# Wyre Forest District

# Employment Land Review

## Stage 2

October 2007

Wyre Forest District Council

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# EMPLOYMENT LAND REVIEW - STAGE 2

Wyre Forest District Council

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# GLOSSARY OF TERMS

| | |
|---|---|
| Accessibility | The quality of choice for individuals to engage in activities and services with the minimum need to travel |
| Acre | A measurement of area – equivalent to 4,047$m^2$ and 0.4 ha |
| Advantage West Midlands | Normally abbreviated to AWM. Advantage West Midlands is the Regional Development Agency (RDA) for the West Midlands. |
| Allocations | Areas of land and / or units (e.g. dwellings or factories) to be identified for development in local plans or local development frameworks in order to meet targets set out in regional planning policy. |
| B1a | Business Land Use Class: Offices, other than a use within A2 Class (Financial Services) |
| B1b | Business Land Use Class: Research and Development of products or processes. |
| B1c | Business Land Use Class: Light industry |
| B2 | General Industrial Land Use Class: use for the carrying out of an industrial process other than one falling in Class B1. |
| B8 | Storage and Distribution Land Use Class: Use for storage or distribution centre. |
| Baseline | The existing situation against which employment forecasts / scenarios may be assessed. |
| Brownfield Land | Land that has been previously developed or used for purposes other than the growing of agricultural products, including residential, retail, industrial, leisure etc, but has subsequently become redundant and / or surplus to requirements |
| Commuting | Travelling activity undertaken by persons who live in one area or settlement and work in another. |
| Core Strategy | A Development Plan Document that forms part of the Local Development Framework. The Core Strategy sets out the vision and strategic spatial objectives for the spatial development of the District. This includes the amount of and broad locations for future housing and employment use. Policies within this document apply to the whole of the local authority area and are not site-specific. Once adopted, all other Development Plan Documents must be in conformity with the Core Strategy |
| Development | The carrying out of building, engineering, mining or other operations in, on, over or under land, or the making of any material change in the use of any buildings or other land. |
| Development Density | The amount of floorspace that is built per gross hectare. |

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|---|---|
| Economically Active | All persons aged 16 or over who are employed, unemployed or on a Government training scheme. It excludes those who are retired. |
| Employee | All persons in paid employment working for a Pay As You Earn (PAYE) registered company |
| Employment Areas | Existing areas of land where employment in the "B" use classes is the primary use, such as industrial estates. It excludes town centres. |
| Employment Forecasts / Projections | Statistical models produced to calculate the approximate level of employment in different sectors, based on a number of economic, social, environmental and spatial factors. |
| Employment Land | Land allocated in Development Plan for business (B1), industrial (B2) and storage / distribution (B8) uses. |
| Employment Scenario | An employment forecast with specific economic, social, environmental and spatial characteristics. A number of scenarios may be produced in order that comparisons can be drawn between them. |
| Employment Sites | An area of land that has been allocated for future employment use in the Local Plan |
| Farm / Rural Diversification | Government policy encourages farmers to consider alternative uses for their land and buildings as a means of reducing agricultural surpluses and creating a more varied rural economy |
| Floorspace | All the area enclosed by the exterior walls of a building, both finished and unfinished, including indoor parking facilities, basements, hallways, lobbies, stairways, and elevator shafts. |
| Government Office for the West Midlands | Government agency that provides a regional perspective on matters affecting the West Midlands region. It combines elements of a number of Central Government departments. |
| Greenfield Land | Land usually free of built development |
| Gross Domestic Product | An estimation of the monetary value of the total output of production of all goods and services after the estimated income from foreign inward investment has been deducted. |
| Gross Hectare | The total area of a site, including land that may not be used as building land, including that used for infrastructure and landscaping, though excluding car parking. (1 gross hectare is equivalent to 2.471 acres) |
| GVA | Gross Value Added: measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom. |
| Hectare | A measurement of area – equivalent to 10,000$m^2$ |
| Hinterland | The rural outlying region that supports a town or city |

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|---|---|
| Index of Multiple Deprivation | IMD is based on the idea of distinct dimensions of deprivation, which can be recognised and measured separately. These are then combined into a single overall measure. The Index is made up of seven distinct dimensions of deprivation called Domain Indices. These relate to income, employment, health and disability, education, skills and training, housing and services, living environment and crime. |
| Infrastructure | The system of communications and utility services (water supply, electricity, gas, and drainage) required to serve new development. The term can also be extended to refer to the provision of more general services such as schools, shops and public transport. |
| Job Density | The number of jobs per hectare or number of M2 of floorspace required to house a job |
| Knowledge Based Industries | Refers to those industries that are relatively intensive in their inputs of technology and / or human capital. |
| Leakage | The amount of employment that is not accommodated on employment land (i.e. the amount that is "leaked" to other areas such as town centres). |
| Local Development Framework | A folder of local development documents that outlines how planning will be managed in a particular area. |
| Local Plan | A development framework, produced by the Local Planning Authority, which outlines how the area will develop over the next 10 years. |
| Longstanding Site | An employment site that has not been developed for employment uses by more than 25% of its total area for whatever reason. This is despite it being allocated for employment in the Local Plan during that time. |
| Major Urban Area (MUA) | MUAs are among the larger settlements in a region, strategically located and benefiting from good transport links and access to a wide range of services and facilities. MUAs are considered to offer the best opportunity for accommodating growth in a sustainable way |
| Managed Workspaces | Small industrial and business units developed and managed by the Council or other bodies |
| Masterplan | A plan, usually for the development of a large site, which sets out the general location of housing, shops, schools and associated infrastructure and community facilities. |
| Mixed Use Development | Site and / or development proposal with two or more land use activities, such as business, industrial, leisure, residential, retail and warehousing, occurring on it |
| Net Hectare | The total area of a site, excluding land that may not be used as building land, including that used for infrastructure and landscaping, though excluding car parking. |

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|---|---|
| Output Areas | The smallest units for which data are available on Neighbourhood Statistics. Output Areas are subdivisions of 2003 wards and each contains approximately 125 households (300 residents). |
| PPGs | Planning Policy Guidance Notes: Documents issued by the Department for Communities and Local Government setting out the Government's policy stance on various planning issues. Currently being replaced by PPS's |
| PPS | Planning Policy Statement: prepared by the Government after public consultation to explain statutory provisions and provide guidance to local authorities and others on planning policy and the operation of the planning system. |
| Property Churn | Demand for new employment premises that is not driven by new employment demand, created by companies moving due to the cessation of their current lease, desire to relocate or current costs being too high. |
| Proposals Map | Map base upon which Local Plan policies and proposals are illustrated. |
| psf | Abbreviation for Per Square Foot |
| Regional Economic Strategy | A 10-year strategy for driving economic growth across a particular region. The strategy aims to give a framework in which public, private and community bodies can plan and work towards common objectives |
| RPG | Regional Planning Guidance: Guidance that is provided by the Government to give a regional framework for the preparation of local authority development plans. Currently being replaced by RSS's |
| RSS | Regional Spatial Strategy: provides a long term land use and transport planning framework for the Region and guides the preparation of local authority development plans and local transport plans. |
| Serviced Employment Land | Land where road services are provided to plot boundaries. |
| Speculative Development | Development of employment floorspace with no specific occupier committed to the development at the time of construction. |
| Structure Plan | Provides a strategic planning framework for development and use of land consistent with national and regional policy. Structure Plans guide the more detailed policies and proposals of Local Development Frameworks and decisions on planning applications. |
| Sustainable Development | Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. |
| Take Up | Land upon which development has taken or is taking place |

| | |
|---|---|
| Typology | A type of employment area / site that has specific characteristics that can be associated with other areas / sites. This may include the density of development, land use classes and type of employment present or proposed on the site. |
| Use Class | Land use activities with common characteristics as defined by the Town and Country Planning (Use Classes) Order 1997. |
| Workforce | The total number of residents in a given area aged 16 or over who are employed, unemployed or a Government training scheme. It excludes those who are retired. |

# EXECUTIVE SUMMARY

ES1. Wyre Forest District Council commissioned this Employment Land Review to help provide evidence in relation to the future employment needs of the District to 2026, and to help inform the West Midland Regional Spatial Strategy Phase 2 review process and preferred option.

## Economic Baseline

ES2. Wyre Forest is relatively affluent in regional terms; however it has the lowest average household income of the six districts in Worcestershire. It is clear that Wyre Forest has, in the past, failed to attract better paid, higher skilled workers to the area. A knock on effect of this has been the relatively low levels of entrepreneurial activity such as the creation of small businesses in the area as well as slightly higher than average unemployment (when compared with the rest of the County).

ES3. In terms of education and skills, the population of Wyre Forest are generally above the national average, but below regional and County ones. The lack of skills and lower than average income of the working population points to a propensity for a number of higher skilled workers to commute out of Wyre Forest to work elsewhere including places such as Worcester, Birmingham and the West Midlands conurbation which offer a far wider range of employment and better paid higher skilled jobs.

ES4. The percentage of the population working in vulnerable economic sectors is 4.6% of the working population in Wyre Forest, highlighting a reliance on a number of economic sectors that are in decline. This relatively unhealthy position means that Wyre Forest will need to target growth in terms of the percentage of its workforce in some of the growth sectors in order to prosper into the future.

## Property Market

ES5. Wyre Forest's industrial and warehousing market has some strength, including a relatively large existing stock of premises, providing affordable space for a number of lower grade employment uses. Rental levels in the area are relatively low, when compared with other districts in the County due to the age of stock, its condition and suitability for modern day business needs, and the distance from the motorway network. In order for Wyre Forest to continue to thrive in the industrial property market it will need to provide a better range and quality of employment space, focussing on smaller units (0 – 2,500m$^2$) where the demand is

highest. These premises should be flexible to allow for a range of B uses, including light manufacturing and creative arts.

ES6. The office market in Wyre Forest is limited, and focussed on Kidderminster. It is typical of many smaller towns in the UK with the majority of office accommodation located above town centre retail occupiers. Demand is primarily seen to be limited to local professional and business service occupiers already located within the town and there are very few purpose built office buildings in Kidderminster town centre. Geographically, Kidderminster is located too far away from the M5 Motorway and Birmingham to attract footloose requirements, not least of all, due to the current availability of office accommodation located closer to the M5.

## Employment Land Demand & Supply for 2001 to 2026

ES7. This study looks at 4 scenarios, the baseline scenario and A1, A2 and A3 scenarios. The A scenarios take account of local economic development policies and the impact of housing growth and sustainable travel to work options proposed in the WMRSS Phase Two Revision Spatial Options – issues which are not reflected in the Baseline. They are defined as follows:

- The Baseline scenario is built solely on recent economic trends and reflects a "no-intervention" policy on the current economic situation;
- Scenario A-1 considers the addition of 4,600 new dwellings to 2026;
- Scenario A-1 considers the addition of 4,700 new dwellings to 2026; and
- Scenario A-1 considers the addition of 5,700 new dwellings to 2026.

ES8. The A group of scenarios set targets for additional jobs in the District in 2026 (based on the new household growth) by maintaining the 2001 level of job balance in the district. Projected employment is then distributed by sector and converted into floorspace requirements.

ES9. Total employment land demand in Wyre Forest from 2001-2026 is for between 35 ha and 38 ha as illustrated below. This takes into consideration the discount for actual development for the period 2001-2006.

**Table ES 1 - Employment Land Demand in Wyre Forest 2001 – 2026 (after discount for actual development 2001 -2006)**

| Floorspace ($m^2$) | Baseline | A-1 | A-2 | A-3 |
|---|---|---|---|---|
| Offices | 17,342 | 21,843 | 21,955 | 23,076 |
| Factories | 111,667 | 111,667 | 111,667 | 111,667 |
| Warehouses | 15,133 | 15,133 | 15,133 | 15,133 |
| Total | 144,142 | 148,643 | 148,755 | 149,876 |

| Land (ha) | Baseline | A-1 | A-2 | A-3 |
|---|---|---|---|---|
| Offices | 6.45 | 8.10 | 8.15 | 8.56 |
| Factories | 25.86 | 25.86 | 25.86 | 25.86 |
| Warehouses | 3.54 | 3.54 | 3.54 | 3.54 |
| Total | 35.85 | 37.50 | 37.54 | 37.95 |

*Source: GVA Grimley analysis, 2007*

ES10. In terms of supply, 49 ha employment land has been identified in the pipeline as being potentially deliverable to 2026. This figure directly relates to the Employment Land Stage 1 Review undertaken by Wyre Forest District Council.

ES11. Wyre Forest has a surplus of employment land of between 11.22 ha and 13.32 ha to accommodate the anticipated growth in employment to 2026, dependant on the Scenario. These differences are presented in more detail below.

**Table ES 2 - Comparison of Demand and Supply in Wyre Forest**

| | | Offices | Factories | Warehouses | Total |
|---|---|---|---|---|---|
| Demand | Baseline | 6.45 | 25.86 | 3.54 | 35.85 |
| | Scenario A-1 | 8.10 | 25.86 | 3.54 | 37.50 |
| | Scenario A-2 | 8.15 | 25.86 | 3.54 | 37.54 |
| | Scenario A-3 | 8.56 | 25.86 | 3.54 | 37.95 |
| | Supply | 11.98 | 19.89 | 17.31 | 49.18 |
| Difference between demand and supply | Baseline | 5.52 | -5.97 | 13.77 | 13.32 |
| | Scenario A-1 | 3.87 | -5.97 | 13.77 | 11.67 |
| | Scenario A-2 | 3.83 | -5.97 | 13.77 | 11.63 |
| | Scenario A-3 | 3.42 | -5.97 | 13.77 | 11.22 |

*Source: GVA Grimley analysis*

ES12. In summary, it is evident that, under the Scenarios that have been developed as part of this project, there will be an overall surplus employment land for offices and warehouses and a deficit of employment land for factories (which can be cancelled out by the surplus in warehouses).

## Flexibility

ES13. The analysis above does not include any additional demand to account for flexibility in the supply of employment sites. It is important to ensure that the supply of employment land will be flexible enough to cope with changes in the employment land market, the possibility of sites not coming forward, the phasing of sites during development and also to offer prospective businesses a range and choice of locations and sizes of buildings, in order to increase the attractiveness of the study area to potential inward investors. GVA Grimley suggests that a suitable increase in demand would be 20% on top of the total demand.

ES14. A comparison of supply and demand accounting for flexibility is presented below.

**Table ES 3 - Comparison of Demand and Supply in Wyre Forest (including flexibility)**

| | | Offices | Factories | Warehouses | Total |
|---|---|---|---|---|---|
| Demand (incl flexibility) | Baseline | 7.94 | 31.03 | 4.98 | 43.95 |
| | Scenario A-1 | 9.92 | 31.03 | 4.98 | 45.93 |
| | Scenario A-2 | 9.97 | 31.03 | 4.98 | 45.98 |
| | Scenario A-3 | 10.46 | 31.03 | 4.98 | 46.47 |
| | Supply | 11.98 | 19.89 | 17.31 | 49.18 |
| Difference between demand (incl flexibility) and supply | Baseline | 4.04 | -11.14 | 12.33 | 5.23 |
| | Scenario A-1 | 2.06 | -11.14 | 12.33 | 3.25 |
| | Scenario A-2 | 2.01 | -11.14 | 12.33 | 3.20 |
| | Scenario A-3 | 1.52 | -11.14 | 12.33 | 2.71 |

*Source: GVA Grimley analysis*

## Conclusions

ES15. Accounting for flexibility has resulted in the overall surplus of employment land across the district decreasing across all scenarios by between 8ha – 8.51 ha. The deficit of Factories has increased, driven by the larger demand to account for flexibility, to around 11.14ha across all scenarios. The surpluses of Offices and Warehouses have decreased, given the rise in demand, however the surplus of around 12.33 ha of Warehouses is just enough to cover the deficit of 11.14 ha of Factories.

ES16. Therefore, even taking into account a flexible approach to the supply of employment land, the above analysis suggests that Wyre Forest has enough employment land of the appropriate types to be able to accommodate its employment needs to 2026.

# 1. INTRODUCTION AND APPROACH

1.1 This report sets out the process and the findings of the Wyre Forest Employment Land Future Requirements Study. It has been produced taking into consideration ODPM Guidance on conducting employment land reviews (Employment Land Reviews – Guidance Note 2004) and undertaken by GVA Grimley and GHK Consulting.

## Brief

1.2 The Client, Wyre Forest District Council, having already undertaken a review of the supply of employment land issued a brief in April 2007, which outlined a requirement for a study of the employment land requirements within Wyre Forest to 2026 arising from the RSS options for housing growth in the County. It also had a requirement for the study to have regard to the County wide Employment Land Review prepared for Worcestershire County Council by GVA Grimley and GHK Consulting in January 2007.

## RSS Review and its Relationship to this work

1.3 The outcomes of this study will provide evidence in relation to the future employment needs of Wyre Forest to 2026 and also to help to inform the District Council's response to the RSS Phase 2 review process and preferred option.

1.4 Our approach to the study has comprised a forecast of employment land requirements to 2026, gap analysis comparing existing supply (undertaken by the Client) against future needs and a projection of future employment land requirements.

1.5 The remainder of the report is structured as follows:

- Chapter 2: Economic and Property Market Review;
- Chapter 3: Demand Scenarios;
- Chapter 4: Employment Land Supply Review;
- Chapter 5: Comparison of Demand and Supply; and
- Chapter 6: Policy Implications and Conclusions.

# 2. ECONOMIC AND PROPERTY MARKET REVIEW

## Overview

2.1 Firstly, this section provides an overview of the current economic position of Wyre Forest. All data has been provided by the Worcestershire County Interim Economic Assessment 2006-2007, with the exception of the travel to work data, which has been taken from the 2001 Census.

2.2 Secondly, Wyre Forest's property market is reviewed, concentrating on the industrial and office property markets.

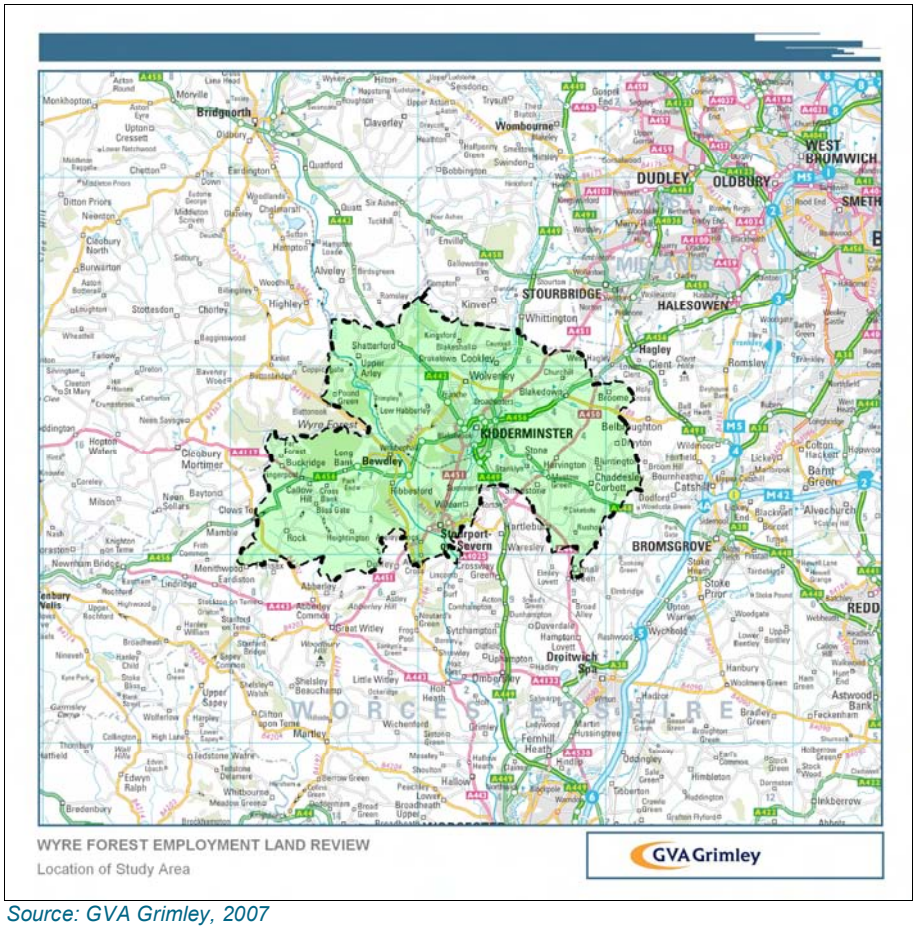
## Socio Economic Review

2.3 Wyre Forest, located in the West Midlands, lies approximately 16 miles south west of Birmingham city centre. The largest settlement is Kidderminster, a medium sized town which was built up around the carpet weaving industry. Other towns of note in the district include Stourport-on-Severn and Bewdley. Wyre Forest's primary economic relationship is with the conurbation of Birmingham and the areas to the west, commonly known as the Black Country. It also has an economic relationship with parts of Worcestershire to the south, most notably the County city Worcester. The study area is shown in Figure 2.1 below.

2.4 This section outlines the social and economic issues that are of importance to Wyre Forest. These include:

- Standard of living;
- Economic productivity;
- Labour supply and demand;
- Education and skills; and
- Other economic issues.

**Figure 2.1 – Location of Study Area**




*Source: GVA Grimley, 2007*

## Standard of Living

2.5 The average household income for Wyre Forest is shown in Table 2.1 below.

**Table 2.1 – Average Household Income in Wyre Forest**

| Area | Average Income 2006 (£) |
|---|---|
| Wyre Forest | 31,140 |
| Worcestershire County | 33,230 |
| West Midlands | 29,040 |
| Great Britain | 32,350 |

*Source: Worcestershire County Economic Assessment, 2006-2007*

2.6 As can be seen in Table 2.1 above, Wyre Forest's standard of living is generally less than average. Average household incomes are slightly lower than the national level of £32,350 and the County figure of £33,230, however they are above the West Midlands average of £29,040. Median gross annual earnings for the workplace population in Wyre Forest were £20,250,

which was lower than Worcestershire, the West Midlands and England and Wales. Median gross annual earnings for residents in Wyre Forest were £19,773, which is the lowest of all six districts in Worcestershire and hence well below the County (£22,539), regional (£21,646) and national (£23,200) averages. There is a relatively small difference between resident and workplace earning in Wyre Forest, suggesting a lower than average level of commuting outside the district. It also highlights the fact that Wyre Forest struggles to attract workers from other districts into the area, probably through a lack of higher skilled, better paid jobs.

## Economic Productivity

2.7 Wyre Forest's unemployment rate as of August 2006 was 2.0%[1], which is less than the West Midlands but slightly higher than the overall County figure of 1.9%. In 2005 the economic activity rate of the working age population in Wyre Forest was 77.5%[2], a fall of 0.1% from the previous year. This is slightly higher than the West Midlands figure of 77.4%, but lower than the Great Britain figure, which is 78.4%. This is a significant figure as it indicates an imbalance between those in the labour market and potential job opportunities.

2.8 In 2006, the total number of new VAT registrations in Wyre Forest was 255[3], although there were some 270 de-registrations in the same period, representing a net change of a loss of 15 businesses. This may reflect the relatively poor skills and education base within Wyre Forest with only those possessing higher qualifications being generally better placed to establish businesses.

2.9 The table below shows the split of workforce in Wyre Forest between key growth sectors in the study area.

[1] National Statistics, 2006
[2] Annual Population Survey, 2004, 2005
[3] ONS VAT registrations / deregistrations by industry, 2005

**Table 2.2 – Employment in Growth Sectors**

| | Wyre Forest % | Worcestershire% | West Midlands % | Great Britain % |
|---|---|---|---|---|
| **Computer Services** | 1.0 | 1.4 | 1.6 | 1.9 |
| **Education** | 9.2 | 9.2 | 9.6 | 9.1 |
| **Electronics etc** | 0.5 | 0.8 | 0.8 | 0.7 |
| **Financial Services** | 1.5 | 1.9 | 3 | 4.1 |
| **Health etc** | 13.1 | 11.4 | 11.3 | 11.8 |
| **Hotels and Restaurants** | 6.1 | 5.7 | 6.2 | 6.8 |
| **Instruments** | 0.8 | 0.7 | 0.4 | 0.4 |
| **Media and Leisure** | 2.6 | 2.4 | 2.2 | 2.8 |
| **Other Professional Services** | 8.3 | 10.4 | 10.3 | 11.4 |
| **Paper Products** | 0.3 | 0.2 | 0.2 | 0.3 |
| **Plastics** | 0.9 | 1.8 | 0.9 | 0.7 |
| **Research** | 0.0 | 1.2 | 0.3 | 0.4 |
| **Telecoms** | 1.4 | 1.6 | 1.9 | 1.9 |
| **Wholesale** | 5.0 | 4.3 | 4.9 | 4.2 |
| **Total Growth Sectors** | 50.7 | 53 | 53.6 | 56.5 |

*Source: Annual Business Inquiry, 2004*

2.10 ABI data from 2004, shown in Table 2.2 above, showed that Wyre Forest's largest employment sector is health representing approximately 13.1% of the workforce, which is more than the County and West Midlands figure and the second highest figure (to Worcester) in this sector of the six Worcestershire districts. Other key sectors in Wyre Forest are education (9.2%), other professional services (8.3%) and hotels and restaurants (6.1%). As can be seen above though, Wyre Forest has the smallest percentage of its employment in growth sectors when compared with the County, regional and national figures.

2.11 The table below shows the split of workforce in Wyre Forest between key vulnerable sectors in the study area.

**Table 2.3 – Employment in Vulnerable Sectors**

| | Wyre Forest % | Worcestershire% | West Midlands % | Great Britain % |
|---|---|---|---|---|
| **Chemicals, Pharmaceuticals** | 0.2 | 0.4 | 0.4 | 0.8 |
| **Construction** | 4.3 | 4.6 | 4.3 | 4.5 |
| **Food Processing** | 0.1 | 1.3 | 1.5 | 1.6 |
| **Metals, mech, engineer** | 4.7 | 6.6 | 5.8 | 2.7 |
| **Public admin, defence** | 2.9 | 4.2 | 4.9 | 5.5 |
| **Rubber, mineral products** | 0.2 | 0.2 | 0.4 | 0.2 |
| **Textiles and Clothing** | 4.6 | 0.9 | 0.4 | 0.5 |
| **Utilities** | 0.1 | 0.5 | 0.5 | 0.4 |
| **Vehicles** | 3.0 | 1.9 | 2.8 | 1.2 |
| **Total Vulnerable Sectors** | 20.1 | 20.6 | 21 | 17.4 |

*Source: Annual Business Inquiry, 2004*

2.12 As can be seen in Table 2.3 above, the vulnerable sectors within Wyre Forest that employ the most people are metals and mechanical engineering (4.7%), textiles and clothing (4.6%) and construction (4.3%). The relatively large percentage of people employed in the textiles and clothing sector (when compared to county, regional and national data) is reflective of the industrial heritage of the Kidderminster carpet industry, which although still thrives in the town, is declining.

## Labour Supply and Demand

2.13 Economic activity within Wyre Forest dropped overall from 2004 – 2005[4], with a fall of 0.1% to 77.5% of the working age population being economically active. This may represent recent job losses in the local area.

## Education and Skills

2.14 Within Worcestershire 22.4% of the 16-60 population have poor numeracy skills, which is lower than the national average of 24%[5]. Within Wyre Forest a higher proportion of the population has poor numeracy skills than the County level at around 24%. Within Worcestershire the proportion of the population with poor literacy was 22.6%, again below the

[4] Annual Population Survey, 2004, 2005

regional and national average. However the proportion of the population in Wyre Forest with poor literacy is well above the County average at around 25%.

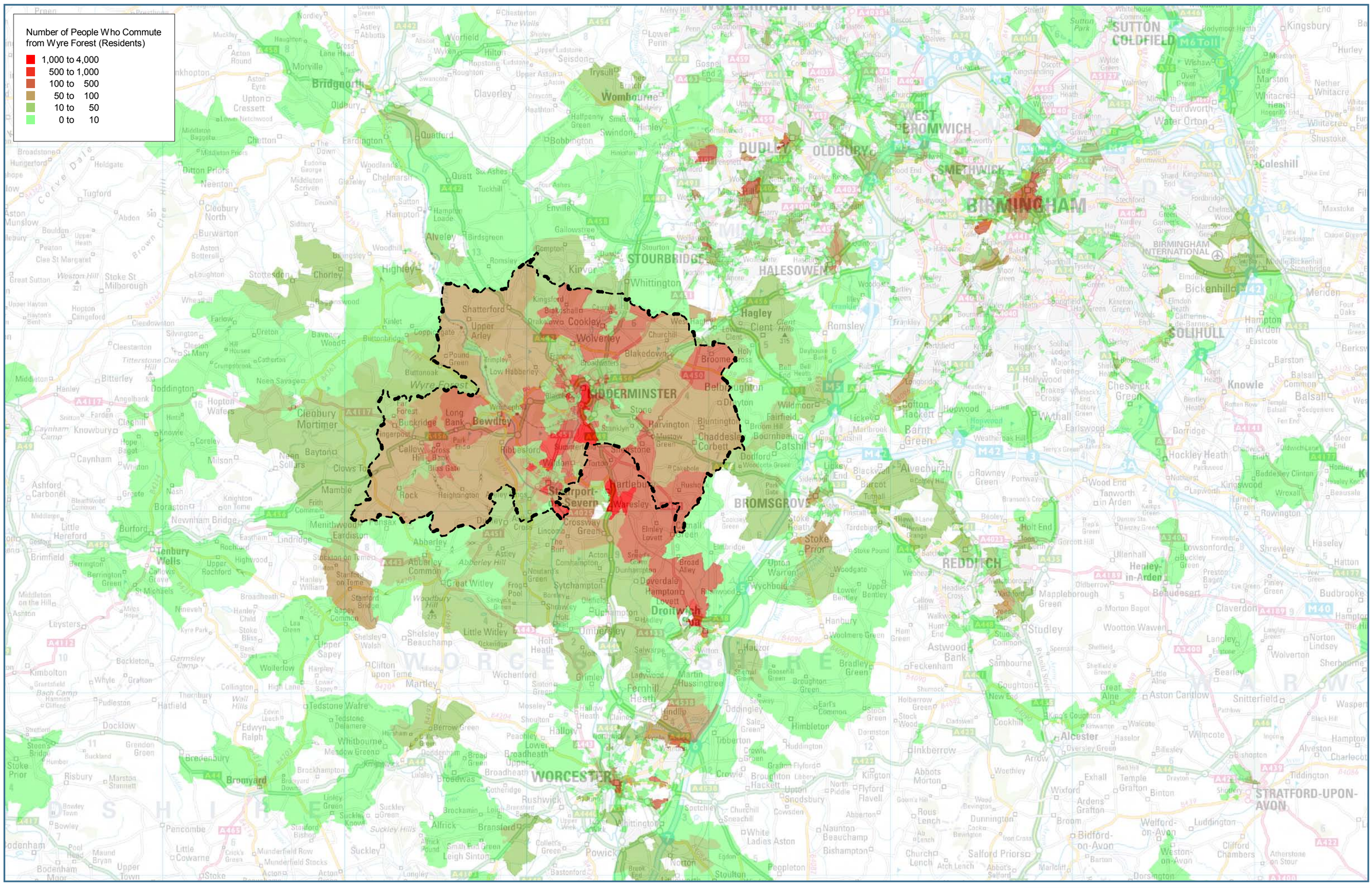
2.15 In Worcestershire 56.3% of the population achieved five or more A*-C grades at GCSE during 2004/05, which was higher than the West Midlands rate of 54.2%. For A Levels, those achieving two grades A – C in 2004/05 was 59.1%.The destination of school leavers within Worcestershire was mainly within full-time education (79.2%) in 2005. 10.2% went into full-time employment.

2.16 Wyre Forest has seen the number of people not in employment, education or training (NEET) rise in the last year, from 5.9% in 2005 to 7.8% in 2006[6]. This means that Wyre Forest has the third highest percentage of NEET residents, when compared with the six districts in Worcestershire, with Redditch (8.4%) and Worcester (8.6%) being higher.

## Other Economic Issues

2.17 Socio-economic evidence within Wyre Forest points to a propensity for higher skilled workers to commute out of the district to Birmingham, the Black Country and Worcester as well as a lack of higher skilled job within the district to attract workers in from adjacent areas. One indicator of the amount of commuting in and out of an area is the ratio of the resident population (those of working age) to workforce population. On average, within Wyre Forest this ratio is 1.22:1, which shows that there is a net out-commute equivalent to around 22% of the resident population who are of working age. Detailed travel to work data for the resident and workforce population within Wyre Forest is presented in Figure 2.2 and Figure 2.3 respectively below.

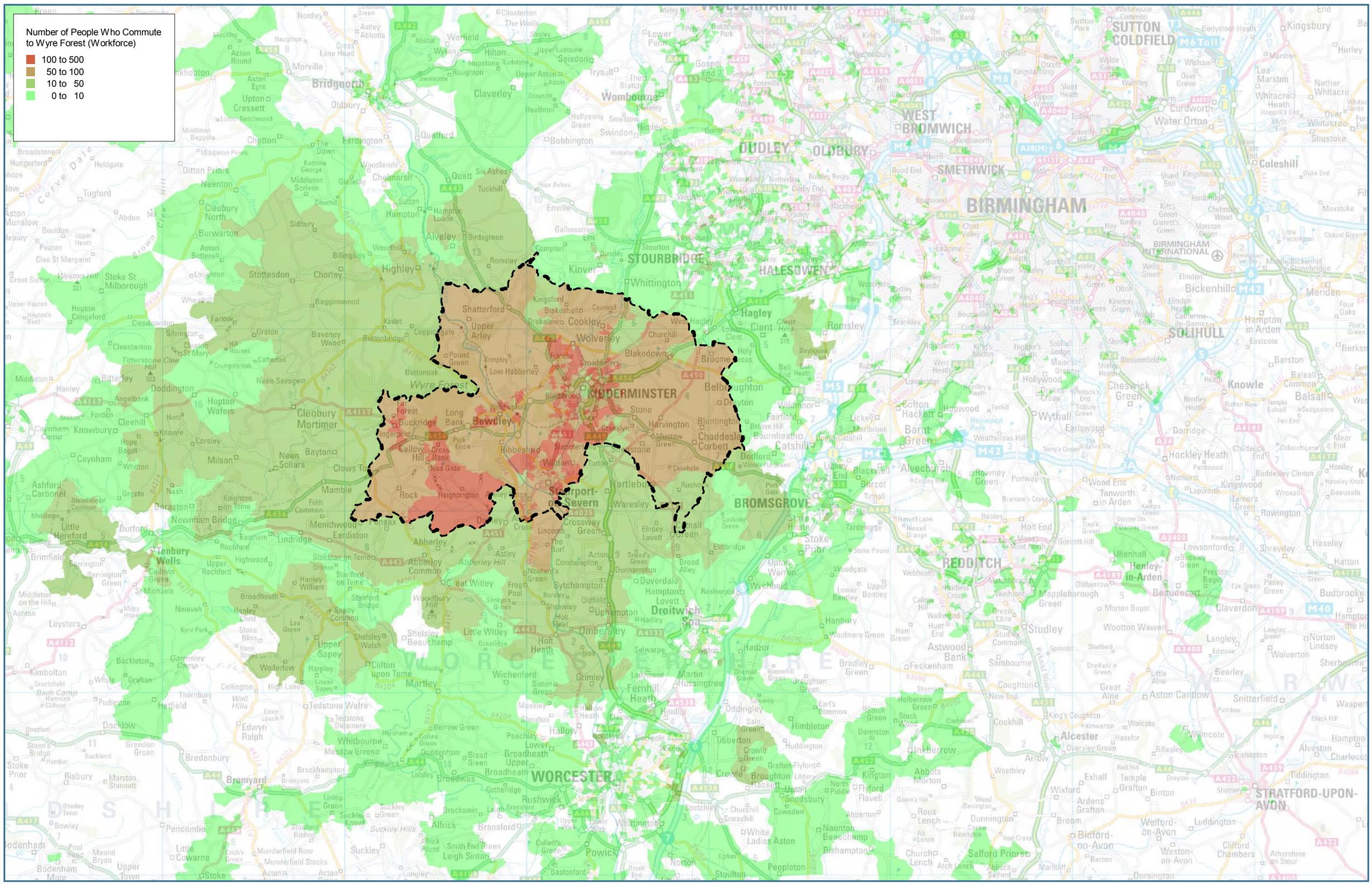
[5] Basic Skills Agency, 2006
[6] Connexions, 2006




**WYRE FOREST EMPLOYMENT LAND REVIEW - STAGE II**

Figure 2.2 - Commuting Pattern of the Resident Population of Wyre Forest

GVA Grimley




**WYRE FOREST EMPLOYMENT LAND REVIEW - STAGE II**

Figure 2.3 - Commuting Pattern of the Workforce Population of Wyre Forest

GVA Grimley

2.18 As can be seen in Figure 2.2 above the vast majority of the resident population in Wyre Forest commute within the district. Analysis of the data shows that, in total, 48,257 residents of Wyre Forest commute to work, with 30,155 of these trips (62%) being within the district. Unsurprisingly, the main destination within Wyre Forest is Kidderminster, with Stourport-on-Severn, the Stourport Road corridor and Bewdley being other key destinations. Other significant destinations for commuters from Wyre Forest are Hartlebury Trading Estate, Droitwich Spa, Merry Hill Centre in Dudley, Birmingham and Worcester.

2.19 Figure 2.3 above shows the commuting pattern of people who commute to Wyre Forest (the workplace population). Analysis of the data shows that, in total, 37,831 people commute to work in Wyre Forest. Of these trips, 30,155 originate within Wyre Forest itself, equivalent to around 80%, whilst the remaining 20% (7,676 trips) originate outside the district. Beyond the district boundary there are very few concentrations of commuters who travel to Wyre Forest. This data highlights Wyre Forest's problem in that it is unable to draw in people from adjacent areas to come and work there. Given the nature of existing jobs it is likely that those people who do commute into Wyre Forest are either in higher skilled, better paid jobs, or have moved away whilst retaining a job in the district.

## Summary

2.20 In summary, it appears from the evidence presented above that the population of Wyre Forest is relatively affluent in regional terms, though compared with other districts in the County they are some way behind. With the lowest average household income of the six districts in Worcestershire it is clear that Wyre Forest has, in the past, failed to attract better paid, higher skilled workers to the area. A knock on effect of this has been the relatively low levels of entrepreneurial activity such as the creation of small businesses in the area as well as slightly higher than average unemployment (when compared with the rest of the County).

2.21 The important economic growth sectors in Wyre Forest are health, education and hotels & restaurants, though overall Wyre Forest has the smallest percentage of employees working in growth sectors in Worcestershire. The industrial heritage of the town of Kidderminster is instrumental in the percentage of the population working in vulnerable economic sectors such as textiles and clothing, which employs around 4.6% of the working population in Wyre Forest. Together these statistics show that overall Wyre Forest has a reliance on a number of economic sectors that are in decline. This relatively unhealthy position means that Wyre Forest will need to target growth in terms of the percentage of its workforce in some of the growth sectors in order to prosper into the future.

2.22 In terms of education and skills the population of Wyre Forest are generally above the national average, but below regional and County ones. The lack of skills and lower than average income of the working population points to a propensity for a number of higher skilled workers to commute out of Wyre Forest to work elsewhere including places such as Worcester, Birmingham and the West Midlands conurbation. This situation is caused by a number of factors, namely the lack of skilled jobs within the district and the proximity of places such as Worcester and Birmingham, both of which are approximately 45 minutes drive time from Kidderminster, which offer a far wider range of employment and better paid higher skilled jobs.

## Property Market Review

### Overview

2.23 The Worcestershire Property Service, designed to help businesses to find premises anywhere in the county, is an online database service that provides details of commercial premises available for lease or to buy in Worcestershire. The database currently holds in excess of 650 records for a range of commercial premises, ranging from start up office space to large warehouse units of over 500,000 sq ft.

### Industrial Property – Wyre Forest

2.24 With once a thriving industrial sector, Kidderminster, as the major industrial location in the district, is having to diversify to accommodate today's changing industrial market. It has been renowned for its prominence in the carpet industry; however, whilst the industry is still important to the town, there has been a steady decline in the number of employees working in the local industry. Kidderminster has subsequently had to work hard to support the existing carpet companies and diversify to encourage new commercial businesses to the town. The town is located 13 miles away from the nearest junction of the M5 and subsequently the national motorway network, which has resulted in a relatively parochial industrial market.

#### *Floorspace*

2.25 Data from the ODPM 'Commercial and Industrial Floorspace and Rateable Value Statistics 2005' is shown in Table 2.4 below.

**Table 2.4 – Factories and Warehouse Floorspace in Wyre Forest**

| | Factories (count) | Warehouses (count) | Total (count) | Factories ($m^2$) | Warehouses ($m^2$) | Total ($m^2$) |
|---|---|---|---|---|---|---|
| **Wyre Forest** | 839 | 597 | 1,436 | 644,000 | 500,000 | 1,144,000 |

*Source: ODPM, 2005*

2.26 As can be seen in Table 2.4 above, the stock of industrial and warehousing floorspace in Wyre Forest at the time totalled 1.14 million $m^2$ with 56% (644,000 $m^2$) classified as factory space and 44% (500,000 $m^2$) classified as warehouse space. As at 2005 there was a total of 1,436 industrial and warehouse units in Wyre Forest, with 58% (839) being factories and 42% (597) being warehouses.

*Availability*

2.27 The Worcestershire Property Service Annual Report (2006 – 2007) summarises the past year's activity within the property market in Worcestershire. Table 2.5 below breaks down available properties by their size, and floorspace.

**Table 2.5 – Available Industrial Floorspace in Wyre Forest as at 2007**

| Size of Unit ($m^2$) | Number Available |
|---|---|
| **0 - 1,000** | 10 |
| **1,000 - 2,500** | 21 |
| **2,500 - 5,000** | 17 |
| **5,000 - 10,000** | 18 |
| **10,000 - 20,000** | 11 |
| **20,000 - 50,000** | 6 |
| **50,000 - 100,000** | 2 |
| **100,000 - 200,000** | 2 |
| **200,000+** | 0 |

*Source: Worcestershire Property Service Annual Report 2006 – 2007*

2.28 In terms of the quality of the industrial and warehouse premises we can refer to the ODPM 'Age of Commercial and Industrial Property Stock 2004' which assesses the proportion of units and floorspace under 25 years old. This information for Wyre Forest is summarised in Table 2.6 below.

**Table 2.6 – Proportion of Industrial and Warehouse Stock Under 25 Years Old**

| District | Number of Units | | Floorspace | |
|---|---|---|---|---|
| | Factory | Warehouse | Factory | Warehouse |
| Bromsgrove | 29% | 44% | 44% | 43% |
| Malvern Hills | 27% | 13% | 29% | 19% |
| Redditch | 24% | 50% | 31% | 45% |
| Worcester | 20% | 23% | 28% | 42% |
| Wychavon | 29% | 31% | 19% | 28% |
| Wyre Forest | 26% | 33% | 14% | 34% |

*Source: ODPM, 2004*

2.29 As can be seen in Table 2.6 above, around a third of Wyre Forest's warehouse stock is less than 25 years old, with 26% of factories being of similar age. In comparison with other districts in the County, the percentage of factory units under 25 years old is roughly the same across the County, with between 20 – 29%, reflecting the relatively large stock of ageing industrial buildings in the area. Redditch has the highest number of warehouse units under 25 years old at 50% of the stock, reflecting the relatively recent expansion of Redditch, particularly in the distribution sector.

2.30 In terms of floorspace just 14% of the factory stock in Wyre Forest is under 25 years old, which reflects the industrial heritage of the area that is still in existence, as well as the large building programmes in Wyre Forest in the 1960s. In terms of Warehouse stock, around a third of the floorspace is less than 25 years old, which is indicative of the recent distribution developments in the area

### *Enquiries*[7]

2.31 In terms of enquiries for property, Worcestershire's Property Service Annual Report (2006 – 2007) highlights that from April 2006 – March 2007 the Council received 222 direct enquiries, with a further 378 enquiries made via the website. This showed a 34% increase in direct enquiries from the previous year.

2.32 Enquiries that transpired into demand for industrial property accounted for around 44% of all enquiries made to the site, which was a slight increase of 2% on the previous year. Of this demand within the County around 14% of enquiries were for property in Wyre Forest, which is the lowest percentage of the six districts in the County.

[7] Enquiries data taken from Worcestershire's Property Service Annual Report (2006 – 2007)

2.33 In terms of the size of properties that were being sought, the most common size properties were between 1,000 – 2,500m$^2$. Demand for units between 10,000m$^2$ and 20,000m$^2$ is also relatively high though demand for larger units (20,000 – 100,000m$^2$) tails off dramatically.

2.34 Demand for smaller units was also raised in GVA Grimley's discussion with agents within Wyre Forest.

2.35 Despite the figures above, Wyre Forest has seen an increase in demand from the previous year, which is not the case with districts in the County (such as Malvern Hills). Over the period 2004/05 – 2006/07, Wyre Forest saw a large increase (over 100%) in the demand for industrial properties between 0 – 2,500m$^2$, which may represent pent up demand for smaller manufacturing space. It is clear therefore that, although Wyre Forest has a relatively small share of the property market in the County as a whole, it is showing signs of recovery and smaller industrial units are in high demand. This resurgence in the level of enquiries points towards a healthier economy and the possibility to attract inward investment through the delivery of new employment sites.

*Rental Levels*

2.36 Table 2.7 below shows industrial rental levels for Wyre Forest and the other five districts within the County.

**Table 2.7 – Industrial Rent Levels (2007)**

| | Average | Highest | Lowest |
|---|---|---|---|
| **Bromsgrove** | £4.30 | £7.74 | £4.00 |
| **Malvern Hills** | £4.47 | £9.33 | £1.92 |
| **Redditch** | £5.52 | £8.04 | £3.18 |
| **Worcester City** | £4.89 | £9.09 | £2.69 |
| **Wyre Forest** | £3.40 | £7.69 | £2.00 |
| **Wychavon (north)** | £4.58 | £8.33 | £2.48 |
| **Wychavon (south)** | £4.58 | £6.35 | £1.82 |

*Source: Worcestershire Property Service Annual Report 2006 – 2007*

2.37 As can be seen in Table 2.7 above industrial units rental levels within Wyre Forest are noticeably lower than in the rest of the County, with the average rental being £3.40 per sq ft in Wyre Forest and the next lowest being £4.30 per sq ft in Bromsgrove. These lower rental levels may be due to a number of factors, but will include the fact that much of the stock within Wyre Forest is old (as highlighted in Table 2.6 above) and therefore likely to be of a poor condition and not suited for modern day businesses as well as the distance from the M5 motorway, which means that places such as Kidderminster are not recognised as a

distribution location in the same way that places such as Droitwich, Worcester and Redditch are, which have excellent and direct linkages to the motorway network.

*Occupiers*

2.38 In recent years Wyre Forest has attracted some larger occupiers including Mercedes Benz, Pirelli HV Systems, and Travis Perkins on Hoo Farm Industrial Estate. Furthermore, Honda, Howdens Joinery and Vision Labs are on the Stourport Road. In addition to this Sealine is continuing to thrive in Kidderminster, although it is on a limited site with little room for expansion. Kidderminster has also managed to maintain some specialised carpet manufacturing companies such as Brintons and Brockway, who focus on the high end market.

2.39 Kidderminster is supported by a number of industrial estates. The most notable include Hoo Farm, Hoobrook, Lisle, Foley and Greenhills industrial estate. These have been established for a number of years, however, over the past 12-24 months commercial developers have shown increasing interest in the town.

*Summary*

2.40 In terms of the overall Wyre Forest industrial and warehousing market, the area has some strengths, which include a relatively large existing stock of premises, which provide cheap space for a number of lower grade employment uses and evidence of a resurgence in the demand for properties in the area. However, rental levels in the area are relatively low, when compared with other districts in the County and this may be due to the age of stock, its condition and suitability for modern day business needs (such as being able to provide adequate access for HGV's, loading bays etc) and the distance from the motorway network. It is clear therefore, that in order for Wyre Forest to continue to thrive in the industrial property market it will need to provide a better range and quality of employment space, focussing on smaller units (0 – 2,500m$^2$) where the demand is highest. These premises should be flexible to allow for a range of B uses, including light manufacturing and creative arts.

## Office Property – Wyre Forest

2.41 The office market in Wyre Forest is focussed on Kidderminster and is typical of many smaller towns in the UK with the majority of office accommodation located above town centre retail occupiers and there are very few purpose built office buildings in Kidderminster town centre. The majority of office accommodation is to be found within converted residential properties and office buildings within larger industrial schemes in out of town locations.

*Floorspace*

2.42 Data from the ODPM 'Commercial and Industrial Floorspace and Rateable Value Statistics 2005', is summarised in Table 2.8 below.

**Table 2.8 – Office Floorspace in Wyre Forest**

| | Units | | | Floorspace | | |
|---|---|---|---|---|---|---|
| | Commercial Offices | Other Offices | Total Offices | Commercial Offices | Other Offices | Total Offices |
| **Wyre Forest** | 471 | 77 | 548 | 76,000 | 22,000 | 98,000 |

*Source: ODPM, 2005*

2.43 As can be seen in Table 2.8 above, Wyre Forest has around 98,000m$^2$ of offices in total. Of this, around 78% (76,000m$^2$) was classified as commercial offices and 22% (22,000m$^2$) was classified as other offices. As at 2005 there was a total of 548 office units in Wyre Forest, 86% (471) being commercial and 14% (77) being classified as other.

*Availability*

2.44 Table 2.9 below provides a summary of those properties that were available through the Worcestershire Property Service website, in terms of their size in floorspace.

**Table 2.9 – Available Office Floorspace in Wyre Forest as at 2007**

| Size of Unit (m$^2$) | Number Available |
|---|---|
| **0 - 1,000** | 26 |
| **1,000 - 2,500** | 10 |
| **2,500 - 5,000** | 6 |
| **5,000 - 10,000** | 1 |
| **10,000 - 20,000** | 1 |
| **20,000 - 50,000** | 1 |
| **50,000 - 100,000** | 2 |
| **100,000+** | 0 |
| **Total** | 47 |

*Source: Worcestershire Property Service Annual Report 2006 – 2007*

2.45 In terms of the quality of the office premises we can refer to the ODPM 'Age of Commercial and Industrial Property Stock 2004' which assesses the proportion of units and floorspace under 25 years old. This information is presented in Table 2.10 below.

**Table 2.10 – Proportion of Office Stock Under 25 Years Old (at 2004)**

| District | Number of Units | Floorspace |
|---|---|---|
| Bromsgrove | 23% | 49% |
| Malvern Hills | 26% | 30% |
| Redditch | 32% | 54% |
| Worcester | 18% | 15% |
| Wychavon | 31% | 34% |
| Wyre Forest | 7% | 10% |

*Source: ODPM, 2004*

2.46 As can be seen in Table 2.10 above, Wyre Forest has a low proportion of office stock under 25 years old, particularly in comparison with the other districts in the County. Just 7% of the office units in the district are under 25 years old, equating to around 10% of the total floorspace. This is reflective of the era in which Kidderminster (as the major office location in the district) was built up, with many office developments occurring in the 1960's.

*Enquiries*

2.47 In terms of enquiries for property, Worcestershire's Property Service Annual Report (2006 – 2007) highlights that from April 2006 – March 2007 the Council received 222 direct enquiries, with a further 378 enquiries made via the website. This showed a 34% increase in direct enquiries from the previous year.

2.48 Enquiries that transpired into demand for office property accounted for around 22% of all enquiries made to the site, which showed an increase of 3% on the previous year. In terms of the size of properties that were being sought, demand was focussed on small units of less than 1,000sq ft.

2.49 Demand for larger units, as would be expected, accounted for a very small proportion of all enquiries, with less than 10 enquiries for office units larger than 10,000 sq ft in Wyre Forest. Over the last 3 years demand for office space has shown an increase in the number of enquiries overall and in particular for smaller units of less than 1,000 sq ft.

2.50 Demand for smaller office suites is generally very product driven. Therefore any small office development will typically only generate enquiries from small and medium size companies once speculative development has been progressed. Interest could however emerge from existing local occupiers wishing to upgrade from outmoded accommodation.

2.51 The Kidderminster office market struggles to be able to attract office occupiers from outside the immediate area. Elgar House is a 3,082 sq. m (33,177 sq ft) 1930's four storey Art Deco building which has been fully refurbished to a reasonable standard. Following many years vacancy, there is currently some letting activity at the building. There are 3 new occupiers, Tai Ping Carpets who are already in the adjacent building Campion House, Boen UK Ltd and Worcestershire County Council Social Services Department. There is still over 10,000 sq. ft of vacant space in the building. Campion House has a total floor space of 1,672 sq. m (18,000 sq. ft) and is fully occupied and has been let to six separate occupiers

2.52 Geographically, Kidderminster is located too far from the M5 Motorway and Birmingham to attract footloose requirements, not least of all, due to the current availability of office accommodation located closer to the M5.

*Rental Levels*

2.53 Rental levels for office units vary widely, with the average along with the highest and lowest rental levels in each of the districts Worcestershire shown in Table 2.11 below.

**Table 2.11 – Office Rent Levels (2007)**

| | Average | Highest | Lowest |
|---|---|---|---|
| **Bromsgrove** | £14.17 | £17.50 | £6.23 |
| **Malvern Hills** | £14.51 | £16.15 | £5.28 |
| **Redditch** | £10.41 | £15.00 | £3.37 |
| **Worcester City** | £14.66 | £16.50 | £4.47 |
| **Wyre Forest** | £9.75 | £13.10 | £2.63 |
| **Wychavon (north)** | £11.36 | £14.48 | £3.25 |
| **Wychavon (south)** | £11.36 | £16.50 | £4.17 |

*Source: Worcestershire Property Service Annual Report 2006 – 2007*

2.54 As can be seen in Table 2.11 above, rental levels in Wyre Forest are significantly below that of the other districts in the County, with an average rental level of around £9.75 per sq ft compared with the next lowest average rental level – that of Redditch – which stands at £10.41 per sq ft. Rental levels in the rest of the County can reach, on average over £14.50 in places such as Worcester. This is reflective of the relatively poor office market in the district and the generally healthy nature of the office market in locations such as Bromsgrove, Worcester and Malvern Hills.

2.55 In summary, Wyre Forest does not have an established office market and demand is primarily seen to be limited to local professional and business service occupiers already located within

the town. Attracting inward investment from office occupiers is likely to prove difficult, primarily due to Kidderminster's location.

## District Market

2.56 The following section of this chapter provides detailed information relating to the property market of Wyre Forest.

### *Industrial*

2.57 Generally there are a number of secondary leasehold premises available in Kidderminster, which is increasing as local occupiers move around the market to the new developments. This is clear that on the Stourport Road, where congestion and less than adequate infrastructure is having a big impact on the efforts of commercial developers to attract new companies to the area and, as such the market is focused on providing better facilities for existing companies in this area.

2.58 There are very few secondary units available freehold and many of these are older, for example the 30,400 sq. ft on Firs Industrial Estate, which is being marketed by DTZ at £32 per sq. ft. However, Humberts have recently sold an 8,500 sq. ft unit fronting the Worcester Road for £74 per sq. ft. This unit was in need of basic repair, however, its trade counter location ensured that the unit held its value.

2.59 Commercial developers are, therefore, benefiting from the lack of secondary freehold premises on the market and are marketing units on both a freehold and leasehold basis as outlined in under 'recent schemes' above. Rental levels in Wyre Forest are generally around the £2.00 - £3.00 per sq ft level, although R & D Aggregates are currently quoting £3.50 for 5,100 sq ft of space on Foley Industrial Estate and Humberts are quoting £3.19 per sq ft for 7,470 sq ft at Firs Industrial Estate.

### *Office*

2.60 Many office premises in the district are available for between £10.00 - £11.00 per sq ft, including Campion House being marketed by KWB and Bewdley Road being marketed by Gerald Eve. The quoting rent at Elgar House is £11.50 per sq. ft. The lowest quotes on available property in the district are at Coventry Street, Kidderminster, where Andrew Grant Commercial are quoting £7.00 per sq ft for 2,447 of office space. Top rents in the district are at Worcester House, Kidderminster, where £21.68 per sq ft is being quoted by Humberts for 1,070 sq ft of office accommodation.

# 3. DEMAND SCENARIOS

3.1 This section outlines our economic scenarios and the forecast for the demand for employment land up to 2026 in Wyre Forest District.

## Economic Scenarios and Projections

3.2 The methodology for the preparation of the employment land demand forecasting component of the study includes the development of a baseline employment scenario and alternative employment scenarios, their translation into employment floorspace forecasts and subsequently into estimates of future land requirements. The approach requires the development of a series of alternative economic scenarios to 2026 which form a starting point for the demand forecast. The Economic Scenarios are set out below, followed by the five step methodology for converting employment scenarios to estimates of future land requirements.

### Economic Scenarios

#### *Basis of Scenario Generation*

3.3 It was decided, in consultation with the client group, that a modified trend forecast would be used to provide baseline employment projections for this study. The Baseline scenario is built solely on recent economic trends and reflects a “no-intervention” policy on the current economic situation.

3.4 Alternative economic scenarios were also formulated to take account of local economic development aspirations and policies and, in particular, of the impact of housing growth and sustainable travel to work options proposed in the WMRSS Phase Two Revision Spatial Options – issues which are not reflected in the Baseline forecast.

3.5 With regard to the impact of WMRSS housing growth options and their effect on future employment and employment land needs, we have also examined the link between the development of housing and:

- The growth of the economically active population likely to be seeking work in the local labour market; and
- The way in which this might directly increase the need for local service employment in, for example, education, health services, retailing, personal services, etc.

3.6 The focus of the development of employment scenarios has therefore been on housing growth driven options and the need to maintain a sustainable balance of housing and employment growth in the District. Scenarios which maintain that balance are expected to provide a sound basis for future employment land allocations. In order to provide a basis for employment land forecasting, the scenarios have been built in two stages:

- The WMRSS housing options and an analysis of recent economic trends have been used to set overall employment growth targets for 2026; and
- These employment growth targets have been distributed by SIC sector to form a basis for conversion to employment floorspace estimates.

*Employment Targets for 2026*

## Baseline Scenario – Modified Trend Analysis

3.7 As noted above the Baseline Scenario is built upon modified sector-trend forecasts based on 1998-2005 Annual Business Inquiry (ABI) data, with each sector defined by 2-digit SIC Codes (see Appendix A). Pure trend forecasts are unreliable at the District-level, mainly due to large fluctuations in smaller sectors predicting irrationally high growth rates. Therefore, the trend forecasts must be modified to reflect the most recent employment and economic data for the District, County and Region. The detailed methodology for the Baseline Scenario is described in Appendix B.

3.8 The overall baseline employment target, or total number of jobs in Wyre Forest, is forecasted to be 33,403 in 2026.

## Alternative Economic Scenarios - WMRSS Housing Options

3.9 Overall targets for employment in 2026 have been built up around the growth of housing projected under the WMRSS Phase Two Revision Spatial Options (version of 16th November 2006) and the potential increase in economically active residents in the County by 2026. Table 3.1 sets out the three Scenarios for the distribution of new dwellings from 2001 to 2026 for the District, based on the three WMRSS options. For Wyre Forest, the WMRSS had projected the same number of new dwellings for both Options 2 and 3 (4,700). Therefore an alternative third Scenario was created in consultation with the District.

### Table 3.1 – Potential Distribution of New Dwellings 2001 - 26

| | Scenario A-1 | Scenario A-2 | Scenario A- 3 |
|---|---|---|---|
| WMRSS Phase Two Revision Spatial Option | Option 1 | Options 2 & 3 | Options 2 & 3 + 1000 dwellings |
| Wyre Forest | 4,600 | 4,700 | 5,700 |

*Source: WMRSS Phase Two Revision Spatial Options v. 16 Nov 06 and Wyre Forest District estimates*

3.10 The increase in dwellings from 2001 to 2026 implies a population increase in in-migrant population – assumed at an average Worcestershire rate of 2.4 persons per dwelling based on the "Study into the Identification and Use of Local Housing Market Areas for the Development of the RSS" – giving the additional populations listed in Table 3.2.

### Table 3.2 – Implied Increase in Total Population in 2026

| | Scenario A-1 | Scenario A-2 | Scenario A-3 |
|---|---|---|---|
| Wyre Forest | 8,734 | 8,974 | 11,374 |

*Source: GHK International analysis, 2007*

3.11 Estimates for the working age population as a percentage of total population, and the economically active as a percentage of working age population in 2026 have been made for 2026 by Worcestershire County Council – see Table 3.3 below for the District and applied to these population estimates.

### Table 3.3 - Working Age Population and Economically Active Ratios (2026)

| *Working age population as % of total population in 2026* | | | |
|---|---|---|---|
| | Scenario A-1 | Scenario A-2 | Scenario A-3 |
| **Wyre Forest** | 53.5% | 53.5% | 53.5% |

| *Economically active as % of working age population in 2026* | | | |
|---|---|---|---|
| | Scenario A-1 | Scenario A-2 | Scenario A-3 |
| **Wyre Forest** | 67.4% | 67.4% | 67.4% |

*Source: Worcestershire County Council*

3.12 The resulting estimates of the additional economically active expected to be seeking employment are set out for the District for each housing option in Table 3.4 below:

### Table 3.4 - Implied Increase in Economically Active Population in 2026

| | Scenario A-1 | Scenario A-2 | Scenario A-3 |
|---|---|---|---|
| **Wyre Forest** | 3,149 | 3,236 | 4,101 |

*Source: GHK International analysis, 2007*

### Scenarios A1 – A3: Job Balance Scenarios

3.13 These three alternative forecasts of additionally economically active in the District have been used to set the three alternative scenarios – A1, A2 and A3 – for the additional number of jobs to be generated in Wyre Forest in the period from 2001 to 2026. This group of scenarios set targets for total additional jobs in the District in 2026 by maintaining the existing (2001) level of "Job Balance" in each individual district. Job Balance is defined as jobs in the district divided by the number of economically active residents in the district. The existing Job Balance ratios and resulting jobs targets for 2026 are set out for Scenarios A1 to A3 in Table 3.5 below.

**Table 3.5 – Scenario A1-3: Job Balance Scenarios**

| | Scenario A-1 | Scenario A-2 | Scenario A-3 | Job balance ratios for District |
|---|---|---|---|---|
| **Scenario A: Wyre Forest - New Jobs** | 2,395 | 2,461 | 3,119 | 76.0% |

*Source: GHK International analysis, 2007*

## Distribution of Employment by Sector

3.14 Whilst these scenarios provide an overall reference point for job growth to 2026, they do not provide any estimate of how the sectoral structure of the economy could be expected to change during this period. For the baseline scenario the projected modified trend sectoral structure is adopted, but the future structure of the economy can also be expected to reflect the significant increase in dwellings and resident population expected by 2026. In addition, local economic development aspirations and County-level performance can be expected to influence targeted employment growth in certain sectors. It was therefore recommended that the projected distribution of the target jobs for the District between sectors should be based on the impact of additional dwellings, policy aspirations for sectoral development, the changing sectoral trends from the period 1998 to 2005 (see Appendix A), as well as the County-level Local Economy Forecasting Model (LEFM) forecasts and the Baseline Scenario itself. Thus the base case scenario projects the structural changes based on these factors for each 2-digit SIC sector and then controls these sectoral changes proportionately back to the jobs target for each scenario in 2026. A straight line trend is then assumed in all sectors from 2004 to 2026.

3.15 Based on these factors, the distribution of employment growth for the 53 2-digit SIC sectors identified in Table 3.7 below has been carried out in five steps as follows:

## 1 – An Economic Base Projection of Non Basic Service Employment

3.16 The first step in the distribution of jobs directly examines the relationship between housing growth and the demand for so called "non-basic" local service jobs – expected to result in the growth of local service employment in, for example, education, health services, retailing, personal services, etc - with or without any aspirations or policy targets for jobs growth in these sectors. Economic Base Analysis has been used to define and measure the size of these sectors and this study has examined the relationship between these and the growth of housing using the WMRSS housing targets to 2026 set out in Table 3.1 above.

3.17 In order to test the relationship between the growth of new dwellings and local service employment a cross sectional regression analysis was carried out using 2001 census and ABI data from every local authority in England. The analysis tested the relationship between number of dwellings and individual local service sectors defined by using 2-digit SIC data. The analysis examined the relationship between the number of dwellings and the level of employment in 18 potentially non-basic sectors and found a statistically significant relationship in eleven local service sectors where nearly all employment can normally be classified as non-basic. The analysis shows that the relationship is significant and remarkably consistent across the sample of towns and cities such that an increase of one dwelling is associated with an increase of 0.59 jobs in these eleven sectors in total in the district

3.18 In fact the analysis measures the number of jobs generated by the addition of one dwelling in each individual sector. These 11 sectors – of the total of 53 sectors listed in Table 3.7 - are:

- Construction
- Sale, maintenance and repair of motor vehicles and motorcycles; retail sale of fuel
- Retail trade and repair of personal and household goods
- Hotels and restaurants
- Real estate activities
- Public administration, defence and social security
- Education
- Health and social work
- Activities of membership organisations

- Recreational, cultural and sporting activities
- Other service activities

3.19 These ratios were therefore used to estimate the growth in employment in these sectors of the projected increase in dwellings in Wyre Forest to 2026 for each housing Scenario A1 - A3. The Economic Base projection, as noted above, focuses only on the non-basic local service sectors identified (no change is predicted by this method in the other 'basic' service and manufacturing sectors) but shows that, if the effect of simply increasing the number of dwellings is as analysed, then total employment in these eleven local service sectors can be expected to rise "automatically" by 0.59 times the number of new dwellings.

### 2 – Projection of Employment in Primary/Manufacturing Sectors

3.20 For the projections of, mainly declining, primary and manufacturing sectors the County-level LEFM growth rates provides the best indicator of employment change since most of these, basic sectors can be expected to follow the national trend which the LEFM reflects in individual sectors. With the exception of Recycling (see below) none of these sectors have been identified by the district as positive policy priorities and the County-level LEFM growth rates to 2026 have been adopted as targets for all of the primary and manufacturing sectors 01–36 listed in Table 3.7 under all scenarios.

3.21 The District identified Recycling (Sector 37) as a policy priority. This sector is expected to be the beneficiary of positive development policy in the future, thereby surpassing Baseline and LEFM forecasts. This sector was forecasted using a tailored trend-analysis forecasting detailed in Step 4 below.

### 3 – Projection of Employment in Basic Service Sectors

3.22 Two different approaches have been used to projecting the remaining "basic" service sectors listed in Table 3.7. For those minor sectors in which there are limited employment numbers, as well as non-priority basic service sectors, the Baseline forecasts for 2026 have been adopted.

3.23 In addition, the District has also identified basic service sectors as potential policy priorities, each of which are expected to be the beneficiaries of positive economic development policy in the future. These sectors are: Other Business Services (Sector 74), Collection/Distribution of Water (Sector 41), and Supporting/Auxiliary Transport Activities (Sector 63). More positive projections have therefore been adopted for these basic service sectors, which are detailed in Step 4 below.

## 4 – Projection of Priority Sectors

3.24 The District has identified key priority sectors, which are expected to be targeted economic development policy sectors in the future. Some of these sectors are expected to perform better than the County-level LEFM and trend-analysis growth rates, while others are expected to reverse existing declining trends by 2026. In forecasting these key sectors, three different treatments were considered: (1) maintaining the 2005 actual employment level obtained from the ABI, (2) retaining the Baseline/Modified Trend forecast, or (3) applying a growth rate higher than that of the Baseline. The preferred approach was to reflect recent past positive trends in these sectors where this was appropriate.

3.25 Wyre Forest has identified one primary, one non-basic service sector, and three basic service sectors as priority sectors. Table 3.6 outlines the 2026 Baseline for each priority sector, and the resulting appropriate sector-specific methodology for forecasting employment growth for the scenarios.

**Table 3.6 - Wyre Forest: 2005-26 Baseline Forecast in Identified Priority Sectors**

| | | Baseline | |
|---|---|---|---|
| **Sector** | **Industry** | **Percentage Change 2005-2026** | **Methodology** |
| Primary/Manuf. | 37 : Recycling | -64.29% | Keep 2005 Level |
| Basic Service | 74 : Other business activities | 18.59% | Baseline Scenario |
| Basic Service | 41 : Collection/distribution of water | -17.24% | Keep 2005 Level |
| Basic Service | 63 : Supporting/auxiliary transport activities | 12.90% | Baseline Scenario |
| Non-Basic | 55 : Hotels and restaurants | -29.46% | Dwellings-to-Jobs Ratio |

*Source: GHK International analysis, 2007*

3.26 After examining the Baseline Scenario against actual 2005 employment levels, where appropriate, the highest logical forecast was adopted for the sector. Where there were inconsistencies in the data then the following methodology was adopted for the priority sectors:

- For manufacturing and basic service sectors where the Baseline predicts a decline– the 2005 actual employment level is maintained at the same level to 2026. Therefore, Recycling (Sector 37) and the Collection Distribution of Water (Sector 41) were forecasted to maintain actual 2005 employment levels.
- For manufacturing and basic services sectors where the Baseline shows a growth of over 10% over the period 1998-2005, the Baseline/Modified Trend Scenario employment forecasts are used. Thus, Other Business Activities (Sector 74) and Supporting/Auxiliary Transport Activities (Sector 63) use the Baseline Scenario to forecast employment in these sectors.

- For priority non-basic service sectors – Hotels and Restaurants (Sector 55) - the economic base projection (dwellings-to-job ratio) is consistently applied (see Step 1 above).

### 5 – Adjustment to Scenario A1 – A3 Total Employment Control Totals

3.27 Lastly, each sector total was adjusted either up or down in proportion to the distribution of total employment in 2005 in order to meet the target overall employment projection for Scenarios A1-A3.

### Results of the Employment Scenario Projections

3.28 A summary of the resulting employment forecasts in 2026 for the District under the Baseline scenario and each of the Job Balance Scenario A-1 to A-3 are given in Table 3.7 below. The equivalent ABI actual employment estimates for 2001 and 2005 are also included.

## Table 3.7 - Summary of Employment Projections based on Economic Scenarios – Wyre Forest

| Wyre Forest | 2001 Actual | 2005 Actual | 2026 | | | |
|---|---|---|---|---|---|---|
| | | | Baseline | A-1 | A-2 | A-3 |
| 01 : Agriculture/Hunting, etc. | 440 | 356 | 126 | 286 | 286 | 287 |
| 02 : Forestry, logging etc. | 25 | 4 | 1 | 2 | 2 | 2 |
| 11 : Petroleum, Oil/Gas Services | 2 | 0 | 0 | 0 | 0 | 0 |
| 14 : Other mining and quarry | 51 | 13 | 5 | 7 | 7 | 7 |
| 15 : Manf.- food and beverages | 148 | 37 | 13 | 24 | 24 | 24 |
| 17 : Manf. - textiles | 2,278 | 1,659 | 589 | 921 | 922 | 925 |
| 18 : Manf. - wearing apparel | 22 | 14 | 5 | 7 | 7 | 7 |
| 19 : Tanning and dressing of leather | 2 | 6 | 2 | 3 | 3 | 3 |
| 20 : Manf. - wood products | 152 | 348 | 124 | 358 | 358 | 359 |
| 21 : Manf. - pulp and paper products | 105 | 106 | 38 | 95 | 95 | 96 |
| 22 : Publishing and Printing | 557 | 464 | 165 | 423 | 423 | 424 |
| 23 : Manf. - coke, petroleum products | 0 | 0 | 0 | 23 | 23 | 23 |
| 24 : Manf. - chemicals and chemical products | 116 | 87 | 31 | 108 | 108 | 108 |
| 25 : Manf. - rubber and plastic products | 383 | 295 | 105 | 217 | 217 | 217 |
| 26 : Manf. - other non-metallic mineral products | 500 | 393 | 140 | 257 | 257 | 258 |
| 27 : Manf. basic metals | 110 | 75 | 27 | 80 | 80 | 80 |
| 28 : Manf. - fabricated metal products | 882 | 710 | 252 | 695 | 695 | 697 |
| 29 : Manf. - other machinery | 1,012 | 667 | 237 | 665 | 665 | 666 |
| 30 : Manf. - office machinery and computers | 32 | 1 | 0 | 12 | 12 | 12 |
| 31 : Manf. - other electrical machinery | 36 | 167 | 59 | 133 | 133 | 134 |
| 32 : Manf. - communication equipment | 178 | 2 | 1 | 5 | 5 | 5 |
| 33 : Manf. - medical instruments | 308 | 284 | 101 | 231 | 231 | 231 |
| 34 : Manf. - motor vehicles, trailers | 644 | 449 | 160 | 384 | 384 | 385 |
| 35 : Manf. - transport equipment | 453 | 591 | 210 | 548 | 548 | 549 |
| 36 : Manf. - furniture; manufacturing n.e.c. | 289 | 321 | 114 | 361 | 361 | 361 |
| 37 : Recycling | 7 | 56 | 20 | 64 | 64 | 65 |
| 40 : Electricity, gas, steam and hot water supply | 0 | 0 | 0 | 0 | 0 | 0 |
| 41 : Collection, purification and distribution of water | 31 | 29 | 24 | 33 | 33 | 33 |
| 45 : Construction | 1,359 | 1,347 | 322 | 1,737 | 1,742 | 1,793 |
| 50 : Sale and repair of motor vehicles and fuel | 1,208 | 1,165 | 2,148 | 1,457 | 1,459 | 1,481 |
| 51 : Wholesale trade | 2,521 | 1,639 | 792 | 1,039 | 1,040 | 1,043 |
| 52 : Retail trade | 4,533 | 5,007 | 7,622 | 5,694 | 5,706 | 5,827 |
| 55 : Hotels and restaurants | 2,343 | 1,626 | 1,147 | 2,793 | 2,799 | 2,858 |
| 60 : Land transport | 608 | 491 | 201 | 276 | 276 | 277 |
| 61 : Water transport | 10 | 9 | 8 | 9 | 9 | 9 |
| 62 : Air transport | 1 | 1 | 1 | 1 | 1 | 1 |
| 63 : Supporting transport activities/travel agencies | 180 | 217 | 245 | 278 | 278 | 279 |
| 64 : Post and telecommunications | 466 | 411 | 189 | 251 | 251 | 252 |
| 65 : Financial intermediation | 353 | 331 | 114 | 164 | 164 | 165 |
| 66 : Insurance and pension funding | 43 | 34 | 2 | 7 | 7 | 7 |
| 67 : Auxiliary financial activities | 140 | 120 | 204 | 222 | 222 | 222 |
| 70 : Real estate activities | 805 | 895 | 1,588 | 995 | 997 | 1,013 |
| 71 : Renting of machinery and equipment | 159 | 319 | 550 | 598 | 598 | 599 |
| 72 : Computer and related activities | 241 | 403 | 919 | 980 | 981 | 981 |
| 73 : Research and development | 34 | 0 | 0 | 0 | 0 | 0 |
| 74 : Other business activities | 1,858 | 3,335 | 3,955 | 4,459 | 4,460 | 4,466 |
| 75 : Public administration and defence | 903 | 1,116 | 345 | 1,294 | 1,300 | 1,363 |
| 80 : Education | 2,946 | 3,641 | 5,573 | 3,875 | 3,886 | 3,997 |
| 85 : Health and social work | 3,118 | 4,779 | 2,734 | 4,278 | 4,290 | 4,420 |
| 90 : Sewage and refuse disposal | 16 | 15 | 15 | 17 | 17 | 17 |
| 91 : Activities of membership organisations | 140 | 140 | 321 | 205 | 206 | 218 |
| 92 : Recreational, cultural and sporting activities | 624 | 757 | 1,072 | 851 | 855 | 887 |
| 93 : Other service activities | 419 | 501 | 787 | 538 | 540 | 553 |
| **Total** | **33,791** | **35,433** | **33,403** | **37,965** | **38,031** | **38,689** |

*Source: GHK International analysis, 2007*

# Projections of Property Requirements for Each Scenario

## Approach

3.29 One of the principal tasks of the employment land study has been to provide long term forecasts of floorspace requirements by linking the property and economic analysis. The employment land forecasts have therefore been based on the employment projections scenarios developed in the previous section. The consultants believe that this is best achieved by grouping employment data into say 20-30 sectoral groupings appropriate for the study area and the employment property product types available. This section sets out the methodology underpinning the preparation of the land demand forecasting component of the study providing a step by step description of the methods, assumptions and stages of work of the floorspace projections.

3.30 Based on the principles above the methodology for the employment floorspace projection is set out in this section in four steps:

- Employment projections;
- Employment and land categorisation;
- Apply employment densities;
- Prepare floorspace requirement forecasts;

3.31 The following section then extends these projections to include the effects of 'churn' and 'leakage' and converts these floorspace projections to land estimates and forecasts land requirements

## Step 1: Employment Forecasts

3.32 Step 1 uses the scenario-based employment projections up to 2026, developed for the baseline and three other scenarios as shown above – see Table 3.6. These utilise ABI employment data for 2001 and 2005, the LEFM projections as a baseline and three job balance scenarios which are presented as 2-digit SIC activity groupings into 53 industrial sectors.

## Step 2: Employment and Land Categorisation

*Create Appropriate Sector Groupings*

3.33 The next step was to identify appropriate sector groupings for Wyre Forest, which reflect the structure and spatial distribution of employment and different land use types in the District. This requires the selection and aggregation of the 53 sectors to develop a shortlist of between 20 and 30 sector groupings, based on an analysis of sector size, growth, and local concentrations / competitive advantages.

3.34 Some 29 groups - 10 manufacturing groups and 19 service groups - were adopted for forecasting purposes. The groupings are set out below in Table 3.8, together with the corresponding ABI 2-digit SIC categories for each. It should be noted that not all the 53 sectors in Table 3.7 are included – primary agricultural and extractive industries are for example excluded since they do not directly give rise to demand for employment land. In addition, employment in the following SIC categories was moderated to the following percentages of employment which were assumed to give rise to demand for employment land:

- Electricity and Gas Supply: 33% assumed to be in headquarters, back-office and other office premises
- Construction: 33% of employment assumed to be located in fixed employment premises.
- Education: 10% of employment assumed to be in non-educational - mainly office premises.
- Health and social work: 15% assumed to be in headquarters, back-office and other office premises

3.35 These assumptions are based on some indirect analysis on national patterns of employment land use in these sectors and reasonable range assumptions in the sectors concerned.

### Table 3.8 – Selected Sector Groups and Corresponding SIC Sectors

| | Sector Groupings | SIC 2003 |
|---|---|---|
| M1 | Manufacturing of food and beverages | 15 |
| M2 | Manufacture of textiles and clothing | 17, 18 |
| M3 | Manufacture of wood products, pulp, paper and paper products | 20, 21 |
| M4 | Publishing, printing and reproduction of recorded media | 22 |
| M5 | Manufacture of rubber and plastic products | 25 |
| M6 | Manufacture of metal products | 28 |
| M7 | Manufacture of Other Machinery | 29 |
| M8 | Manufacture of electronic goods, medical, precision and optical instruments | 30, 31,32, 33 |
| M9 | Manufacture of transport equipment | 34, 35 |
| M10 | Manufacture of furniture and manufacturing nec | 36 |
| S1 | Electricity, gas, steam and hot water supply | 40 |
| S2 | Construction | 45 |
| S3 | Sale, maintenance and repair of motor vehicles and motorcycles; retail sale of automotive fuel | 50 |
| S4 | Wholesale trade and commission trade, except of motor vehicles and motorcycles | 51 |
| S5 | Retail trade, except of motor vehicles and motorcycles; repair of personal and household goods | 52 |
| S6 | Hotels and restaurants | 55 |
| S7 | Land / Water/Supporting transport, post and telecommunications | 60,61,63,64 |
| S8 | Insurance and pension funding | 66. |
| S9 | Activities auxiliary to financial intermediation | 67 |
| S10 | Financial Intermediation | 65 |
| S11 | Real Estate | 70 |
| S12 | Other business activities | 74 |
| S13 | Activities of membership organisations | 91 |
| S14 | Computer and related activities | 72 |
| S15 | Research and development | 73 |
| S16 | Public administration and defence; compulsory social security | 75 |
| S17 | Education | 80 |
| S18 | Health and social work | 85 |
| S19 | Other service activities | 93 |

*Source: GHK International analysis, 2007*

3.36 Table 3.9 below gives the total and sector breakdown of employment for these 29 sector groups under each scenario and for the baseline projection for the district. For each of the 29 individual sectors M1 – M10 and S1 – S19 retained in the analysis, either 100% or the moderated percentage of employment set out in paragraph 3.33 above is included. It should be noted that the total employment in 2001 and 2026 is thereby reduced as a result of excluding non-relevant sectors and moderating employment in other sectors for employment land purposes.

### Table 3.9 – Employment in Selected Sector Groups – Wyre Forest

| Sector | Industry | 2001 Actual | 2026 | | | |
|---|---|---|---|---|---|---|
| | | | Baseline | A-1 | A-2 | A-3 |
| M1 | 15 : Manf.- food and beverages | 148 | 13 | 24 | 24 | 24 |
| M2 | 17 : Manf. - textiles | 2,278 | 589 | 921 | 922 | 925 |
| M3 | 20 : Manf. - wood products | 152 | 124 | 358 | 358 | 359 |
| M3 | 21 : Manf. - pulp and paper products | 105 | 38 | 95 | 95 | 96 |
| M4 | 22 : Publishing and Printing | 557 | 165 | 423 | 423 | 424 |
| M5 | 25 : Manf. - rubber and plastic products | 383 | 105 | 217 | 217 | 217 |
| M6 | 28 : Manf. - fabricated metal products | 882 | 252 | 695 | 695 | 697 |
| M7 | 29 : Manf. - other machinery | 1,012 | 237 | 665 | 665 | 666 |
| M8 | 31 : Manf. - other electrical machinery | 36 | 59 | 133 | 133 | 134 |
| M8 | 33 : Manf. - medical instruments | 308 | 101 | 231 | 231 | 231 |
| M9 | 34 : Manf. - motor vehicles, trailers | 644 | 160 | 384 | 384 | 385 |
| M9 | 35 : Manf. - transport equipment | 453 | 210 | 548 | 548 | 549 |
| M10 | 36 : Manf. - furniture; manufacturing n.e.c. | 289 | 114 | 361 | 361 | 361 |
| S1 | 40 : Electricity, gas, steam and hot water supply | 0 | 0 | 0 | 0 | 0 |
| S2 | 45 : Construction | 1,359 | 322 | 1,737 | 1,742 | 1,793 |
| S3 | 50 : Sale and repair of motor vehicles and fuel | 1,208 | 2,148 | 1,457 | 1,459 | 1,481 |
| S4 | 51 : Wholesale trade | 2,521 | 792 | 1,039 | 1,040 | 1,043 |
| S5 | 52 : Retail trade | 4,533 | 7,622 | 5,694 | 5,706 | 5,827 |
| S6 | 55 : Hotels and restaurants | 2,343 | 1,147 | 2,793 | 2,799 | 2,858 |
| S7 | 60 : Land transport | 608 | 201 | 276 | 276 | 277 |
| S7 | 61 : Water transport | 10 | 8 | 9 | 9 | 9 |
| S7 | 63 : Supporting transport activities/travel agencies | 180 | 245 | 278 | 278 | 279 |
| S7 | 64 : Post and telecommunications | 466 | 189 | 251 | 251 | 252 |
| S8 | 66 : Insurance and pension funding | 43 | 2 | 7 | 7 | 7 |
| S9 | 67 : Auxiliary financial activities | 140 | 204 | 222 | 222 | 222 |
| S10 | 65 : Financial intermediation | 353 | 114 | 164 | 164 | 165 |
| S11 | 70 : Real estate activities | 805 | 1,588 | 995 | 997 | 1,013 |
| S12 | 74 : Other business activities | 1,858 | 3,955 | 4,459 | 4,460 | 4,466 |
| S13 | 91 : Activities of membership organisations | 140 | 321 | 205 | 206 | 218 |
| S14 | 72 : Computer and related activities | 241 | 919 | 980 | 981 | 981 |
| S15 | 73 : Research and development | 34 | 0 | 0 | 0 | 0 |
| S16 | 75 : Public administration and defence | 903 | 345 | 1,294 | 1,300 | 1,363 |
| S17 | 80 : Education | 2,946 | 5,573 | 3,875 | 3,886 | 3,997 |
| S18 | 85 : Health and social work | 3,118 | 2,734 | 4,278 | 4,290 | 4,420 |
| S19 | 93 : Other service activities | 419 | 787 | 538 | 540 | 553 |
| | TOTAL | **31,475** | **31,383** | **35,608** | **35,670** | **36,293** |

*Source: GHK International analysis, 2007*

### *Match Sector Groupings to Land Use Class Categories*

3.37 This step goes on to allocate all or divide parts of these employment sector groups between the standard land use categories. These were allocated on the basis of professional judgement and experience of the consultants' team, but have remained disaggregated as far as possible in order to narrow the range of the judgement to be made for any individual employment group or land use category. Thus the full breakdown of land use classes (e.g. A1, A2a,b,c etc, A3, B1a,b,c etc., B2, B8, C1) is used together with the 29 sector groups. Where an employment group is allocated to more than one land use class the percentage of employment assumed to be in each land use class is identified. Wherever possible this has been determined by reference to 2, 3 or even 4-digit SIC data (2004 ABI data) to determine the proportions of employees in each relevant sub-sector, for example to reflect the split between employment in hotels and employment in restaurants for the study area.

3.38 Table 3.10 shows how the 29 sectors and the proportion of employment in each sector are allocated to the land use categories. All further aggregations of employment, floorspace and employment land use categories are based on this disaggregation.

### Step 3: Apply Employment Densities

3.39 In order to convert the employment forecasts to floorspace requirements the other key variable is the worker density assumptions to be applied in the model. Employment densities are a key link between employment change and land use. The ODPM Guidance cites a number of comparative density analyses of which the most detailed are those prepared by Arup Economics and Planning based on original survey data. We have re-examined these and compared them with those also cited in the Guidance and other international data. The Arup data gives some variation in the key sectors such as office and warehousing but the Arup densities cited are the most disaggregated and therefore adaptable for use in the disaggregated model form adopted for this study. We therefore recommend the use of the Arup estimates as the most authoritative and fit for purpose. In addition, on the advice of surveyors with current market experience in the West Midlands we have adopted densities at the high end of the Arup range for BIa offices and at the lower density end of the range for B8 distribution and warehousing. These are summarised in Table 3.10 below.

3.40 It should be noted that most of the Arup densities are quoted as gross internal floorspace per worker and that these have been converted to gross external rates by increasing all business and industrial classes (B1 and B2) by +3.5%, and increasing all shops, financial and professional services, hotels and catering premises (A1, A2, A3 and C1) by +10%, whilst the densities for storage and distribution (B8) have remained unchanged.

**Table 3.10 - Worker Densities Adopted for Study Sectors in Worcestershire**

| Activity | Sector Group | Land Use Category | Density (sq. m / worker) |
|---|---|---|---|
| **Manufacturing** | General & Specialist Manufacturing M1, M2, M3, M4, M5, M6, M7, M10 | B2 | 34 |
| | Precision and Electronic Goods M8, | B2 / B1c | 34 / 29 |
| | Transport equipment M9 | B2 | 34 |
| **Logistics & Distribution** | Distribution S3 | B8 | 80 |
| | Transport & Communications S7 | B8 | 80 |
| **Offices** | Various S1, S12, S13, S14, S15, S16 | B1a / A2c | 16 |
| **Retail** | Retail – general S5 | C1 / B1a / A2 | 19 |
| | Retail Shops / Computer ServicesS5, S14 | A1 | 19 |
| | Insurance, Banking & Finance S8,S9, S10 | A2a | 20 |
| | Retailing, Computing / Professional Services S5, S8, S12 | A2a/b | 19 – 20 |
| | Miscellaneous Services S12, S19 | A2c | 20 |
| | Hotels and Restaurants S6 | C1 / A3 | 13 |
| | Research and development S15 | B1b | 29 |
| **Automotive** | Motor distribution & fuel S3 | B2 | 34 |

*Source: GHK International analysis, 2007*

3.41 The density assumptions used are based on current worker/floor space densities. There are factors impacting on future employment densities which may move towards lower overall densities or less reliance upon traditional forms of employment floorspace to meet economic needs. This study has not made adjustments for such changes because we believe it is better to use consistent and well understood national estimates for a long term forecasting whilst recognising that these should be monitored.

## Step 4: Prepare Floorspace Requirement Forecasts

3.42 These employment densities have been applied in each sector and land use category using the consultant's transformation model and the resulting estimates of floorspace requirements for 2026 for the district are summarised in Table 3.11 and Table 3.12 below.

3.43 It should be noted that although the baseline and all scenario forecasts for employment project growth from 2001 to 2026, Table 3.10b suggests a net decline in overall floorspace requirements to 2026. An examination of this by individual land use class however suggests that, for Scenarios A-1 to A-3, all of the net decline is more than accounted for by a significant

decline, of around 134,000 sq.m in B8 distribution. This results from significantly declining employment expectations in the B8 related wholesale distribution and logistics sectors, reflecting recent declining employment trends and the fact that the sector has not been accorded any mitigating policy priority. This is then compounded by the low employment densities in the B8 sectors which translate into proportionately greater floorspace declines compared with the higher density growth in for example B1a office related sectors.

3.44 In the Baseline projection the net decline is further compounded by significant B2 floorspace decline – also at relatively low employment densities – based on the recent high decline in manufacturing employment. This however is mitigated somewhat in Scenarios A1 – A3 by adopting county–wide manufacturing employment projections which, although still declining, are more optimistic than recent district trends.

**Table 3.11 – Floorspace requirements by land use class (sq.m): Total Requirement 2026 and Change in Requirement 2001 – 2026, by Scenario**

| | Wyre Forest- Total Floorspace Requirement 2026 | | | | |
|---|---|---|---|---|---|
| | 2001 | | | | |
| | | Baseline | A-1 | A-2 | A-3 |
| A1 | 32,080 | 55,016 | 41,715 | 41,800 | 42,641 |
| A2 | 48,763 | 82,500 | 64,966 | 65,080 | 66,223 |
| A3 | 26,804 | 13,122 | 31,949 | 32,017 | 32,693 |
| B1a | 115,331 | 174,440 | 187,299 | 187,620 | 190,822 |
| B1b | 1,021 | - | - | - | - |
| B1c | 10,511 | 5,117 | 11,626 | 11,629 | 11,657 |
| B2 | 243,268 | 70,888 | 165,407 | 165,446 | 165,828 |
| B8 | 398,655 | 286,060 | 264,128 | 264,350 | 266,552 |
| C1 | 6,305 | 3,087 | 7,515 | 7,531 | 7,690 |
| **Total** | **882,739** | **690,228** | **774,605** | **775,473** | **784,106** |

*Source: GHK International analysis, 2007*

**Table 3.12 – Floorspace requirements by land use class (sq.m): Change in Requirement 2001 – 2026, by Scenario**

| | Wyre Forest - Absolute Change in Floorspace Requirement 2001-2026 | | | | |
|---|---|---|---|---|---|
| | | Baseline | A-1 | A-2 | A-3 |
| A1 | | 22,935 | 9,635 | 9,719 | 10,561 |
| A2 | | 33,737 | 16,203 | 16,317 | 17,460 |
| A3 | | -13,682 | 5,145 | 5,213 | 5,889 |
| B1a | | 59,109 | 71,968 | 72,289 | 75,490 |
| B1b | | -1,021 | -1,021 | -1,021 | -1,021 |
| B1c | | -5,395 | 1,115 | 1,117 | 1,145 |
| B2 | | -172,381 | -77,861 | -77,822 | -77,440 |
| B8 | | -112,595 | -134,526 | -134,304 | -132,102 |
| C1 | | -3,218 | 1,210 | 1,226 | 1,385 |
| **Total** | | **-192,511** | **-108,134** | **-107,266** | **-98,633** |

*Source: GHK International analysis, 2007*

## Non – Employment Led Property Demand – Churn / Leakage

3.45 In undertaking the demand analysis, assumptions have been made about non-employment based demand, otherwise known as 'churn', as well as leakage, demand for town centres and other urban and rural locations that are not existing employment areas.

3.46 Although there is no reference to churn or leakage in the Employment Land Reviews Guidance Note, GVA Grimley and GHK consulting, in consultation with the Client, agreed that they would be considered in this study.

### Churn

3.47 Employment driven floorspace demand is likely to be a significant driver of the demand for additional floorspace in a local economy. However, it is also true that an element of demand will arise from companies moving, either due to obsolescence of their existing property, the desire for a lower or higher cost location, or simply for strategic reasons. This form of demand is called 'churn' and it represents a general level of turnover in property requirements. Churn can have a significant effect on the amount of employment land and floorspace that is required in order to meet the predicted demand.

3.48 The use of churn factors allows floorspace and land demand models to include some allowance for sectors such as manufacturing which, whilst declining in employment terms, still leads to demand for employment land, in particular as companies move or rationalise production. The basis of calculating Churn is to look at the existing amount of stock in the District. This data is shown in Table 3.13 below.

**Table 3.13 – Baseline Amount of Floorspace in Wyre Forest**

| | Bulk Class | Land Use Designation | Floorspace (sq. m) |
|---|---|---|---|
| Wyre Forest | Offices | B1 | 88,000 |
| | Factories | B2 | 708,000 |
| | Warehouses | B8 | 302,000 |
| | **Total** | | 1,098,000 |

*Source: DCLG, 2005*

3.49 Estimating churn and its relationship to employment driven demand is not straightforward. Both employment churn and property churn factors are drivers of demand for business floorspace. For example, companies expanding in employment terms may occupy premises that are vacated for property reasons and premises that are vacated by declining sectors can, subject to planning and suitability, be occupied by expanding sectors. Therefore GVA Grimley

has used knowledge from previous studies (Worcestershire, the Black Country, Rural Devon and Milton Keynes) to devise a set of assumptions regarding the level of churn for different land use classes. These assumptions are in line with other studies and are set out in Table 3.14 below. Churn figures are then applied to the stock figures in Table 3.13 above.

**Table 3.14 - Churn Factors**

| Land Use Class | Churn Factor |
|---|---|
| **B1a/B1b** | 0.65% |
| **B1c/B2** | 0.65% |
| **B8** | 0.65% |

*GVA Grimley analysis, 2007*

3.50 Churn is applied on a rolling basis, taking the baseline figure from the DCLG statistics, then adding 0.65%. The resultant figure is then used for the next year and 0.65% added to that, and so on. The effect of churn on the overall demand to 2026 in the district is shown in Table 3.15 below.

**Table 3.15 - Overall Effects of Churn**

| | Bulk Class | Land Use Designation | Floorspace (sq. m) | Churn (floorspace (sq. m / year)) | Churn (land (ha / year)) | Churn (land (ha)) 10 Year Summary (to 2016) | Churn (land (ha)) 20 Year Summary (to 2026) |
|---|---|---|---|---|---|---|---|
| **Wyre Forest** | Offices | B1 | 88,000 | 617 | 0.2 | 2.1 | 4.1 |
| | Factories | B2 | 708,000 | 4,963 | 1.0 | 10.4 | 20.9 |
| | Warehouses | B8 | 302,000 | 2,117 | 0.4 | 4.0 | 8.1 |
| | **Total** | | 1,098,000 | 7,697 | 1.7 | 16.5 | 33.1 |

*Source: DCLG, 2005 and GVA Grimley analysis, 2007*

3.51 As can be seen in Table 3.15 above the effect of churn in creating additional demand to be added to that coming from the model is approximately 33.1ha in Wyre Forest.

3.52 For this study we have used 0.65% as the churn factor. Wyre Forest is a highly localised market and this has been highlighted by stakeholder interviews (including agents who gave high estimations of local demand). The local authority has also illustrated the importance of providing space for existing firms who are looking to relocate or expand.

## Leakage

3.53 We have also considered the effect of leakage from employment areas to other employment locations such as town centres and other urban and rural locations. Leakage has a more noticeable effect on the demand for office space, simply because offices can be located in a wider range of locations, not just employment areas. These can include town centres, above shops in local centres, people working from home and more rural locations such as barn conversions.

*Town Centre Leakage*

3.54 In order to determine the amount of leakage we have first assessed the capacity of town centres, as these are one of the main places where offices can be accommodated. In order to determine how much growth in the office market can be accommodated in the Town Centres it is important to understand the current capacity of the centres as well their future potential.

3.55 Firstly, we have reviewed The Regional Centres Study which outlines growth in occupied office floorspace from 2001 to 2021 in Strategic Centres and in the rest of the district. Importantly, the Centres Study did not undertake any assessment of capacity, but rather assessed future growth/demand. The RSS Centres 'physical capacity assessment' was based on a review of physical limitations and a market outlook rather than existing floorspace.

3.56 Technical Paper 6 to the Regional Centres Study 'Office Supply' sets out the approach to office forecasts. Table 3.2 of that report, gives district level office supply based on extant planning permissions in 2004. In terms of the 3 strategic Centres, Worcester, Kidderminster and Redditch, the permissions are all out of town. This is not in line with current policy and the Centres Study assumes that policies will be brought forward which will help to create sites and to remove supply side constraints.

3.57 The Centres Study states that Kidderminster has substantial physical opportunities to accommodate office development. According to DCLG Town Centre statistics, in 2002, Kidderminster had 31,850 sq m of office floorspace and is projected to gain an additional 30,000 sq m by 2021 which is a 100% increase.

3.58 GVA Grimley, in agreement with Worcestershire County Council, agreed to use a 'reality check' figure for Town Centre Growth. The Centres study has ambitious targets for Town Centre Growth which are dependent on a large number of factors. We are therefore using DCLG Town Centres work, which covers Bewdley, Kidderminster and Stourport giving 2002 existing floorspace figures for offices – see Table 3.16 below.

**Table 3.16 – Town Centre Floorspace in Wyre Forest**

| Town Centre | Retail Floorspace (sq. m) | Office Floorspace (sq. m) | Shops Floorspace (sq. m) | Financial & Professional Services Floorspace (sq. m) | Restaurants & Cafes Floorspace (sq. m) |
|---|---|---|---|---|---|
| Bewdley | 5,330 | 1,680 | 3,720 | Disclosive | Disclosive |
| Kidderminster | 103,190 | 31,850 | 91,730 | 7,850 | 3,460 |
| Stourport | 18,260 | 3,180 | 13,330 | 2,020 | 1,430 |
| TOTAL | 126,780 | 36,710 | 108,780 | 9,870 | 4,890 |

*Source – Town Centre Activity DCLG*

3.59 GVA Grimley has used the assumption that the centres above will grow by 15% by 2026. We consider these estimates to be conservative, yet reasonable given physical constraints of centres such as Stourport and Kidderminster as well as the current market trends which show that there is a preference for out of centre development. This preference is highlighted in the Centres study analysis which shows all extant planning permissions in Kidderminster are out of centre, as well as being reinforced from GVA Grimley's local agents who stated that the preference is for new build out of centre offices rather than in centre which has a lack of quality space as well as having car parking constraints.

3.60 Based on the figures in the table above this assumes that town centres will be able to accommodate a further 5,500sq. m (59,250 sq. ft) of offices up to 2026. This is shown in Table 3.17 below.

**Table 3.17 - Estimated Increase in Office Floorspace in Wyre Forest**

| Town Centre | Current Office Floorspace (sq. m) | Estimated Additional Office Floorspace in 2026 (sq. m) | Estimated Office Floorspace in 2026 (sq. m) |
|---|---|---|---|
| Bewdley | 1,680 | 252 | 1,932 |
| Kidderminster | 31,850 | 4,778 | 36,628 |
| Stourport | 3,180 | 477 | 3,657 |
| Total | 36,710 | 5,507 | 42,217 |

*DCLG, 2002 and GVA Grimley analysis, 2007*

3.61 Of the additional 5,500sq. m (59,250 sq. ft) office floorspace that we have estimated could be accommodated within centres in Wyre Forest, the vast majority of this would be located in Kidderminster town centre (4,778sq. m (51,411 sq. ft)). The rest is split fairly equally between the other two centres with Stourport gaining around 480 sq.m and Bewdley – the smallest centre – gaining around 250 sq. m.

### *General Leakage*

3.62 The amount of office space that will be accommodated on employment land can only be assessed in conjunction with the capacity of the town centres in the district. The analysis in the previous section shows that the town centres in Wyre Forest have a capacity of around 5,500sq. m (59,250 sq. ft) up to 2026. Previous studies in Milton Keynes and Devon have shown a reliance on employment locations for office development to be between 20% and 30% of overall office based jobs.

3.63 The anticipated growth in Wyre Forest is likely to be in office based sectors. Our experience elsewhere suggests that offices locate in a range of locations (not just employment areas, but small shopping parades, domestic garages etc) although there is a limit to how much of this space can be accommodated in such locations. Additionally, the town centre analysis illustrates that while there is the capacity to grow, it is limited by the constraints discussed above. Therefore we have assumed retention of 35% of office jobs (likely to locate on employment sites) and leakage of 65% (likely to locate elsewhere).

3.64 For industrial and distribution type premises, the amount of leakage is much lower and the situation slightly less complex. Industrial developments have a much stronger reliance on employment land, and therefore, in line with assumptions we have used in previous studies, we have assumed that for industrial demand, a general leakage figure of 10% will apply. In the case of distribution premises the RELS take up figures indicate low levels of demand over the last 10 years. Through conversations with our industrial agents they have suggested the low levels of demand may be due to some distribution premises locating in former industrial premises that have become unused, therefore reducing the demand for new distribution space, which we have reflected by using a leakage factor of 65%.

3.65 This is reflective of the fact that it is unlikely that any new development in the B2 use class would be on non-employment land and is more likely to be on designated employment sites and takes account of the fact that some B8 storage uses can be accommodated in existing redundant buildings that were formerly used as Factories.

3.66 Furthermore, taking into account the large amount of greenbelt land around Wyre Forest we would expect very few new B2 / B8 developments to be on land that is not designated employment land. Notwithstanding this we have made an allowance for instances of leakage to non-employment designations, an example of which would be the re-use / intensification of existing employment areas. The leakage figure of 10% therefore implies that 90% of all demand for industrial type premises will be located in employment areas, and the rest will be leaked out to other locations.

3.67 Table 3.18 below shows the demand for employment land across Wyre Forest.

**Table 3.18 - Employment Land Demand in Wyre Forest 2001 – 2026**

| Floorspace (sq. m) | Baseline | A-1 | A-2 | A-3 |
|---|---|---|---|---|
| Offices | 20,222 | 24,723 | 24,835 | 25,956 |
| Factories | 111,667 | 111,667 | 111,667 | 111,667 |
| Warehouses | 34,401 | 34,401 | 34,401 | 34,401 |
| Total | **166,290** | **170,790** | **170,903** | **172,023** |

| Land (ha) | Baseline | A-1 | A-2 | A-3 |
|---|---|---|---|---|
| Offices | 7.41 | 9.06 | 9.11 | 9.52 |
| Factories | 25.86 | 25.86 | 25.86 | 25.86 |
| Warehouses | 7.21 | 7.21 | 7.21 | 7.21 |
| Total | **40.48** | **42.13** | **42.17** | **42.58** |

*Source: GVA Grimley analysis, 2007*

3.68 The next chapter of this report looks at the supply of employment land to 2026.

# 4. EMPLOYMENT LAND SUPPLY REVIEW

4.1 GVA Grimley has undertaken a supply capacity analysis of employment land in Wyre Forest. The previous Employment Land Review Study and Employment Land Availability Report for the District and the RELS database have been used as source data. This work has been undertaken to comply with government guidance on employment land reviews (Employment Land Reviews: Guidance Note ODPM December 2004).

## Existing Supply of Employment Land

4.2 Using the above data sources, a list of employment areas was generated, which have been visited by Council Officers as part of the Stage 1 Review. Therefore we have used the Client's assessments in order to produce a review of existing employment land in the District.

4.3 In order to provide some sense of the relative scores of employment areas, the Client ranked them in terms of how well they score in the assessments. A summary of the ranking of all employment areas in Wyre Forest is given in Table 4.1 below.

**Table 4.1 - Summary of Employment Area Rankings (from Phase I analysis)**

| | Market Assessment | | Sustainability Assessment | | Strategic Planning Assessment | |
|---|---|---|---|---|---|---|
| | % of Sites | Total Land (ha) | % of Sites | Total Land (ha) | % of Sites | Total Land (ha) |
| Excellent | 6% | 27.79 | | | | |
| Good | 47% | 168.43 | 22% | 67.36 | 35% | 158.02 |
| Average | 35% | 94.78 | 73% | 213.84 | 47% | 111.79 |
| Poor | 12% | 15.32 | 6% | 25.12 | 18% | 36.51 |
| Very Poor | | | | | | |
| Total | 100% | 306.32 | 100% | 306.32 | 100% | 306.32 |

*Source: Wyre Forest DC & GVA Grimley analysis, 2007*

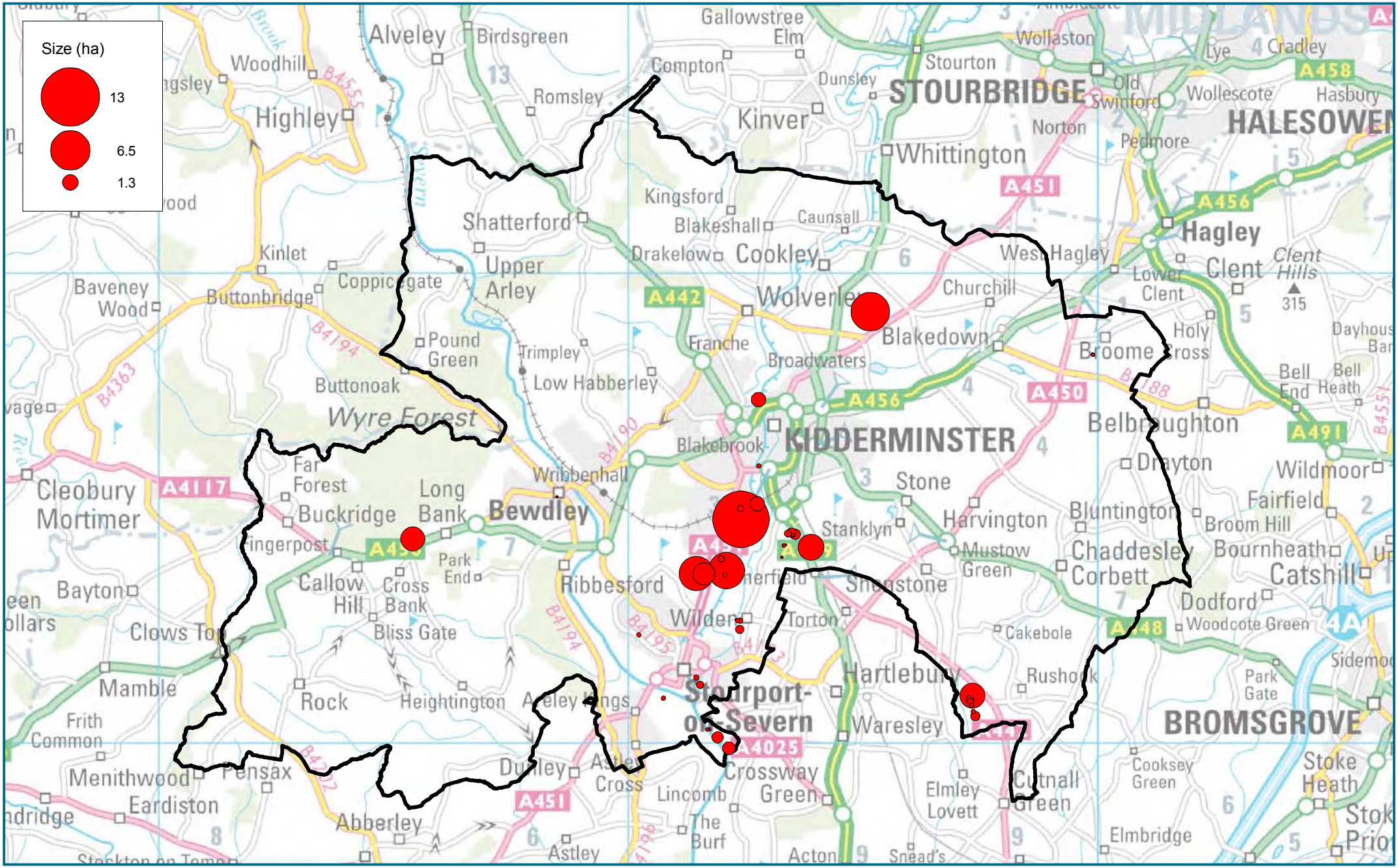
4.4 As can be seen in Table 4.1 above in terms of the market assessment just a half - 47% (or 24 areas) were scored as being Good, with a further 35% (18 areas) being scored as Average. Six areas (12%) were scored as Poor with just three – 6% - being ranked as excellent.

4.5 In terms of sustainability the majority of employment areas – 73% - were scored as average, with a further 22% (11 areas) ranked as Good and just three areas (6%) being scored as Poor. With regard to the Strategic Planning Assessment, just under half of employment areas

(47% or 24 areas) were ranked as Average, 35% were ranked as Good and 18% (9 areas) were ranked as Poor.

## Future Supply of Employment Land

4.6 The spatial distribution and scale of employment areas within Wyre Forest can be seen in Figure 4.1 below. The majority of Wyre Forest's future supply is focussed around the triangle formed by the three main settlements of Kidderminster, Stourport-on-Severn and Bewdley. Within Kidderminster there are a number of key allocations, the largest is the British Sugar Site, located to the Souht of the town. (some 12 hectares as part of Phase I with a further to be allocated as part of Phase II)




**WYRE FOREST EMPLOYMENT LAND REVIEW - STAGE II**

Figure 4.1 - Location and Scale of Employment Sites in Wyre Forest

GVA Grimley

## Calculating Proposed Floorspace

4.7 In order to calculate the potential capacity of employment sites we have used typologies, which have been developed through our previous studies in Worcestershire, South Worcestershire the Black Country, Rural Devon and Milton Keynes, before being adjusted to suit the characteristics of the study area. Each typology assumes that a percentage of a site to be developed for a specific land use with up to four different land uses on any one site. This approach complies with the Employment Land Review Guidance Note.

4.8 The characteristics of each typology are summarised in Table 4.2 below.

**Table 4.2 - Typology Characteristics**

| Typology | Floorspace per net ha | Office | Industrial | Distribution |
|---|---|---|---|---|
| Industrial / Distribution | 5,000 | 0% | 50% | 50% |
| Industrial / Distribution / Office | 4,750 | 10% | 45% | 45% |
| Office / Technology | 3,000 | 100% | 0% | 0% |
| Office / Industrial | 3,500 | 50% | 50% | 0% |
| Office / Distribution | 4,250 | 20% | 0% | 80% |
| Industrial | 4,750 | 0% | 100% | 0% |
| Distribution | 4,750 | 0% | 0% | 100% |

*Source: GVA Grimley analysis, 2007*

4.9 A typology has been applied to each employment site in order to ascertain the amount of floorspace that could be developed on each. This then gives an overall total capacity in terms of Office / Technology, Industrial and Distribution floorspace, which is shown in Table 4.3 below. Details of the capacity assessment, showing the typology applied to each employment site are shown at Appendix C.

**Table 4.3 - Proposed Floorspace from Employment Sites (before discounting)**

| Offices | | Factories ($m^2$) | | Warehouses ($m^2$) | | Total ($m^2$) | |
|---|---|---|---|---|---|---|---|
| $m^2$ | ha | $m^2$ | ha | $m^2$ | ha | $m^2$ | ha |
| 35,031 | 11.98 | 83,431 | 19.89 | 73,987 | 17.31 | 192,449 | 49.18 |

*Source: GVA Grimley analysis, 2007*

4.10 As can be seen in Table 4.3 above the total capacity of the assessed employment sites within Wyre Forest is 49.18ha, equivalent to approximately 192,500$m^2$ of new floorspace. Please note this number is very slightly different to that in the Employment Land Availability Study, as those numbers come from the planning applications and are slightly different than the site boundaries on the GIS system.

4.11 Around 44% of the proposed floorspace in Table 4.3 would be for factories, with around 83,000m$^2$, with a further 74,000m$^2$ (38%) for warehouses and 35,000m$^2$ (18%) for offices. The majority of land in the supply would be for factories, with around 20ha, whilst the amount of land suitable for warehouses would be around 17.3ha, whilst for offices there would be around 12ha.

## Potential Supply Constraints

4.12 There is the potential that not all allocated employment sites will come forward for development during the timescale of this report, for a number of reasons. These include sites being developed for other uses (e.g. housing), which is a particular problem in places such as Kidderminster and Stourport, where undeveloped sites are at a premium. Also this discount takes account of the fact that some sites are too expensive to bring to the market, which may be the result of a combination of factors such as poor access, reclamation costs or the cost of putting services (e.g. electricity / water) into the site.

4.13 The Client has assisted in identifying four sites which have constraints to their development and subsequently may not come forward over the period of this report (to 2026). The sites identified, together with a brief outline of the reasons for their identification, are shown in Table 4.4 below.

**Table 4.4 - Sites with Significant Constraints to Development**

| Site Name | Reasons for withdrawing from supply | Size of Site (ha) |
|---|---|---|
| Sandy Lane Industrial Estate | Has been in the Employment Land Availability Report for a number of years. The issue here is ownership. It is a family owned piece of land and they have so far decided not to sell. Although the site is a flat, large piece of land on an existing trading estate, which is now benefiting from a £600,000 improvement, it being a family owned piece of land it may they may feel they won't relinquish it until they need to. | 0.74 |
| Lisle Avenue | This parcel of land has again been on the ELA for a number of years. The owner has cleared the site and has developed the beginning of an access road. However there are other pressures on this site, including its location, which may mean that the developer will look to develop it out for housing. This may become more apparent through the LDF process. | 1.16 |

| Site Name | Reasons for withdrawing from supply | Size of Site (ha) |
|---|---|---|
| Bewdley Business Park | The main constraints for this site are the location and access arrangements. AWM were looking to do something with the site but they have decided not to proceed now. The location may suit small rural workshops or something similar but at the moment it remains a long standing employment site. The chances of it switching to another developable land use are extremely minimal so it will probably remain as an employment site. Its development depends on whether there is any interest for such a development within the timeframe and also someone to develop it out. Its best chance would be to tie it in with uses associated with the Wyre Forest, which the site backs on to. | 2.64 |
| Lea Castle Hospital | Again, with this site the problem is access and location. It is within the Green belt and the access is not very sustainable, which hasn't made the site very popular. The site is owned by English Partnerships and therefore could be brought forward by them. It is likely to remain zoned for employment uses but again it depends on the demand for the site and the proposals for the access arrangements. | 6.36 |
| **Total area of employment sites with potential constraints** | | **10.9** |

*Wyre Forest DC and GVA Grimley, 2007*

4.14 As can be seen above in Table 4.4, a total of 10.9ha of employment land has been identified as having potential constraints to them being delivered within the timescale of this report. Whilst we have not deducted these from the supply of employment land as part of this analysis, having a flexible approach to the supply of employment land is essential in employment land use planning and it is important to recognise the potential not only for those sites that will come forward during the Plan period, but also for those that may not. We will return to this point as part of our conclusions to this report.

## Completions 2001 – 2006

4.15 The LEFM model that has been used runs from 2001 – 2026, however regard must be given to that demand that has already been absorbed by developments completed between 2001 - 2006. In order to account for development the Client has supplied detailed information on the completions of employment land from 2001 – 2006, which included the land use and size of the developments. We have then reduced the demand to take account for these completions.

4.16 Table 4.5 below summarises the data received from the local authority. More detailed information can be found at Appendix D.

### Table 4.5 - Completions in Wyre Forest 2001 – 2006

| | Land (ha) | Floorspace ($m^2$) |
|---|---|---|
| **Offices** | 0.96 | 2,880 |
| **Factories** | 0 | 0 |
| **Warehouses** | 3.67 | 19,268 |
| **Total** | 4.63 | 22,148 |

*Source: Wyre Forest DC and GVA Grimley analysis*

4.17 As can be seen above in Table 4.5, around 4.63ha of land has been developed between 2001 – 2006, equivalent to around 22,000$m^2$, meaning that this amount of demand has been soaked up in the last five years. This must therefore be subtracted from the overall demand from 2001 – 2026 to leave the residual demand in order to avoid double counting.

4.18 The residual demand (after discounting) for Wyre Forest is detailed in Table 4.6 below and can be compared back to those figures shown before discounting at Table 3.18.

### Table 4.6 - Employment Land Demand in Wyre Forest 2001 – 2026 (after discount for actual development 2001 -2006)

| Floorspace ($m^2$) | Baseline | A-1 | A-2 | A-3 |
|---|---|---|---|---|
| **Offices** | 17,342 | 21,843 | 21,955 | 23,076 |
| **Factories** | 111,667 | 111,667 | 111,667 | 111,667 |
| **Warehouses** | 15,133 | 15,133 | 15,133 | 15,133 |
| **Total** | 144,142 | 148,643 | 148,755 | 149,876 |

| Land (ha) | Baseline | A-1 | A-2 | A-3 |
|---|---|---|---|---|
| **Offices** | 6.45 | 8.10 | 8.15 | 8.56 |
| **Factories** | 25.86 | 25.86 | 25.86 | 25.86 |
| **Warehouses** | 3.54 | 3.54 | 3.54 | 3.54 |
| **Total** | 35.85 | 37.50 | 37.54 | 37.95 |

*Source: GVA Grimley analysis, 2007*

4.19 As can be seen in Table 4.6 above the residual demand for Wyre Forest, after discounting for what has actually been developed, is between 35.85ha – 37.95ha. The majority of this demand is for Factories, with almost 26ha required in each scenario. The recent focus on the office sector is apparent, with a residual demand for B1 space of around 6.45 – 8.56ha. Warehouses see the smallest demand, all of which is generated through churn, with around 3.54ha required to 2026 across all scenarios.

4.20 The next chapter of this report compares the predicted demand against supply of employment land.

# 5. COMPARISON OF DEMAND AND SUPPLY

## Introduction

5.1 This chapter compares the supply of employment land / premises within the study area against the forecasted demand under the four scenarios outlined in Chapter 3. The supply of employment land has been calculated using the sites as detailed in Chapter 4, which also details the effects of Churn and Leakage on the overall demand.

5.2 We have adhered to the guidance produced by the DCLG in preparing employment land studies in comparing the demand and supply. The figures used in this chapter have been adjusted to account for the following:

- Demand – discounted to exclude those developments that have already been built (2001 – 2006). This means that, overall, demand has been reduced by 4.63ha across the study area.
- Supply – discounted by removing those sites that have been identified in conjunction with the Client as unlikely to come forward for development over the timescale of this report (equivalent to 10.9ha).

5.3 The figures used in this Chapter do not include any adjustment for flexibility, in accordance with DCLG guidance and therefore we would recommend that these figures are for illustration only and should not be used in subsequent studies. We deal with the issue of flexibility in Chapter 6 of this report at paragraph 6.2 and would urge that the figures contained in that table should be viewed in conjunction with the figures presented below.

5.4 The model for Wyre Forest shows that the district has a surplus of employment land of between 11.22ha and 13.32ha to accommodate the anticipated growth in employment to 2026, dependant on the Scenario. A total of 49.18ha employment land has been identified in the pipeline as being deliverable to 2026. These differences are presented in more detail in Table 5.1 below.

**Table 5.1 - Comparison of Demand and Supply in Wyre Forest**

| | | Offices | Factories | Warehouses | Total |
|---|---|---|---|---|---|
| Demand | Baseline | 6.45 | 25.86 | 3.54 | 35.85 |
| | Scenario A-1 | 8.10 | 25.86 | 3.54 | 37.50 |
| | Scenario A-2 | 8.15 | 25.86 | 3.54 | 37.54 |
| | Scenario A-3 | 8.56 | 25.86 | 3.54 | 37.95 |
| | Supply | 11.98 | 19.89 | 17.31 | 49.18 |
| Difference between demand and supply | Baseline | 5.52 | -5.97 | 13.77 | 13.32 |
| | Scenario A-1 | 3.87 | -5.97 | 13.77 | 11.67 |
| | Scenario A-2 | 3.83 | -5.97 | 13.77 | 11.63 |
| | Scenario A-3 | 3.42 | -5.97 | 13.77 | 11.22 |

*Source: GVA Grimley analysis*

## Baseline

5.5 As can be seen in Table 5.1 above, under the Baseline scenario, the model shows that the demand for employment land within Wyre Forest would be 35.85ha. The total amount of employment land in the pipeline is 49.18ha, therefore under the Baseline scenario, Wyre Forest has a surplus of 13.32ha to 2026.

5.6 Looking in more detail it can be seen that in the case of Offices, Wyre Forest has a surplus of land in the order of 5.52ha and a larger surplus of Warehouses in the order of 13.77ha. There is a deficit of Factories, which totals 5.97ha, although the surplus of Warehouses could be used to cancel out the entire deficit in Factories. Therefore under this scenario we would recommend that no further allocations of employment land would need to be identified to 2026.

## Scenario A-1

5.7 As can be seen in Table 5.1 above, under Scenario A-1, the model shows that the demand for employment land within Wyre Forest would be 37.50ha. The total amount of employment land in the pipeline is 49.18ha, therefore under the Scenario A-1, Wyre Forest has a surplus of 11.67ha to 2026.

5.8 Looking in more detail it can be seen that in the case of Offices, Wyre Forest has a surplus of land in the order of 3.87ha and a larger surplus of Warehouses in the order of 13.77ha. There is a deficit of Factories, which totals 5.97ha, although the surplus of Warehouses could be used to cancel out the entire deficit in Factories. Therefore under this scenario we would

recommend that no further allocations of employment land would need to be identified to 2026.

## Scenario A-2

5.9 As can be seen in Table 5.1 above, under Scenario A-3, the model shows that the demand for employment land within Wyre Forest would be 37.95ha. The total amount of employment land in the pipeline is 49.18ha, therefore under the Scenario A-3, Wyre Forest has a surplus of 11.63ha to 2026.

5.10 Looking in more detail it can be seen that in the case of Offices, Wyre Forest has a surplus of land in the order of 3.83ha and a larger surplus of Warehouses in the order of 13.77ha. There is a deficit of Factories, which totals 5.97ha, although the surplus of Warehouses could be used to cancel out the entire deficit in Factories. Therefore under this scenario we would recommend that no further allocations of employment land would need to be identified to 2026.

## Scenario A-3

5.11 As can be seen in Table 5.1 above, under Scenario A-3, the model shows that the demand for employment land within Wyre Forest would be 37.54ha. The total amount of employment land in the pipeline is 49.18ha, therefore under the Scenario A-2, Wyre Forest has a surplus of 11.22ha to 2026.

5.12 Looking in more detail it can be seen that in the case of Offices, Wyre Forest has a surplus of land in the order of 3.42ha and a larger surplus of Warehouses in the order of 13.77ha. There is a deficit of Factories, which totals 5.97ha, although the surplus of Warehouses could be used to cancel out the entire deficit in Factories. Therefore under this scenario we would recommend that no further allocations of employment land would need to be identified to 2026.

## Summary

5.13 In summary, it is evident that, under the Scenarios that have been developed as part of this project, there will be an overall surplus of B1 / B8 employment land and a deficit of B2 employment land into the future within Wyre Forest. However this analysis does not include any additional demand to account for flexibility in the supply of employment sites, as

discussed at paragraph 5.3 above. This issue is discussed in more detail in the following Chapter.

# 6. POLICY IMPLICATIONS AND CONCLUSIONS

## Introduction

6.1 This chapter looks at the implications of the analysis presented in the previous chapter. There has been an identified need for more employment land to be allocated in all scenarios and this chapter identifies possible areas as to where additional allocations could be located within Wyre Forest.

## Flexibility

6.2 As noted in paragraph 5.3 at the start of the previous chapter, we have not have included flexibility in the supply of employment sites when comparing supply against demand. We introduce the concept of flexibility here in order to set targets for the district regarding their supply of employment land. This should ensure that the supply of employment land will be flexible enough to cope with changes in the employment land market, the possibility of sites not coming forward, the phasing of sites during development and also to offer prospective businesses a range and choice of locations and sizes of buildings, in order to increase the attractiveness of the study area to potential inward investors.

6.3 In order to assess the effects of having a flexible portfolio of employment sites we would recommend looking at the impact of increasing the demand for employment sites and we would suggest that a suitable increase in demand would be 20% on top of the total demand from 2001 – 2026, as highlighted in Table 3.18 (i.e. before any discount for development built between 2001 – 2006). We then discount these figures to account for development built between 2001 – 2006.

6.4 New employment land demand targets for Wyre Forest, which include an allowance for flexibility, are presented below in Table 6.1.

### Table 6.1 - Revised Employment Land Demand Targets (including Flexibility) for Wyre Forest

| Floorspace (sq. m) | Baseline | A-1 | A-2 | A-3 |
|---|---|---|---|---|
| Offices | 21,386 | 26,787 | 26,922 | 28,267 |
| Factories | 134,000 | 134,000 | 134,000 | 134,000 |
| Warehouses | 22,013 | 22,013 | 22,013 | 22,013 |
| Total | 177,400 | 182,801 | 182,936 | 184,280 |

| Land (ha) | Baseline | A-1 | A-2 | A-3 |
|---|---|---|---|---|
| Offices | 7.94 | 9.92 | 9.97 | 10.46 |
| Factories | 31.03 | 31.03 | 31.03 | 31.03 |
| Warehouses | 4.98 | 4.98 | 4.98 | 4.98 |
| Total | 43.95 | 45.93 | 45.98 | 46.47 |

*Source: GVA Grimley analysis, 2007*

6.5 As can be seen in Table 6.1 above, the employment land targets have increased on those shown in Table 3.18. Therefore, in order to gain some understanding of the effect on the amount of additional employment land that would be required, we have compared the figures in Table 6.1 above with the supply of employment land to 2026. This comparison is shown in Table 6.2 below.

### Table 6.2 - Comparison of Demand and Supply in Wyre Forest (including flexibility)

| | | Offices | Factories | Warehouses | Total |
|---|---|---|---|---|---|
| Demand (incl flexibility) | Baseline | 7.94 | 31.03 | 4.98 | 43.95 |
| | Scenario A-1 | 9.92 | 31.03 | 4.98 | 45.93 |
| | Scenario A-2 | 9.97 | 31.03 | 4.98 | 45.98 |
| | Scenario A-3 | 10.46 | 31.03 | 4.98 | 46.47 |
| | Supply | 11.98 | 19.89 | 17.31 | 49.18 |
| Difference between demand (incl flexibility) and supply | Baseline | 4.04 | -11.14 | 12.33 | 5.23 |
| | Scenario A-1 | 2.06 | -11.14 | 12.33 | 3.25 |
| | Scenario A-2 | 2.01 | -11.14 | 12.33 | 3.20 |
| | Scenario A-3 | 1.52 | -11.14 | 12.33 | 2.71 |

*Source: GVA Grimley analysis*

6.6 As can be seen in Table 6.2 above, and comparing back to Table 5.1, the overall surplus of employment land across the district has decreased across all scenarios by between 8ha – 8.51ha. The deficit of Factories has increased, driven by the larger demand to account for flexibility, to around 11.14ha across all scenarios. The surpluses of Offices and Warehouses

have decreased, given the rise in demand, however the surplus of around 12.33ha of Warehouses is just enough to cover the deficit of 11.14ha of Factories. Therefore, even taking into account a flexible approach to the supply of employment land, the above analysis suggests that Wyre Forest has enough employment land of the appropriate types to be able to accommodate its employment needs to 2026.

# APPENDIX A – SECTORAL TRENDS: 1998 – 2005

## Wyre Forest ABI Data – Total Employment by 2-digit SIC sector, 1998-2005

| Wyre Forest | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|---|---|---|---|---|---|---|---|---|
| 01 : Agriculture/Hunting, etc. | 526 | 451 | 413 | 440 | 479 | 391 | 405 | 356 |
| 02 : Forestry, logging etc. | 3 | 0 | 5 | 25 | 40 | 2 | 3 | 4 |
| 11 : Petroleum, Oil/Gas Services | 3 | 3 | 5 | 2 | 3 | 0 | 0 | 0 |
| 14 : Other mining and quarry | 36 | 23 | 32 | 51 | 35 | 34 | 7 | 13 |
| 15 : Manf.- food and beverages | 176 | 233 | 249 | 148 | 90 | 125 | 25 | 37 |
| 17 : Manf. - textiles | 3,159 | 2,691 | 3,070 | 2,278 | 1,923 | 1,795 | 1,631 | 1,659 |
| 18 : Manf. - wearing apparel | 28 | 22 | 46 | 22 | 27 | 39 | 13 | 14 |
| 19 : Tanning and dressing of leather | 5 | 4 | 7 | 2 | 3 | 6 | 6 | 6 |
| 20 : Manf. - wood products | 194 | 204 | 276 | 152 | 197 | 330 | 431 | 348 |
| 21 : Manf. - pulp and paper products | 107 | 232 | 235 | 105 | 122 | 101 | 112 | 106 |
| 22 : Publishing and Printing | 549 | 526 | 613 | 557 | 800 | 519 | 411 | 464 |
| 23 : Manf. - coke, petroleum products | 0 | 37 | 69 | 0 | 0 | 27 | 26 | 0 |
| 24 : Manf. - chemicals and chemical products | 122 | 111 | 113 | 116 | 76 | 85 | 116 | 87 |
| 25 : Manf. - rubber and plastic products | 641 | 580 | 407 | 383 | 296 | 287 | 324 | 295 |
| 26 : Manf. - other non-metallic mineral products | 359 | 354 | 501 | 500 | 372 | 422 | 432 | 393 |
| 27 : Manf. basic metals | 289 | 241 | 252 | 110 | 97 | 104 | 107 | 75 |
| 28 : Manf. - fabricated metal products | 1,080 | 1,027 | 1,059 | 882 | 582 | 730 | 828 | 710 |
| 29 : Manf. - other machinery | 1,018 | 973 | 871 | 1,012 | 836 | 738 | 709 | 667 |
| 30 : Manf. - office machinery and computers | 11 | 13 | 10 | 32 | 22 | 20 | 19 | 1 |
| 31 : Manf. - other electrical machinery | 75 | 79 | 60 | 36 | 189 | 152 | 156 | 167 |
| 32 : Manf. - communication equipment | 212 | 155 | 154 | 178 | 9 | 5 | 7 | 2 |
| 33 : Manf. - medical instruments | 189 | 247 | 179 | 308 | 246 | 251 | 271 | 284 |
| 34 : Manf. - motor vehicles, trailers | 724 | 739 | 627 | 644 | 341 | 395 | 438 | 449 |
| 35 : Manf. - transport equipment | 340 | 370 | 432 | 453 | 478 | 553 | 626 | 591 |
| 36 : Manf. - furniture; manufacturing n.e.c. | 205 | 197 | 382 | 289 | 334 | 545 | 345 | 321 |
| 37 : Recycling | 6 | 11 | 9 | 7 | 9 | 19 | 18 | 56 |
| 40 : Electricity, gas, steam and hot water supply | 0 | 7 | 4 | 0 | 0 | 1 | 3 | 0 |
| 41 : Collection, purification and distribution of water | 31 | 12 | 36 | 31 | 35 | 35 | 24 | 29 |
| 45 : Construction | 2,016 | 2,242 | 1,333 | 1,359 | 1,231 | 1,506 | 1,550 | 1,347 |
| 50 : Sale and repair of motor vehicles and fuel | 847 | 1,084 | 983 | 1,208 | 1,017 | 939 | 1,024 | 1,165 |
| 51 : Wholesale trade | 2,267 | 2,384 | 2,237 | 2,521 | 1,846 | 1,771 | 1,764 | 1,639 |
| 52 : Retail trade | 4,329 | 4,006 | 4,227 | 4,533 | 4,045 | 4,083 | 4,855 | 5,007 |
| 55 : Hotels and restaurants | 1,986 | 2,542 | 2,279 | 2,343 | 2,424 | 2,722 | 2,178 | 1,626 |
| 60 : Land transport | 669 | 668 | 638 | 608 | 602 | 540 | 443 | 491 |
| 61 : Water transport | 1 | 2 | 3 | 10 | 8 | 10 | 9 | 9 |
| 62 : Air transport | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| 63 : Supporting transport activities/travel agencies | 199 | 590 | 192 | 180 | 186 | 161 | 250 | 217 |
| 64 : Post and telecommunications | 529 | 558 | 601 | 466 | 446 | 404 | 522 | 411 |
| 65 : Financial intermediation | 454 | 349 | 313 | 353 | 335 | 387 | 355 | 331 |
| 66 : Insurance and pension funding | 87 | 63 | 79 | 43 | 39 | 43 | 51 | 34 |
| 67 : Auxiliary financial activities | 108 | 139 | 155 | 140 | 130 | 109 | 121 | 120 |
| 70 : Real estate activities | 434 | 523 | 455 | 805 | 866 | 817 | 818 | 895 |
| 71 : Renting of machinery and equipment | 162 | 189 | 195 | 159 | 235 | 238 | 290 | 319 |
| 72 : Computer and related activities | 277 | 329 | 240 | 241 | 355 | 369 | 363 | 403 |
| 73 : Research and development | 55 | 60 | 46 | 34 | 96 | 71 | 3 | 0 |
| 74 : Other business activities | 2,519 | 2,431 | 2,502 | 1,858 | 2,642 | 2,555 | 2,965 | 3,335 |
| 75 : Public administration and defence | 1,461 | 1,208 | 1,039 | 903 | 1,015 | 984 | 1,049 | 1,116 |
| 80 : Education | 2,353 | 2,409 | 2,655 | 2,946 | 3,024 | 2,906 | 3,259 | 3,641 |
| 85 : Health and social work | 4,958 | 4,814 | 6,099 | 3,118 | 4,055 | 4,168 | 4,664 | 4,779 |
| 90 : Sewage and refuse disposal | 2 | 1 | 8 | 16 | 1 | 3 | 8 | 15 |
| 91 : Activities of membership organisations | 111 | 130 | 108 | 140 | 154 | 175 | 127 | 140 |
| 92 : Recreational, cultural and sporting activities | 552 | 597 | 465 | 624 | 673 | 882 | 936 | 757 |
| 93 : Other service activities | 420 | 560 | 359 | 419 | 472 | 501 | 473 | 501 |
| Total | **36,884** | **37,421** | **37,328** | **33,791** | **33,540** | **34,056** | **35,571** | **35,433** |

# APPENDIX B – BASELINE EMPLOYMENT SCENARIO METHODOLOGY

A1. The Baseline Scenario serves as a counter-factual or 'control' scenario, projecting employment growth without reference to either WMRSS Housing completions or local economic development policies – unlike Scenarios A1 – A3. This scenario is based primarily on ABI employment data from 1998 to 2005 (see Appendix A), through which average annual trends and absolute growth rates were analysed. However, based on this analysis, it was determined that simple trend forecasts are highly unreliable at the district-level, mainly because large fluctuations in smaller sectors predict irrationally high growth rates and the projection is based on a relatively short period with volatile changes in employment in some sectors. Therefore, the trend forecasts must be modified to reflect the most recent employment and economic data for the District, County, and Region.

### Primary and Manufacturing Sectors

A2. Both national and regional trends show that Primary and Manufacturing sectors are declining at a similar rate across individual sectors. In order to reflect this trend, the growth rate of the entire primary/manufacturing sector was applied in order to reach a 2026 forecast for total employment in these sectors.

A3. In addition, Wyre Forest has a manufacturing profile unique to that of the region and County. In order to reflect the current economic situation, the total number needs to be distributed among individual 2-digic SIC sectors. The assumption was made that the composition of individual manufacturing sectors (ratio of individual sector to total manufacturing sector) in the District will remain consistent until 2026. Therefore, the 2005 ratio of jobs by sector was used in order to predict employment in individual sectors.

### Basic and Non-Basic Service Sectors

A4. Unlike manufacturing/primary sectors, individual basic and non-basic service sectors follow local trends which are not always parallel to the overall growth rates of the entire sector. Therefore, district-level trends produce the most reliable forecasts in these sectors, modified where individual sectors show exceptionally high growth rates which cannot be sustained in the long-term. Steps 1 and 2 below describe the separate methodologies employed for both small and large service sectors.

### 1 - Small Basic and Non-Basic Service Sectors

A5. The small sectors (under 100) have the most volatile growth rates. For these sectors, the following methodology was used:

- For sectors where the trend analysis to 2026 shows less than a 500% growth rate, the simple growth rate was use.
- For sectors with growth rates above 500%, the pure growth rate was deemed illogical. These sectors assume that the 2005 actual employment level is maintained to 2026.
- For sectors which showed a decline, simple growth rates were used, as they predicted a decline of less than 100 jobs.

## 2 - Large Basic and Non-Basic Service Sectors

A6. For large basic and non-basic service sectors, the methodology attempted to keep the integrity of the simple trend analysis, wherever logically possible. However, this was not possible in sectors which predicted over 500% growth to 2026. In these circumstances, either half- or three-quarter trend rates were used in the forecasts.

# APPENDIX C – EMPLOYMENT SITES CAPACITY ASSESSMENT

| SITE_REF | SITE_NAME | Local Authority | Area | Typology | Floorspace | Offices | Factories | Warehouses | Land | Offices | Factories | Warehouses |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11 | Sandy Lane Industrial Estate | Wyre Forest | 0.7409 | Industrial / Distribution / Office | 3,167 | 317 | 1,425 | 1,425 | 0.74 | 0.07 | 0.33 | 0.33 |
| 21 | Wilden Industrial Estate | Wyre Forest | 0.4468 | Industrial / Distribution | 1,910 | | 955 | 955 | 0.45 | | 0.22 | 0.22 |
| 23 | Stourport Road | Wyre Forest | 5.0434 | Industrial / Distribution | 21,561 | | 10,780 | 10,780 | 5.04 | | 2.52 | 2.52 |
| 32 | Rushock Trading Estate | Wyre Forest | 0.1104 | Industrial / Distribution | 472 | | 236 | 236 | 0.11 | | 0.06 | 0.06 |
| 33 | Rushock Trading Estate | Wyre Forest | 0.3018 | Industrial / Distribution | 1,290 | | 645 | 645 | 0.30 | | 0.15 | 0.15 |
| 34 | Rushock Trading Estate | Wyre Forest | 0.226 | Industrial / Distribution | 966 | | 483 | 483 | 0.23 | | 0.11 | 0.11 |
| 36 | Rushock Trading Estate | Wyre Forest | 0.1312 | Industrial / Distribution | 561 | | 280 | 280 | 0.13 | | 0.07 | 0.07 |
| 40 | Stourport on Severn | Wyre Forest | 0.2156 | Office / Industrial | 679 | 340 | 340 | | 0.22 | 0.11 | 0.11 | |
| 55 | Lisle Avenue | Wyre Forest | 1.1574 | Industrial | 4,948 | | 4,948 | | 1.16 | | 1.16 | |
| 56 | Rushock Trading Estate | Wyre Forest | 0.5796 | Industrial / Distribution | 2,478 | | 1,239 | 1,239 | 0.58 | | 0.29 | 0.29 |
| 59 | Park Lane | Wyre Forest | 0.1198 | Office / Technology | 323 | 323 | | | 0.12 | 0.12 | | |
| 62 | Bewdley Business Park | Wyre Forest | 2.6385 | Office / Industrial | 8,311 | 4,156 | 4,156 | | 2.64 | 1.32 | 1.32 | |
| 71 | Rushock Trading Estate | Wyre Forest | 2.8704 | Industrial / Distribution | 12,271 | | 6,135 | 6,135 | 2.87 | | 1.44 | 1.44 |
| 73 | Crossley Retail Park | Wyre Forest | 1.2121 | Office / Technology | 3,273 | 3,273 | | | 1.21 | 1.21 | | |
| 74 | Hoo Farm | Wyre Forest | 3.1063 | Industrial / Distribution | 13,279 | | 6,640 | 6,640 | 3.11 | | 1.55 | 1.55 |
| 76 | Hoo Farm | Wyre Forest | 0.527 | Industrial / Distribution | 2,253 | | 1,126 | 1,126 | 0.53 | | 0.26 | 0.26 |
| 77 | Sandy Lane Industrial Estate | Wyre Forest | 0.9052 | Office / Technology | 2,444 | 2,444 | | | 0.91 | 0.91 | | |
| 90 | Lisle Avenue | Wyre Forest | 0.236 | Industrial / Distribution / Office | 1,009 | 101 | 454 | 454 | 0.24 | 0.02 | 0.11 | 0.11 |
| 105 | Hoo Farm | Wyre Forest | 0.3691 | Industrial / Distribution | 1,578 | | 789 | 789 | 0.37 | | 0.18 | 0.18 |
| 119 | Hoo Farm | Wyre Forest | 0.1008 | Industrial / Distribution | 431 | | 215 | 215 | 0.10 | | 0.05 | 0.05 |
| 121 | Stourport Road | Wyre Forest | 5.6415 | Industrial / Distribution | 24,117 | | 12,059 | 12,059 | 5.64 | | 2.82 | 2.82 |
| 122 | Lea Castle Hospital | Wyre Forest | 6.3646 | Office / Technology | 17,184 | 17,184 | | | 6.36 | 6.36 | | |
| 124 | British Sugar | Wyre Forest | 12.0259 | Industrial / Distribution / Office | 51,411 | 5,141 | 23,135 | 23,135 | 12.03 | 1.20 | 5.41 | 5.41 |
| 127 | Stourport Road | Wyre Forest | 0.2933 | Office / Technology | 792 | 792 | | | 0.29 | 0.29 | | |
| 130 | Wilden Industrial Estate | Wyre Forest | 0.1324 | Industrial / Distribution | 566 | | 283 | 283 | 0.13 | | 0.07 | 0.07 |
| 136 | Wilden Industrial Estate | Wyre Forest | 0.2118 | Industrial / Distribution | 905 | | 453 | 453 | 0.21 | | 0.11 | 0.11 |
| 138 | Stourport on Severn | Wyre Forest | 0.144 | Office / Technology | 389 | 389 | | | 0.14 | 0.14 | | |
| 139 | Hoo Farm | Wyre Forest | 0.0336 | Industrial / Distribution | 144 | | 72 | 72 | 0.03 | | 0.02 | 0.02 |
| 140 | Stourport Road | Wyre Forest | 0.1064 | Industrial / Distribution | 455 | | 227 | 227 | 0.11 | | 0.05 | 0.05 |
| 143 | Hoo Farm | Wyre Forest | 0.635 | Industrial / Distribution | 2,715 | | 1,357 | 1,357 | 0.64 | | 0.32 | 0.32 |
| 145 | Sandy Lane Industrial Estate | Wyre Forest | 0.0651 | Office / Technology | 176 | 176 | | | 0.07 | 0.07 | | |
| 148 | Park Lane | Wyre Forest | 0.1468 | Office / Technology | 396 | 396 | | | 0.15 | 0.15 | | |
| 149 | Hoo Farm | Wyre Forest | 0.0692 | Industrial / Distribution | 296 | | 148 | 148 | 0.07 | | 0.03 | 0.03 |
| 150 | Stourport Road | Wyre Forest | 2.2688 | Industrial / Distribution | 9,699 | | 4,850 | 4,850 | 2.27 | | 1.13 | 1.13 |
| | | | | **Totals** | **192,449** | **35,031** | **83,431** | **73,987** | **49.18** | **11.98** | **19.89** | **17.31** |

# APPENDIX D – COMPLETIONS DATA FOR WYRE FOREST 2001 - 2006

| Site No | Site Area | Completion Date | Address1 | Address2 | Town | B Class | | Approx Floorspace |
|---|---|---|---|---|---|---|---|---|
| 028 | 0.78 | 01-02 | Goldthorn Road | Foley Park | Kidderminster | B8 | Warehouses | 4,095 |
| 109 | 0.93 | 01-02 | Worcester Road Island | | Kidderminster | B8 | Warehouses | 4,883 |
| 116 | 0.51 | 01-02 | Plot 3 | Foley Business Park | Kidderminster | B1 | Offices | 1,530 |
| 118 | 0.65 | 01-02 | Carpet Trades Way | Crossley Retail Park | Kidderminster | B8 | Warehouses | 3,413 |
| 120 | 0.03 | 01-02 | Industrial Unit, Road No.1 | Hoobrook Industrial Estate | Kidderminster | B8 | Warehouses | 158 |
| 129 | 0.55 | 01-02 | Wilden Industrial Estate | Plot 24+ | Stourport-on-Severn | B8 | Warehouses | 2,888 |
| 128 | 0.21 | 02-03 | Wilden Industrial Estate | Plot 30 | Stourport-on-Severn | B8 | Warehouses | 1,103 |
| 131 | 0.01 | 02-03 | The Bell Hotel | Lion Hill | Kidderminster | B1 | Offices | 30 |
| 132 | 0.24 | 02-03 | Old Anchor Public House | Worcester Road | Stourport-on-Severn | B1 | Offices | 720 |
| 134 | 0.01 | 02-03 | 152 Offmore Road | | Kidderminster | B1 | Offices | 30 |
| 135 | 0.02 | 03-04 | 1-3 Broomfield Green | | Kidderminster | B1 | Offices | 60 |
| 141 | 0.01 | 03-04 | 6 Broomfield Green | | Kidderminster | B1 | Offices | 30 |
| 123 | 0.02 | 04-05 | 45 Mill Street | | Kidderminster | B1 | Offices | 60 |
| 142 | 0.03 | 04-05 | The Dog House | Dog Lane | Bewdley | B1 | Offices | 90 |
| 146 | 0.11 | 04-05 | 31 | Stourport Road | Kidderminster | B1 | Offices | 330 |
| 147 | 0.52 | 05-06 | | Wilden Lane Industrial Estate | Stourport-on-Severn | B8 | Warehouses | 2,730 |