

# Wyre Forest District

# Employment Land

# Review



## Stage 3

July 2008



Wyre Forest District Council

Wyre Forest District  
Employment Land Review  
Stage 3

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## **EMPLOYMENT LAND REVIEW – STAGE 3**

### **1.0 Introduction**

This stage 3 appraisal is to consider the ‘fitness for purpose’ of the District’s current employment portfolio. It is considered that there may be an opportunity for the release of poorer quality employment sites for other uses as there is considered to be a small over supply. Additionally, some of the sites may be considered no longer viable for employment use and to keep these sites in employment use may be considered detrimental to the future development of the District.

The Stage 2 appraisal carried out by GVA Grimley indicates that the current supply of employment land is sufficient to meet the projected demand over the plan period. This final stage of the Employment Land Review (ELR) process is to identify a ‘new’ portfolio of sites. This involves a detailed site assessment of all employment land within the District, which includes the current supply sites as well as the existing stock within the area.

Stage 1 and 2 of the ELR have assessed the current supply of sites within the District as well as ascertaining the projected demand for certain types of sites. The analysis has taken into account the findings of Stage 1 and 2 of the ELR. However, since the Stage 1 review was undertaken a number of changes have occurred within the District. These changes have been taken into account during the Stage 3 process, and are outlined in more detail below.

### **1.1 Changes since Stage 1**

Since the Stage 1 appraisal was undertaken a number of important changes have occurred to sites within the District which are worth highlighting:

- Stourvale Mills (Site ref 4.2) – The site is currently being developed for the use by a Supermarket and as such is no longer considered to be a viable employment area
- Finepoint (Site ref 23) – This is the name for the development on the Stourport Road which has begun to be developed out in phases
- Easter Park (Site ref 74) – this is the name of the industrial estate which is nearing completion on land opposite Hoo Farm Worcester Road, Kidderminster

Additionally a number of documents have been produced which will impact on the future employment land needs of the District. These are the Consultation Paper on PPS4: Planning for Sustainable Economic Development and The West Midlands Regional Spatial Strategy Phase Two revision draft. These are outlined in more detail below.

**PPS4: Planning for Sustainable Economic Development Consultation Paper (December 2007)**

This document proposes the new approach to planning for economic development. The document indicates that *Local planning authorities should use a wide evidence base to understand both existing business needs and likely changes in the market, to prepare policies to support sustainable economic development in their area*. The draft PPS continues to state that local planning authorities should *thoroughly assess the existing supply of land available for economic development through an Employment Land Review*. Therefore, this document continues to emphasise the need for an employment land review to be undertaken to inform the emerging Local Development Framework.

**West Midlands RSS Phase Two Revision (Preferred Options Submission December 2007)**

This document sets out a number of key issues regarding employment land for the District. The RSS indicates the importance of carrying out an ELR, which reinforces the need for this study to be undertaken. The RSS phase 2 proposals also indicates the amount of employment land that needs to be planned for in the Wyre Forest District, the allocation is as follows

Longer Term Requirement	5 year rolling supply
33ha	11ha

## **2.0 Stage 3 – Identifying a ‘New’ Portfolio of Sites**

The objective for this part of the Employment Land review is to *“undertake a review of the existing portfolio of employment sites, against defined site assessment criteria, in order to identify those sites which should be retained and protected and those which should be released for other uses.”* (ODPM, *Employment Land Review Guidance Note*, p.52)

The objectives are then broken down into four main points:

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

Guidance indicates that there are four main steps for the Stage 3 analysis:

Step 11: Devise Site Appraisal Criteria

Step 12: Confirm existing sites to be retained or released and define gaps in portfolio

Step 13: Identify additional sites to be brought forward

Step 14: Complete and present the Employment Land Review

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## **3.0 Step 11: Devising Site Appraisal Criteria**

The site appraisal criteria for the Stage 3 appraisal of employment sites has been derived from Annex E of ‘Employment Land Reviews’ The following information has been collected on each site in order to assess the sites in a consistent and useful manner.

Box 6.2 of the Employment Land Review guidance indicates a number of stages for each appraisal, which are set out below.

Box 6.2: Main Groups of Appraisal Criteria for Assessing the Quality, Market Demand and Availability of Existing Employment Portfolio
0. Base Information
1. Quality of Existing Portfolio and Internal Environment 2. Quality of the Wider Environment 3. Strategic Access 4. Market Conditions/Perception and Demand
5. Ownership and User Constraints on Development/Redevelopment 6. Site Development Constraints (Undeveloped Sites Only) 7. Accessibility 8. Sequential test and Brownfield/Greenfield
9. Social and Regeneration Policy 10. Other Policy Considerations

Figure 1: Site Appraisal Criteria

Source: Employment Land Reviews: Guidance Note, ODPM, 2004 (For a full list of site criteria please see Appendix 1.)

Guidance set out by the ODPM indicates that when setting the criteria and undertaking the analysis of sites, it will be important to take into account the picture for supply and demand for employment land locally. This Stage has been informed by the previous two stages, which help to create a fuller picture of employment supply and demand within the District. (For a full list of questions that were asked for each site please see Appendix 1.)

Through undertaking this further appraisal of employment sites it will help to understand the 'true' availability of these sites. All of the sites will be subject to the same pro-forma when undertaking the appraisal in order to ensure a fair and consistent approach is used.

Guidance indicates that, in order to be robust, the appraisal of sites will need to cover those existing allocated sites where little or no development has taken place, but also recognise the contribution that the stock of existing office and general/warehousing premises can make to meeting employment needs. The Stage 1 appraisal indicated the sites which require appraisal, and this third stage builds on this work by identifying which sites are considered to be viable employment sites and which sites may require consideration for alternative uses.

## **4.0 Step 12: Confirm existing sites to be retained or released and define gaps in portfolio**

### **4.1 Site Appraisals**

All of the sites within the District portfolio (supply, existing and other sites) have been appraised using the criteria as outlined in Appendix E of the good practice guidance on producing Employment Land Reviews (A copy of which can be seen in Appendix 1). This work built on the initial phase 1 work to gain a better understanding of the role of employment sites within the current portfolio. Through undertaking further assessment, sites were appraised in more detail and their 'fitness for purpose' was able to be ascertained in more detail, and in a more robust fashion.

The sites have all been appraised and recommendations for the sites, or parts of the sites have been made, which are based on the evaluation and knowledge of the sites and the local economy. This review built on the work that was undertaken through stages 1 and 2 of the review.

All sites have been mapped onto a GIS system - a copy of the maps can be seen in the accompanying GIS map document.

The detailed site appraisals are split into three categories – firstly, the current supply sites, secondly the existing portfolio of employment land and thirdly 'other sites' which are within the District. The site assessments include the Stage 1 appraisal as well as the additional questions for the Stage 3 review. The detailed site assessments can be seen in Appendix 2.

Sites which are recommended to be considered for alternative uses will be taken forward and assessed through the District's Strategic Housing Land Availability Assessment (SHLAA). However, it should be noted that although sites may be assessed for alternative uses, this could include a mix of uses, and therefore the sites in their totality may not completely 'switch' to other uses. Therefore, this recommendation should be seen as an opportunity to assess these sites for alternative options and does not necessarily mean that employment development would cease from these areas altogether.



## 4.2 Site Appraisals – Supply Sites

The below table indicates the current supply sites within the District and makes recommendations regarding their future use.

ELA Ref Number	Site Name	Site Area (ha)	Recommendation
11	Sandy Lane Industrial Estate	0.74	Site to be retained for employment use
21	Wilden Industrial Estate	0.45	Site to be retained for employment use
23	Stourport Road	5.04	Site to be retained for employment use
32	Rushock Trading Estate	0.11	Site to be retained for employment use
33	Rushock Trading Estate	0.30	Site to be retained for employment use
34	Rushock Trading Estate	0.23	Site to be retained for employment use
36	Rushock Trading Estate	0.13	Site to be retained for employment use
40	Mitton Street, Stourport on Severn	0.22	Site to be retained for employment use
55	Lisle Avenue	1.16	Site to be considered for alternative uses*
56	Rushock Trading Estate	0.58	Site to be retained for employment use
59	Park Lane	0.12	Site to be considered for alternative uses*
62	Bewdley Business Park	2.64	Site to be retained for employment use
71	Rushock Trading Estate	2.87	Site to be retained for employment use
73	Crossley Retail Park	1.21	Site to be retained for employment use
74	Hoo Farm	3.11	Site to be retained for employment use
76	Hoo Farm	0.53	Site to be retained for employment use
77	Sandy Lane Industrial Estate	0.91	Site to be retained for employment use
90	Lisle Avenue	0.24	Site to be retained for employment use
105	Hoo Farm	0.37	Site to be retained for employment use
119	Hoo Farm	0.10	Site to be retained for employment use
121	Stourport Road	5.64	Site to be retained for employment use
122	Lea Castle Hospital	6.36	Site to be considered for alternative uses*
124	British Sugar (Phase 1)	12.03	Site to be retained for employment use
127	Stourport Road	0.29	Site to be retained for employment use
130	Wilden Industrial Estate	0.13	Site to be retained for employment use

136	Wilden Industrial Estate	0.21	Site to be retained for employment use
138	Toll House, Stourport on Severn	0.14	Site to be retained for employment use
139	Hoo Farm	0.03	Site to be retained for employment use
140	Stourport Road	0.11	Site to be retained for employment use
143	Hoo Farm	0.64	Site to be retained for employment use
145	Sandy Lane Industrial Estate	0.07	Site to be retained for employment use
148	Park Lane	0.15	Site to be retained for employment use
149	Hoo Farm	0.07	Site to be retained for employment use
150	Stourport Road	2.27	Site to be retained for employment use
<b>Total</b>		<b>49.2</b>	

Figure 2: Site Appraisals – Recommendations for ELA Sites

Sites marked \* are to be assessed through the Wyre Forest District Strategic Housing Land Availability Assessment (SHLAA)

Overall, it is considered that the majority of the current supply sites should remain for employment use. The site appraisals indicated that these areas still remain potential, viable, sustainable employment locations, which would help to meet the future employment needs of the District.

#### 4.3 Site Appraisals – Current Stock

<b>MAIN AREA: KIDDERMINSTER</b>			
<b>SUB AREA 1: STOURPORT ROAD</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
1.1	Brintons	5.40	Site to be retained in employment use
1.2	Coppice Trading Estate	2.89	Site to be retained in employment use
1.3	Firs Industrial Estate	8.65	Site to be retained in employment use
1.4	Foley Business Park	6.6	Site to be retained in employment use
1.5	Foley Industrial Estate	6.59	Site to be retained in employment use
1.6	Klark Industrial Park	0.59	Site to be retained in employment use
1.7	Lisle Avenue	3.85	Site to be retained in employment use
1.8	Oasis & Reilloc Chain	2.70	Site to be retained in employment use
1.9	Oldington Trading Estate	6.44	Site to be retained in employment use
1.10	Romwire	4.99	Site is considered derelict – consider that the

			site should be identified for whole scale redevelopment for employment uses – bringing the site area back into the supply
1.11	Vale Industrial Estate	3.90	Site to be retained in employment use
1.12	Ceramaspeed	3.22	Site to be retained in employment use

Figure 3: Site Appraisals – Recommendations for Stourport Road Sites

<b>MAIN AREA: KIDDERMINSTER</b>			
<b>SUB AREA 2: HOO FARM/SPENNELLS/HOOBROOK (S)</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
2.1	Hoo Farm	22.56	Site to be retained in employment use
2.2	Spennells Valley	4.18	Site to be retained in employment use
2.3	Brockway	1.14	Site to be retained in employment use
2.4	Hoobrook (South)	5.51	Site to be retained in employment use
2.5	Summerfield (within District)	24.39	Site to be retained in employment use

Figure 4: Site Appraisals – Recommendations for Hoo Farm/Spennells/Hoobrook

<b>MAIN AREA: KIDDERMINSTER</b>			
<b>SUB AREA 3: WORCESTER ROAD AND HOOBROOK (N)</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
3.1	Worcester Road	11.16	Site to be retained in employment use
3.2	Hoobrook (North)	4.37	Site to be retained in employment use

Figure 5: Site Appraisals – Recommendations for Worcester Road and Hoobrook

<b>MAIN AREA: KIDDERMINSTER</b>			
<b>SUB AREA 4: KIDDERMINSTER TOWN CENTRE</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
4.1	Meadow Mills Industrial Estate	1.67	Site to be retained in employment use
4.2	Stourvale Mills	3.59	Site no longer in employment use, currently being developed out for use as a supermarket

Figure 6: Site Appraisals – Recommendations for 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</b>	<b>Recommendation</b>
5.1	Churchfields Business Park	7.09	Site to be considered for alternative uses*
5.2	Former Georgian Carpet Factories	4.55	Site to be considered for alternative uses*
5.3	Stoney Lane Industrial Estate	0.83	Site to be considered for alternative uses*
5.4	Puxton Mill	1.44	Site to be retained in employment use

Figure 7: Site Appraisals – Recommendations for North of Kidderminster

<b>MAIN AREA: KIDDERMINSTER SUB AREA 6: GREENHILL</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
6.1	Greenhill Industrial Estate	4.43	Site to be retained in employment use

Figure 8: Site Appraisals – Recommendation for Greenhill

<b>MAIN AREA: KIDDERMINSTER SUB AREA 7: PARK LANE &amp; PARK STREET</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
7.1	Park Street	1.68	Site to be considered for alternative uses*
7.2	Park Lane	0.75	Site to be considered for alternative uses*

Figure 9: Site Appraisals – Recommendations for Park Lane/Street

<b>MAIN AREA: STOURPORT-ON-SEVERN SUB AREA 8: SANDY LANE (AND TOWN CENTRE)</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
8.1	Sandy Lane	18.02	Site to be retained in employment use
8.2	Car Garages along the Worcester Road	0.84	Site to be considered for alternative uses*

Figure 10: Site Appraisals – Recommendations for Sandy Lane

<b>MAIN AREA: STOURPORT-ON-SEVERN SUB AREA 9: BALDWIN ROAD AND WORCESTER ROAD</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
9.1	Riverside Business Centre & Baldwin Road	3.09	Site to be considered for alternative uses*
9.2	Worcester Road (OGL & Parsons Chain)	6.27	Site to be considered for alternative uses*
9.3	Worcester Road (Thomas Vale)	1.3	Site to be retained in employment use

Figure 11: Site Appraisals – Recommendations for Baldwin /Worcester Road

<b>MAIN AREA: STOURPORT-ON-SEVERN SUB AREA 10: WILDEN</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
10.1	Wilden Industrial Estate	6.38	Site to be retained in employment use

Figure 12: Site Appraisals – Recommendation for 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</b>	<b>Recommendation</b>
11.1	Bewdley Road	11.85	Part of site to be considered for alternative uses*

Figure 13: Site Appraisals – Recommendation for Bewdley Road

<b>MAIN AREA: RURAL</b>			
<b>SUB AREA 13: RUSHOCK</b>			
<b>Site Number</b>	<b>Site Name</b>	<b>Site Area</b>	<b>Recommendation</b>
12.1	Rushock Trading Estate	10.52	Site to be retained in employment use

Figure 14: Site Appraisals – Recommendation for Rushock

Sites marked \* are to be assessed through the Districts Strategic Housing Land Availability Assessment (SHLAA)

#### 4.4 Site Appraisals - Other Sites

<b>Site Ref Number</b>	<b>Site Name</b>	<b>Site Area (ha)</b>	<b>Recommendation</b>
13.1	British Sugar Phase 2	11.85	Site to be retained for employment use
13.2	Lime Kiln Bridge, Kidderminster	0.45	Site to be considered for alternative uses*
13.3	Land between Vale and Foley Industrial Estates, Kidderminster	1.31	Site to be considered for alternative uses
13.4	Land between Hoo Farm and Summerfield	10.1	Site to be retained for employment use
13.5	Harriers Industrial Estate, Kidderminster	0.53	Site to remain for residential development, as zoned by the Adopted Local Plan of 2004
13.6	Cursley Distribution Park, Rushock	9.86	Site to be retained for employment use
13.7	Mitton Mills Industrial Estate, Stourport	0.97	Site to be retained for employment use
13.8	Bewdley Business Park	2.74	Site to be retained for employment use
13.9	Titan Steel Wheels, Cookley	5.71	Site to be considered for alternative uses*

Figure 15: Site Appraisals – Recommendations for 'Other' employment sites

## 4.5 Employment Land Figures

### Supply

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

Figure 16: Overall Site Sizes by Location (Supply Sites)

Out of the current supply sites the majority of the sites are recommended to be retained for employment use, just 3 sites totalling 7.64ha are recommended to be considered for alternative uses. This leaves the residual supply sites totalling 41.56ha. However, the figure may not be as low as this as the three sites may still have an employment function in the future.

### Stock

Area	Size of Sites
Kidderminster	151.58
Stourport-on-Severn	47.75
Bewdley	N/a
Rural	10.52
<b>District Total</b>	<b>209.85</b>

Figure 17: Overall Site Sizes by Location (Stock Sites)

A total of 36.95ha is recommended to be considered for alternative uses from the stock of employment land. However, as above this does not necessarily mean that these sites will come out of employment use – it may mean that alternative uses are considered in terms of mixed use, incorporating employment development, or that through further analysis the sites may need to remain as employment designations as no other uses are considered viable or acceptable. One of these sites has already begun to be developed out for use as a supermarket (Stourvale Mills, 3.59ha) and therefore this site is no longer considered to be in the stock of employment areas (And the site area has been taken out of Figure 17).

## Other Sites

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

Figure 18: Overall Site Sizes by Location (Other Sites)

When considering the other sites only 7.47ha of land is recommended to be considered for alternative uses, with one site remaining for allocated residential use (Harriers, 0.52ha), which leaves the majority (35.52ha) considered to be suitable for employment use.

These site assessments have indicated the sites which it is considered should be retained for employment use for the plan period. The assessments have also made recommendations for a number of sites to be assessed for alternative uses. It may be that these do not necessarily suit one particular use but it is considered that they should be further assessed through the Development Plan preparation process to ascertain whether or not they are considered in part, or in whole, to be better suited for an alternative use.

## Summary Tables

The following tables provide a summary of the site analysis, split by area.

Area	Supply	Stock	Other	Total	Consider Alternative Uses*	Residual Total
<b>Kidderminster</b>	32.96	151.58	24.24	<b>208.78</b>	17.94	<b>190.84</b>
<b>Stourport-on-Severn</b>	2.87	47.75	0.97	<b>51.59</b>	22.05	<b>29.54</b>
<b>Bewdley</b>	2.79	-	2.74	<b>5.53</b>	-	<b>5.53</b>
<b>Rural</b>	10.58	10.52	15.57	<b>36.67</b>	12.07	<b>24.6</b>
<b>Total</b>	<b>49.2</b>	<b>213.44</b>	<b>43.52</b>	<b>302.57</b>	<b>52.06</b>	<b>250.51</b>

Figure 19: Summary of Sites

The above table indicates that there is a total of 52.06ha of employment land that is recommended to be considered for alternative uses. In many cases it is envisaged that there will remain an employment function within these areas and that some would benefit from regeneration in terms of a mix of uses. These sites will be considered further through the District's Strategic Housing Land Availability Assessment. It may be that the sites do not score well in terms of residential use and therefore will need further consideration as to what is the most appropriate use when assessing the sites through the Development Plan process.

For clarity, the following table indicates all of the sites which will be assessed further through the District's SHLAA.

Site Number	Ref	Site	Location	Stock/Supply/Other	Size (ha)
55		Lisle Avenue	Kidderminster	Supply	1.16
59		Park Lane	Kidderminster	Supply	0.12
122		Lea Castle Hospital	Rural	Supply	6.36
5.1		Churchfields Business Park	Kidderminster	Stock	7.09
5.2		Former Georgian Carpet Factories	Kidderminster	Stock	4.55
5.3		Stoney Lane Industrial Estate	Kidderminster	Stock	0.83
7.1		Park Street	Kidderminster	Stock	1.68
7.2		Park Lane	Kidderminster	Stock	0.75
8.2		Car Garages along the Worcester Road	Stourport-on-Severn	Stock	0.84
9.1		Riverside Business Centre & Baldwin Road	Stourport-on-Severn	Stock	3.09
9.2		Worcester Road (OGL & Parsons Chain)	Stourport-on-Severn	Stock	6.27
11.1		Bewdley Road	Stourport-on-Severn	Stock	11.85
13.2		Lime Kiln Bridge, Kidderminster	Kidderminster	Other	0.45
13.3		Land between Vale and Foley Industrial Estates, Kidderminster	Kidderminster	Other	1.31
13.9		Titan Steel Wheels, Cookley	Rural	Other	5.71
<b>Total</b>					<b>52.06</b>

Figure 20: Sites recommended to be assessed for alternative uses



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## **5.0 Step 13: Identify additional sites to be brought forward**

The Stage 2 Review process indicated that there is enough suitable/available land of the right type to accommodate the Districts employment needs into the future. However, the above analysis has indicated that there may be areas of employment that are recommended for alternative uses. Therefore, identifying potential additional sites would provide flexibility to ensure the ongoing supply of readily available land and may help to lessen the impact of any employment losses. A number of sites have been identified through the review which could be considered as future employment locations. These are discussed in more detail below.

### **5.1 Additional Sites**

From undertaking a comprehensive review of all employment sites within the District, there are a number of potential sites which could be considered as future supply sites. A number of the sites have a few constraints and therefore they may need to be considered on a longer term basis but their location and current status means that they are considered to be suitable as employment supply sites.

The potential additional employment supply sites are:

#### **Site 1.10 – Former Romwire Factory Site (4.99ha)**

This site is situated alongside the SREC to the South of Kidderminster. The site use to be home to a company called Romwire, however since they ceased operating from this site it has remained vacant, which has been for approx 5 years. The site is currently Brownfield land and is surrounded by other industrial uses and therefore offers the potential for regeneration as a strategic employment site for the District and it is recommended that it could be identified as a redevelopment opportunity, for employment use, for the plan period.

#### **British Sugar Site - Phase 2 (11.85ha)**

This site is the second phase of the former British Sugar Site and totals almost 12ha in size. The site is situated along the SREC and is part of a potential large regeneration site – with the whole of the British Sugar site totalling nearly 24ha. This second phase is

largely reliant on the first phase of the site being developed. It does, however, remain an important strategic employment location in its own right and therefore it is considered that it should remain for employment use. The site would be able to be considered further in the supply of sites once the regeneration of the first phase of the site had begun.

#### **Land between Hoo Farm and Summerfield (10.1ha)**

This parcel of land is situated between two existing industrial areas. The site is Greenfield and is designated as suitable for employment use within the current adopted local plan. The site is located in a good location in terms of neighbouring uses and access to the main road network, however access via public transport to this location is currently very poor. The site does however offer an opportunity for up to 10.1ha of potential employment development in an area which is predominated by industrial uses.

There are currently safeguarding issues with regards to the Roxcel site to the south of the site and this may impact on the type of development that could occur here in the longer term. However, overall it is considered that the site could offer a potential of up to 10ha of employment development, which could be used for a number of employment functions and create a new employment site to add to the portfolio within the District.

These three sites offer the potential for an extra 26.94ha of employment land to be developed during the plan period. There are a number of constraints associated with the sites and so there may be issues with regards to deliverability. However, these sites remain important potential employment locations for the medium to long term and therefore it is considered that they should remain for employment use for the foreseeable future.

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## **6.0 Step 14: Complete and present the Employment Land Review**

This Employment Land review has combined appraisals for the current employment land stock, the current available supply and a number of other local employment areas. The majority of existing employment sites have been considered to be viable for the foreseeable future. A number of areas have been highlighted, however, where it is considered that improvements and/or changes to the use would be more appropriate. This Review is a technical study which will help to inform the Council's emerging Local Development Framework. The Review consists of 3 separate, but interrelated stages, which have been conducted by the Council and external consultants. The three stages should be seen as 3 parts of one main document, to be read in conjunction with each other.

The complete ELR Document (Stages 1,2 and 3) provides a background technical study which will help to inform the District's emerging Local Development Framework.

# **APPENDIX 1**

## **Site Appraisal Questions**

<b>Box E.1: Appraisal Criteria for Assessing the Quality, Market Demand and Availability of Existing Portfolio</b>
<b>0. Base Information</b> 0.1 Overall size of site/area 0.2 Floorspace in use (by segment/unit size) 0.3 Floorspace for sale and vacant (by segment/unit size) 0.4 Potential development plots (by size)
<b>1. Quality of Existing Portfolio and Internal Environment</b> 1.1 Age and quality of buildings 1.2 Noise and other obvious pollutants 1.3 State of the external areas and public realm 1.4 Parking, internal circulation and servicing
<b>2. Quality of the Wider Environment</b> 2.1 Adjacent land uses constraining operations or quality of uses on site 2.2 Perception of the wider environmental quality 2.3 Local facilities for workforce
<b>3. Strategic Access</b> 3.1 Ease of access to main road network 3.2 Proximity to rail, sea and air freight
<b>4. Market Conditions/Perception and Demand</b> 4.1 Strength of local demand in segment 4.2 Recent market activity on site 4.3 Likely market demand and viability of development without intervention
<b>5. Ownership and User Constraints on Development/Redevelopment</b> 5.1 Identify and Number freehold owners 5.2 Identity of leasehold or other occupiers, length of lease etc 5.3 Ransom strips or other known constraints on development
<b>6. Site Development Constraints (Undeveloped Sites Only)</b> 6.1 Site Access 6.2 Topography, size and shape 6.3 Utilities 6.4 On site environmental (nature conservation, trees, cultural heritage, landscape) 6.5 Contamination/land stability/on-site structures 6.6 Amenity of adjacent occupiers
<b>7. Accessibility</b> 7.1 Workforce Catchment 7.2 Access by public transport
<b>8. Sequential Test and Brownfield/Greenfield</b> 8.1 Urban, Urban Edge or Outside Urban 8.2 Previously developed in whole or in part
<b>9. Social and Regeneration Policy</b> 9.1 Availability of other jobs locally 9.2 Deprivation in local communities 9.3 Priority regeneration designation 9.4 Potential availability of gap funding 9.5 Ability of site to support particular economic development priority?
<b>10. Other Policy Considerations</b> 10.1 Alternative uses if no longer allocated for employment 10.2 Other material policy considerations

Source: Annex E, Employment Land Reviews Guidance Note, ODPM, 2004

# **APPENDIX 2a**

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

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Appendix 2a**

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143	Hoo Farm	79-80
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# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	11
Employment Site:	Sandy Lane Industrial Estate
Area:	Stourport-on-Severn
Address:	
Site Area:	0.74 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Presumed ownership by 'Wigley's' family
Market Segment/ Employment Uses:	Preferably B2 or B8 use

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants within this area - noise from adjacent occupiers and site traffic is the most prevalent form of pollution
State of External Areas .Public Realm:	Generally poor - site has had piecemeal development leading to a general lack of continuity throughout
Parking, Internal Circulation and Servicing:	Ok, however the roads are generally poor and not very well maintained. The footpaths are generally poor. Circulation is ok, however the remoter parts of the site are harder to access.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	This parcel of land is flanked by other industrial uses and so adjacent uses shouldn't constrain development
Perception of the Wider Environmental Quality:	Fairly Good - close access to open space from the site
Local Facilities for Workforce:	There is a convenience store located to the north of the site along with a café and restaurant which appears to serve the area quite well.

3) Strategic Access	
Ease of Access to Main Road Network:	Ok, the site lies on the outskirts of Stourport and therefore traffic can avoid the often congested centre. The A449 is the closest main road, which is located approx 1.7miles away
Proximity to rail, sea and air freight:	Nearest train station is Hartlebury located approx 1.9 miles from the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	None
Market demand viability of development without intervention:	Is considered viable although there are issues regarding the ownership of the site

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	Ownership appears the biggest constraint for this site

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is ok
Topography, Size, Shape:	Site is clear and regularly shaped
Utilities:	Should be easily accessible
On Site Environmental:	Is previously developed land and appears suitable for redevelopment
Contamination/Land Stability/On-site structures:	Unsure as to whether there is contamination on site but there are no on-site structure
Amenity of Adjacent Occupiers:	All industrial uses so employment development here would be viable



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 11

### 7) Accessibility

**Workforce catchment:** Site is located on the outskirts of Stourport so workforce will have to travel to get there - heavy reliance on the car to get to the site

**Access by Public Transport:** Poor, there is a bus route along the road outside the site although frequency is a slight problem

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None - due to its location in the middle of an existing industrial estate

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** This is the main employment site within the area

**Deprivation in local communities:** Not apparent

**Priority Regeneration Designation:** AWM have invested £370,000 as part of a £600,000 project to transform Sandy Lane into a high quality business environment which encourages more businesses into the area

**Potential Availability of Gap Funding to Develop:** Funding has already been acquired to improve the site

**Ability of site to support particular economic dev priority:** Help to support the local Stourport economy

### Recommendation:

This site is located within the middle of an existing industrial estate. The site remains an important parcel of land for employment development, due to its location, and the surrounding uses. The main reason why the site has not been developed out so far is believed to be due to ownership issues. However, it still remains a viable potential employment location and should be retained for this use during the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	21
Employment Site:	Wilden Lane Industrial Estate
Area:	Stourport-on-Severn
Address:	
Site Area:	0.45 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Presumed ownership by the industrial estate
Market Segment/ Employment Uses:	B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants that are apparent
State of External Areas ,Public Realm:	Generally good, no obvious problems
Parking, Internal Circulation and Servicing:	Internal circulation is good, oval circulation around site. Speed humps slow the traffic making the area more pedestrian friendly

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No - site is in industrial use and this parcel of land could suit any employment type
Perception of the Wider Environmental Quality:	Wider quality is good due to the sites location in the Green Belt
Local Facilities for Workforce:	Fairly Poor due to the relatively 'rural' location

3) Strategic Access	
Ease of Access to Main Road Network:	Access to the site is difficult along Wilden Lane as the road is relatively small and large vehicles struggle. However, Wilden is located quite close to the Worcester Road (A449)
Proximity to rail, sea and air freight:	Just over 2 miles to Hartlebury train station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No activity on this particular parcel of land
Market demand viability of development without intervention:	Appears a viable development site, which does not require intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is fairly poor - although this does not appear to be too much of a constraint, as other businesses have recently built new premises here
Topography, Size, Shape:	Site is cleared with a gentle slope from east to west
Utilities:	Would be easily available
On Site Environmental:	No obvious issues
Contamination/Land Stability/On-site structures:	Is not previously developed so issues of contamination are considered minimal
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so no issues are expected

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 21

### 7) Accessibility

**Workforce catchment:** Is generally isolated from the workforce.  
Dependant on vehicles to access the site

**Access by Public Transport:** Poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** None

**Deprivation in local communities:** No

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

Site to be retained in employment use due to its location on an established, popular local employment site. The site is considered to be readily available and is considered to impact positively on the supply of employment land within the District.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	23
Employment Site:	Finepoint
Area:	Kidderminster
Address:	
Site Area:	5.04 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Believed to be owned by KP Developments
Market Segment/ Employment Uses:	B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious problems
State of External Areas .Public Realm:	External areas are nice, as the site is flanked by open space
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	None - site is currently being developed out
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Minimal, local centre approximately 1.5 miles from the site

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Just over 2 miles away from Kidderminster Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Planning permission for industrial units on the site.
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One currently - believed to be KP Developments
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Would be off the adjacent Walter Nash Road which is linked to the regional strategic route of Stourport Road
Topography, Size, Shape:	Fairly flat as has been used as football/cricket pitches for a number of years. The site is 7.32ha and is a fairly regularly shaped rectangle.
Utilities:	Yes as there is currently a clubhouse/social club and changing rooms on site
On Site Environmental:	No obvious Issues
Contamination/Land Stability/On-site structures:	Land contamination should be minimal due to it historically being used as a sports pitch
Amenity of Adjacent Occupiers:	Mixture of industrial estates and more playing pitches as well as a golf course

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 23

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No other uses considered appropriate here due to the infancy of the development

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Creating employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No

### Recommendation:

Is a new employment development which is currently being developed out. Site will remain in employment use for the plan period

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	32
Employment Site:	Rushock Trading Estate
Area:	Rural
Address:	
Site Area:	0.11 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Owned by commercial development company HOVI
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	Noise from businesses on site but generally minimal due to the rural location
State of External Areas ,Public Realm:	Generally poor, road surface is not good and the site is beginning to look outdated
Parking, Internal Circulation and Servicing:	Fairly good, site is easily navigable although improvements could be made

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Rushock Trading estate occupies the buildings within the curtilage of a former military site within the Green Belt. As such the adjacent land uses are Green Belt which constrains any potential development outside of the curtilage.
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor, as it is located within the Green Belt and the closest local facilities are approx 1.3 miles away.

3) Strategic Access	
Ease of Access to Main Road Network:	Good, the site lies along the A442, which links to both Kidderminster and Droitwich
Proximity to rail, sea and air freight:	Rail – located 1.5 miles from Hartlebury Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	This parcel of land has outline permission for B1/B2/B8 use
Market demand viability of development without intervention:	Site has recently been acquired by new owners and it is considered that the available parcels of land should be able to develop without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One main freehold owner - Hovi investments
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - site located in a rural location but links to the urban areas are considered to be fairly good
Topography, Size, Shape:	Site is 0.11ha in size and is fairly flat and regularly shaped
Utilities:	No - but are believed to be readily available
On Site Environmental:	Site is previously developed land
Contamination/Land Stability/On-site structures:	Not believed to be contaminated - only one small structure currently on site
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so there are little issues regarding the amenity of adjacent occupiers

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 32

### 7) Accessibility

**Workforce catchment:** Poor, as it is located within the Green Belt - although it is situated between Droitwich and Kidderminster which offer a large workforce catchments although they are some distance

**Access by Public Transport:** Poor - due to the sites rural location

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed (Military Site)

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No other uses considered appropriate/sustainable within this location

**Other material policy considerations:**

None

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The ward is predominantly rural, however the Estate is located close to Wychavon and there are a number of Industrial Estates within close proximity, which are located across the boundary. These trading estates, most noticeably Hartlebury, offer a range of jobs within the vicinity of Rushock

**Deprivation in local communities:** No - local communities appear relatively prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Could help to support the rural economy - given its location

### Recommendation:

This site is located on a existing industrial estate, which has recently been acquired by a commercial developer. Although the site is not in a very sustainable location, it is considered that as the parcel of land is within the curtilage of an existing trading estate; surrounded by other employment uses; is readily available; and has a outstanding planning permission - it should remain as an available site for employment development for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	33
Employment Site:	Rushock Trading Estate
Area:	Rural
Address:	
Site Area:	0.3 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Owned by commercial development company HOVI
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	Noise from businesses on site but generally minimal due to the rural location
State of External Areas ,Public Realm:	Generally poor, road surface is not good and the site is beginning to look outdated
Parking, Internal Circulation and Servicing:	Fairly good, site is easily navigable although improvements could be made

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Rushock Trading estate occupies the buildings within the curtilage of a former military site within the Green Belt. As such the adjacent land uses are Green Belt which constrains any potential development outside of the curtilage.
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor, as it is located within the Green Belt and the closest local facilities are approx 1.3 miles away.

3) Strategic Access	
Ease of Access to Main Road Network:	Good, the site lies along the A442, which links to both Kidderminster and Droitwich
Proximity to rail, sea and air freight:	Rail – located 1.5 miles from Hartlebury Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	This parcel of land has outline permission for B1/B2/B8 use
Market demand viability of development without intervention:	Site has recently been acquired by new owners and it is considered that the available parcels of land should be able to develop without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One main freehold owner - Hovi investments
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - site located in a rural location but links to the urban areas are considered to be fairly good
Topography, Size, Shape:	This parcel of land is 0.3ha in size and is a regularly shaped, vacant parcel of land with outstanding planning permission
Utilities:	No - but are believed to be readily available
On Site Environmental:	Is currently cleared land and so there appear no issues
Contamination/Land Stability/On-site structures:	Not believed to be contaminated - no on site structures
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so there are little issues regarding the amenity of adjacent occupiers



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 33

### 7) Accessibility

**Workforce catchment:** Poor, as it is located within the Green Belt - although it is situated between Droitwich and Kidderminster which offer a large workforce catchments although they are some distance

**Access by Public Transport:** Poor - due to the sites rural location

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed (Military Site)

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No other uses considered appropriate/sustainable within this location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The ward is predominantly rural, however the Estate is located close to Wychavon and there are a number of Industrial Estates within close proximity, which are located across the boundary. These trading estates, most noticeably Hartlebury, offer a range of jobs within the vicinity of Rushock

**Deprivation in local communities:** No - local communities appear relatively prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Could help to support the rural economy - given its location

### Recommendation:

This site is located on a existing industrial estate, which has recently been acquired by a commercial developer. Although the site is not in a very sustainable location, it is considered that as the parcel of land is within the curtilage of an existing trading estate; surrounded by other employment uses; is readily available; and has a outstanding planning permission - it should remain as an available site for employment development for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	34
Employment Site:	Rushock Trading Estate
Area:	Rural
Address:	
Site Area:	0.23 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Owned by commercial development company HOVI
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	Noise from businesses on site but generally minimal due to the rural location
State of External Areas ,Public Realm:	Generally poor, road surface is not good and the site is beginning to look outdated
Parking, Internal Circulation and Servicing:	Fairly good, site is easily navigable although improvements could be made

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Rushock Trading estate occupies the buildings within the curtilage of a former military site within the Green Belt. As such the adjacent land uses are Green Belt which constrains any potential development outside of the curtilage.
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor, as it is located within the Green Belt and the closest local facilities are approx 1.3 miles away.

3) Strategic Access	
Ease of Access to Main Road Network:	Good, the site lies along the A442, which links to both Kidderminster and Droitwich
Proximity to rail, sea and air freight:	Rail – located 1.5 miles from Hartlebury Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	This parcel of land has outline permission for B1/B2/B8 use
Market demand viability of development without intervention:	Site has recently been acquired by new owners and it is considered that the available parcels of land should be able to develop without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One main freehold owner - Hovi investments
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - site located in a rural location but links to the urban areas are considered to be fairly good
Topography, Size, Shape:	Site is 0.23ha and is regularly shaped.
Utilities:	No - but are believed to be readily available
On Site Environmental:	Land has a number of items stored on site - may be issues regarding pollution here
Contamination/Land Stability/On-site structures:	Would have to be checked for contamination - not believed to be. Some items are currently stored on site - but this is all fairly small scale
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so there are little issues regarding the amenity of adjacent occupiers

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 34

### 7) Accessibility

**Workforce catchment:** Poor, as it is located within the Green Belt - although it is situated between Droitwich and Kidderminster which offer a large workforce catchments although they are some distance

**Access by Public Transport:** Poor - due to the sites rural location

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed (Military Site)

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No other uses considered appropriate/sustainable within this location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The ward is predominantly rural, however the Estate is located close to Wychavon and there are a number of Industrial Estates within close proximity, which are located across the boundary. These trading estates, most noticeably Hartlebury, offer a range of jobs within the vicinity of Rushock

**Deprivation in local communities:** No - local communities appear relatively prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Could help to support the rural economy - given its location

### Recommendation:

This site is located on a existing industrial estate, which has recently been acquired by a commercial developer. Although the site is not in a very sustainable location, it is considered that as the parcel of land is within the curtilage of an existing trading estate; surrounded by other employment uses; is readily available; and has a outstanding planning permission - it should remain as an available site for employment development for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	36
Employment Site:	Rushock Trading Estate
Area:	Rural
Address:	
Site Area:	0.13 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Owned by commercial development company HOVI
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	Noise from businesses on site but generally minimal due to the rural location
State of External Areas ,Public Realm:	Generally poor, road surface is not good and the site is beginning to look outdated
Parking, Internal Circulation and Servicing:	Fairly good, site is easily navigable although improvements could be made

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Rushock Trading estate occupies the buildings within the curtilage of a former military site within the Green Belt. As such the adjacent land uses are Green Belt which constrains any potential development outside of the curtilage.
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor, as it is located within the Green Belt and the closest local facilities are approx 1.3 miles away.

3) Strategic Access	
Ease of Access to Main Road Network:	Good, the site lies along the A442, which links to both Kidderminster and Droitwich
Proximity to rail, sea and air freight:	Rail – located 1.5 miles from Hartlebury Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	This parcel of land has outline permission for B1/B2/B8 use
Market demand viability of development without intervention:	Site has recently been acquired by new owners and it is considered that the available parcels of land should be able to develop without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One main freehold owner - Hovi investments
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - site located in a rural location but links to the urban areas are considered to be fairly good
Topography, Size, Shape:	Site is a 0.13ha area which is flat and regularly shaped
Utilities:	No - but are believed to be readily available
On Site Environmental:	No issues
Contamination/Land Stability/On-site structures:	Not believed to be contaminated - no on site structures
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so there are little issues regarding the amenity of adjacent occupiers

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 36

### 7) Accessibility

**Workforce catchment:** Poor, as it is located within the Green Belt - although it is situated between Droitwich and Kidderminster which offer a large workforce catchments although they are some distance

**Access by Public Transport:** Poor - due to the sites rural location

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed (Military Site)

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No other uses considered appropriate/sustainable within this location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The ward is predominantly rural, however the Estate is located close to Wychavon and there are a number of Industrial Estates within close proximity, which are located across the boundary. These trading estates, most noticeably Hartlebury, offer a range of jobs within the vicinity of Rushock

**Deprivation in local communities:** No - local communities appear relatively prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Could help to support the rural economy - given its location

### Recommendation:

This site is located on a existing industrial estate, which has recently been acquired by a commercial developer. Although the site is not in a very sustainable location, it is considered that as the parcel of land is within the curtilage of an existing trading estate; surrounded by other employment uses; is readily available; and has a outstanding planning permission - it should remain as an available site for employment development for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
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

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	One small building currently on site - dubious quality
Noise other Obvious Pollutants:	Currently used as a junk yard - potential pollutants from materials on site?
State of External Areas ,Public Realm:	Poor - located off a busy road network and area feels constrained
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints - permission for a business use has been granted and therefore development appears viable
Perception of the Wider Environmental Quality:	Ok
Local Facilities for Workforce:	Located in close proximity to Stourport Town centre and the amenities that it offers

3) Strategic Access	
Ease of Access to Main Road Network:	OK - although the closest road is historic in nature and can become congested, especially at peak times
Proximiity to rail, sea and air freight:	Approx 2.5 miles to Hartlebury Train Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Planning permission granted in 2005 - no activity has occurred since
Market demand viability of development without intervention:	Believed to be viable

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Believed to be one
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Poor - although is off a one way street which may help with regard to traffic flow to and from the site
Topography, Size, Shape:	Fairly regularly shaped site but there is a slope from North to South
Utilities:	Believed to be available - currently a junk yard with one unit
On Site Environmental:	May need investigation due to the items stored on site
Contamination/Land Stability/On-site structures:	Again, may need investigation - however, the recent planning permission would suggest that this is ok
Amenity of Adjacent Occupiers:	Businesses operate on adjacent sites - no obvious issues with amenity

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 40

### 7) Accessibility

**Workforce catchment:** Located in a relatively urban area, close to the town, which gives rise to an available workforce

**Access by Public Transport:** OK - is in close proximity to the town centre, which has high frequency buses to Kidderminster

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed in whole

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

May be considered viable for mixed use development - although given its location, along a busy main route, and surrounded by other business uses, it is considered employment designation is most acceptable here

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Available jobs in close proximity, including trading estates and the town centre

**Deprivation in local communities:** No apparent deprivation within this area

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic development priority:** No

### Recommendation:

This site is a small parcel of land located within Stourport. The site is located along a busy main road and is surrounded by other business uses. The site is fairly small but does offer the opportunity for employment development. The site has a current planning permission and is located fairly well in sustainability terms. It is therefore recommended that it be retained for employment use.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	55
Employment Site:	Lisle Avenue
Area:	Kidderminster
Address:	
Site Area:	1.16 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	R&D Aggregates
Market Segment/ Employment Uses:	B2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	Some noise from the adjoining industrial area
State of External Areas .Public Realm:	Are ok - there are access roads already to the site
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Surrounding residential uses - although the site already has permission for
Perception of the Wider Environmental Quality:	The wider environment consists of mainly housing development, giving some conflicting uses in close proximity.
Local Facilities for Workforce:	A designated local centre is located approx 0.2 miles from the site.

3) Strategic Access	
Ease of Access to Main Road Network:	Appears that the site can link to the road network well
Proximity to rail, sea and air freight:	Kidderminster station is the closest to the site located approx. 1.2 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No - planning permission has been granted and work started (access roads) but there appears to be no activity over recent years
Market demand viability of development without intervention:	Unsure - may require intervention to be able to develop out.

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	N/a
Ransom strips or other known constraints on development:	No other known constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Access roads to the site are available - and link to the Stourport Road
Topography, Size, Shape:	site is cleared and relatively flat. Site is approx 1ha and is rectangular in shape
Utilities:	Are believed to be available
On Site Environmental:	No apparent issues
Contamination/Land Stability/On-site structures:	No on site structures, land is cleared. No obvious issues of contamination
Amenity of Adjacent Occupiers:	There are a mix of neighbouring uses, therefore the site has potential for a wide variety of uses to be developed out



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 55

### 7) Accessibility

**Workforce catchment:** Close workforce catchments due to the proximity of Kidderminster

**Access by Public Transport:** Bus stop located near to the site, along the Stourport Road

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Potential for residential due to its proximity to other residential areas and the conflicting nature of the employment and residential uses.

**Other material policy considerations:**

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Stourport Road corridor

**Deprivation in local communities:** Some of the nearby wards are areas of deprivation

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This parcel of land has been on the Council's Employment Land Availability Report for a number of years. Work appears to have started on the site and an access road has been constructed. However, very little activity has occurred since. The site is located close to residential properties and its strategic significance as an employment land location could be questioned. The site is flat and regularly shaped and it is felt that the site could be considered viable for alternative uses - given its relatively sustainable location and the surrounding uses. Therefore, it is recommended that this parcel of land be considered for alternative uses.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	56
Employment Site:	Rushock Trading Estate
Area:	Rural
Address:	
Site Area:	0.58 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Owned by commercial development company HOVI
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	Noise from businesses on site but generally minimal due to the rural location
State of External Areas ,Public Realm:	Generally poor, road surface is not good and the site is beginning to look outdated
Parking, Internal Circulation and Servicing:	Fairly good, site is easily navigable although improvements could be made

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Rushock Trading estate occupies the buildings within the curtilage of a former military site within the Green Belt. As such the adjacent land uses are Green Belt which constrains any potential development outside of the curtilage.
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor, as it is located within the Green Belt and the closest local facilities are approx 1.3 miles away.

3) Strategic Access	
Ease of Access to Main Road Network:	Good, the site lies along the A442, which links to both Kidderminster and Droitwich
Proximity to rail, sea and air freight:	Rail – located 1.5 miles from Hartlebury Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	This parcel of land has outline permission for B1/B2/B8 use
Market demand viability of development without intervention:	Site has recently been acquired by new owners and it is considered that the available parcels of land should be able to develop without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One main freehold owner - Hovi investments
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - site located in a rural location but links to the urban areas are considered to be fairly good
Topography, Size, Shape:	Site is 0.58ha in size and is located to the south of Rushock Trading Estate
Utilities:	No - but are believed to be readily available
On Site Environmental:	Is currently Greenfield land and there do not appear to be any environmental issues
Contamination/Land Stability/On-site structures:	Not believed to be contaminated - site is Greenfield and there are no on site structures
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so there are little issues regarding the amenity of adjacent occupiers

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 56

### 7) Accessibility

**Workforce catchment:** Poor, as it is located within the Green Belt - although it is situated between Droitwich and Kidderminster which offer a large workforce catchments although they are some distance

**Access by Public Transport:** Poor - due to the sites rural location

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed (Military Site)

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No other uses considered appropriate/sustainable within this location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The ward is predominantly rural, however the Estate is located close to Wychavon and there are a number of Industrial Estates within close proximity, which are located across the boundary. These trading estates, most noticeably Hartlebury, offer a range of jobs within the vicinity of Rushock

**Deprivation in local communities:** No - local communities appear relatively prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Could help to support the rural economy - given its location

### Recommendation:

This site is located on a existing industrial estate, which has recently been acquired by a commercial developer. Although the site is not in a very sustainable location, it is considered that as the parcel of land is within the curtilage of an existing trading estate; surrounded by other employment uses; is readily available; and has a outstanding planning permission - it should remain as an available site for employment development for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	59
Employment Site:	Park Lane
Area:	Kidderminster
Address:	
Site Area:	0.12 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Grennalls Inn
Market Segment/ Employment Uses:	B2?

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints
Perception of the Wider Environmental Quality:	Generally good.
Local Facilities for Workforce:	OK, a public house is located on site and Kidderminster town centre is easily accessible from this location

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	N/a
Identity of leasehold or other occupiers:	Leasehold occupier of site would presumably be the public house, for whom the overflow car park is for.
Ransom strips or other knownconstraints on development:	No

3) Strategic Access	
Ease of Access to Main Road Network:	Good
Proximiity to rail, sea and air freight:	Approx 1 mile away from Kidderminster Station

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Good - has access already in place
Topography, Size, Shape:	Flat and level ground, in a rectangular shape
Utilities:	Considered to be available
On Site Environmental:	No apparent issues
Contamination/Land Stability/On-site structures:	No on site structures - currently used as a car park
Amenity of Adjacent Occupiers:	May be issues regarding the use of the space and conflicting with the public house

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants - site is currently used as a pub overflow car park
State of External Areas ,Public Realm:	Fairly good - parks and open spaces close by
Parking, Internal Circulation and Servicing:	Good

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No activity on this site over recent years
Market demand viability of development without intervention:	No obvious constraints that should stop development proceeding without intervention

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 59

### 7) Accessibility

**Workforce catchment:** Good - located fairly central to Kidderminster town centre and so access to workforce appears ok.

**Access by Public Transport:** Good, bus stop fairly close by and the station is only approx a mile away

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Could be considered for a mix of uses on site - would need to be considered with the rest of the employment site though

**Other material policy considerations:**

None

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Yes - jobs available in the town centre and the nearby employment areas located on Worcester Road and the SREC.

**Deprivation in local communities:** Local communities appear relatively prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** N/a

### Recommendation:

Although this one part of the site could feasibly be developed out for employment uses - the rest of the site has been assessed and it has emerged that the whole of the site - including this available parcel of land may suit a mix of uses - due to the surrounding residential uses and the availability of other jobs in the locality. Overall, it is considered that the site could be considered for alternative uses, in conjunction with the rest of the employment site.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	62
Employment Site:	Bewdley Business Park
Area:	Bewdley
Address:	
Site Area:	2.64 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Bewdley Commercial Centre
Market Segment/ Employment Uses:	B1/B2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants
State of External Areas ,Public Realm:	OK
Parking, Internal Circulation and Servicing:	Ok - road is not in the best state of repair and could do with improvements to link it with the adjacent road network

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Site available for development is close to the Wyre Forest so could constrain development - although the site is considered to be under construction
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor - no local facilities available in the vicinity

3) Strategic Access	
Ease of Access to Main Road Network:	Poor
Proximity to rail, sea and air freight:	Poor

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No apparent recent activity although this site is designated as 'under construction' no work has been carried out here for a number of years
Market demand viability of development without intervention:	May require intervention for the site to be developed

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure
Identity of leasehold or other occupiers:	No leasehold occupiers currently on site
Ransom strips or other knownconstraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Poor - access to the site is currently poor and improvements to the junction may be required as part of any scheme
Topography, Size, Shape:	Site is cleared and flat - and is regularly shaped
Utilities:	Believed to be accessible
On Site Environmental:	No obvious issues
Contamination/Land Stability/On-site structures:	Not believed to be any contamination - no on site structures
Amenity of Adjacent Occupiers:	Are industrial units so amenity should not be a major issue

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 62

### 7) Accessibility

**Workforce catchment:** Fairly isolated in terms of workforce catchments, due to its rural location

**Access by Public Transport:** Poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered a sustainable site for other uses

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** No other jobs of this type available locally

**Deprivation in local communities:** No

**Priority Regeneration Designation:** No - although could contribute positively to rural employment opportunities

**Potential Availability of Gap Funding to Develop:** May be able to gain funding from the Rural Regeneration Zone - where the site is located

**Ability of site to support particular economic dev priority:** No - although could contribute positively to rural employment opportunities

### Recommendation:

This parcel of land is located to the rear of Bewdley Business Park. The land has a valid planning permission and is understood to be 'under construction'. However, little work has been carried out on site, apart from the initial clearance. The site is located close to other employment units and there appears to be no neighbouring issues in this respect. The site is not in a very sustainable location. However, it is considered that employment use here is potentially the most sustainable option. The site lies within the Rural Regeneration Zone, and therefore there could be potential resources to help with development. The site is flat, cleared, regularly shaped and is considered to be readily available.

Due to the sites rural location, and proximity to the Wyre Forest, there may be potential for the site to help the rural economy. Overall, it is considered that the site is not suitable for other uses and it therefore should remain for employment purposes for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	71
Employment Site:	Rushock Trading Estate
Area:	Rural
Address:	
Site Area:	2.87 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Owned by commercial development company HOVI
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	Noise from businesses on site but generally minimal due to the rural location
State of External Areas ,Public Realm:	Generally poor, road surface is not good and the site is beginning to look outdated
Parking, Internal Circulation and Servicing:	Fairly good, site is easily navigable although improvements could be made

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Rushock Trading estate occupies the buildings within the curtilage of a former military site within the Green Belt. As such the adjacent land uses are Green Belt which constrains any potential development outside of the curtilage.
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor, as it is located within the Green Belt and the closest local facilities are approx 1.3 miles away.

3) Strategic Access	
Ease of Access to Main Road Network:	Good, the site lies along the A442, which links to both Kidderminster and Droitwich
Proximiity to rail, sea and air freight:	Rail – located 1.5 miles from Hartlebury Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	This parcel of land has outline permission for B1/B2/B8 use
Market demand viability of development without intervention:	Site has recently been acquired by new owners and it is considered that the available parcels of land should be able to develop without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One main freehold owner - Hovi investments
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - site located in a rural location but links to the urban areas are considered to be fairly good
Topography, Size, Shape:	This parcel of land is the largest available piece on Rushock Trading Estate - its is regularly shaped and 2.87ha in size
Utilities:	No - but are believed to be readily available
On Site Environmental:	No obvious issues apparent
Contamination/Land Stability/On-site structures:	Not believed to be contaminated - no on site structures - site is readily available
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so there are little issues regarding the amenity of adjacent occupiers



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 71

### 7) Accessibility

**Workforce catchment:** Poor, as it is located within the Green Belt - although it is situated between Droitwich and Kidderminster which offer a large workforce catchments although they are some distance

**Access by Public Transport:** Poor - due to the sites rural location

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed (Military Site)

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No other uses considered appropriate/sustainable within this location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The ward is predominantly rural, however the Estate is located close to Wychavon and there are a number of Industrial Estates within close proximity, which are located across the boundary. These trading estates, most noticeably Hartlebury, offer a range of jobs within the vicinity of Rushock

**Deprivation in local communities:** No - local communities appear relatively prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Could help to support the rural economy - given its location

### Recommendation:

This site is located on a existing industrial estate, which has recently been acquired by a commercial developer. Although the site is not in a very sustainable location, it is considered that as the parcel of land is within the curtilage of an existing trading estate; surrounded by other employment uses; is readily available; and has a outstanding planning permission - it should remain as an available site for employment development for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	73
Employment Site:	Crossley Retail Park
Area:	Kidderminster
Address:	
Site Area:	1.21 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	WFDC
Market Segment/ Employment Uses:	B1/B2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants on site
State of External Areas ,Public Realm:	Fairly good - is set in an attractive location
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Main constraints to development in this area include the risk of flooding as the site is located in the flood plain and the issue of access to the site
Perception of the Wider Environmental Quality:	Wider environmental quality is good - located near to a SSSI
Local Facilities for Workforce:	Good - located next to a retail park which offers good facilities for any potential workforce

3) Strategic Access	
Ease of Access to Main Road Network:	Poor - access is currently through an existing retail park - which can become very congested during busy times
Proximity to rail, sea and air freight:	OK - Kidderminster station is located approx 1 mile away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No recent market activity on the site
Market demand viability of development without intervention:	May need intervention in terms of flood mitigation measures

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One freehold owner - Wyre Forest District Council
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	Issue of access and flooding could constrain development at this site

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is currently poor - site is located to the rear of a retail park and congestion can be an issue
Topography, Size, Shape:	Site is fairly flat and regular in shape
Utilities:	Doesn't appear to have any at present
On Site Environmental:	Site is within a flood plain and this could be an issue
Contamination/Land Stability/On-site structures:	Believed to be no contamination on site
Amenity of Adjacent Occupiers:	Retail uses - any employment development would not adversely impact the neighbouring uses

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 73

### 7) Accessibility

**Workforce catchment:** Within Kidderminster town centre area and therefore would have access to a good catchments area

**Access by Public Transport:** Currently poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered a suitable/sustainable site for other uses

**Other material policy considerations:**

Issue of flooding needs consideration

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Jobs available within the town centre and the nearby Churchfields Industrial Area

**Deprivation in local communities:** Some deprivation within nearby wards

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

The site in question is located to the rear of Crossley Retail Park in Kidderminster. The site is located fairly centrally in Kidderminster, within a sustainable location. There are issues with regard to accessing the site but depending on the use proposed here this may be overcome. The site is located within a flood plain - however offices, general industry and distribution are considered to be less vulnerable developments, in terms of flood vulnerability. Therefore it is considered that this would be the best allocation in terms of flood risk. However, any proposed development would need to take into account fully the risk of flooding and would be subject to scrutiny from the Environment Agency. Overall, it is felt that the site should remain for employment use.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	74
Employment Site:	Easter Park
Area:	Kidderminster
Address:	
Site Area:	3.11 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	The Easter Group
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants
State of External Areas _Public Realm:	Fairly Good
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	N/a
Perception of the Wider Environmental Quality:	Generally good, mainly countryside, located on the edge of Kidderminster
Local Facilities for Workforce:	Poor - there are some convenience stores located close by though

3) Strategic Access	
Ease of Access to Main Road Network:	Good, located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximity to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster)

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Planning permission granted for industrial development
Market demand viability of development without intervention:	Development is viable - currently being developed out

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Easter Group
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Access will be off the A449 via a new roundabout, making access relatively easy
Topography, Size, Shape:	Is a 3.12ha piece of open grassland located opposite Hoo Farm Industrial Estate.
Utilities:	Not on site - would need to be added when the site is developed out
On Site Environmental:	Currently grassland - has historically been designated as an employment site
Contamination/Land Stability/On-site structures:	No on site structures
Amenity of Adjacent Occupiers:	Adjacent occupiers are both industrial and residential.

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 74

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchment but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Greenfield

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses - site is being developed out

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Hoo Farm industrial estate is located in close proximity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic development priority:** No

### Recommendation:

The site has recently begun to be developed, creating new, modern business units and therefore is recommended to be retained for employment use for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	76
Employment Site:	Hoo Farm
Area:	Kidderminster
Address:	
Site Area:	0.53 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Oasis arts and crafts
Market Segment/ Employment Uses:	B1/B2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	General noise form HGV's and some of the more industrial activities on site
State of External Areas _Public Realm:	Good, external areas well maintained, roads surfaced well and pedestrian movement seems ok.
Parking, Internal Circulation and Servicing:	N/a - although surrounding area is good

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints
Perception of the Wider Environmental Quality:	No obvious constraints
Local Facilities for Workforce:	Café on site. Petrol station 0.5miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Good, development site is on Hoo Farm which is located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximtiy to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster)

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Planning application for new industrial unit
Market demand viability of development without intervention:	Believed to be viable without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - is accessed off one of the main roads on the estate
Topography, Size, Shape:	Fairly flat and cleared land
Utilities:	Believed to be readily available
On Site Environmental:	No obvious problems
Contamination/Land Stability/On-site structures:	No on site structures - unsure about any issues of contamination
Amenity of Adjacent Occupiers:	All industrial based so development would be viable here

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 76

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchments but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses at present

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Summerfield and employment areas along the Worcester Road corridor. Also there is going to be a new industrial development opposite which could offer more jobs in the vicinity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

Site is located on an existing industrial estate. The estate is popular within the District and the vacancy levels here are low. The site is a clear, available parcel of land, which is in a good location. The site remains an attractive option for employment development, surrounded by other uses, and is recommended to be retained for employment purposes for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	77
Employment Site:	Sandy lane Industrial estate
Area:	Stourport-on-Severn
Address:	Barracks Road
Site Area:	0.91 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Clive Fletcher Developments
Market Segment/ Employment Uses:	B1

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollution on this site
State of External Areas _Public Realm:	Poor - although funding has been received to improve infrastructure which will help to improve the appeal of the site
Parking, Internal Circulation and Servicing:	OK - however the roads are generally poor and not very well maintained.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No - site is being developed out currently
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	OK - some shops on site which offer facilities for the workforce

3) Strategic Access	
Ease of Access to Main Road Network:	Ok, the site lies on the outskirts of Stourport and therefore traffic can avoid the often congested centre. The A449 is the closest main road, which is located approx 1.7miles away
Proximtiy to rail, sea and air freight:	Nearest train station is Hartlebury located approx 1.9 miles from the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Site is currently under construction
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One freehold owner
Identity of leasehold or other occupiers:	No occupiers at present
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is ok - can connect easily to the existing industrial estate
Topography, Size, Shape:	Is fairly flat and regularly shaped
Utilities:	Is being available
On Site Environmental:	No obvious problems
Contamination/Land Stability/On-site structures:	No on site structures and site was Greenfield so there are not thought to be any contamination issues
Amenity of Adjacent Occupiers:	Predominantly industrial/business units



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 77

### 7) Accessibility

**Workforce catchment:** Site is located on the outskirts of Stourport so workforce will have to travel to get there - heavy reliance on the car to get to the site

**Access by Public Transport:** Poor, there is a bus route along the road outside the site although frequency is a slight problem

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** This is the main employment site within the area

**Deprivation in local communities:** The site has fallen into disrepair and monies are being made available to help cut crime and stop vandalism by improving security, improving lighting, improving landscaping and constructing new footpaths and improvements to

**Priority Regeneration Designation:** AWM have invested £370,000 as part of a £600,000 project to transform Sandy Lane into a high quality business environment which encourages more businesses into the area

**Potential Availability of Gap Funding to Develop:** Funding has already been acquired to improve the site

**Ability of site to support particular economic dev priority:** Help to support the local Stourport economy

### Recommendation:

Site is currently being developed out for 15 units - the site is therefore recommended to be retained within employment use for the plan period

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	90
Employment Site:	Lisle Avenue
Area:	Kidderminster
Address:	
Site Area:	0.24 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	R&D Aggregates
Market Segment/ Employment Uses:	B2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	One building currently on site, which is fairly dated
Noise other Obvious Pollutants:	No obvious pollutants
State of External Areas ,Public Realm:	Ok
Parking, Internal Circulation and Servicing:	OK - currently lots of available space around current building

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints - surrounded by other employment uses
Perception of the Wider Environmental Quality:	Ok - a mix of uses throughout
Local Facilities for Workforce:	A designated local centre is located approx 0.2 miles from the site.

3) Strategic Access	
Ease of Access to Main Road Network:	Good, located along Stourport Road. Although there can be issues with regard to access
Proximity to rail, sea and air freight:	Kidderminster station is the closest to the site located approx. 1.2 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Has lapsed consent for the erection of 5 industrial units - no recent activity however
Market demand viability of development without intervention:	Believed to be viable without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One - R&D Aggregates
Identity of leasehold or other occupiers:	One
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is fairly good
Topography, Size, Shape:	Site is regularly shaped and fairly flat
Utilities:	Yes - building on site currently
On Site Environmental:	Currently an industrial use - no obvious issues
Contamination/Land Stability/On-site structures:	May need to be considered
Amenity of Adjacent Occupiers:	All adjacent occupiers are employment uses - no issues here

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 90

### 7) Accessibility

**Workforce catchment:** Close workforce catchments due to the proximity of Kidderminster

**Access by Public Transport:** Bus stop located on the edge of the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Stourport Road corridor

**Deprivation in local communities:** Some of the nearby wards are areas of deprivation

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No - although forms part of the SREC

### Recommendation:

Site is a small parcel of land in an area which is predominantly for employment uses. The site offers the opportunity for new industrial units - as indicated by the lapsed planning permission. The site is surrounded by other industrial activities and it is within a relatively sustainable location. Overall, it is recommended that the site should remain in employment use for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	105
Employment Site:	Hoo Farm
Area:	Kidderminster
Address:	
Site Area:	0.37 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	RF Amies
Market Segment/ Employment Uses:	B2

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints
Perception of the Wider Environmental Quality:	Generally good
Local Facilities for Workforce:	Café on site. Petrol station 0.5miles away

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	No obvious constraints

3) Strategic Access	
Ease of Access to Main Road Network:	Good, development site is on Hoo Farm which is located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximtiy to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster)

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - is accessed off one of the main roads on the estate
Topography, Size, Shape:	Site is flat and regularly shaped
Utilities:	Believed to be available
On Site Environmental:	No obvious problems
Contamination/Land Stability/On-site structures:	No on site structures - unsure about any issues of contamination
Amenity of Adjacent Occupiers:	All industrial based so development would be viable here

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	General noise form HGV's and some of the more industrial activities on site
State of External Areas ,Public Realm:	Good, external areas well maintained, roads surfaced well and pedestrian movement seems ok.
Parking, Internal Circulation and Servicing:	N/a - although surrounding area is good

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Exempt planning permission for industrial unit
Market demand viability of development without intervention:	Believed to be viable without intervention

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 105

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchments but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses - site is being developed out

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Summerfield and employment areas along the Worcester Road corridor. Also there is going to be a new industrial development opposite which could offer more jobs in the vicinity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This parcel of land is located to the north of the Hoo Farm Industrial Estate. The site is a clear, available parcel of land, which is in a good location. The site remains an attractive option for employment development, surrounded by other uses, and is recommended to be retained for employment purposes for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	119
Employment Site:	Hoo Farm
Area:	Kidderminster
Address:	
Site Area:	0.1 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unknown
Market Segment/ Employment Uses:	B2

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints
Perception of the Wider Environmental Quality:	Generally good
Local Facilities for Workforce:	Café on site. Petrol station 0.5miles away

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	No obvious constraints

3) Strategic Access	
Ease of Access to Main Road Network:	Good, development site is on Hoo Farm which is located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximtiy to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster)

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - is accessed off one of the main roads on the estate
Topography, Size, Shape:	This is a small, cleared site of regular shape
Utilities:	Believed to be available
On Site Environmental:	No obvious problems
Contamination/Land Stability/On-site structures:	No on site structures - unsure about any issues of contamination
Amenity of Adjacent Occupiers:	All industrial based so development would be viable here

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	General noise form HGV's and some of the more industrial activities on site
State of External Areas _Public Realm:	Good, external areas well maintained, roads surfaced well and pedestrian movement seems ok.
Parking, Internal Circulation and Servicing:	N/a - although surrounding area is good

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Planning permission for industrial units on site
Market demand viability of development without intervention:	Believed to be viable without intervention

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 119

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchments but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses - site is being developed out

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Summerfield and employment areas along the Worcester Road corridor. Also there is going to be a new industrial development opposite which could offer more jobs in the vicinity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is a small, available parcel of land ready for employment development. Due to the small scale of the site and its location on an existing industrial estate it is recommended to be retained for employment use.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	121
Employment Site:	Folkes Forge
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	5.64 ha
Total Floorspace:	m2 approx.
Ownership or Presumed Ownership:	Recently been sold to a local company - Lawrences Skip Hire
Market Segment/ Employment Uses:	Currently vacant and so there is opportunity to target any employment use through redevelopment

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	One old building on site, built in the 1960's - a purpose built heavy forge. The large building is now of poor quality since its closure in 2000.
Noise other Obvious Pollutants:	Noise form Stourport Road - could be issues with regard to contamination from the previous industrial use
State of External Areas _Public Realm:	External areas and public realm are generally poor as the factory has remained closed for approximately 6 years
Parking, Internal Circulation and Servicing:	Poor, site is generally outdated.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The area is surrounded by other industrial areas as well as the Green Belt and SSSI to the East of the site.
Perception of the Wider Environmental Quality:	Ok - although the Stourport Road during peak times reduces the overall environmental quality of the site
Local Facilities for Workforce:	Minimal, Tesco Express approx 1 mile away

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximtiy to rail, sea and air freight:	Just over 2 miles away from Kidderminster Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Appears to be a local market developing for recycling based activities
Recent market activity on site:	Site has gained permission for a recycling plant to be developed out on site
Market demand viability of development without intervention:	Development appears viable - this in reinforced by the recent planning permission

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	On freehold owner
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	No other obvious issues

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 121

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None - due to the sites location, surrounded by other employment areas

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintaining employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** Yes - as designated by the Local Plan

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** May help to support the recycling needs of the District

### Recommendation:

This site forms part of the SREC. It is a brownfield site and surrounded by other industrial uses. Due to the industrial nature of the area, its strategic significance and the recent planning approval the site is recommended to be retained in employment use for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	122
Employment Site:	Lea Castle (Part where Employment is
Area:	Rural
Address:	
Site Area:	6.36 ha
Total Floorspace:	m2 approx.
Ownership or Presumed Ownership:	North Warwickshire PCT
Market Segment/ Employment Uses:	Currently not used for employment but has been zoned for potential change to a business area

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Poor - Buildings were used for hospital purposes. Any employment development would need a whole scale redevelopment of the site
Noise other Obvious Pollutants:	No real noise pollution due to the sites remote location
State of External Areas .Public Realm:	Good - in a very aesthetically pleasing location - being a major developed site in the Green Belt
Parking, Internal Circulation and Servicing:	Good - plenty of scope for using the existing road network - although access to other roads is an issue

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The sites Green Belt location is the major constraint for development - as is the issue of access
Perception of the Wider Environmental Quality:	Very Good - site is in an almost parkland setting
Local Facilities for Workforce:	Poor - due to the remote location of the site

3) Strategic Access	
Ease of Access to Main Road Network:	OK - strategic road networks are on each side of the site. However, the current access to them is poor and would need to be improved for development to occur
Proximity to rail, sea and air freight:	Approx 2.5miles to Kidderminster Railway Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site has been earmarked for high technology use but there has been little interest since this designation in 2004
Recent market activity on site:	Minimal - mainly some small scale extensions to the existing medical buildings
Market demand viability of development without intervention:	Site is quite challenging and could require intervention to bring forward successfully

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Believed to be owned in part by Warwickshire PCT and in part by English Partnerships
Identity of leasehold or other occupiers:	Currently used by Warwickshire PCT
Ransom strips or other knownconstraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 122

### 7) Accessibility

**Workforce catchment:** Workforce would have to travel to the site due to its remote location

**Access by Public Transport:** Not Available

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** PD in part

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Difficult to assess due to the uncertainty of the site - a mix of uses (live/work) could be considered acceptable - this would require further investigation

**Other material policy considerations:**

Issue of greenbelt location

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** None

**Deprivation in local communities:** No obvious deprivation within this area

**Priority Regeneration Designation:** Potentially - should the PCT ever cease operating from this area then the whole site would need to be looked at on a comprehensive scale and could become a priority regeneration area

**Potential Availability of Gap Funding to Develop:** Possibly

**Ability of site to support particular economic dev priority:** Potentially

### Recommendation:

The Lea Castle site is an interesting local site. Part of the site is zoned for employment use within the Wyre Forest Adopted Local Plan, which is the part that has been assessed here. The site is comprised of former hospital buildings that have been vacant for a number of years. The site is in a fairly unsustainable semi-rural location, within the Green Belt. There has not been much activity regarding employment use here recently, which brings into question its suitability to retain this designation. However, the rest of the site is understood to be currently under threat and should the remaining part of the site be closed there is potentially a much bigger site area that would require consideration. Therefore, it is recommended that the site is looked at on a comprehensive basis and considered further as to what uses would be most appropriate here.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	124
Employment Site:	British Sugar Site - Phase 1
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	12.03 ha
Total Floorspace:	m2 approx.
Ownership or Presumed Ownership:	British Sugar
Market Segment/ Employment Uses:	Use to be home to B2/B8 use but is currently vacant following the closure of the British Sugar Factory in 2002

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix of buildings. Site was established in 1925, Factory closed in 2002. Buildings have deteriorated since then and the majority have been demolished
Noise other Obvious Pollutants:	May be contamination on site from previous uses
State of External Areas _Public Realm:	Beginning to look tired as the site has been out of operation for a few years
Parking, Internal Circulation and Servicing:	Ok, site was previously used to employ large amounts of employees so the infrastructure is ok, although it is starting to look tired and would need replacing when the site is redeveloped

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is bounded by the Severn Valley Railway to the north of the site. Stourport Road to the West of the site. Industrial units to the South of the site and Staffs & Worcs canal conservation area to the East of the site.
Perception of the Wider Environmental Quality:	Parts of the site have become attractive 'green' areas, following the closure of the site.
Local Facilities for Workforce:	Designated local centre located 0.4miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximtiy to rail, sea and air freight:	Originally had rail connections within the site which ceased in the early 80's. There could be potential to rebuild this link through redevelopment of the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site is seen as a significant redevelopment opportunity that could meet demand for many types of businesses
Recent market activity on site:	No recent activity - site is beginning to be cleared, ready for redevelopment
Market demand viability of development without intervention:	Due to the complexity of the site, and the size, it is considered that partnership working will be crucial here

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is via the Stourport Road, which has issues with congestion. As part of a redevelopment of this site - a link road has been suggested, which would help to ease the traffic flow.
Topography, Size, Shape:	The first phase of this site is approx 12ha, which comprises fairly level land, in an oval shape
Utilities:	Would be present due to the former uses
On Site Environmental:	Concerns about potential contamination and the impact of development on the nearby SSSI
Contamination/Land Stability/On-site structures:	May be issues with contamination
Amenity of Adjacent Occupiers:	Site would suit employment uses, and would complement other businesses on the Stourport Road. There are also issues with regard to a HSE buffer around an adjacent business, which could constrain development

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 124

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Due to the surrounding uses - the site is considered to be acceptable only for employment use

**Other material policy considerations:**

Need to consider the HSE buffer zone around the adjacent ashland chemiclas site - which will affect the level and type of development

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintaining employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** Yes - this site is considered to be one of the most important sites within the district in terms of regeneration and in meeting employment needs of the future

**Potential Availability of Gap Funding to Develop:** There may be potential for external funding to help development of the site

**Ability of site to support particular economic dev priority:** Will support important economic priorities of providing employment, and redeveloping brownfield land

### Recommendation:

This site is phase 1 of a much larger potential regeneration area to the south of Kidderminster town centre. The whole site totals 24ha, which could provide large employment opportunities for the District. The site is seen as being a catalyst for wider regeneration within this area and is seen as a strategically important employment site for the District. Due to its significance and large regeneration potential it is recommended that the site remain for employment use throughout the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	127
Employment Site:	Foley Business Park
Area:	Kidderminster
Address:	Kidderminster
Site Area:	0.29 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Pocknell?
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants, some rubbish on a undeveloped area. Potential pollution form adjacent congested road
State of External Areas ,Public Realm:	Good
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints here - parcel of land is greenfield and located on an existing employment estate
Perception of the Wider Environmental Quality:	Fairly good - located close to the road network
Local Facilities for Workforce:	Convenience store located just under a mile away

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Rail – Kidderminster Station lies roughly 1.8 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No recent market activity - although the site was cleared recently
Market demand viability of development without intervention:	Site considered viable without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One - Pocknell
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	No obvious constraints to development

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Access will be onto the existing roads on the estate - good access from here to the Stourport Road
Topography, Size, Shape:	Site is fairly flat and regularly shaped
Utilities:	Believed to be available
On Site Environmental:	No obvious issues apparent here
Contamination/Land Stability/On-site structures:	Not believed to be contaminated. No on site structures
Amenity of Adjacent Occupiers:	Adjacent occupiers are fairly industrial in nature and therefore the amenity of these businesses is not considered to be an issue

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 127

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None, due to location and limitations - not considered suitable for other uses

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No - although the site forms part of the SREC which is considered to be an important employment area within the District

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This parcel of land is situated on Foley Business Park. The site is currently vacant and is a regularly shaped, flat parcel of land. The wider site appears very popular locally with no vacancy apparent. This parcel of land appears to remain an available greenfield, ready to develop area on a popular estate, where alternative uses may not be appropriate. Overall, it is recommended that the site remain for employment use.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	130
Employment Site:	Wilden Lane Industrial Estate
Area:	Stourport-on-Severn
Address:	
Site Area:	0.13 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Presumed ownership by the industrial estate itself
Market Segment/ Employment Uses:	B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants that are apparent
State of External Areas ,Public Realm:	Generally good, no obvious problems
Parking, Internal Circulation and Servicing:	Internal circulation is good, oval circulation around site. Speed humps slow the traffic making the area more pedestrian friendly

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No - site is in industrial use and this parcel of land could suit any employment type
Perception of the Wider Environmental Quality:	Wider quality is good due to the sites location in the Green Belt
Local Facilities for Workforce:	Fairly Poor due to the relatively 'rural' location

3) Strategic Access	
Ease of Access to Main Road Network:	Access to the site is difficult along Wilden Lane as the road is relatively small and large vehicles struggle. However, Wilden is located quite close to the Worcester Road (A449)
Proximity to rail, sea and air freight:	Just over 2 miles to Hartlebury train station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No activity on this particular parcel of land
Market demand viability of development without intervention:	Appears a viable development site, which does not require intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is fairly poor - although this does not appear to be too much of a constraint, as other businesses have recently built new premises here
Topography, Size, Shape:	Site is small and relatively flat
Utilities:	Would be easily available
On Site Environmental:	No obvious issues
Contamination/Land Stability/On-site structures:	No on-site structures - no obvious issues in terms of stability or contamination
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so no issues are expected



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 130

### 7) Accessibility

**Workforce catchment:** Is generally isolated from the workforce.  
Dependant on vehicles to access the site

**Access by Public Transport:** Poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** None

**Deprivation in local communities:** No

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

Site to be retained in employment use due to its location on an established, popular local employment site. The site is considered to be readily available and is considered to impact positively on the supply of employment land within the District.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	136
Employment Site:	Wilden Lane Industrial Estate
Area:	Stourport-on-Severn
Address:	
Site Area:	0.21 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Presumed ownership by the industrial estate itself
Market Segment/ Employment Uses:	B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants that are apparent
State of External Areas ,Public Realm:	Generally good, no obvious problems
Parking, Internal Circulation and Servicing:	Internal circulation is good, oval circulation around site. Speed humps slow the traffic making the area more pedestrian friendly

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No - site is in industrial use and this parcel of land could suit any employment type
Perception of the Wider Environmental Quality:	Wider quality is good due to the sites location in the Green Belt
Local Facilities for Workforce:	Fairly Poor due to the relatively 'rural' location

3) Strategic Access	
Ease of Access to Main Road Network:	Access to the site is difficult along Wilden Lane as the road is relatively small and large vehicles struggle. However, Wilden is located quite close to the Worcester Road (A449)
Proximity to rail, sea and air freight:	Just over 2 miles to Hartlebury train station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No activity on this particular parcel of land
Market demand viability of development without intervention:	Appears a viable development site, which does not require intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is fairly poor - although this does not appear to be too much of a constraint, as other businesses have recently built new premises here
Topography, Size, Shape:	Site is fairly regularly shaped and is flat
Utilities:	Would be easily available
On Site Environmental:	No obvious issues
Contamination/Land Stability/On-site structures:	No on-site structures - no obvious issues in terms of stability or contamination
Amenity of Adjacent Occupiers:	Located on an existing industrial estate so no issues are expected

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 136

### 7) Accessibility

**Workforce catchment:** Is generally isolated from the workforce.  
Dependant on vehicles to access the site

**Access by Public Transport:** Poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** None

**Deprivation in local communities:** No

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

Site to be retained in employment use due to its location on an established, popular local employment site. The site is considered to be readily available and is considered to impact positively on the supply of employment land within the District.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	138
Employment Site:	Toll House
Area:	Stourport-on-Severn
Address:	
Site Area:	0.14 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unknown
Market Segment/ Employment Uses:	B1

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints, site is small and so will not develop out that far
Perception of the Wider Environmental Quality:	OK - good links to the town and the river
Local Facilities for Workforce:	Good - located in close proximity to Stourport Town Centre

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	No

3) Strategic Access	
Ease of Access to Main Road Network:	OK
Proximiity to rail, sea and air freight:	Located approximately

6) Site Development Constraints (undeveloped sites only)	
Site Access:	OK
Topography, Size, Shape:	Small site of regular shape
Utilities:	Yes
On Site Environmental:	No obvious issues
Contamination/Land Stability/On-site structures:	None apparent
Amenity of Adjacent Occupiers:	Not many adjacent occupiers

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	One unit - with permission for conversion to employment use, and extension
Noise other Obvious Pollutants:	No obvious issues
State of External Areas ,Public Realm:	OK - located off a busy main road, however.
Parking, Internal Circulation and Servicing:	Fairly good

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Permission for extensions and change of use given in 2006
Market demand viability of development without intervention:	Believed to be viable

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 138

### 7) Accessibility

**Workforce catchment:** Believed to be good - located close to Stourport town centre and large neighbouring residential estates

**Access by Public Transport:** Good - located close to the town centre and the bus services that operate here

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** PD in whole

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Maybe considered suitable for a mixed use development, involving residential uses

**Other material policy considerations:**

None

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Yes - within the town centre

**Deprivation in local communities:** Some local wards have some deprivation

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** NO

### Recommendation:

Site is a small extension site, following a change of use. The site is a viable area which has recently received planning permission. The site is believed to be being developed out and so it is recommended that it should remain as an employment use for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	139
Employment Site:	Hoo Farm
Area:	Kidderminster
Address:	
Site Area:	0.03 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	G.Sprosen
Market Segment/ Employment Uses:	B2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	General noise form HGV's and some of the more industrial activities on site
State of External Areas _Public Realm:	Good, external areas well maintained, roads surfaced well and pedestrian movement seems ok.
Parking, Internal Circulation and Servicing:	N/a - although surrounding area is good

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints
Perception of the Wider Environmental Quality:	Generally good
Local Facilities for Workforce:	Café on site. Petrol station 0.5miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Good, development site is on Hoo Farm which is located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximtiy to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster)

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Extant permission for small unit
Market demand viability of development without intervention:	Believed to be viable without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - is accessed off one of the main roads on the estate
Topography, Size, Shape:	Small, flat site
Utilities:	Believed to be available
On Site Environmental:	No obvious problems
Contamination/Land Stability/On-site structures:	No on site structures - unsure about any issues of contamination
Amenity of Adjacent Occupiers:	All industrial based so development would be viable here

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 139

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchments but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses - site is being developed out

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Summerfield and employment areas along the Worcester Road corridor. Also there is going to be a new industrial development opposite which could offer more jobs in the vicinity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is a small, available parcel of land, which has an extant permission for employment use. Due to the small scale of the site and its location on an existing industrial estate it is recommended to be retained for employment use.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	140
Employment Site:	Firs Industrial Estate
Area:	Kidderminster
Address:	
Site Area:	0.11 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	DC Wilson, Haulage
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious pollutants on this site
State of External Areas ,Public Realm:	Ok
Parking, Internal Circulation and Servicing:	Ok - although space appears quite tight in parts

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Parcel of land is surrounded by industrial uses - therefore it is considered that there are little constraints
Perception of the Wider Environmental Quality:	OK
Local Facilities for Workforce:	Minimal

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located off the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Just over two miles from Kidderminster Rail Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Planning permission for the erection of 2 new industrial uses given in 2003
Market demand viability of development without intervention:	Believed to be viable without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One - D.C Wilson
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Appears fairly good
Topography, Size, Shape:	Small site
Utilities:	Yes
On Site Environmental:	No apparent issues
Contamination/Land Stability/On-site structures:	Not believed to be any issues
Amenity of Adjacent Occupiers:	All industrial so this does not appear an issue



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 140

### 7) Accessibility

**Workforce catchment:** There are a number of estates close by to the site although it is located on the urban extent so access is questionable

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No - but does form part of the SREC

### Recommendation:

This parcel of land is situated on an established employment estate. The site is small in nature and is surrounded by other employment uses. Overall, it is considered that the only viable use for this site currently is for employment and it is recommended that it be retained for this use.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	143
Employment Site:	Hoo Farm
Area:	Kidderminster
Address:	
Site Area:	0.64 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Briten Ltd
Market Segment/ Employment Uses:	B1/B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	General noise form HGV's and some of the more industrial activities on site
State of External Areas _Public Realm:	Good, external areas well maintained, roads surfaced well and pedestrian movement seems ok.
Parking, Internal Circulation and Servicing:	N/a - although surrounding area is good

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints
Perception of the Wider Environmental Quality:	Generally good
Local Facilities for Workforce:	Café on site. Petrol station 0.5miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Good, development site is on Hoo Farm which is located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximtiy to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster)

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Recent planning application for new industrial unit
Market demand viability of development without intervention:	Is believed to be viable for development without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One - Briten Ltd
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - is accessed off one of the main roads on the estate
Topography, Size, Shape:	Is a 0.64ha site which is regularly shaped and fairly flat
Utilities:	Believed to be available
On Site Environmental:	No obvious problems
Contamination/Land Stability/On-site structures:	No on site structures - unsure about any issues of contamination
Amenity of Adjacent Occupiers:	All industrial based so development would be viable here

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 143

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchments but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses - site is being developed out

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Summerfield and employment areas along the Worcester Road corridor. Also there is going to be a new industrial development opposite which could offer more jobs in the vicinity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is located on an existing popular employment estate. The site is fairly flat and offers the opportunity for employment development. It is considered that due to the sites location, the surrounding uses and that the site has a valid planning permission, it should be retained for employment use for the plan period.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	145
Employment Site:	Sandy Lane Industrial Estate
Area:	Stourport-on-Severn
Address:	
Site Area:	0.07 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Turbo Spares
Market Segment/ Employment Uses:	B1/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	There is one main building on site of questionable quality
Noise other Obvious Pollutants:	No obvious pollutants within this area - noise from adjacent occupiers and site traffic is the most prevalent form of pollution
State of External Areas .Public Realm:	Generally poor - site has had piecemeal development leading to a general lack of continuity throughout
Parking, Internal Circulation and Servicing:	Ok, however the roads are generally poor and not very well maintained. The footpaths are generally poor. Circulation is ok, however the remoter parts of the site are harder to access.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	This parcel of land is flanked by other industrial uses and so adjacent uses shouldn't constrain development
Perception of the Wider Environmental Quality:	Fairly Good - close access to open space from the site
Local Facilities for Workforce:	There is a convenience store located to the north of the site along with a café and restaurant which appears to serve the area quite well.

3) Strategic Access	
Ease of Access to Main Road Network:	Ok, the site lies on the outskirts of Stourport and therefore traffic can avoid the often congested centre. The A449 is the closest main road, which is located approx 1.7miles away
Proximtiy to rail, sea and air freight:	Nearest train station is Hartlebury located approx 1.9 miles from the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Recent permission for new industrial unit on site
Market demand viability of development without intervention:	Is considered viable although there are issues regarding the ownership of the site

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	Ownership appears the biggest constraint for this site

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Is ok
Topography, Size, Shape:	Small, irregularly shaped site
Utilities:	Believed to be available
On Site Environmental:	No obvious problems
Contamination/Land Stability/On-site structures:	One on site strucutre - not considered to be any issues with land stability/contamination
Amenity of Adjacent Occupiers:	All industrial uses so employment development here would be viable

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 145

### 7) Accessibility

**Workforce catchment:** Site is located on the outskirts of Stourport so workforce will have to travel to get there - heavy reliance on the car to get to the site

**Access by Public Transport:** Poor, there is a bus route along the road outside the site although frequency is a slight problem

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None - due to it location in the middle of an existing industrial estate

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** This is the main employment site within the area

**Deprivation in local communities:** The whole site has fallen into disrepair and monies are being made available to help cut crime and stop vandalism by improving security, improving lighting, improving landscaping and constructing new footpaths and

**Priority Regeneration Designation:** AWM have invested £370,000 as part of a £600,000 project to transform Sandy Lane into a high quality business environment which encourages more businesses into the area

**Potential Availability of Gap Funding to Develop:** Funding has already been acquired to improve the site

**Ability of site to support particular economic dev priority:** Help to support the local Stourport economy

### Recommendation:

This site is a small parcel of land on an existing industrial estate. The wider employment site has received funding to improve the infrastructure. Therefore, given the site location it is considered that the site should remain for employment purposes.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	148
Employment Site:	Park Lane
Area:	Bewdley
Address:	
Site Area:	0.15 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	
Market Segment/ Employment Uses:	B1

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	None
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Good - located in close proximity to Bewdley Town Centre

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	No obvious constraints

3) Strategic Access	
Ease of Access to Main Road Network:	OK
Proximtiy to rail, sea and air freight:	Poor - located approx. 4 miles away

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	One building - being converted. Appears 60's
Noise other Obvious Pollutants:	No obvious issues
State of External Areas ,Public Realm:	Fairly good
Parking, Internal Circulation and Servicing:	Poor - although it is just a small unit

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Low
Recent market activity on site:	Recent planning permission for C.O.U
Market demand viability of development without intervention:	Site is viable without intervention

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 148

### 7) Accessibility

Workforce catchment: Local catchments

Access by Public Transport: OK - close to Bewdley Town Centre

### 8) Sequential Test and Brownfield/Greenfield

Urban, Urban Edge or Outside Urban: Urban

Previously developed in whole or part: Previously Developed

### 10) Other Policy Considerations

Alternative uses if no longer allocated for employment:

Could be considered for residential

Other material policy considerations:

No

### 9) Social and Regeneration Policy

Availability of other jobs locally: Available in the town centre

Deprivation in local communities: No

Priority Regeneration Designation: No

Potential Availability of Gap Funding to Develop: N/a

Ability of site to support particular economic dev priority: N/a

### Recommendation:

This site is a current residential unit which has permission for a C.O.U to offices. The site is fairly small and is not a strategic employment area. The site is not strictly an employment area - although B1 use is considered acceptable here it could be easily converted back to residential units. Overall, it is considered that the site can remain for employment use but could easily be considered for residential use again - however, given the small scale nature of the site the resulting effect is negligible

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	149
Employment Site:	Hoo Farm
Area:	Kidderminster
Address:	
Site Area:	0.07 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	B1

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	General noise form HGV's and some of the more industrial activities on site
State of External Areas _Public Realm:	Good, external areas well maintained, roads surfaced well and pedestrian movement seems ok.
Parking, Internal Circulation and Servicing:	N/a - although surrounding area is good

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints
Perception of the Wider Environmental Quality:	Generally good
Local Facilities for Workforce:	Café on site. Petrol station 0.5miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Good, development site is on Hoo Farm which is located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximtiy to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster)

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Recent planning permission
Market demand viability of development without intervention:	Is believed to be viable for development without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Ok - is accessed off one of the main roads on the estate
Topography, Size, Shape:	Small sized site on an existing industrial estate
Utilities:	Believed to be available
On Site Environmental:	No obvious problems
Contamination/Land Stability/On-site structures:	No on site structures - unsure about any issues of contamination
Amenity of Adjacent Occupiers:	All industrial based so development would be viable here



## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 149

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchments but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses - site is being developed out

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Summerfield and employment areas along the Worcester Road corridor. Also there is going to be a new industrial development opposite which could offer more jobs in the vicinity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This parcel of land is located on an existing, popular industrial estate. The land is fairly small but offers opportunity for new development. Given the sites location and surroundings it is considered that the only acceptable use within this area is for employment.

# Site Assessment - Employment Land Availability Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	150
Employment Site:	Stourport Road (Phase 1 of Finepoint)
Area:	Kidderminster
Address:	
Site Area:	2.27 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Believed to be owned by KP Developments
Market Segment/ Employment Uses:	B2/B8

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	None
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Minimal, local centre approximately 1.5 miles from the site

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One Currently
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious problems
State of External Areas _Public Realm:	External areas are nice, as the site is flanked by open space
Parking, Internal Circulation and Servicing:	N/a

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximiity to rail, sea and air freight:	Just over 2 miles away from Kidderminster Station

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Would be off the adjacent Walter Nash Road which is linked to the regional strategic route of Stourport Road
Topography, Size, Shape:	Fairly flat as has been used as football/cricket pitches for a number of years. The site totals 7.32ha and is a fairly regularly shaped rectangle.
Utilities:	Yes as there is currently a clubhouse/social club and changing rooms on site
On Site Environmental:	No obvious Issues
Contamination/Land Stability/On-site structures:	Land contamination should be minimal due to it historically being used as a sports pitch
Amenity of Adjacent Occupiers:	Mixture of industrial estates and more playing pitches as well as a golf course

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	Planning permission for industrial units on the site.
Market demand viability of development without intervention:	N/a

## Site Assessment - Employment Land Availability Sites

Reference Number (Continued): 150

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

No other uses considered appropriate here due to the infancy of the development

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No

### Recommendation:

Is a new employment development which is currently being developed out. Site is therefore recommended to remain in employment use for the plan period

# **APPENDIX 2b**

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

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# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.1
Employment Site:	Brintons
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	5.40 ha
Total Floorspace:	44,897 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Brintons
Market Segment/ Employment Uses:	Carpet Manufacturer

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	This site is home to Brintons Carpets Ltd, which has operated from Kidderminster for over 100 years. The site is purpose built for the company and although the buildings are of some age they still appear to be viable employment units
Noise other Obvious Pollutants:	Noise from the factory and the nearby road
State of External Areas Public Realm:	External appearance appears ok
Parking, Internal Circulation and Servicing:	Seems to be well designed in terms of servicing. May be some issues with parking however, as many cars can be seen parked on grass verges

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No real concerns
Perception of the Wider Environmental Quality:	Fairly good
Local Facilities for Workforce:	Convenience store is located just under a mile away from the site

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Rail – Kidderminster Station lies roughly 1.7 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Demand for this type of manufacturing has declined over the recent years, although there still remains demand within this segment
Recent market activity on site:	Minimal
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One - Brintons
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.1

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered viable for other uses

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No - although the site forms part of a wider priority area - the SREC

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is home to one of the biggest local employers in the District. It is located in a strategically significant location, amongst other employment sites along the SREC. The site appears well utilised and is within a relatively sustainable location, which has good transport links and links to neighbouring workforce. The site is therefore recommended to be retained for employment use for the foreseeable future

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.2
Employment Site:	Coppice Trading Estate
Area:	Kidderminster
Address:	Walter Nash Road, Kidderminster
Site Area:	2.89 ha
Total Floorspace:	15,165 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	WFDC
Market Segment/ Employment Uses:	Various - predominantly B2 uses

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Site is varied with some older and some newer buildings. Quality is generally ok and businesses appear to be trading successfully from them
Noise other Obvious Pollutants:	Noise is minimal - usual industrial uses creating the most noise
State of External Areas Public Realm:	Ok - road surfacing is generally good - some areas could be improved in terms of litter etc
Parking, Internal Circulation and Servicing:	Ok - are available turning spaces but parking is more at a premium

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No - surrounded by other industrial/employment areas
Perception of the Wider Environmental Quality:	Is OK
Local Facilities for Workforce:	Minimal

3) Strategic Access	
Ease of Access to Main Road Network:	Large roads leading to and from the site help larger vehicles access the site well. Located near to a regional strategic network so access is fairly good.
Proximity to rail, sea and air freight:	Is located approx. 2.1 miles from Kidderminster Train Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site appears to be well occupied
Recent market activity on site:	Minimal - although opposite the site a new industrial park is being developed - which could boost interest in this area of the District
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure
Identity of leasehold or other occupiers:	Approx 14 businesses appear to operate from this site
Ransom strips or other known constraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.2

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None - due to its location and neighbouring uses

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** N/a

### Recommendation:

This employment site has been established within the District for a number of years now. Although some of the buildings are beginning to look a little jaded they are still considered to be viable employment premises, which have a decent take up. Overall, it is felt that the site remains an important employment location, situated in a predominantly industrial area, which contributes positively to the employment portfolio of the District. It is therefore recommended that the site be retained for employment use for the plan period

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.3
Employment Site:	Firs Industrial Estate
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	8.65 ha
Total Floorspace:	24,000 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	WFDC
Market Segment/ Employment Uses:	B1, B2 and B8 uses throughout the site

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Buildings are of a large footprint and are relatively recent in form
Noise other Obvious Pollutants:	No obvious pollutants on site - general industrial noise, however because of the lack of residential units nearby the impact is considered to be minimal.
State of External Areas Public Realm:	Ok
Parking, Internal Circulation and Servicing:	Ok, roads are cul de sacs but there is sufficient space to turn

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Industrial estates to the north and the west of the site. Greenbelt to the East and South of the Site. There is also Staffordshire and Worcestershire canal conservation area located close to the site which would constrain development in this direction.
Perception of the Wider Environmental Quality:	Ok, site is in a pleasant setting, which although constrains development it does enhance the wider environmental quality of the site.
Local Facilities for Workforce:	Minimal

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Just over two miles from Kidderminster Rail Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Appears popular locally
Recent market activity on site:	Restricted to minor extensions and more recently an application for 2 new industrial buildings has been approved
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Various throughout - believed to owned in part by Wyre Forest District Council
Identity of leasehold or other occupiers:	20+ businesses are currently located on the site
Ransom strips or other known constraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.3

### 7) Accessibility

**Workforce catchment:** There are a number of estates close by to the site although it is located on the urban extent so access is questionable

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No - but forms part of the SREC - which is important locally

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No - but does form part of the SREC

### Recommendation:

Overall, the site is considered to be a useful employment site for the District, being in a relatively accessible location and providing jobs for the local population. There is also little vacancy within the site and the external environment appears to suit employment uses well. The site forms part of the SREC, which remains a strategic focus for employment within the District and therefore this site is recommended to be retained in employment use for the foreseeable future.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.4
Employment Site:	Foley Business Park
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	6.6 ha
Total Floorspace:	12,381 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Variety of uses - B1, B2, B8 and D2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix, generally new purpose built units. Quality is good
Noise other Obvious Pollutants:	No obvious pollutants, some rubbish on a undeveloped area. Potential pollution form adjacent congested road
State of External Areas Public Realm:	Good
Parking, Internal Circulation and Servicing:	Good

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Surrounded by other industrial areas
Perception of the Wider Environmental Quality:	OK
Local Facilities for Workforce:	Convenience store located just under a mile away

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Rail – Kidderminster Station lies roughly 1.8 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	All units are let
Recent market activity on site:	Development of a new scheme of 10 industrial units is the main activity on site recently. Although prior to this a fitness club and new office block have also been developed
Market demand viability of development without intervention:	Site is already considered to be a viable employment area

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Appears to be a number of freehold owners on the site
Identity of leasehold or other occupiers:	Approx 8 businesses currently on site - although this will be added to on completion of the new scheme
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.4

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None, due to location and limitations - not considered suitable for other uses

**Other material policy considerations:**

None

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No - although the site forms part of the SREC which is considered to be an important employment area within the District

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is situated along the Stourport Road in Kidderminster. The site is occupied by a number of important local businesses. Recently the site has been subject to investment in terms of a speculative build of employment units. Additionally, in the recent past, a health club has also located on the site. The site appears to be well let, in terms of current premises, and is located in a good area for employment uses. The site is a viable employment area and contributes positively to the portfolio of employment sites within the District. Therefore, it is recommended that the site should be retained in employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.5
Employment Site:	Foley Industrial Estate
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	6.59 ha
Total Floorspace:	14,647 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unknown
Market Segment/ Employment Uses:	B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Varied -mainly older units predominate
Noise other Obvious Pollutants:	Noise from adjacent employment sites and from the road network
State of External Areas Public Realm:	Fairly good
Parking, Internal Circulation and Servicing:	Ok - appears the main car park is located to the north of the site

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints
Perception of the Wider Environmental Quality:	Ok
Local Facilities for Workforce:	Convenience store is located just under a mile away from the site

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Rail – Kidderminster Station lies roughly 2.1 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Segment is varied but it is mainly industrial uses which predominate here
Recent market activity on site:	Minimal
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure
Identity of leasehold or other occupiers:	Approx 5 businesses operating from the site
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.5

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** Unsure

**Ability of site to support particular economic dev priority:** Not really considered appropriate

### Recommendation:

The site is seen as being in a strategically important location in planning terms as it is located centrally in the SREC, surrounded by other employment uses. The site appears to continue to serve businesses well and is within a fairly sustainable location. It is therefore recommended that the site remain in employment use for the foreseeable future.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

### 0) BASE INFORMATION

**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 m<sup>2</sup> approx.

**Ownership or Presumed Ownership:** Klark Teknik

  

**Market Segment/ Employment Uses:** The company engineers equipment for the music industry

### 2) Quality of the Wider Environment

**Adjacent Land Uses constraining operations:** A local nature reserve and an area of open space are located to the west of the site. Industrial estates surround the rest of the site.

  

**Perception of the Wider Environmental Quality:** Ok, a nature reserve borders the site, and there are playing fields in close proximity

  

**Local Facilities for Workforce:** Minimal

### 5) Ownership and User Constraints on Development /Redevelopment

**Identify Number freehold owners:** One main freehold owner

  

**Identity of leasehold or other occupiers:** Units occupied by Klark Technic

  

**Ransom strips or other knownconstraints on development:** No

### 1) Quality of Existing Portfolio and Internal Environment

**Age and Quality of Buildings:** Quality of buildings is ok, Purpose built site for the company

  

**Noise other Obvious Pollutants:** No obvious pollutants from the site

  

**State of External Areas Public Realm:** Fairly good - located next to an area of public open space

  

**Parking, Internal Circulation and Servicing:** Ok, On site parking available - units appear relatively easily serviceable

### 3) Strategic Access

**Ease of Access to Main Road Network:** Large roads leading to and from the site help larger vehicles access the site well. Located near to a regional strategic network so access is fairly good.

  

**Proximtiy to rail, sea and air freight:** Is located approx.2.1 miles from Kidderminster Train Station

### 6) Site Development Constraints (undeveloped sites only)

**Site Access:** N/a

  

**Topography, Size, Shape:** N/a

  

**Utilities:** N/a

  

**On Site Environmental:** N/a

  

**Contamination/Land Stability/On-site structures:** N/a

  

**Amenity of Adjacent Occupiers:** N/a

### 4) Market Conditions/Perception and Demand

**Strength of local demand in segment:** Quite good

  

**Recent market activity on site:** Minimal activity on site

  

**Market demand viability of development without intervention:** N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.6

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is located in close proximity to the Stourport Road. The units on site appear relatively new and serve the company on site adequately. The site is surrounded by other industrial areas and an area of public open space screens the site from the adjacent residential properties. This site is seen as a viable employment site in a decent location, which adds to the portfolio of sites within the District. It is therefore felt that this site should remain in employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.7
Employment Site:	Lisle Avenue
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	3.85 ha
Total Floorspace:	18,070 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Various
Market Segment/ Employment Uses:	Mix of uses throughout the site - B1 and B2 uses predominate

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix of ages and quality throughout the site. The site has a wide range of businesses located throughout. Site appears to be fairly busy and well used. Not necessarily the best employment environment but it appears to fulfil a niche within the District.
Noise other Obvious Pollutants:	Noise from surrounding uses
State of External Areas Public Realm:	Are ok, road and pedestrian access is ok. There are residential properties adjacent to the site.
Parking, Internal Circulation and Servicing:	Varies depending on the type of business. Appears to be some issues with regard to access - mainly connecting to the Stourport Road. However, appears a viable and thriving area on the whole.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Residential development surrounds the site to the north and west, potentially constraining development.
Perception of the Wider Environmental Quality:	The wider environment consists of mainly housing development, giving some conflicting uses in close proximity. Although to the south of the area lies the British Sugar site which remains a strategically important employment site.
Local Facilities for Workforce:	A designated local centre is located approx 0.2 miles from the site.

3) Strategic Access	
Ease of Access to Main Road Network:	Good, located along Stourport Road. Although there can be issues with regard to access
Proximity to rail, sea and air freight:	The Severn Valley Railway runs along the South of the site however connection to this seems unlikely. Kidderminster station is the closest to the site located approx. 1.2 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	The market segment is fairly varied on this site. The predominant use classes within this area are B1 and B2
Recent market activity on site:	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.
Market demand viability of development without intervention:	Market demand appears to be mainly local, although the area as a whole appears fairly vibrant, housing a variety of employment needs.

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	It is believed that there are various freehold owners throughout the site
Identity of leasehold or other occupiers:	Appears that there are a number of leasehold occupiers throughout
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.7

### 7) Accessibility

**Workforce catchment:** Close workforce catchments due to the proximity of Kidderminster

**Access by Public Transport:** Bus stop located on the edge of the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

There may be potential for residential in part due to its proximity to other residential areas and the conflicting nature of the employment and residential uses

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Stourport Road corridor

**Deprivation in local communities:** Some of the nearby wards are areas of deprivation

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No - although forms part of the SREC

### Recommendation:

The viability and vitality of this employment site seems good. The site appears to serve a niche within the District. The site is made up of predominantly independent traders and vacancy within this area is fairly low at present. This area appears to have undergone piecemeal development and as a result is not one coherent site but a mix of different business units. The site does have some residential uses within and adjacent but is also located adjacent to the British Sugar Site. It is considered that the site is located in a fairly sustainable location and forms part of the SREC. The site offers smaller starter units which appear popular locally and overall it is recommended that the site remains for employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.8
Employment Site:	Oasis and Reilloc
Area:	Kidderminster
Address:	Goldthorne Road, Kidderminster
Site Area:	2.70 ha
Total Floorspace:	12,140 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Believed to be owned by the two companies who operate here
Market Segment/ Employment Uses:	Two employment premises on site - both B2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Logically this site appears to split into two main areas, reflecting the two businesses that operate from here. The Oasis building appears modern and well utilised whereas Reilloc Chain building is slighted dated although the business still appears to operate successfully from here
Noise other Obvious Pollutants:	Noise/Pollution from the nearby Stourport Road appears the most obvious pollutant
State of External Areas Public Realm:	External areas appear ok - public realm is fairly poor, however.
Parking, Internal Circulation and Servicing:	Appears OK

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Surrounding road network and residential properties could hinder further development. If development did occur here it would have to be a comprehensive scheme
Perception of the Wider Environmental Quality:	OK/Poor - congestion on Stourport Road and neighbouring areas of deprivation are concerns for the wider environmental quality of the site
Local Facilities for Workforce:	Ok

3) Strategic Access	
Ease of Access to Main Road Network:	Good - although congestion at peak times makes this less desirable
Proximiity to rail, sea and air freight:	Located approx 1.6 miles from Kidderminster train station. However, if a link was made via any British Sugar Site redevelopment this would reduce considerably

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Appears to be relatively healthy
Recent market activity on site:	Extensions and changes to the external appearance of the buildings - investment in the Oasis Arts and Crafts factory
Market demand viability of development without intervention:	N/a - Businesses are already operating in this location.

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Appears that there are two owners of the site. Oasis Arts and Crafts and Reilloc Chain
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	None that are obvious

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.8

### 7) Accessibility

**Workforce catchment:** Due to its location, there is a large workforce catchment close by

**Access by Public Transport:** Good - situated along a high frequency bus corridor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Whole of site is Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Could potentially be considered for other uses but employment seems the most appropriate at present.

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Good - due to the proximity of the SREC

**Deprivation in local communities:** Site is situated close to an area of deprivation

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No - is part of the SREC

### Recommendation:

The site is located near to Stourport Road Employment Corridor. Recent investment in the site suggests that employment is still viable in this location. However, there are known issues with crime and vandalism within this area which could bring into question its continuing suitability for employment use. Overall, however, it is felt that this area remains a viable employment site for the District, within a good location, well connected by public transport and the road network, and should therefore be retained for employment use.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.9
Employment Site:	Oldington Trading Estate
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	6.44 ha
Total Floorspace:	29,757 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unknown
Market Segment/ Employment Uses:	B1,B2 and B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Varies throughout but generally the quality of the buildings appear good
Noise other Obvious Pollutants:	No obvious pollutants apart from the general noise associated with employment based activities
State of External Areas Public Realm:	Fairly good
Parking, Internal Circulation and Servicing:	Good

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints - close to a nature reserve however, which may have an impact
Perception of the Wider Environmental Quality:	Fairly good
Local Facilities for Workforce:	Convenience store is located just under a mile away from the site

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Rail – Kidderminster Station lies roughly 1.7 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site appears to be in good demand and is fully let
Recent market activity on site:	No recent activity of any note
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	A number of freehold owners are believed to be in place
Identity of leasehold or other occupiers:	Approx 11 leasehold owners through the site
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.9

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is currently home to a number of important local employers. The site is located in a strategically significant location, and forms an integral part of the SREC. The site appears fully let and therefore is considered to be a viable employment area for now and in the future. It is therefore recommended the site should be retained in employment use.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.10
Employment Site:	Romwire Site
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	4.99 ha
Total Floorspace:	24,231 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Romwire
Market Segment/ Employment Uses:	Currently vacant

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Poor - old buildings which are vacant and in disrepair
Noise other Obvious Pollutants:	Potential pollution from the previous use on site
State of External Areas Public Realm:	Poor
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No obvious constraints to developing the site for employment use in terms of adjacent land uses (All adjacent uses currently industrial in nature)
Perception of the Wider Environmental Quality:	Wider environment is ok, although the actual site is poor
Local Facilities for Workforce:	Poor

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Rail – Kidderminster Station lies roughly 1.8 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site could be redeveloped to provide for the segments most in demand
Recent market activity on site:	None
Market demand viability of development without intervention:	Development here would probably require intervention, due to the need to remediate the land

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Believed to be one main freehold owner
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	Issues with ownership could hinder the redevelopment of the site

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.10

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Believe that a whole scale redevelopment for employment use would be the best option in this location

**Other material policy considerations:**

Issues of contamination and site economics could prove a big factor in this potential redevelopment

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Offering new opportunities in this area, through redevelopment of sites like this, could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** Yes - the site has been an eye sore for some time now and could be identified as an important regeneration location

**Potential Availability of Gap Funding to Develop:** Could have the potential for funding from other sources

**Ability of site to support particular economic dev priority:** Support economic development priority of recycling brownfield land

### Recommendation:

This site is currently not in use as an employment site. The former Romwire factory has remained vacant for over 5 years now and is considered to be derelict. Due to the location of this site it is considered that the site should be designated for employment redevelopment. There are issues regarding remediation and therefore the site may require assistance. The site remains in a strategically significant location, surrounded by other employment uses - its redevelopment as a employment site, therefore, would seem the most appropriate use. It is viewed that this site is in need of improvement and a redevelopment scheme would add to the employment portfolio while bringing back into use a current derelict site - as well as potentially creating job opportunities for some of the nearby deprived wards. It is therefore recommended that the site be designated for employment redevelopment.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.11
Employment Site:	Vale Industrial Estate
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	3.90 ha
Total Floorspace:	8,007 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unknown
Market Segment/ Employment Uses:	B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Site is split in two - the first part of the site the buildings appear new and are of good quality. The rest of the site is home to Ashland chemicals which is slightly more dated
Noise other Obvious Pollutants:	Noise mainly emanates from the Ashland Chemical site
State of External Areas Public Realm:	Fairly good - site is flanked by woodland which improves its attractiveness
Parking, Internal Circulation and Servicing:	Good

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Ashland chemicals, which is situated on this site, may constrain development within this area - due to the nature of the business carried out
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Ok - Convenience store located close by

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximity to rail, sea and air freight:	Kidderminster station is approx 2 miles away from the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Good
Recent market activity on site:	No recent market activity apparent
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Believe to be two main freehold owners
Identity of leasehold or other occupiers:	3 other businesses
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.11

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously developed in part

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Do not feel that other uses would be viable in this location at present

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

The site is home to 3 businesses. The site is fairly new and has direct access to the Stourport Road. The site appears well maintained and is in a strategically important location (SREC). The site appears to be thriving, and given its location and current use, it is considered that it should remain in employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	1.12
Employment Site:	Ceramaspeed
Area:	Kidderminster
Address:	Walter Nash Road, Kidderminster
Site Area:	3.22 ha
Total Floorspace:	13,333 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Ceramaspeed
Market Segment/ Employment Uses:	Manufacturer and distributor of high temperature electric heating, insulating, and electronic control systems.

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	One building on site which is fairly new, in good condition and well serviced
Noise other Obvious Pollutants:	No obvious main pollutants
State of External Areas Public Realm:	Quiet good
Parking, Internal Circulation and Servicing:	very good - available parking and servicing. While circulation of the site is good

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Golf course to the south of the site and housing and industrial around the rest of the site
Perception of the Wider Environmental Quality:	Wider environmental quality is good, located close to open space
Local Facilities for Workforce:	Minimal

3) Strategic Access	
Ease of Access to Main Road Network:	OK, close to Stourport Road corridor
Proximity to rail, sea and air freight:	Rail – Kidderminster Station, 2.2 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Unsure as to the strength of this sector
Recent market activity on site:	No recent market activity of note
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 1.12

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Considered to be an important employment site, which contributes well to the portfolio of sites

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is a relatively new employment area, which currently serves one company. The unit appears to be custom built and provides a good employment unit within a strategically important location. The site forms part of a cluster of employment sites along Walter Nash road, which directly accesses the SREC. Overall, it is felt that this site remains an important part of the District's portfolio of sites and should remain for employment uses for the plan period

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	2.1
Employment Site:	Hoo Farm Industrial Estate
Area:	Kidderminster
Address:	Worcester Road, Kidderminster
Site Area:	22.56 ha
Total Floorspace:	81,316 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Many uses throughout the site

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Range, some of the buildings seem older than others but all are generally of decent quality
Noise other Obvious Pollutants:	General noise form HGV's and some of the more industrial activities on site
State of External Areas Public Realm:	Good, external areas well maintained, roads surfaced well and pedestrian movement seems ok.
Parking, Internal Circulation and Servicing:	Parking appears sufficient within this area. Internal circulation is good as is the road network which aids servicing.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Site constrained by roads and greenbelt land to the west and east and housing to the north.
Perception of the Wider Environmental Quality:	Generally good, mainly countryside, located on the edge of Kidderminster
Local Facilities for Workforce:	Café on site. Petrol station 0.5miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Good, located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximtiy to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster) Sea and Air – N/a

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site is very popular locally, with good take up rates of units
Recent market activity on site:	Minimal - some planning applications for change of use and extensions but nothing else
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Believed to be many of the owners on site
Identity of leasehold or other occupiers:	Almost 100 businesses are believed to trade currently from this area
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 2.1

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchments but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered suitable for other uses at present

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Summerfield and employment areas along the Worcester Road corridor. Also there is going to be a new industrial development opposite which could offer more jobs in the vicinity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

Hoo Farm is one of the largest employment areas within the District. It is a popular location for employers and has a good occupancy rate. The site is viable and really important to the District and therefore is recommended to be retained in employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	2.2
Employment Site:	Spennells Valley
Area:	Kidderminster
Address:	
Site Area:	1.14 ha
Total Floorspace:	19,307 m <sup>2</sup> 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

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Buildings quality appears good and they appear to be relatively new
Noise other Obvious Pollutants:	Noise from surrounding road network
State of External Areas Public Realm:	Ok
Parking, Internal Circulation and Servicing:	Good - lots of room for manoeuvre in this area. The DIY warehouse on site does, however, cause issues with parking at peak trading times

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	There is a small brook which runs parallel with the site which may constrain development. Also, neighbouring residential properties may constrain development - although there elevated status minimises this slightly
Perception of the Wider Environmental Quality:	OK
Local Facilities for Workforce:	Ok - convenience shop located in close proximity

3) Strategic Access	
Ease of Access to Main Road Network:	Good
Proximity to rail, sea and air freight:	Ok - Kidderminster rail station is located approx 1 mile away from the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	
Recent market activity on site:	Minimal activity over recent years
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Thought to be in the ownership of Brockway Carpets
Identity of leasehold or other occupiers:	A number of businesses on site - approx 8 leasehold occupiers
Ransom strips or other knownconstraints on development:	None

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 2.2

### 7) Accessibility

**Workforce catchment:** Ok - located close to residential properties which could provide workers for the site

**Access by Public Transport:** OK - bus service close by

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

May be considered suitable for other uses, although given its relatively sustainable location and the links to the road network it is considered that employment use should remain in this location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Other jobs available locally on other prominent industrial estates

**Deprivation in local communities:** May be pockets of deprivation but generally appears healthy

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** N/a

### Recommendation:

The site is located well in terms of the strategic road network, is fairly close to a workforce catchments and the site appears to be fully let. The site houses a number of businesses and also provides a location for a major DIY store. Overall, it is considered that this site is a viable employment site, and remains important to the District, it is therefore recommended that it should remain in employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	2.3
Employment Site:	Brockway
Area:	Kidderminster
Address:	
Site Area:	4.18 ha
Total Floorspace:	7452 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Brockway Carpets
Market Segment/ Employment Uses:	B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	One building on site - which appears old, but still looks in decent shape
Noise other Obvious Pollutants:	Noise from surrounding road and rail network and the operations of the business.
State of External Areas Public Realm:	Are ok but fairly constrained by surrounding uses
Parking, Internal Circulation and Servicing:	OK - designated parking to the north of the site

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Site is flanked by an elevated railway line/residential developments and the road network
Perception of the Wider Environmental Quality:	Poor
Local Facilities for Workforce:	There are a number of shops and pubs located close by which offer facilities for the workforce

3) Strategic Access	
Ease of Access to Main Road Network:	Fairly good - located close to a major A road with good links to Worcester and Bromsgrove
Proximity to rail, sea and air freight:	Ok - Kidderminster rail station is located approx 1 mile away from the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Segment has declined over the years but still remains an area in demand locally
Recent market activity on site:	No
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One - Brockway carpets
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 2.3

### 7) Accessibility

**Workforce catchment:** Ok - located close to residential properties which could provide workers for the site

**Access by Public Transport:** Ok - there is a bus stop located in close proximity to the site, although the frequency of buses in this area is questionable

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Site could potentially be considered for residential development as it is located by residential properties. Although currently it is considered to be a viable employment site

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Jobs available in the local vicinity at other employment sites such as Hoo Farm and Hoo Brook

**Deprivation in local communities:** Not apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is home to one business, Brockway carpets. The site appears to be relatively healthy and is considered to add to the current portfolio of sites within the District. It is recommended that the site be retained in employment use for the foreseeable future

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	2.4/3.2
Employment Site:	Hoobrook Industrial Estate
Area:	Kidderminster
Address:	Worcester Road, Kidderminster
Site Area:	9.89 ha
Total Floorspace:	16,341 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	WFDC
Market Segment/ Employment Uses:	Used for B1, B2 and B8 as well as some sui generis uses

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mixed, however, generally older buildings dominate
Noise other Obvious Pollutants:	Noise from existing road and scrap yard and waste facility will also generate certain levels of noise. Potential pollution from these sites as well
State of External Areas Public Realm:	Mixed, externally some of the buildings look out dated.
Parking, Internal Circulation and Servicing:	Seems ok, although some of the roads do seem quite small and larger vehicles could struggle with them. The waste facility on site also adds to the traffic and during busy times can lead to congestion around the site.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Adjacent land uses are varied and consist of houses, industrial land, Green Belt land and road/rail networks
Perception of the Wider Environmental Quality:	Is OK, some of the units and roads are slightly dated however
Local Facilities for Workforce:	There is a McDonalds on site as well as a petrol station which offers some facilities for the workforce

3) Strategic Access	
Ease of Access to Main Road Network:	Located adjacent to the A449 giving the site good access links by road
Proximity to rail, sea and air freight:	Kidderminster Station located just over 1 mile away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Appears to be a fairly popular location for local businesses. This was reinforced by the consultation exercise carried out with local businesses
Recent market activity on site:	Minimal works on site in recent years
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure - Wyre Forest District Council owns some of the land - but unsure as to the rest of the site
Identity of leasehold or other occupiers:	Numerous businesses throughout the site (approx 42 in total)
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 2.4/3.2

### 7) Accessibility

**Workforce catchment:** Close proximity to Kidderminster

**Access by Public Transport:** Bus stops located on the edge of the site along the Worcester Road

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Site is considered to be currently suited to employment needs. Unsure about the viability of other uses within this area at present

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Location, close to Kidderminster, and other industrial areas offers other jobs locally

**Deprivation in local communities:** Local communities do not appear to be specifically deprived

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** Not likely

**Ability of site to support particular economic dev priority:** Site is considered to make a positive contribution to a balanced portfolio within the District

### Recommendation:

This site is home to a number of businesses, both national and local. It is located well in terms of the strategic road network and vacancy rates are low. Overall, it is considered that the site contributes positively to the portfolio of the District and it is recommended that it should remain for employment use for the plan period

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	2.5
Employment Site:	Part of Summerfield within the District
Area:	Kidderminster
Address:	Worcester Road, Kidderminster
Site Area:	24.39 ha
Total Floorspace:	? m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Roxel
Market Segment/ Employment Uses:	B1 and B2 - Research and rocket motor construction

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Site is beginning to age now and the buildings appear custom designed to suit the employers needs
Noise other Obvious Pollutants:	Potential pollutants from the practices carried out on site
State of External Areas Public Realm:	Good - due to its rural location
Parking, Internal Circulation and Servicing:	Good - site is custom built

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	May be issues as the site is located within the green belt
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor - not many local facilities available - due to its peripheral location

3) Strategic Access	
Ease of Access to Main Road Network:	Good - links well to the Worcester Road and the Strategic Road Network
Proximity to rail, sea and air freight:	Site is approx 2 miles from both Kidderminster and Hartlebury Train Stations

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Is a specialist use
Recent market activity on site:	Minimal - restricted to mainly extensions to buildings currently on site
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	None

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 2.5

### 7) Accessibility

**Workforce catchment:** With Kidderminster located close by there is an available workforce catchments - although accessing the site sustainably is an issue

**Access by Public Transport:** Poor - due to the sites peripheral location the access by public transport is poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Would need to be considered on a comprehensive basis if the company were ever to cease trading from the site

**Other material policy considerations:**

Site straddles the District border so any development would need to be in consultation with Wychavon District Council

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Jobs available on the adjacent Hoo Farm Industrial Estate and the new development opposite could also create jobs

**Deprivation in local communities:** No - local communities are generally rural

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No - site is custom built

### Recommendation:

The site is located along the Worcester Road and therefore has fairly good access links to the surrounding road network. The site has a number of buildings which have been built for the purpose of the company and therefore are unique in their design. The location remains fairly strategic and surrounding uses, in the form of Hoo Farm Industrial Estate, suggest its suitability for continuation as an employment location.

Overall however, the site remains an important employment focus in a location that currently suits the companies needs, and therefore should be recommended to be retained in employment use for the foreseeable future. However, should the company cease trading in this area then a comprehensive assessment of the site, in conjunction with Wychavon District Council, would be required.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	3.1
Employment Site:	Worcester Road Business Area
Area:	Kidderminster
Address:	Worcester Road, Kidderminster
Site Area:	11.16 ha
Total Floorspace:	62,254 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Predominantly used by Sealine and Victoria carpets although there are other B1, B2, and B8 uses throughout the site

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix. Some purpose built new buildings are located throughout the site as well as older factories such as Victoria Carpets
Noise other Obvious Pollutants:	Busy road located on the edge of the site. Car garages and boat builders yard also contribute to the noise and pollution
State of External Areas Public Realm:	External areas are ok although the public realm is confusing due to the different activities and access routes on site
Parking, Internal Circulation and Servicing:	Ok, as there are a mix of uses throughout the site the type of parking/servicing differs. Circulation around the site is quite tricky as it is located off a dual carriage way

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is mainly surrounded by roads which constrain the development as well as the railway line that runs to the south of the site and the Staffordshire & Worcestershire canal which runs along the western border of the site. The canal is a designated conservation area which also restricts development
Perception of the Wider Environmental Quality:	Varied, to the west of the site there is the canal which offers a good environmental quality however the rest of the site is flanked by transport paths which can be very congested, bringing down the environmental appeal of the site
Local Facilities for Workforce:	The site is located fairly close to Kidderminster town centre (approx 0.6miles) which offers all the facilities that you would expect of a town centre.

3) Strategic Access	
Ease of Access to Main Road Network:	Good - located along a regional strategic route (A449)
Proximity to rail, sea and air freight:	The site is located close to Kidderminster Station (0.8 miles) with fairly good access links to and from it, along regional strategic routes.

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site seems popular locally - some of the units have retailing permissions, which gives the site an extra dimension
Recent market activity on site:	Mainly limited to extensions within this area.
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	A number of businesses could potentially have freeholds including Sealine and Victoria Carpets
Identity of leasehold or other occupiers:	Various businesses on site (approx 19 in total)
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 3.1

### 7) Accessibility

**Workforce catchment:** Located close to Kidderminster town centre and surrounding estates which offer a close workforce catchments

**Access by Public Transport:** There are bus stops outside the site, and the main bus station for the district is just over 0.6 miles away from the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Could be considered for mixed use development - although at present it remains a healthy employment area

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Other employment sites are located nearby as is the town centre which offers potential jobs

**Deprivation in local communities:** Local communities do not appear deprived

**Priority Regeneration Designation:** No - although there may be scope to improve the area

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

The site has a number of well established, locally important businesses that trade from this area. The site is located well in terms of the road network and links to the town centre and railway station. The site is in a fairly sustainable location and appears to be fairly well occupied with little or no vacancy. The site also benefits from having units with a retail based function, which makes it attractive to certain businesses. Overall, it is considered that this site is well located and adds a good dimension to the portfolio of sites within the District and is therefore recommended to remain in employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	4.1
Employment Site:	Meadow Mills Industrial Estate
Area:	Kidderminster
Address:	Dixon Street, Kidderminster
Site Area:	1.67 ha
Total Floorspace:	6,320 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	West Bromwich Estates
Market Segment/ Employment Uses:	Varied throughout - predominantly small workshops

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Buildings are believed to be 60s built development., Quality varies but appears to be still viable
Noise other Obvious Pollutants:	Just general noise from the businesses on site
State of External Areas Public Realm:	OK
Parking, Internal Circulation and Servicing:	OK

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	There is a wide variety of adjacent land uses, however the only major constraint to further development is the River Stour which runs to the east of the site
Perception of the Wider Environmental Quality:	Is OK
Local Facilities for Workforce:	Very Good - located close to Kidderminster town centre

3) Strategic Access	
Ease of Access to Main Road Network:	Good - Kidderminster ring road is located in close proximity
Proximiity to rail, sea and air freight:	Fairly good - Kidderminster station is located close by.

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site appears to be very popular. Predominated by small starter units which are well let
Recent market activity on site:	Minimal - some applications for change of use
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure
Identity of leasehold or other occupiers:	Various businesses located throughout the site
Ransom strips or other knownconstraints on development:	

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 4.1

### 7) Accessibility

**Workforce catchment:** Fairly good - close by to residential neighbourhoods

**Access by Public Transport:** Good - due to the town centre location and the access to Kidderminster Railway Station

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Could be potentially considered for a mixed use scheme involving office/residential due to its sustainable town centre location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Are other jobs available locally - within the town centre - although these are likely to be in different segments to those that exist on the site

**Deprivation in local communities:** No

**Priority Regeneration Designation:** No - although the site could positively contribute to any regeneration of the town centre environment

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic development priority:** No

### Recommendation:

Meadow Mills is located within the boundary of Kidderminster town centre. The site is currently home to a number of local businesses. Although the site may be looking jaded in parts it is still very active, with very little vacancy apparent. The site is located in a sustainable urban location, which appears very popular. The site offers small starter units close to the town centre. The site is considered to be active and viable, and within a sustainable location and is therefore recommended to be retained for employment use for the foreseeable future.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

### 0) BASE INFORMATION

**Reference Number:** 4.2

**Employment Site:** Stourvale Mills

**Area:** Kidderminster

**Address:** Green Street, Kidderminster

  

**Site Area:** 3.59 ha

**Total Floorspace:** 14,533 m<sup>2</sup> approx.

**Ownership or Presumed Ownership:** Woodward Grosvenor & Co. Ltd.

  

**Market Segment/ Employment Uses:** Originally a large carpet manufacturer operated from here. The site is mainly vacant now with some operations still ongoing

### 2) Quality of the Wider Environment

**Adjacent Land Uses**  
constraining operations:

**Perception of the Wider**  
Environmental Quality:

**Local Facilities for**  
Workforce:

### 5) Ownership and User Constraints on Development /Redevelopment

**Identify Number**  
freehold owners:

**Identity of leasehold or**  
other occupiers:

**Ransom strips or other**  
known constraints on  
development:

### 1) Quality of Existing Portfolio and Internal Environment

**Age and Quality of**  
Buildings:

**Noise other Obvious**  
Pollutants:

**State of External**  
Areas Public Realm:

**Parking, Internal**  
Circulation and  
Servicing:

### 3) Strategic Access

**Ease of Access to Main**  
Road Network:

**Proximity to rail, sea**  
and air freight:

### 4) Market Conditions/Perception and Demand

**Strength of local**  
demand in segment:

**Recent market activity**  
on site:

**Market demand viability**  
of development without  
intervention:

### 6) Site Development Constraints (undeveloped sites only)

**Site Access:**

**Topography, Size,**  
Shape:

**Utilities:**

**On Site Environmental:**

**Contamination/Land**  
Stability/On-site  
structures:

**Amenity of Adjacent**  
Occupiers:

## Site Assessment - Current Employment Sites

Reference Number (Continued): 4.2

### 7) Accessibility

Workforce catchment:

Access by Public  
Transport:

### 8) Sequential Test and Brownfield/Greenfield

Urban, Urban Edge or  
Outside Urban:

Previously developed in  
whole or part:

### 10) Other Policy Considerations

Alternative uses if no longer allocated for employment:

Other material policy considerations:

### 9) Social and Regeneration Policy

Availability of other  
jobs locally:

Deprivation in local  
communities:

Priority Regeneration  
Designation:

Potential Availability of  
Gap Funding to Develop:

Ability of site to support  
particular economic dev  
priority:

### Recommendation:

Site is currently being developed out for use as a supermarket. Site no longer considered within the ELR.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	5.1
Employment Site:	Churchfields Business Park
Area:	Kidderminster
Address:	Clensmore Street, Kidderminster
Site Area:	7.09 ha
Total Floorspace:	39,540 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Kidderminster Property Investments
Market Segment/ Employment Uses:	Various businesses are located on site - include B1, B2 and B8 uses throughout

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix of buildings, generally older buildings dominate the site
Noise other Obvious Pollutants:	Noise of lorries/general employment noise - no obvious pollutants however.
State of External Areas Public Realm:	Generally dated, public realm around the site is quite poor. Large entrance is not pedestrian friendly
Parking, Internal Circulation and Servicing:	Historic road network constrains the site and makes servicing difficult, especially for the larger vehicles. Internally there are large areas for the larger vehicles to turn and flow of the traffic is ok.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The ring road to the South of the site limits any potential expansion in this direction. The site also is constrained by housing to the East and the Staffordshire and Worcestershire Canal to the North and the West. The road network around the site also limits expansion, due to heavy congestion during peak times.
Perception of the Wider Environmental Quality:	Is ok - small roads constrain the site and the movement of traffic to and from the area
Local Facilities for Workforce:	There is a nearby local centre, The Horsefair, and the Town Centre is also located in close proximity

3) Strategic Access	
Ease of Access to Main Road Network:	Roads around the site are relatively small and access to the main road network has to be by these smaller networks leading to problems, especially in peak times and for the larger format vehicles.
Proximity to rail, sea and air freight:	Located 0.7 miles away from Kidderminster Train Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Ok - site take up seems fairly high - although all are believed to be short term leases
Recent market activity on site:	Recent market activity has centred around change of use of current premises. No 'new' building work has been carried out recently
Market demand viability of development without intervention:	N/a - currently developed

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Understand to be in the ownership of Kidderminster Property Investments
Identity of leasehold or other occupiers:	Numerous leasehold occupiers on the site. Understood to be predominantly short term leases
Ransom strips or other known constraints on development:	Main constraints have been identified

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 5.1

### 7) Accessibility

**Workforce catchment:** The Estate is located close to Kidderminster town centre and so is close to a large workforce catchments.

**Access by Public Transport:** The Estate is accessible by Public Transport, with bus stops located within The Horsefair and the town centre being close by.

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Site has the ability to house a number of uses including residential/open space/ employment

**Other material policy considerations:**

Site is considered to be suitable for redevelopment, although this would need to be on a comprehensive scale in order to achieve the best results.

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Due to its proximity close to the town centre there a large amount of jobs available within the locality

**Deprivation in local communities:** Site is located close to areas of deprivation.

**Priority Regeneration Designation:** Yes - site is considered to offer potential for improvement within the area.

**Potential Availability of Gap Funding to Develop:** Would benefit from funding if site was to be redeveloped

**Ability of site to support particular economic dev priority:** Site has good potential and could meet a number of economic development priorities

### Recommendation:

This is a large site located close to the town centre of Kidderminster. The site is a historic employment area which was, historically, associated with the carpet industry. However, due to the decline in the carpet industry the site has slowly diversified and now a number of businesses operate from this area.

The connections to and from the site are very poor due to the historic road network and there are issues to do with neighbouring residential uses, which causes problems. The site is located close to Kidderminster town centre and therefore offers a potential opportunity for a sustainable redevelopment of the site, which could help with a wider regeneration role for the surrounding area, which has issues with deprivation.

A redevelopment of this site may also help to improve the surrounding environment and offer new opportunities within the area. Overall it is considered that this historic employment site would benefit from regeneration and it is therefore recommended that the site should be considered for alternative uses through the Development Plan preparation.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
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 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Presumed to be in the ownership of Kidderminster Property Investments
Market Segment/ Employment Uses:	B2/B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Buildings are fairly old and not suited to modern day business requirements. Quality of buildings is also fairly poor.
Noise other Obvious Pollutants:	Noise emanating from employment uses but no obvious significant pollutants.
State of External Areas Public Realm:	Generally poor
Parking, Internal Circulation and Servicing:	Appears ok - some of the land is taken up by the storage of vehicles, which indicates that there is sufficient space available

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is bounded by other employment sites/residential uses and a canal
Perception of the Wider Environmental Quality:	Is OK, close proximity to canal and open space makes the environmental quality good
Local Facilities for Workforce:	Is ok - a local centre and retail park are located in fairly close proximity

3) Strategic Access	
Ease of Access to Main Road Network:	Generally poor - due to the historic road network and problems of congestion.
Proximity to rail, sea and air freight:	Approx 1 mile to Kidderminster Train Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Appears to be demand for this type of unit - low cost, low grade bespoke employment units, which appear to house a number of local businesses
Recent market activity on site:	Fairly limited until recently when there has been a greater take up of units by local businesses
Market demand viability of development without intervention:	Has been some interest recently although a number of the units are still vacant and have been for a while - may require intervention for site to improve

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Believed to be owned by one main freehold owner - KPI
Identity of leasehold or other occupiers:	All units appear to be leased and are approx 5 occupiers
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 5.2

### 7) Accessibility

**Workforce catchment:** Site is located close to residential properties

**Access by Public Transport:** Poor - closest main access is the town centre which is approx 15mins walk time

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** PD

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Could be considered suitable for residential development - canal side setting and examples of this occurring close by suggest this is a possibility

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Available jobs on Churchfields business park and the Kidderminster Town Centre

**Deprivation in local communities:** Some deprivation in the surrounding area - is a targeted area for regeneration and improvement

**Priority Regeneration Designation:** Could be considered as a priority regeneration area - to improve all aspects of the site

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** Could be considered alongside Churchfields as part of a regeneration 'master plan' to improve the fortunes of the site and help regenerate the deprived surrounding area

### Recommendation:

This employment site is situated to the north of Kidderminster Town Centre and is located close to Churchfields business park. The site is believed to be in the ownership of the same company who owns Churchfields Business Park - KPI. The site is currently in a poor state and the buildings are not considered suitable for modern business use. There has been some more interest recently but there still remains high vacancy within the site.

The site is situated close to the canal network (and therefore the conservation area) and residential properties and therefore could be considered for alternative uses. Overall, it is considered that the site is a fairly poor employment area, and would benefit from redevelopment - it is also understood that parts of the site have caused problems with the neighbouring residential areas. Overall, therefore, it is recommended that the site should be considered for alternative uses.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	5.3
Employment Site:	Stoney Lane Industrial Estate
Area:	Kidderminster
Address:	Red Sands Road, Kidderminster
Site Area:	0.83 ha
Total Floorspace:	3,623 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Marchington Properties
Market Segment/ Employment Uses:	B2/B8 predominantly

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Buildings appear to be fairly new and the quality is OK
Noise other Obvious Pollutants:	Noise from surrounding industrial uses
State of External Areas Public Realm:	Ok - one link road to the site
Parking, Internal Circulation and Servicing:	Ok

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is bounded by another employment site/residential uses and a canal
Perception of the Wider Environmental Quality:	Is OK, close proximity to canal and open space makes the environmental quality good
Local Facilities for Workforce:	Is ok - a local centre and retail park are located in fairly close proximity

3) Strategic Access	
Ease of Access to Main Road Network:	Generally poor - due to the historic road network and problems of congestion.
Proximity to rail, sea and air freight:	Approx 1 mile to Kidderminster Train Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site appears to be fairly well let - mainly B2 uses operate here
Recent market activity on site:	Little recent market activity on this site
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to the freehold owner
Identity of leasehold or other occupiers:	Numerous businesses located within the site
Ransom strips or other known constraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 5.3

### 7) Accessibility

**Workforce catchment:** Is located fairly close to Kidderminster town centre. There are also a large number of residential properties nearby which could provide workers

**Access by Public Transport:** Poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** PD

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Could be considered for a mixed use redevelopment - if part of a wider scheme with the adjoining industrial area

**Other material policy considerations:**

None

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Available jobs on Churchfields business park and the Kidderminster Town Centre

**Deprivation in local communities:** Deprivation in the surrounding area

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This employment site is situated to the north of Kidderminster town centre, and is surrounded by other employment areas as well as neighbouring residential properties. The site comprises of approx 7 units, which are of reasonable quality. The site appears to have a relatively good take up rate and businesses seem to operate successfully from here. However, the location of the site is not ideal and there are issues, like the rest of the employment sites within this area, to do with conflicting neighbouring uses - which are predominantly residential. There are also issues regarding access to the site due to the historic road network. Overall, it is considered that this site has a number of constraints - mainly due to its location, access issues and the surrounding uses. It is therefore recommended that this site should be considered for alternative uses.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	5.4
Employment Site:	Puxton Mill - Employment Area
Area:	Kidderminster
Address:	Puxton Lane, Kidderminster
Site Area:	1.44 ha
Total Floorspace:	10,355 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Carpets of Worth
Market Segment/ Employment Uses:	Is specific for a carpet manufacturer

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Appear fairly dated (Custom built for the carpet manufacturer that exists on site)
Noise other Obvious Pollutants:	None that are apparent
State of External Areas Public Realm:	External area is generally poor -with access being a significant issue.
Parking, Internal Circulation and Servicing:	Fairly poor

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Site is located within a flood plain and surrounding rivers and SSSI constrain development.
Perception of the Wider Environmental Quality:	Generally good - although the site detracts from the wider environmental quality
Local Facilities for Workforce:	Poor

3) Strategic Access	
Ease of Access to Main Road Network:	Poor - Access within this area is poor and improving this appears very difficult
Proximity to rail, sea and air freight:	Poor

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Declining - steady loss of jobs in the carpet trade since the 1990s
Recent market activity on site:	Minimal - only for C.O.U
Market demand viability of development without intervention:	Unsure of demand within this area - may require intervention if it the site is to be further developed

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Appears to be one freehold owner - Carpets of Worth
Identity of leasehold or other occupiers:	Appears only to be one other leasehold occupier
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 5.4

### 7) Accessibility

**Workforce catchment:** Is located close to large neighbourhoods and so there is an available workforce catchments

**Access by Public Transport:** Very Poor.

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** PD

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Difficult to see other uses being viable within this area due to the location of the site in a floodplain and the access issues. May be suitable for open space but this wouldn't be economically viable

**Other material policy considerations:**

Flooding considerations would need to be taken into account

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Minimal - due to its peripheral location

**Deprivation in local communities:** Not within local communities

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is a historic industrial site, which was custom built for use as a carpet manufacturers. This use still prevails on site today - but with a much reduced workforce. There are a couple of main constraints with this site - firstly, there are issues with regard to access, and secondly the site is located within the flood plain. Although the building is fairly dated, it is considered that the site still supports business use and given the constraints, and the unlikelihood of other uses being acceptable here, it is considered that this site should remain within employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	6.1
Employment Site:	Greenhill Industrial Estate
Area:	Kidderminster
Address:	Birmingham Road, Kidderminster
Site Area:	4.43 ha
Total Floorspace:	22,655 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Used for B1, B2 and B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Some buildings built in the 1970's
Noise other Obvious Pollutants:	Noise of servicing the units
State of External Areas Public Realm:	OK
Parking, Internal Circulation and Servicing:	Good, areas are well defined for parking and there is space for servicing. However as there is only one straight road circulation could be improved upon.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is surrounded by residential development on all sides constraining any further development of the area.
Perception of the Wider Environmental Quality:	Is ok
Local Facilities for Workforce:	Kidderminster town centre is approx. 0.8miles away and Broadwaters Local Centre is approx 0.4 miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Very Good - Site is located along a regional strategic route (Birmingham Road) and on the Eastern edge of Kidderminster, giving a good strategic location.
Proximity to rail, sea and air freight:	Located approx 0.7miles away from Kidderminster Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Good
Recent market activity on site:	Minimal - limited to extensions and change of use
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to the freehold owners of the site. Appears that Adams carpets may have a freehold for at least some of the site
Identity of leasehold or other occupiers:	Approx 9 businesses on site
Ransom strips or other knownconstraints on development:	None

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 6.1

### 7) Accessibility

**Workforce catchment:** Good - Located within Kidderminster and close to residential estates offering a good potential for workers

**Access by Public Transport:** Ok, bus stop located approx 0.1 miles away from the entrance to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously developed in part

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

May be considered suitable for a mixed use scheme or residential development

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** This is the only employment site within this location. The nearest other jobs are located within Kidderminster Town Centre, just under a mile away

**Deprivation in local communities:** No - local community appears fairly prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is considered to be a viable employment area, which has little vacancy. The site is located well in terms of strategic access and offers a retail element in some of the units, which gives the site an extra dimension. Although the surrounding uses are predominantly residential it is considered that the site does not adversely impact on the amenity of the adjacent dwellings. Therefore, as the site is considered to remain a vital and viable employment site, within a good location, it is recommended that this site should remain in employment use for the foreseeable future.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	7.1
Employment Site:	Park Street
Area:	Kidderminster
Address:	Park Street, Kidderminster
Site Area:	1.68 ha
Total Floorspace:	7,733 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Generally small scale - involving B2 and B8 along with some sui generis use

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	The buildings on site appear fairly dated
Noise other Obvious Pollutants:	General noise from workshops/businesses on site plus the nearby road network
State of External Areas Public Realm:	Generally poor
Parking, Internal Circulation and Servicing:	OK, although space appears quite 'tight' in areas

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is bounded by residential uses and a busy road network. Due to its elevated status issues of land slippage may need to be considered
Perception of the Wider Environmental Quality:	Fairly poor
Local Facilities for Workforce:	OK - Kidderminster town centre is fairly close by

3) Strategic Access	
Ease of Access to Main Road Network:	Good
Proximity to rail, sea and air freight:	Located approx 1 mile from Kidderminster Train Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Good - appears to be a good take up here
Recent market activity on site:	Minimal - hardly any change over recent years
Market demand viability of development without intervention:	Site is already developed

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to the freehold ownerships within this area
Identity of leasehold or other occupiers:	Approx 12 businesses operate from this area
Ransom strips or other knownconstraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 7.1

### 7) Accessibility

**Workforce catchment:** Close to neighbouring residential uses and Kidderminster Town Centre - which should provide a good workforce catchments

**Access by Public Transport:** OK

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** PD

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Potential for residential development - part of the site was developed out for residential use a number of years ago. Due to its location it could potentially be considered for alternative uses

**Other material policy considerations:**

Due to the elevated position of the site, a redevelopment may help to improve aesthetics and could impact positively on the landscape.

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Kidderminster town centre so potential for jobs there - but in different sectors

**Deprivation in local communities:** No real deprivation apparent in local community

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Unsure

### Recommendation:

This employment site is located to the west of Kidderminster Town Centre. The site has a number of businesses which operate from this location. The site is in a prominent hill top location, which is surrounded by the Kidderminster ring road and residential properties. The site is comprised of a number of older industrial units, which appear in part to be dated. There are some businesses, however, which appear to be operating successfully from here. Overall, it is felt that the site could benefit from redevelopment - due to its historic nature and conflicting land uses. Additionally, given the elevated state of the site, a redevelopment could help to improve the aesthetics of the area. Therefore, it is considered that the site should be considered further for alternative use.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
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 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Small scale, mainly B2 and sui generis

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	There are only a few companies on site with small scale workshops which are of questionable quality
Noise other Obvious Pollutants:	Site is generally quiet and it appears that there are little obvious pollutants
State of External Areas Public Realm:	Fairly good - parks and open spaces close by
Parking, Internal Circulation and Servicing:	Good.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Adjacent uses include an area of open space and residential areas.
Perception of the Wider Environmental Quality:	Generally good.
Local Facilities for Workforce:	OK, a public house is located on site and Kidderminster town centre is easily accessible from this location

3) Strategic Access	
Ease of Access to Main Road Network:	Good
Proximity to rail, sea and air freight:	Approx 1 mile away from Kidderminster Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Limited
Recent market activity on site:	Very little activity over recent years
Market demand viability of development without intervention:	There appears to be scope for development in this area, although this may require intervention to facilitate

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to the freehold owners
Identity of leasehold or other occupiers:	There are a number of businesses on site (Severn Biotech, Grennalls Inn)
Ransom strips or other knownconstraints on development:	No other obvious constraints on development

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 7.2

### 7) Accessibility

**Workforce catchment:** Good - located fairly central to Kidderminster town centre and so access to workforce appears ok.

**Access by Public Transport:** Good, bus stop fairly close by and the station is only approx a mile away

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously developed in whole

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Site could be considered for mixed use/residential due to its sustainable location and generally desirable environment. Site has been developed out in part for other uses, indicating the potential for a change of use in part

**Other material policy considerations:**

There has been interest for a change of use of this site.

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Yes - jobs available in the town centre and the nearby employment areas located on Worcester Road and the SREC.

**Deprivation in local communities:** Local communities appear relatively prosperous

**Priority Regeneration Designation:** Not in terms of employment uses

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** Potential to improve the current site with a more intensive footprint of buildings.

### Recommendation:

Overall, this site contains some small local businesses that operate out of small scale workshops. Part of the site has been developed out in the past for a public house. The surrounding environment makes this site fairly attractive and it is located in a sustainable area. The site, however, could potentially make more use of the land than at present. Redevelopment of this area may be a possibility, therefore it is recommended that this site be assessed further to ascertain what use would be most suitable for the future.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	8.1
Employment Site:	Sandy Lane Industrial Estate
Area:	Stourport-on-Severn
Address:	Sandy Lane, Stourport-on-Severn
Site Area:	18.02 ha
Total Floorspace:	44,964 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	British Business Parks
Market Segment/ Employment Uses:	Various - Mainly B2 uses although a new development of B1 office to the east of the site will improve the offer.

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix throughout the site. Some buildings are falling into disrepair whereas some are a lot newer and therefore the quality is better
Noise other Obvious Pollutants:	No obvious pollutants - apart from the noise from the industrial uses. May be contamination in some areas
State of External Areas Public Realm:	Generally poor - site has had piecemeal development leading to a general lack of continuity throughout.
Parking, Internal Circulation and Servicing:	Ok, however the roads are generally poor and not very well maintained. The footpaths are generally poor. Circulation is ok - funding is being made available to improve this however.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Land constrained by the River Severn and its associated floodplain to the south and Hartlebury common SSSI to the north
Perception of the Wider Environmental Quality:	Wider environmental quality is very good due to the close proximity of the Hartlebury Common SSSI and the River Severn
Local Facilities for Workforce:	There is a convenience store located to the north of the site along with a café and restaurant which appears to serve the area quite well.

3) Strategic Access	
Ease of Access to Main Road Network:	Ok, the site lies on the outskirts of Stourport. The A449 is the closest main road, which is located approx 1.7 miles away
Proximity to rail, sea and air freight:	Nearest train station is Hartlebury located approx 1.9 miles from the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Although the site has a number of vacancies it is felt it is an important employment site for the District
Recent market activity on site:	There has been movement out of the site by businesses (as indicated by the business survey) However, funding to improve the site will hopefully reduce this trend
Market demand viability of development without intervention:	Site appears to be improving and funding being made available to improve the viability of the site.

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to freehold ownerships within this area - believed to be a number
Identity of leasehold or other occupiers:	Many businesses located throughout the site (approx. 88)
Ransom strips or other known constraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 8.1

### 7) Accessibility

**Workforce catchment:** Site is located on the outskirts of Stourport so workforce will have to travel to get there - heavy reliance on the private car to get to the site

**Access by Public Transport:** Poor, there is a bus route along the road outside the site although frequency is a problem

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** In part

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Considered that the site is only really viable for employment uses

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** This is the main employment site within the area

**Deprivation in local communities:** The site has fallen into disrepair and monies are being made available to help cut crime and stop vandalism by improving security, improving lighting, improving landscaping and constructing new footpaths and improvements to

**Priority Regeneration Designation:** AWM have invested £370,000 as part of a £600,000 project to transform Sandy Lane into a high quality business environment which encourages more businesses into the area

**Potential Availability of Gap Funding to Develop:** Funding has already been acquired to improve the site

**Ability of site to support particular economic dev priority:** Help to support the local Stourport economy

### Recommendation:

This site is one of the largest in Stourport and is home to a large number of employers. The site is currently undergoing investment to improve the infrastructure around the site. The site is located close to the road network, although it is not a very sustainable location - an improvement in public transport to the site would improve this..

Overall the site is considered to be a viable and vital employment area, which offers local employment opportunities within Stourport. The site is also undergoing significant investment to improve the aesthetics and maintenance of the site, which should benefit the area in the long term. Overall, considering the investment and the number of businesses that the site caters for it is considered that it should remain for employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	8.2
Employment Site:	Worcester Road Car Garages
Area:	Stourport-on-Severn
Address:	Worcester Road, Stourport-on-Severn
Site Area:	0.84 ha
Total Floorspace:	1,376 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Mainly B2 and Sui Generis

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Age of buildings vary. To the south of the site they appear more dated and some appear vacant.
Noise other Obvious Pollutants:	Noise from the busy nearby road is the main obvious pollutant
State of External Areas Public Realm:	Appears OK, although the site is located close to the road network and at busy times the external public realm would be poor. There is, however, nearby open space located to the west of the site
Parking, Internal Circulation and Servicing:	Varies within the site but is generally poor.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Is surrounded by residential development, which may constrain employment development
Perception of the Wider Environmental Quality:	Fairly poor
Local Facilities for Workforce:	Fairly poor

3) Strategic Access	
Ease of Access to Main Road Network:	Good - although road can become congested, especially at peak times
Proximity to rail, sea and air freight:	Approx 2.5 miles away from Hartlebury Train Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Unsure
Recent market activity on site:	None over the recent past
Market demand viability of development without intervention:	Unsure about demand for premises within this location - development would appear viable

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to ownership within this area
Identity of leasehold or other occupiers:	Approx. 6 businesses on site
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 8.2

### 7) Accessibility

**Workforce catchment:** Located on the edge of Stourport - unsure as to local workforce catchments

**Access by Public Transport:** Appears poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** PD

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Consider that residential development could be provided on site

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Other jobs are available locally on other employment sites

**Deprivation in local communities:** Local communities don't appear to be deprived

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** N/a

### Recommendation:

Overall, the employment site, apart from the Car Garages seems underused and its continuation as an employment site into the future could be questioned. The site is located close to neighbouring residential uses and there are potential conflicts between these two uses. The employment take up on this site appears poor and there has been little demand or recent market activity on this site. Overall, it is felt that the site would benefit from being considered for alternative uses through the plan making process.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	9.1
Employment Site:	Riverside Business Centre (Baldwin R
Area:	Stourport-on-Severn
Address:	Baldwin Road, Stourport-on-Severn
Site Area:	3.09 ha
Total Floorspace:	14,258 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Small scale, generally B1 and B2 uses

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix of buildings on the site - the buildings are generally fairly old and not ideally suited to modern requirements
Noise other Obvious Pollutants:	Noise from the nearby road infrastructure and also from some of the businesses that operate on the site
State of External Areas Public Realm:	External realm is fairly poor. This is exacerbated by the fact that the river Stour runs through the site in a number of channels
Parking, Internal Circulation and Servicing:	Poor in areas. Difficult to access from the road network. Issues with access close to a small, but busy, roundabout as well

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	River Stour runs through the site, meaning the majority of the site is within the floodplain. Adjacent land uses consist of mainly residential areas as well as other employment sites to the South of the area. Issues to do with flooding are a major concern in this area.
Perception of the Wider Environmental Quality:	Generally poor, although there is potential for improvement (opening up the River Stour) through sympathetic redevelopment.
Local Facilities for Workforce:	Ok - Stourport Town Centre is only approx 0.4 miles from the site

3) Strategic Access	
Ease of Access to Main Road Network:	Ok, the roads directly around the site are regional strategic routes, although access onto these roads is difficult as they are relatively small, especially around the Gilgal
Proximity to rail, sea and air freight:	Closest station is Hartlebury, located 2.1 miles from the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Segment is varied throughout, including car workshops, a employment training centre and various niche businesses.
Recent market activity on site:	Very little - no applications over the last 5 years
Market demand viability of development without intervention:	The main problem with development on this site is the river Stour and the implications that this brings in terms of redeveloping the site

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to the freehold ownerships
Identity of leasehold or other occupiers:	There are a number of businesses on site which include a car garage, training centre and other small scale businesses
Ransom strips or other knownconstraints on development:	The potential for flooding in this location is an issue

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 9.1

### 7) Accessibility

**Workforce catchment:** Due to its relatively urban location there is a large potential workforce in close proximity

**Access by Public Transport:** Located near bus routes - access to trains is slightly more difficult

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

May be considered for residential development although the risk of flooding is the key component in any scheme

**Other material policy considerations:**

Need to take into account the risk of flooding within this area

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** There are a number of employment sites in close proximity to this one. However, the other employment sites are easier to access and are considered to be 'better' employment areas

**Deprivation in local communities:** Not apparent

**Priority Regeneration Designation:** No - although redeveloping the site could open up the River Stour, where currently it remains hidden from view. This is also a key gateway into Stourport and so aesthetic changes could have wider benefits

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Not considered to be large enough or offer enough scope to meet a particular priority

### Recommendation:

This site is currently used by a mix of businesses. The site is currently a relatively poor employment location which has a number of issues and constraints, mainly to do with access and the issue of flooding. The site is not considered to be significant in terms of the employment portfolio of the area. It is therefore recommended that the site should be assessed further and considered for alternative uses.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	9.2
Employment Site:	Worcester Road (OGL)
Area:	Stourport-on-Severn
Address:	Worcester Road, Stourport-on-Severn
Site Area:	6.27 ha
Total Floorspace:	21,648 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure
Market Segment/ Employment Uses:	Predominantly B1 and B2

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Variety of buildings on site. Some are newer and some land has been cleared
Noise other Obvious Pollutants:	Noise from surrounding uses as well as the nearby road network. Potential pollution from Parsons Chain would need to be checked.
State of External Areas Public Realm:	Issues with congestion in this area detracts from the public realm.
Parking, Internal Circulation and Servicing:	Appears ok for the businesses currently located here

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is bounded mainly by roads which constrain development. The area of open space to the west of the site is also being safeguarded as the proposed site for the Stourport Relief Road so this would constrain development in this direction
Perception of the Wider Environmental Quality:	Site is flanked by busy roads and by a large electric sub station, reducing the environmental quality of the site
Local Facilities for Workforce:	Minimal, although Stourport Town Centre is only 0.4 miles from the site

3) Strategic Access	
Ease of Access to Main Road Network:	Located along a regional strategic route which offers links to the major road systems within the district
Proximity to rail, sea and air freight:	Located just over 2 miles away from Hartlebury train station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Varies depending on the business
Recent market activity on site:	Appears to be very little market activity on site although part of the site has been cleared, which would now appear to be ready for redevelopment.
Market demand viability of development without intervention:	Market demand appears mixed within the area. A number of local business within this area appear quite prosperous. Development of part of the site may be questionable however.

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Various occupiers including OGL and IBM. Parsons Chain company has recently cleared their land ready for redevelopment.
Identity of leasehold or other occupiers:	Unsure as to whether land is freehold or leasehold
Ransom strips or other known constraints on development:	Constraints on development include the safeguarded line of the Stourport relief road to the east of the site - this may constrain development of the Parsons Chain site

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Parsons Chain Site - Access appears ok, although the surrounding road network is fairly poor. Access may increase significantly if the relief road is developed.
Topography, Size, Shape:	Site is levelled throughout, although a large former railway embankment may need clearing to facilitate road building (if required)
Utilities:	Site would have utilities as there use to be a factory located here
On Site Environmental:	Currently a cleared site. There may be environmental issues with regard to the land to the west of the site
Contamination/Land Stability/On-site structures:	Unsure, may be potential contamination from the previous factory site
Amenity of Adjacent Occupiers:	Businesses close by are mainly office based and not 'heavy manufacturing' (Mainly B1)

## Site Assessment - Current Employment Sites

Reference Number (Continued): 9.2

### 7) Accessibility

**Workforce catchment:** Due to its relatively urban location there is a large potential workforce in close proximity

**Access by Public Transport:** Bus routes located along the two roads to the north and the west of the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

May be considered suitable for residential development as surrounding employment uses may be considered compatible users.

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Other industrial areas are situated close to this location (Sandy Lane). Also Stourport Town Centre is located approx 0.5 miles away

**Deprivation in local communities:** No - local communities appear relatively healthy

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** May have potential to support local economic development priorities

### Recommendation:

This site is varied throughout. There are a number of, what appear to be, thriving companies on site - most notably local company OGL. However, parts of the site have been demolished as the historic nature of the buildings did not lend themselves to modern employment requirements. Overall it is felt that the majority of the site should be retained for employment use and the cleared vacant land considered for redevelopment. It is felt that the site could cater for a number of potential development opportunities, due to its location and surrounding uses. Therefore it is considered that the site should be investigated further through the plan making process.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	9.3
Employment Site:	Worcester Road Thomas Vale
Area:	Stourport-on-Severn
Address:	Worcester Road, Stourport-on-Severn
Site Area:	1.3 ha
Total Floorspace:	1,616 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Thomas Vale?
Market Segment/ Employment Uses:	Site comprises of a B1 office use - used by Thomas Vale - the rest of the site has potential for redevelopment

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	There are two main businesses that operate from this location. The buildings are fairly modern and appear of good quality
Noise other Obvious Pollutants:	Noise from surrounding road network is the main pollutant
State of External Areas Public Realm:	OK - site has access to some open space to the West
Parking, Internal Circulation and Servicing:	Generally good, although car parking appears at a premium

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	No - businesses are mainly office based, which complements the surrounding neighbouring uses
Perception of the Wider Environmental Quality:	Generally good - apart from the Worcester Road which runs to the south of the site
Local Facilities for Workforce:	Minimal, although Stourport Town Centre is only approx 0.4 miles from the site

3) Strategic Access	
Ease of Access to Main Road Network:	Located along a regional strategic route which offers links to the major road systems within the district
Proximity to rail, sea and air freight:	Located just over 2 miles away from Hartlebury train station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Appears healthy
Recent market activity on site:	Main activity regarding employment on the site has been an extension to one of the buildings. There has also been permission granted on some of the south of the site for affordable housing.
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	2 businesses - XTA electronics and Thomas Vale
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	May be issues regarding the proximity of the River Stour to the west of the site

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 9.3

### 7) Accessibility

**Workforce catchment:** Due to its relatively urban location there is a large potential workforce in close proximity

**Access by Public Transport:** Bus routes located along the adjacent roads - although frequency is questionable

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

May be suitable for a mixed use redevelopment but currently employment uses remain the most appropriate in this location

**Other material policy considerations:**

N/a

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Other industrial areas are situated close to this location (Sandy Lane). Also Stourport Town Centre is located approx 0.5 miles away

**Deprivation in local communities:** No - local communities appear relatively healthy

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** N/a

### Recommendation:

Site is home to two important local businesses. The site appears well suited to this type of employment activity and it does not appear to cause any obvious issues with the surrounding land uses. The site has been invested in, regarding extensions to existing buildings. Some of the south of the site, which was allocated for mixed use development, has been given permission for residential development. However, the remaining part of the site still remains viable and has new, good quality employment premises located here. Overall, it is considered that the site is important locally, is situated in a fairly sustainable location, and should be retained for employment use throughout the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	10.1
Employment Site:	Wilden Lane Industrial Estate
Area:	Stourport-on-Severn
Address:	Wilden Lane, Stourport-on-Severn
Site Area:	6.38 ha
Total Floorspace:	25,221 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Wilden Industrial Estates Ltd.
Market Segment/ Employment Uses:	Predominantly B2 and B8 uses

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Varying degrees of age within the site. The majority of the site originates from the 1960's when it was first built. The most recent activity on site was the development of a new unit of 1952m <sup>2</sup> for an existing company within the site to move in to. This was completed in 2005.
Noise other Obvious Pollutants:	No obvious pollutants that are apparent
State of External Areas Public Realm:	Generally good, no obvious problems
Parking, Internal Circulation and Servicing:	Internal circulation is good, oval circulation around site. Speed bumps slow the traffic making the area more pedestrian friendly

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is surrounded by Green Belt which obviously constrains development. There is also, to the West, the River Stour Special Wildlife Site and the Stour's floodplain which also constrains the site.
Perception of the Wider Environmental Quality:	Wider quality is good due to the sites location in the Green Belt
Local Facilities for Workforce:	Very Poor due to the relatively 'rural' location

3) Strategic Access	
Ease of Access to Main Road Network:	Access to the site is difficult along Wilden Lane as the road is relatively small and large vehicles struggle. However, Wilden is located quite close to the Worcester Road (A449)
Proximtiy to rail, sea and air freight:	Just over 2 miles to Hartlebury train station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Segment appears quite strong
Recent market activity on site:	The site has received heavy investment over recent years (approx £2million) and appears to be a popular location locally. Main building work includes extensions and change of use, as well as a newly built warehouse
Market demand viability of development without intervention:	Development in this area is considered, and has proven to be, viable

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Site appears to be owned by a company Wilden estates
Identity of leasehold or other occupiers:	Approx 11 leasehold owners on site
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - Current Employment Sites

Reference Number (Continued): 10.1

### 7) Accessibility

**Workforce catchment:** Is generally isolated from the workforce.  
Dependant on vehicles to access the site

**Access by Public Transport:** Poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Would be difficult for other uses to be considered sustainable in this area due to its peripheral location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** None

**Deprivation in local communities:** No

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is currently prosperous and has full occupancy. It is considered to be an important site locally and positively impacts on the portfolio of employment sites throughout the District. There remain a number of potential development plots on the site and there has been recent investment, indicating its viability. The site is not in a sustainable location but it is considered that employment use may be the most sustainable use for this location. Overall, it is considered that the site impacts positively on the District's employment portfolio and is therefore recommended that it should remain within employment use for the plan period.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	11.1
Employment Site:	Bewdley Road
Area:	Stourport-on-Severn
Address:	Bewdley Road, Stourport-on-Severn
Site Area:	11.85 ha
Total Floorspace:	40,118 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Morgan Matroc/Bovale
Market Segment/ Employment Uses:	Mainly B2 uses on site - occupied mainly by Morgan Matroc. Worcestershire County Council Scientific Services have recently

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Site has been occupied since 1929, majority of buildings built early 90's after a fire on site.
Noise other Obvious Pollutants:	Potential noise issues emanating from the former MIP site. Conflicting neighbouring uses
State of External Areas Public Realm:	External areas and public realm are ok on the Morgan Site. Former MIP site is starting to look jaded
Parking, Internal Circulation and Servicing:	Ok, roads in good state, entrance clear and accessible.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Site is surrounded by residential development, which constrains operations to some extent
Perception of the Wider Environmental Quality:	Wider environmental quality is good, with residential and open space located nearby
Local Facilities for Workforce:	Convenience shop located outside of entrance and two designated local centres are located in close proximity

3) Strategic Access	
Ease of Access to Main Road Network:	Access is not as good as other sites. Main road network is around a mile away – although connections to it are poor. Location is not considered strategically significant
Proximity to rail, sea and air freight:	Rail, over 3 miles to both Kidderminster and Hartlebury Stations

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Does not appear to be a very strong demand for employment within this area in Stourport
Recent market activity on site:	Morgan has recently gained outline planning permission for residential development on part of their site. This permission was based on a business case which indicated that the money gained from the C.O.U would be re-invested on the current site.
Market demand viability of development without intervention:	Future development for employment use may require intervention due to a relatively low demand for business in this area.

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Appears to be two main freehold owners - Morgan Advanced Ceramics and Bovale
Identity of leasehold or other occupiers:	Currently a materials recycling company on a short term lease and Worcestershire Scientific Services operate from here
Ransom strips or other knownconstraints on development:	Settling ponds to the rear of the businesses may constrain development

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a



## Site Assessment - Current Employment Sites

Reference Number (Continued): 11.1

### 7) Accessibility

**Workforce catchment:** Close to a good catchments base by being located on the edge of Stourport

**Access by Public Transport:** The site is located next to a bus route, although the frequency of the buses is questionable

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously developed in part

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Potential for residential as the site is flanked on both sides by housing areas

**Other material policy considerations:**

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is located fairly close to Stourport Town Centre, which obviously provides jobs

**Deprivation in local communities:** Generally the surrounding area is fairly vibrant

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** Unsure as to whether this site would be able to support any economic development priority

### Recommendation:

This site is located to the west of Stourport and is fairly isolated in terms of other employment sites. The Morgan Matroc part of the site continues to provide a high tech employment business for the District. However, the recent planning application has highlighted its vulnerability. The other part of the site, owned by Bovale, has a number of different issues. The site is currently being let to a materials recycling business, however, it appears that there are issues with this use and complaints have been received from neighbours. This part of the site is fairly dated, not really suited for modern day business requirements, and is generally unsympathetic to surrounding uses. It is considered that, overall, parts of this site may be better suited to alternative uses, as its long term future as a viable employment location is uncertain. It is therefore considered that parts of this site should be further considered through the plan making process.

# Site Assessment - Current Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	12.1
Employment Site:	Rushock Trading Estate
Area:	Rural
Address:	Droitwich Road, Kidderminster
Site Area:	10.52 ha
Total Floorspace:	34,891 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Recently been acquired by HOVI, an industrial and commercial developer
Market Segment/ Employment Uses:	B1, B2 and B8

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Generally older buildings, site was a former military base and was acquired by WFDC in the 70's. Many of the buildings have been built in the 1930's with extensions in the 60's
Noise other Obvious Pollutants:	Noise from businesses on site but generally minimal due to the rural location
State of External Areas Public Realm:	Generally poor, road surface is not good and the site is beginning to look outdated
Parking, Internal Circulation and Servicing:	Fairly good, site is easily navigable although improvements could be made

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Rushock Trading estate occupies the buildings within the curtilage of a former military site within the Green Belt. As such the adjacent land uses are Green Belt which constrains any potential development outside of the curtilage.
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor, as it is located within the Green Belt and the closest local facilities are approx 1.3 miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Good, the site lies along the A442, which links to both Kidderminster and Droitwich
Proximity to rail, sea and air freight:	Rail – located 1.5 miles from Hartlebury Station Sea and Air – N/a

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site appears to be well let and popular for local businesses
Recent market activity on site:	Some extensions and change of use. There is outline permission for a number of development plots however
Market demand viability of development without intervention:	Site will be able to develop without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One main freehold owner - Hovi investments
Identity of leasehold or other occupiers:	Numerous occupiers on site (approx 46)
Ransom strips or other knownconstraints on development:	Site is located in Green Belt and this could constrain development

6) Site Development Constraints (undeveloped sites only)	
Site Access:	There are a number of undeveloped sites on Rushock trading Estate that all have outline permission for B1, B2 and B8 use - these have been assessed separately
Topography, Size, Shape:	
Utilities:	
On Site Environmental:	
Contamination/Land Stability/On-site structures:	
Amenity of Adjacent Occupiers:	

## Site Assessment - Current Employment Sites

Reference Number (Continued): 12.1

### 7) Accessibility

**Workforce catchment:** Poor, as it is located within the Green Belt - although it is situated between Droitwich and Kidderminster which offer a large workforce catchments although they are some distance

**Access by Public Transport:** Poor - due to the sites rural location

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed (Military Site)

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

None

**Other material policy considerations:**

Issues regarding Green Belt may need to be considered

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The ward is predominantly rural, however the Estate is located close to Wychavon and there are a number of Industrial Estates within close proximity, which are located across the boundary. These trading estates, most noticeably Hartlebury, offer a range of jobs within the vicinity of Rushock

**Deprivation in local communities:** No - local communities appear relatively prosperous

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is a former military site which was acquired by the District Council in the 1970s. The site has, however, recently been purchased by HOVI, an investment company. The site is situated in a rural location but does offer scope for improvement. The confidence in the site has been highlighted by the recent purchase by Hovi who are proposing to spend approx. £10million modernising and improving the site (Malvern Gazette) to bring it up to modern day requirements. The site has fairly high levels of take up and due to the current situation of the site and the potential for investment, and the fact that employment use is considered to be more sustainable than other uses in this location, it is recommended that the site be retained in employment use for the foreseeable future.

# **APPENDIX 2c**

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

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# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	13.1
Employment Site:	British Sugar Site - Phase 2
Area:	Kidderminster
Address:	Stourport Road, Kidderminster
Site Area:	11.85 ha
Total Floorspace:	m2 approx.
Ownership or Presumed Ownership:	British Sugar
Market Segment/ Employment Uses:	Use to be home to B2/B8 use but is currently vacant following the closure of the British Sugar Factory in 2002

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix of buildings. Site was established in 1925, Factory closed in 2002. Buildings have deteriorated since then.
Noise other Obvious Pollutants:	May be contamination on site
State of External Areas ,Public Realm:	Beginning to look tired as the site has been out of operation for a few years
Parking, Internal Circulation and Servicing:	Ok, site was previously used to employ large amounts of employees so the infrastructure is ok, although tired and would need replacing when the site is redeveloped

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The site is bounded by the Severn Valley Railway to the north of the site. Stourport Road to the West of the site. Industrial units to the South of the site and Staffs & Worcs canal conservation area to the East of the site.
Perception of the Wider Environmental Quality:	Parts of the site have become attractive 'green' areas, following the closure of the site.
Local Facilities for Workforce:	Designated local centre located 0.4miles away

3) Strategic Access	
Ease of Access to Main Road Network:	Site is located along the Stourport Road and therefore access to the main road network is ok - although there are issues with congestion in this location, especially at peak times
Proximiity to rail, sea and air freight:	Originally had rail connections within the site which ceased in the early 80's. There could be potential to rebuild this link through redevelopment of the site

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site is seen as a significant redevelopment opportunity that could meet demand for many types of businesses
Recent market activity on site:	No recent activity - site is beginning to be cleared, ready for redevelopment
Market demand viability of development without intervention:	Due to the complexity of the site, and the size, it is considered that partnership working will be crucial here

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	Number of constraints in this area - mainly to do with surrounding uses

6) Site Development Constraints (undeveloped sites only)	
Site Access:	s via the Stourport Road, which has issues with congestion. As part of a redevelopment of this site - a link road has been suggested, which would help to ease the traffic flow.
Topography, Size, Shape:	The second phase of this site is approx 12 ha in size but is more undulating than the first phase of the site.
Utilities:	Would be present due to the former uses
On Site Environmental:	Concerns about potential contamination and the impact of development on the nearby SSSI
Contamination/Land Stability/On-site structures:	May be issues with contamination
Amenity of Adjacent Occupiers:	Site would suit employment uses, and would complement other businesses on the Stourport Road

## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.1

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Due to the surrounding uses - the site is considered to be acceptable only for employment use

**Other material policy considerations:**

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, similar in type, available locally.

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived. Maintain employment estates and increasing opportunities in this area could help to improve the deprivation in the nearby communities

**Priority Regeneration Designation:** Yes - this site is considered to be one of the most important sites within the district in terms of regeneration and in meeting employment needs of the future

**Potential Availability of Gap Funding to Develop:** There may be potential for external funding to help development of the site

**Ability of site to support particular economic dev priority:** Will support important economic priorities of providing employment, and redeveloping brownfield land

### Recommendation:

The former British Sugar Site is a strategically significant site for the Wyre Forest District. The site totals 24ha, which could provide employment opportunities for the local neighbourhoods, some of which are severely deprived, as well as creating opportunities for the rest of the District's population. Although the site has a number of constraints and challenges concerning its implementation it is considered that it is a highly significant site for the District and should be a priority regeneration area. It is, therefore, recommended that the site remain for employment use throughout the plan period.

# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
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

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Buildings on site are fairly dated and of questionable quality
Noise other Obvious Pollutants:	Noise from surrounding industrial uses. There could be issues of pollution and concerns about location next to the canal
State of External Areas ,Public Realm:	Is fairly poor but does offer potential for improvement
Parking, Internal Circulation and Servicing:	OK - available space for all of the above

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Close to the canal and road network which could constrain development
Perception of the Wider Environmental Quality:	Ok
Local Facilities for Workforce:	There is a local centre/supermarket close by

3) Strategic Access	
Ease of Access to Main Road Network:	Generally poor - due to the historic road network and problems of congestion.
Proximity to rail, sea and air freight:	Just over 1 mile to Kidderminster Train Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Some demand apparent for this segment
Recent market activity on site:	No recent activity on site
Market demand viability of development without intervention:	Are businesses operating from this location so development appears viable

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure
Identity of leasehold or other occupiers:	Are two businesses currently operating from this location
Ransom strips or other knownconstraints on development:	No other obvious issues

6) Site Development Constraints (undeveloped sites only)	
Site Access:	OK - although the surrounding road network is fairly poor
Topography, Size, Shape:	Site is rectangular in shape and relatively flat
Utilities:	On site currently
On Site Environmental:	No apparent issues
Contamination/Land Stability/On-site structures:	Three main built structures on site - could be some issues with contamination
Amenity of Adjacent Occupiers:	Mainly industrial units close by - site is however, fairly isolated in terms of neighbouring occupiers



## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.2

### 7) Accessibility

**Workforce catchment:** Is located quite close to the residential areas which offer a workforce catchments

**Access by Public Transport:** Poor - closest main access is the town centre which is approx 15mins walk time

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban

**Previously developed in whole or part:** Previously developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Could be considered suitable for other development - canal side setting and examples of this occurring close by suggest this is a possibility

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Available jobs on Churchfields business park and the Kidderminster Town Centre

**Deprivation in local communities:** Some deprivation in the surrounding area - is a targeted area for regeneration and improvement

**Priority Regeneration Designation:** Could be considered as a priority regeneration area - to improve all aspects of the site

**Potential Availability of Gap Funding to Develop:** Unsure

**Ability of site to support particular economic dev priority:** Could be considered alongside Churchfields as part of a regeneration 'master plan' to improve the fortunes of the site and help regenerate the deprived surrounding area

### Recommendation:

This small site is located to the north of Kidderminster town centre and is currently home to a number of businesses which operate from this small area of land. The site is adjacent to other industrial uses, some of which are of similar type and nature. The site is a fairly low grade employment site which is small scale and not located in a strategically significant area - in terms of employment. The site is located next to the cana conservation areal and the aesthetics of the site are poor. Therefore, it is considered that the site may be better suited for alternative uses, and this should be considered through the Development Plan preparation.

# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
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

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	No obvious noise - may be issues of pollutants from surrounding industrial uses
State of External Areas ,Public Realm:	Good - currently a wooded area
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Ashland Chemicals (neighbouring uses) may constrain development within this area
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Ok - Convenience store located close by

3) Strategic Access	
Ease of Access to Main Road Network:	Could be potentially good - linking to the Stourport Road
Proximity to rail, sea and air freight:	Kidderminster Train Station is approx 2 miles away

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	No recent market activity
Market demand viability of development without intervention:	May require assistance if the site were ever to be developed out

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	Site is now a mature woodland - this could constrain development

6) Site Development Constraints (undeveloped sites only)	
Site Access:	Would be via the Stourport Road
Topography, Size, Shape:	Site is fairly small and regularly shaped
Utilities:	None at present
On Site Environmental:	Is currently a matured woodland
Contamination/Land Stability/On-site structures:	No issues apparent
Amenity of Adjacent Occupiers:	Predominantly industrial uses surround the site

## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.3

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster, and near some large estates, giving a relatively close catchments for workers for the site

**Access by Public Transport:** Fairly good - high frequency bus service runs along the Stourport Road which is in close proximity to the site

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Not previously developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Feel that the land may best be suited to be designated as Urban Open Space, like the rest of the wood to the west of the site

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** The site is situated around other industrial estates, which make up the SREC, therefore there are other jobs, available locally

**Deprivation in local communities:** Some of the neighbouring local ward are severely deprived.

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This parcel of land has been designated for employment use within the Adopted Local Plan of 2004. The site, however, is currently part of a mature woodland, with the majority of the wood being zoned as urban open space. Given the current status of the site it is considered that it should be considered further for alternative uses - which could include designating it as urban open space and retaining the wooded area.

# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	13.4
Employment Site:	Buffer (Hoo Farm/Summerfield)
Area:	Kidderminster
Address:	
Site Area:	10.1 ha
Total Floorspace:	0 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Unsure as to the ownership of this parcel of land
Market Segment/ Employment Uses:	N/a

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	N/a
Noise other Obvious Pollutants:	Noise from surrounding industrial uses and road network
State of External Areas _Public Realm:	Currently greenfield site
Parking, Internal Circulation and Servicing:	N/a

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Issues with regard to the Roxel factory to the south of the site, which may constrain development
Perception of the Wider Environmental Quality:	Fairly good - suitable area for a business park
Local Facilities for Workforce:	Some facilities are available but these are fairly minimal

3) Strategic Access	
Ease of Access to Main Road Network:	Potentially good, located along the Worcester road (A449), one of the main road ways through Kidderminster
Proximity to rail, sea and air freight:	Nearest railway station, approx. 1.5 miles away (Kidderminster) Sea and Air – N/a

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	N/a
Recent market activity on site:	None
Market demand viability of development without intervention:	Believed to be developable without intervention

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to the land ownership
Identity of leasehold or other occupiers:	N/a
Ransom strips or other knownconstraints on development:	None

6) Site Development Constraints (undeveloped sites only)	
Site Access:	None at present, would most likely be via the Worcester Road (A449) or via Hoo Farm
Topography, Size, Shape:	Site is regularly shaped, with a gentle slope, totalling approx 10ha
Utilities:	Not believed to be any available at present
On Site Environmental:	Current Greenfield site
Contamination/Land Stability/On-site structures:	No on site structures - not believed to be contaminated
Amenity of Adjacent Occupiers:	Industrial uses surround the site at the north and south

## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.4

### 7) Accessibility

**Workforce catchment:** Located on the edge of Kidderminster so there is an available workforce catchments but access is based primarily on car travel

**Access by Public Transport:** Poor - access to this site and other sites in this vicinity are poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Urban Edge

**Previously developed in whole or part:** Not previously developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Unsure as to whether other uses here would be suitable

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Close to Summerfield and employment areas along the Worcester Road corridor. Also there is going to be a new industrial development opposite which could offer more jobs in the vicinity

**Deprivation in local communities:** None apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This site is situated between two industrial areas - Hoo Farm and Summerfield. The parcel of land currently acts as a break between Hoo Farm and Summerfield industrial areas. The site is greenfield and currently has no on site structures. There are issues with regard to the industrial nature of the business to the south of the site which could hinder development in terms of safeguarding development against any potential hazards from the existing site. However, should the issues be overcome it is felt that as the site is situated between two prominent industrial areas and it should be retained for potential employment use for the plan period.

# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

### 0) BASE INFORMATION

Reference Number: 13.5

Employment Site: Harriers Industrial Estate

Area: Kidderminster

Address: Stadium Close, Kidderminster

  

Site Area: 0.52 ha

Total Floorspace: 1,387 m<sup>2</sup> approx.

Ownership or Presumed Ownership: Unsure

  

Market Segment/  
Employment Uses: Small scale uses mainly B2

### 2) Quality of the Wider Environment

Adjacent Land Uses  
constraining operations:

Perception of the Wider  
Environmental Quality:

Local Facilities for  
Workforce:

### 5) Ownership and User Constraints on Development /Redevelopment

Identify Number  
freehold owners:

Identity of leasehold or  
other occupiers:

Ransom strips or other  
known constraints on  
development:

### 1) Quality of Existing Portfolio and Internal Environment

Age and Quality of  
Buildings:

Noise other Obvious  
Pollutants:

State of External  
Areas ,Public Realm:

Parking, Internal  
Circulation and  
Servicing:

### 3) Strategic Access

Ease of Access to Main  
Road Network:

Proximity to rail, sea  
and air freight:

### 4) Market Conditions/Perception and Demand

Strength of local  
demand in segment:

Recent market activity  
on site:

Market demand viability  
of development without  
intervention:

### 6) Site Development Constraints (undeveloped sites only)

Site Access:

Topography, Size,  
Shape:

Utilities:

On Site Environmental:

Contamination/Land  
Stability/On-site  
structures:

Amenity of Adjacent  
Occupiers:

## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.5

### 7) Accessibility

Workforce catchment:

Access by Public  
Transport:

### 8) Sequential Test and Brownfield/Greenfield

Urban, Urban Edge or  
Outside Urban:

Previously developed in  
whole or part:

### 10) Other Policy Considerations

Alternative uses if no longer allocated for employment:

Other material policy considerations:

### 9) Social and Regeneration Policy

Availability of other  
jobs locally:

Deprivation in local  
communities:

Priority Regeneration  
Designation:

Potential Availability of  
Gap Funding to Develop:

Ability of site to support  
particular economic dev  
priority:

### Recommendation:

Site is currently zoned for residential development via the Adopted Local Plan and therefore is not included in supply of employment land. Site should continue to be considered as a suitable residential location.

# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

### 0) BASE INFORMATION

**Reference Number:** 13.6

**Employment Site:** Cursley Distribution Park

**Area:** Rural

**Address:** Curslow Lane, Kidderminster

  

**Site Area:** 9.86 ha

**Total Floorspace:** 19,790 m<sup>2</sup> approx.

**Ownership or Presumed Ownership:** Hortons Estate (Some of the site)

  

**Market Segment/ Employment Uses:**

### 2) Quality of the Wider Environment

**Adjacent Land Uses constraining operations:** The whole site lies within the Green Belt and therefore any further development would be constrained by this.

**Perception of the Wider Environmental Quality:** Good - as it is all Green Belt the wider environmental quality is safeguarded

**Local Facilities for Workforce:** Minimal - as the site is located in a rural setting within the Green Belt the local facilities are minimal. The closest local facilities are in

### 5) Ownership and User Constraints on Development /Redevelopment

**Identify Number freehold owners:** Believed to be one freehold owner

**Identity of leasehold or other occupiers:** Number of businesses on site

**Ransom strips or other knownconstraints on development:** Constraints on development include access and its Greenbelt location

### 1) Quality of Existing Portfolio and Internal Environment

**Age and Quality of Buildings:** Buildings are converted ex military units. Look fairly old/jaded.

**Noise other Obvious Pollutants:** No obvious pollutants

**State of External Areas ,Public Realm:** Ok

**Parking, Internal Circulation and Servicing:** Large roads give easy access to all vehicles, parking, circulation and servicing are all ok

### 3) Strategic Access

**Ease of Access to Main Road Network:** The site lies off Cursley Lane which is a small rural road so access form here is difficult. However the site is close to the Droitwich Road which is a main distributor road and offers access to Droitwich and Kidderminster

**Proximtiy to rail, sea and air freight:** Rail – located 1.5 miles from Hartlebury Station  
Sea and Air – N/a

### 4) Market Conditions/Perception and Demand

**Strength of local demand in segment:** Ok

**Recent market activity on site:** Minimal

**Market demand viability of development without intervention:** Already being used for employment purposes

### 6) Site Development Constraints (undeveloped sites only)

**Site Access:** N/a

**Topography, Size, Shape:** N/a

**Utilities:** N/a

**On Site Environmental:** N/a

**Contamination/Land Stability/On-site structures:** N/a

**Amenity of Adjacent Occupiers:** N/a



## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.6

### 7) Accessibility

**Workforce catchment:** Site is fairly isolated within the rural area so the workforce catchments is wide, with Droitwich and Kidderminster being the closest main urban areas to the site.

**Access by Public Transport:** Poor - due to the sites rural location

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously developed - Former military site

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Difficult to see what other uses could be considered sustainable within this location

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Jobs available locally are mainly on other ex-military sites which have been converted into employment estates

**Deprivation in local communities:** Not apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** Due to location - site could support rural economy

### Recommendation:

This site has a number of constraints associated with it. Its remote rural nature causes problems with regard to use and sustainability. The site is situated within the Green Belt and this raises issues with regard to development within this area. Although employment use may not be considered sustainable in this location, it is considered that the current use is perhaps the most sustainable built use for this location, as any development could have adverse impacts on the openness of the Green Belt. There are also issues to do with access and any intensification or change of use may require further infrastructure improvements which may again affect the openness of the Greenbelt. Overall, the site is not zoned for employment use and it is recommended that the site remain in its current state, offering employment opportunities in a rural location.

# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
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

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Buildings are mixed, with some newer than others - quality is ok - bespoke units
Noise other Obvious Pollutants:	No real noise issues or pollution apparent
State of External Areas ,Public Realm:	OK - road surface would benefit from improvement however
Parking, Internal Circulation and Servicing:	OK - there is a lot of available space throughout the area

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	Site is situated within the Green Belt and so this would constrain further development here
Perception of the Wider Environmental Quality:	OK
Local Facilities for Workforce:	Relatively poor, due to the sites peripheral location

3) Strategic Access	
Ease of Access to Main Road Network:	OK - although the junction leading to the site is quite poor and the road is narrow in places
Proximity to rail, sea and air freight:	Located approx. 1 mile away from Hartlebury Station

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Site appears to be fully let
Recent market activity on site:	No recent activity
Market demand viability of development without intervention:	Site is already in use for employment purposes

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure as to the freehold
Identity of leasehold or other occupiers:	5 businesses currently on site
Ransom strips or other knownconstraints on development:	No obvious constraints

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.7

### 7) Accessibility

**Workforce catchment:** There are a number of neighbouring residential areas which offers potential for workforce

**Access by Public Transport:** Poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Due to its Green Belt location the site is not considered suitable for other uses at present

**Other material policy considerations:**

None

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Some jobs available locally at Wilden Industrial Estate and the Worcester Road sites

**Deprivation in local communities:** Not apparent

**Priority Regeneration Designation:** No

**Potential Availability of Gap Funding to Develop:** No

**Ability of site to support particular economic dev priority:** No

### Recommendation:

This small site is located to the East of Stourport and is washed over by the Green Belt. The site is currently home to approx 5 businesses which operate from small bespoke units on the site. The site is not in a very sustainable location but does house a number of small businesses. The site appears to be fully let and offers small starter units which appear popular. As the site appears to be viable and as it is washed over by Green Belt it is recommended that it should remain in its current form for the plan period.

# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
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.

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Varies through the site but units appear fairly new
Noise other Obvious Pollutants:	No obvious pollutants
State of External Areas ,Public Realm:	Ok
Parking, Internal Circulation and Servicing:	Ok - road is not in the best state of repair and could do with improvements to link it with the adjacent road network

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The Wyre Forest is located nearby and this may constrain development
Perception of the Wider Environmental Quality:	Good
Local Facilities for Workforce:	Poor - no local facilities available in the vicinity

3) Strategic Access	
Ease of Access to Main Road Network:	Poor
Proximiity to rail, sea and air freight:	Poor

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Not great demand for this area
Recent market activity on site:	No apparent recent activity although one development site is designated as 'under construction' although no work has been carried out here for a number of years
Market demand viability of development without intervention:	May require intervention for the land to the rear of the site to be developed out - possibility for rural regeneration zone (RRZ) funding?

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	Unsure
Identity of leasehold or other occupiers:	3 businesses currently on site
Ransom strips or other knownconstraints on development:	No

6) Site Development Constraints (undeveloped sites only)	
Site Access:	See separate assessment of parcel of land
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.8

### 7) Accessibility

**Workforce catchment:** Fairly isolated in terms of workforce catchments, due to its rural location

**Access by Public Transport:** Poor

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** No

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Not considered a sustainable site for other uses

**Other material policy considerations:**

No

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** No other jobs of this type available locally

**Deprivation in local communities:** No

**Priority Regeneration Designation:** No - although could contribute positively to rural employment opportunities

**Potential Availability of Gap Funding to Develop:** May be able to gain funding from the Rural Regeneration Zone - where the site is located

**Ability of site to support particular economic dev priority:** No - although could contribute positively to rural employment opportunities

### Recommendation:

This site is located to the west of Bewdley in a rural location. The site is home to a number of successful local businesses. The site is not ideally located in terms of the strategic road network and it suffers in terms of sustainability. However, the site could potentially offer some rural employment opportunities and it is considered that employment use is potentially the most sustainable use in this location. There is also an opportunity for funding for suitable development as the site is located in the RRZ. Overall, it is considered that the site should remain for use as an employment area for the plan period

# Site Assessment - 'Other' Employment Sites

## Stage 3 Site Appraisal Criteria

0) BASE INFORMATION	
Reference Number:	13.9
Employment Site:	Steel Wheels (Cookley)
Area:	Rural
Address:	Bridge Road, Cookley
Site Area:	5.71 ha
Total Floorspace:	20,971 m <sup>2</sup> approx.
Ownership or Presumed Ownership:	Titan Europe PLC
Market Segment/ Employment Uses:	Site is owned and used by Titan Europe who manufacture and distribute wheels from this site

1) Quality of Existing Portfolio and Internal Environment	
Age and Quality of Buildings:	Mix of ages of buildings although most date from
Noise other Obvious Pollutants:	Noise from production - no obvious pollutants
State of External Areas ,Public Realm:	Generally good
Parking, Internal Circulation and Servicing:	Current application to increase car parking for the site. Servicing and circulation seem ok.

2) Quality of the Wider Environment	
Adjacent Land Uses constraining operations:	The whole of the site and all the surrounding land is designated within the Green Belt and a Landscape Protection Area - both of which constrain any further development of this site
Perception of the Wider Environmental Quality:	Good - area is surrounded by Green Belt and a Landscape Protection Area indicating a high environmental quality
Local Facilities for Workforce:	Located very close (approx 0.1miles) to Cookley village centre which offers a convenience store amongst other facilities

3) Strategic Access	
Ease of Access to Main Road Network:	Ok, the site is located 0.7miles from the closest regional strategic route. The road to this route is ok but can be narrow in parts inhibiting access for larger vehicles
Proximiity to rail, sea and air freight:	The site is roughly the same distance away from both Blakedown and Kidderminster Train Station (Approx. 2.7miles)

4) Market Conditions/Perception and Demand	
Strength of local demand in segment:	Is a niche market but there is a very concentrated skilled workforce
Recent market activity on site:	Minimal - just an application relating to extending the car park - which indicates the success the company has had over the recent years
Market demand viability of development without intervention:	N/a

5) Ownership and User Constraints on Development /Redevelopment	
Identify Number freehold owners:	One
Identity of leasehold or other occupiers:	None
Ransom strips or other knownconstraints on development:	N/a

6) Site Development Constraints (undeveloped sites only)	
Site Access:	N/a
Topography, Size, Shape:	N/a
Utilities:	N/a
On Site Environmental:	N/a
Contamination/Land Stability/On-site structures:	N/a
Amenity of Adjacent Occupiers:	N/a

## Site Assessment - 'Other' Employment Sites

Reference Number (Continued): 13.9

### 7) Accessibility

**Workforce catchment:** The site is located within the village of Cookley which could supply some of the workforce however, due to the sites rural nature the catchments area is further away

**Access by Public Transport:** There are bus routes into Cookley therefore public transport is an option - although frequency is an issue

### 8) Sequential Test and Brownfield/Greenfield

**Urban, Urban Edge or Outside Urban:** Outside Urban

**Previously developed in whole or part:** Previously Developed

### 10) Other Policy Considerations

**Alternative uses if no longer allocated for employment:**

Site could be considered for alternative use mixed use development, should the company ever cease trading from this area

**Other material policy considerations:**

Any development/redevelopment would need to take into account the risk of flooding in this area

### 9) Social and Regeneration Policy

**Availability of other jobs locally:** Minimal, due to the sites rural location the closest other jobs are within Kidderminster

**Deprivation in local communities:** None

**Priority Regeneration Designation:** Not at present

**Potential Availability of Gap Funding to Develop:** N/a

**Ability of site to support particular economic dev priority:** Supports local jobs within the Cookley area

### Recommendation:

The site is currently home to an important local company, Titan Steel Wheels. The factory has provided employment for the people of Cookley for a number of years. The current production of wheels has been present for a number of years although it has changed hands several times up until 1995, when it was bought by an American Company – Titan. Titan is a global supplier of mounted wheel and tyre systems for off-highway equipment used in agriculture and construction and its European headquarters are based at this Cookley site. The company has recently won awards for its achievements, especially in exporting its goods.

The site does, however, have a number of constraints. Its semi-rural location hinders the access to and from the site, due to the small size of the roads. The site is also located within the Green Belt and so under present sustainability criteria the site may not be considered as viable for employment. The River Stour runs alongside the site as well and therefore the site needs to take into account the risk from flooding.

The site is located in a fairly unsustainable location, with poor access along small rural roads, which is not considered to be suited to modern employment practices. The site does, however, currently house a locally important employer and the continuation of the site for their use (subject to its suitability) would be welcomed. Overall, however, it is felt that the site should be considered further to ascertain its future viability - as a relocation by the current business may result in a site that is no longer considered to be a viable employment area into the future.