAINABILITY INDICATORS</b> Would the site be allocated today for employment development, measured against present sustainability criteria?  Possibly	Is employment the only acceptable form of built development on this site?  Yes Due to surrounding uses	Type of Land: Greenfield	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 4 - Good
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	Quality of Access: 4 - Good

<b>STRATEGIC PLANNING FACTORS</b> Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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 Although it is situated along the SREC	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b> Market Attractiveness Score: 3 - Average  Sustainability Score: 4 - Good  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? No	

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# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  Reference Number: 13.4 Employment Site: Buffer (Hoo Farm/Summerfield) Area: Kidderminster Address:  Site Area: 10.1 ha Total Floorspace: 0 m2 approx. Ownership or Presumed Ownership: Unsure as to the ownership of this parcel of land Market Segment/ Employment Uses: N/a  Known Constraints or Infrastructure Required: No obvious constraints	<b>MARKET ATTRACTIVENESS FACTORS</b>  Has the site been formally identified for employment for at least 10 years? Yes  Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?  Not believed to be	
	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  Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?  No	
	Is the site being actively marketed as an employment site? No No marketing that is apparent  Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?  Yes Although there could be issues with surrounding uses	
	Is the site owned by a developer or another agency known to undertake employment development?  Unknown  Is the site immediately available?  Yes Appears to be	

<b>SUSTAINABILITY INDICATORS</b>  Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site?  Yes Due to adjoining uses	Type of Land: Greenfield	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A449	Physical Constraints: 5 - No problems	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	Quality of Access: 4 - Good

<b>STRATEGIC PLANNING FACTORS</b>  Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b>  Market Attractiveness Score: 4 - Good  Sustainability Score: 3 - Average  Strategic Planning Score: 4 - Good
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 13.5 <b>Employment Site:</b> Harriers Industrial Estate <b>Area:</b> Kidderminster <b>Address:</b> Stadium Close, Kidderminster  <b>Site Area:</b> 0.52 ha <b>Total Floorspace:</b> 1,387 m <sup>2</sup> approx. <b>Ownership or Presumed Ownership:</b> Unsure <b>Market Segment/ Employment Uses:</b> Small scale uses mainly B2  <b>Known Constraints or Infrastructure Required:</b> Poor access to the site - is constrained by the uses that surround the site	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> No Mix of zoning - Partly land safeguarded for rail related development. The other part of the site is zoned for residential		<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  N/A
	<b>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.</b> No		<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No And it is not zoned for employment use so a switch across to another form of development may be viable
	<b>Is the site being actively marketed as an employment site?</b> No		<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> N/A		<b>Is the site immediately available?</b>  Yes

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> Yes Is close to the town centre and rail connections as well as being previously developed land	<b>Is employment the only acceptable form of built development on this site?</b>  No Although other uses would have to meet infrastructure problems associated with the site	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 2 - Potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A456	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	
		<b>Drive Time Score:</b> 4 - 5-9 minutes	<b>Quality of Site:</b> 2 - Low Quality	<b>Quality of Access:</b> 2 - Poor

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 2 - Poor  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 3 - Average
	<b>Is the site identified or likely to be required for a specialist use or user?</b> No	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b> <b>Reference Number:</b> 13.6 <b>Employment Site:</b> Cursley Distribution Park <b>Area:</b> Rural <b>Address:</b> Curslow Lane, Kidderminster  <b>Site Area:</b> 9.86 ha <b>Total Floorspace:</b> 19,790 m2 approx. <b>Ownership or Presumed Ownership:</b> Hortons Estate (Some of the site) <b>Market Segment/ Employment Uses:</b>  <b>Known Constraints or Infrastructure Required:</b> Roads surrounding the site are fairly narrow	<b>MARKET ATTRACTIVENESS FACTORS</b> Has the site been formally identified for employment for at least 10 years? No		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? No
	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 No recent development activity		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use? No Although land is zoned for employment purposes
	Is the site being actively marketed as an employment site? Yes		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints? No
	Is the site owned by a developer or another agency known to undertake employment development? Yes		Is the site immediately available? Yes

<b>SUSTAINABILITY INDICATORS</b> Would the site be allocated today for employment development, measured against present sustainability criteria? No Due to its remote rural location	Is employment the only acceptable form of built development on this site? Yes Other uses could potentially be more unsustainable	<b>Type of Land:</b> Greenfield	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A449	<b>Physical Constraints:</b> 3 - Improvements required to physical condition or service	
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 2 - Low Quality	<b>Quality of Access:</b> 2 - Poor

<b>STRATEGIC PLANNING FACTORS</b> Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No		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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b> Market Attractiveness Score: 4 - Good  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
Is the site identified or likely to be required for a specialist use or user? No		Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	Is the site important in delivering other economic development objectives or the spatial strategy? No	



# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b> Reference Number: 13.7 Employment Site: Mitton Mill Industrial Estate Area: Stourport-on-Severn Address: Mill Road, Stourport-on-Severn  Site Area: 0.97 ha Total Floorspace: 1,883 m <sup>2</sup> approx. Ownership or Presumed Ownership: Unsure Market Segment/ Employment Uses: B2 and Sui Generis  Known Constraints or Infrastructure Required: Small site, related close to the River Stour. Infrastructure is relatively poor	<b>MARKET ATTRACTIVENESS FACTORS</b> Has the site been formally identified for employment for at least 10 years? No		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? Unsure
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use? No
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints? N/A
	Is the site owned by a developer or another agency known to undertake employment development? Unsure		Is the site immediately available? No

<b>SUSTAINABILITY INDICATORS</b> Would the site be allocated today for employment development, measured against present sustainability criteria? Questionable	Is employment the only acceptable form of built development on this site? No Could potentially be used for residential purposes	Type of Land: Previously Developed	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A451	Physical Constraints: 4 - few Minor Problems	
		Drive Time Score: 4 - 5-9 minutes	Quality of Site: 2 - Low Quality	Quality of Access: 2 - Poor

<b>STRATEGIC PLANNING FACTORS</b> Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b> Market Attractiveness Score: 2 - Poor  Sustainability Score: 3 - Average  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b> Reference Number: 13.8 Employment Site: Bewdley Business Park Area: Bewdley Address: Long Bank, Bewdley  Site Area: 2.74 ha Total Floorspace: 8,104 m <sup>2</sup> approx. Ownership or Presumed Ownership: Unsure Market Segment/ Employment Uses: Various - mainly B2 though.  Known Constraints or Infrastructure Required: Constrained by surrounding land uses - within a landscape protection area and an area of great landscape value	<b>MARKET ATTRACTIVENESS FACTORS</b> Has the site been formally identified for employment for at least 10 years? No		Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? No
	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		Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use? Yes There is permission for the erection of 13 industrial units to the rear of the current buildings - is currently under construction although no work has been undertaken recently.
	Is the site being actively marketed as an employment site? No		Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints? N/A
	Is the site owned by a developer or another agency known to undertake employment development? In part		Is the site immediately available? Part of the site is

<b>SUSTAINABILITY INDICATORS</b> Would the site be allocated today for employment development, measured against present sustainability criteria? No	Is employment the only acceptable form of built development on this site? Yes	Type of Land: Greenfield	Rail Access Score: 1 - No potential for rail connection	Access to Public Transport: 2 - Poor
		Nearest Motorway/A-Road: A456	Physical Constraints: 4 - few Minor Problems	
		Drive Time Score: 5 - 0-4 minutes	Quality of Site: 3 - Average Quality	Quality of Access: 3 - Average

<b>STRATEGIC PLANNING FACTORS</b> Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? No	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	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? No	<b>OVERALL SCORES</b> Market Attractiveness Score: 3 - Average  Sustainability Score: 2 - Poor  Strategic Planning Score: 3 - Average
	Is the site identified or likely to be required for a specialist use or user? No	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? N/A	

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# Site Assessment - Employment Land Availability Sites

## Stage 1 Site Appraisal Criteria

<b>BASE INFORMATION</b>  <b>Reference Number:</b> 13.9 <b>Employment Site:</b> Steel Wheels (Cookley) <b>Area:</b> Rural <b>Address:</b> Bridge Road, Cookley  <b>Site Area:</b> 5.71 ha <b>Total Floorspace:</b> 20,971 m2 approx. <b>Ownership or Presumed Ownership:</b> Titan Europe PLC <b>Market Segment/ Employment Uses:</b> Site is owned and used by Titan Europe who manufacture and distribute wheels from this site  <b>Known Constraints or Infrastructure Required:</b> Issues of access considered the main constraint here	<b>MARKET ATTRACTIVENESS FACTORS</b>  <b>Has the site been formally identified for employment for at least 10 years?</b> No Although not zoned as an employment site in the 1996 local plan the site has been in employment use for a long time		<b>Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?</b>  No
	<b>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.</b> No		<b>Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?</b>  No
	<b>Is the site being actively marketed as an employment site?</b> No		<b>Would employment development on this site be viable without public funding to resolve infrastructure or other on-site constraints?</b>  N/A
	<b>Is the site owned by a developer or another agency known to undertake employment development?</b> No		<b>Is the site immediately available?</b>  No

<b>SUSTAINABILITY INDICATORS</b>  <b>Would the site be allocated today for employment development, measured against present sustainability criteria?</b> No Due to its rural location	<b>Is employment the only acceptable form of built development on this site?</b>  No Although the site is historically an important employment site	<b>Type of Land:</b> Previously Developed	<b>Rail Access Score:</b> 1 - No potential for rail connection	<b>Access to Public Transport:</b> 2 - Poor
		<b>Nearest Motorway/A-Road:</b> A449	<b>Physical Constraints:</b> 4 - few Minor Problems	
		<b>Drive Time Score:</b> 5 - 0-4 minutes	<b>Quality of Site:</b> 3 - Average Quality	<b>Quality of Access:</b> 2 - Poor

<b>STRATEGIC PLANNING FACTORS</b>  <b>Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?</b> No	<b>Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?</b> No	<b>Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?</b> No Although, it is seen as an important local employer	<b>OVERALL SCORES</b>  <b>Market Attractiveness Score:</b> 2 - Poor  <b>Sustainability Score:</b> 3 - Average  <b>Strategic Planning Score:</b> 2 - Poor
	<b>Is the site identified or likely to be required for a specialist use or user?</b> Yes Site is used entirely for the manufacture of wheels	<b>Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?</b> N/A	