

Wyre Forest Employment Land Review

Wyre Forest District Council
June 2016

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Appendix 1 Consultees

Name	Organisation
Neil Morris	OGL, Chair of ReWyre
Rupert Detheridge	Bruton Knowles
John Andrews	Doolittle and Dalley
Mike Dunphy	Bromsgrove District Council
Ian McLeod	Birmingham City Council
Annette Roberts	Dudley Metropolitan Borough Council
Rosie Murray	Malvern Hills District Council
Adam Lewis	Malvern Hills District Council
Kelly Harris	South Staffordshire Council
Fred Davies	Wychavon District Council
Reiss Sadler	Wychavon District Council
Ian Edwards	Worcestershire LEP
Ben Horovitz	Worcestershire County Council
Mike Ashton	Hereford and Worcester Chamber of Commerce
Simon Hawley	Harris Lamb
Julian Tanser	Anglo House
Dean Piper	North Worcestershire EDR
Ken Wigfield	Federation of Small Businesses

Appendix 2 Business Survey Quotes

10.52

An online business survey was undertaken as part of the study with a response rate of 80 firms across a range of B class sectors and locations in Wyre Forest. A selection of quotes is presented below by theme.

Wyre Forest as a Business Location

“The nature of our business is not based on location. We could move anywhere in the UK, however the fact we are in the centre of the country means we can easily access our client and venue partners who are located the length and breadth of the country.”

“There is strong access to the local workforce, relatively low cost of premises and good local accessibility. On a personal side I enjoy the lifestyle and I have good access to the countryside.”

“There is a lack of cohesion/ networking between companies. There is also a lack of parking and high parking charges. Traffic congestion towards the motorway wastes time, which multiplied over the course of a year wastes a lot of money.”

“I mainly use the internet for my business, so location is not an issue for me.”

Obstacles to expansion

“There is a lack of expansion space.”

“Premises are not affordable enough.”

“I cannot find the right quality of employees with the correct skills. More needs to be done to attract people from Birmingham to the area.”

Wyre Forest ELR

Employment Site Assessment Criteria

The proposed criteria for assessing the quality/condition of allocated and other existing sites reflecting the particular circumstances of the local authority area are set out below. These criteria mainly relate to the inherent value of a site rather than current conditions on it, although such characteristics would also be noted. Additional criteria would apply to undeveloped allocated/development sites although ownership and availability information may not be possible to obtain in many cases and a judgement may need to be made on these.

Scorings can reflect a combination of different factors applying to the same criteria and a balanced judgment has to be made on an appropriate overall score.

Strategic Road Access

For the purpose of this assessment strategic roads are defined as comprising the A-roads in the District.

Very Good = within 2 Km of usually free flowing strategic roads, via good unconstrained roads.

Very Poor = over 5 Km from strategic road junction/access, and/or through constrained/local roads, and/or through town centre or residential areas etc.

Local Accessibility

Very Good = local access: via free moving good roads avoiding residential areas/difficult junctions; unconstrained vehicle access to the site with good visibility/lack of queuing; close access to range of town centre public transport services.

Very Poor = difficult/narrow road access, via residential roads, difficult site access junction, congested local roads; low level/limited range/infrequent public transport services nearby

NB: this includes determining whether there is a bus stop or interchange within 400m of a site

Proximity to Urban Areas and Access to Labour and Services

Very Good = Within, or with good access to, a town centre/suitably large suburban centre offering a wide range of services; and also in close proximity to sizeable residential areas providing local labour supply

Very Poor = remote, isolated site, no local services or residential areas nearby

Compatibility of Adjoining Uses

Very Good = Within larger employment area/no incompatible surrounding land use

Average = B1 use adjoining residential/other sensitive uses

Poor - Very Poor = B2/B8 adjoining residential/other sensitive uses

Developmental and Environmental Constraints



Very Good = generally level site, regular shape, over 3 ha in size; low flood risk (Zone 1); no conservation or landscape constraints on scale of development; no adverse ground conditions or abnormal development costs; no other significant constraints on new development

Very Poor = sloping/uneven site; under 0.5 ha, irregular/narrow shape, other severe constraints; within flood risk Zone 3; conservation or landscape constraints on scale of development; adverse ground conditions or abnormal development costs

Market Attractiveness

Very Good = high profile/high quality appearance, managed site; good environment and quality of occupiers; under 10% vacant; viewed as attractive by agents/occupiers; recent investment/development activity, strong demand, units rarely available

Very Poor = run-down unattractive appearance/location; attracts lower end users and over 25% vacant space/buildings; vacant units not marketed; no recent investment; units remain vacant for lengthy period

Barriers to Delivery

Identify any factors that would constrain development of the site for employment uses e.g. site occupied, need for infrastructure and fragmented ownership

Planning Factors

Identify any planning designations or policy constraints that could affect development of the site for employment uses

Main Area	Site Name	REF	Gross Size (ha)	Net Developable Area (ha)	Existing Use	Strategic Road Access	Local Accessibility	Proximity to Urban Areas and Access to Labour and Services	Developmental and Environmental Constraints	Proximity to incompatible uses	Market Attractiveness	Planning Factors	Barriers to Delivery	Ownership Factors	Potential Uses	Overall Score	Retain?
ALLOCATIONS																	
Rural	Bewley Business Park	1	5.43	1.3	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Poor	Poor	Very good	Very Good	Very Good	None identified	N/A (Fully Developed)		B1a/B1c/B8	Very Good	Retain
Kidderminster	Britons, Stourport Road, Kidderminster	2	5.41	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Very Good	Average	Good	Good	Very Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Britons	B1a/B1c/B2/B8	Good	Retain
Kidderminster	Brookway Carpets, Spennells Valley Road, Kidderminster	3	1.14	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Average	Average	Very Good	Good	Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Brookway C	B2/B8	Good	Retain
Kidderminster	Castle Wharf Area, Kidderminster	4	3.86	0	Part Allocated in Site Allocations & Policies Local Plan for mixed use (KCA,CW1)	Very good	Very Good	Good	Good	Average	Average	None identified	N/A (Fully Developed)	Various	B1a/B1c	Good	Retain allocation for mixed use with an element of B-Class employment
Kidderminster	Ceramaspod (former) Zortech Avenue, Kidderminster	5	3.25	0	Allocated for Employment in Site Allocations and Policies Local Plan	Good	Good	Average	Very good	Good	Average	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Revelan	B2/B8	Good	Retain
Stourport on Severn	Cheapside, Stourport	6	2.20	0	Allocated in the Site Allocations & Policies Local Plan for mixed use including employment (SAL,EA2)	Good	Good	Very Good	Average	Good	Average	None identified	N/A (Fully Developed)	Various	B1c/B8	Average	Retain allocation for mixed use with an element of B-Class employment
Kidderminster	Churchfields Business Park – Phase 3a and 3b	7	9.30	0	Allocated in Kidderminster Central Area Action Plan for mixed use (KCA,CH6 and CH6)	Very good	Very Poor	Very Good	Average	Poor	Average	Churchfield Masterplan / Planning Permission	N/A (Fully Developed)	Various	B1a	Good	Retain allocation for mixed use with an element of B-Class employment
Kidderminster	Copple Trading Estate, Stourport Road, Kidderminster	31	2.86	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very Good	Good	Average	Very Good	Good	Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Various	B1c	Good	Retain
Kidderminster	Crossley Park, Kidderminster	9	2.65	1.86	Allocated for office development in Kidderminster Central Area Action Plan (KCA,CH7)	Good	Average	Very Good	Very Poor	Average	Very Good	Stage 4 of the Churchfield Masterplan	Small size and unusual shape; topography	Part owned	B1a/B1b	Good	Retain
Kidderminster	Easter Park, Worcester Road, Kidderminster	11	3.12	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Good	Very Good	Good	Very Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Unknown	B1c	Very Good	Retain
Kidderminster	Finpoint, Finpoint Way, Kidderminster	12	7.32	1.7	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Good	Very Good	Very Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)	Irregular shape of remaining plot may impact development		B1a/B1c/B8	Very Good	Retain
Kidderminster	Firs Industrial Estate, Stourport Road, Kidderminster	13	8.76	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Good	Very Good	Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Unknown	B1c/B2/B8	Good	Retain
Kidderminster	Foley Business Park, Stourport Road, Kidderminster	14	6.89	0.28	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Very Good	Very Good	Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Unknown	B1a/B1c	Very Good	Retain
Kidderminster	Foley Industrial Estate, Stourport Road, Kidderminster	15	6.59	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Very good	Very Good	Very Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Unknown	B1a/B1c/B2/B8	Very Good	Retain
Kidderminster	Former British Sugar Site, Stourport Road, Kidderminster (Part of site only)	16	27.59	13.1	Allocated for Mixed Use in Site Allocations and Policies Local Plan	Very Good	Good	Very Good	Poor	Average	Very Good	Within the South Kidderminster Enterprise Park (qualifies for Local I Developmental/Environmental constraints)		St Francis C	B1a/B1c/B2/B8	Very Good	Retain allocation for mixed use with an element of B-Class employment
Kidderminster	Former Romire Site, Stourport Road, Kidderminster	17	4.99	3.48	Allocated for economic development and other sui-generis in Site Allocations and Policies Local Plan (SAL,SK4)	Very good	Good	Average	Very Good	Very Good	Very Good	Within the South Kidderminster Enterprise Park (qualifies for Local I None identified)		Revelan	B1a/B1b/B1c/B2/B8/Sui Generis	Very Good	Retain
Kidderminster	Greenhill Industrial Estate, Birmingham Road, Kidderminster	18	4.43	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Average	Average	Very Good	Poor	Average	None identified	N/A (Fully Developed)	Unknown	B1a/B1c/Sui Generis	Average	Retain
Kidderminster	Hoo Brook Industrial Estate, Worcester Road, Kidderminster	19	9.89	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Very Good	Average	Poor	Good	Average	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Unknown	B1a/B1c/B2/Sui Generis	Good	Retain
Kidderminster	Hoo Farm Industrial Estate, Worcester Road, Kidderminster	20	24.30	0.35	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Average	Average	Average	Good	Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Unknown	B1a/B1c/B2/B8	Good	Retain
Kidderminster	Kidderminster Bus Depot and Green Street Depot	21	3.30	0	Kidderminster Central Area Action Plan - Policies KCA,HP3 and KCA,HP4	Very good	Average	Very Good	Average	Very Good	Very Good	None identified	Listed Building	Part private	B1a	Very Good	Retain allocation for mixed use with an element of B-Class employment
Kidderminster	Kirk Industrial Park, Walter Nash Road West, Kidderminster	22	0.59	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Good	Good	Good	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Music Group	B1a	Good	Retain
Kidderminster	Lawences, Stourport Road, Kidderminster	23	5.75	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Good	Very Good	Very Good	Within the South Kidderminster Enterprise Park (qualifies for Local I Environmental constraints)		Antek	B1a/B2	Very Good	Retain
Rural	Lea Castle Hospital Site	24	44.21	0	Allocated in Site Allocations and Policies Local Plan for a number of uses including B1 (SAL,PD5/1)	Good	Average	Poor	Poor	Poor	Average	None identified	Peripheral location; Developmental constraints	HCA	B1a	Poor	Retain allocation for mixed use with an element of B-Class employment
Kidderminster	Lisle Avenue, Kidderminster	25	5.25	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Poor	Good	Average	Within the South Kidderminster Enterprise Park (qualifies for Local I N/A (Fully Developed)		Unknown	B1a/B1c	Average	Retain
Kidderminster	Meadow Mills, Dixon Street, Kidderminster	26	1.35	0	Allocated for Employment in Kidderminster Central Area Action Plan	Good	Good	Very Good	Average	Good	Average	None identified	N/A (Fully Developed)	Unknown	B1a/B1c/B2	Good	Retain
Stourport on Severn	Morgan Technical Ceramics, Bewley Road, Stourport	28	5.18	0	Allocated for Employment in Site Allocations and Policies Local Plan	Good	Good	Very Good	Very Good	Average	Very Good	None identified	N/A (Fully Developed)	Morgan Ad.	B1a/B2/B8	Very Good	Retain
Kidderminster	Oasis Arts and Crafts, Goldthorne Road, Kidderminster	29	1.80	0	Allocated for mixed use in Site Allocations and Policies Local Plan (SAL,SK6)	Very good	Good	Poor	Good	Average	Average	None identified	N/A (Fully Developed)	Oasis Arts I	B1/B2/B8	Average	Retain allocation for mixed use with an element of B-Class employment
Stourport on Severn	OGL, Worcester Road, Stourport on Severn	30	0.85	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Average	Very Good	Good	Good	Good	None identified	N/A (Fully Developed)	OGL Como	B1a/B8	Good	Retain
Kidderminster	Oldington Trading Estate, Walter Nash Road West, Kidderminster	8	6.49	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Very Good	Average	Very Good	Very Good	Average	None identified	N/A (Fully Developed)	Unknown	B1a/B1c/B2/B8/Sui Generis	Good	Retain

Kidderminster	Park Lane, Kidderminster	32	0.33	0	Allocated for Employment in Kidderminster Central Area Action Plan	Very good	Good	Very Good	Average	Poor	Poor	None identified	N/A (Fully Developed)	Unknown	B1c	Average	Retain
Kidderminster	Park Street Industrial Estate, Kidderminster	33	1.67	0	Allocated for mixed use in Kidderminster Central Area Action Plan (KCA/WG1)	Very good	Good	Very Good	Good	Average	Very Good	None identified	N/A (Fully Developed)	Unknown	B1a/B1b (mixed-use)	Good	Retain allocation for mixed use with an element of B-Class employment
Kidderminster	Puoton Mill, Puoton Lane, Kidderminster	34	2.66	0	Allocated for Employment in Site Allocations and Policies Local Plan	Good	Good	Very Good	Average	Poor	Poor	None identified	N/A (Fully Developed)	Unknown	B1c/B2/B8	Average	Retain
Stourport on Severn	Riverside Business Centre, Baldwin Road, Stourport on Severn	35	3.09	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Poor	Very Good	Poor	Average	Poor	None identified	N/A (Fully Developed)	Unknown	B1a/B1c	Poor	Retain
Rural	Rushock Trading Estate, Rushock	36	14.74	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Poor	Poor	Average	Very Good	Poor	None identified	N/A (Fully Developed)	Hovi Invest	B1/B2/B8	Poor	Retain
Stourport on Severn	Sandy Lane Industrial Estate, Stourport on Severn	37	18.25	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Average	Average	Very Good	Good	Average	None identified	N/A (Fully Developed)	Unknown	B1c/B2/B8	Average	Retain
Kidderminster	Spennells Valley Estate, Spennells Valley Road, Kidderminster	38	4.18	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Very Good	Very Good	Very good	Average	Good	Within the South Kidderminster Enterprise Park (qualifies for Local I)	N/A (Fully Developed)	Unknown	B1a/B1c/B2/B8	Very Good	Retain
Kidderminster	Summerfield, Worcester Road, Kidderminster	39	34.47	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Good	Very Good	Good	Partly within the South Kidderminster Enterprise Park (qualifies for L)	N/A (Fully Developed)	Roxel	B1a/B1c/B2	Good	Retain
Stourport on Severn	Thomas Vale, Worcester Road, Stourport on Severn	40	1.30	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Poor	Very Good	Very Good	Good	Very Good	None identified	N/A (Fully Developed)	Unknown	B1a/B1c	Very Good	Retain
Kidderminster	Vale Industrial Estate, Stourport Road, Kidderminster	42	3.90	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Average	Very good	Very Good	Very Good	Within the South Kidderminster Enterprise Park (qualifies for Local I)	N/A (Fully Developed)	Unknown	B1a/ B2/B8	Very Good	Retain
Stourport on Severn	Wilden Lane Industrial Estate, Wilden Lane, Stourport on Severn	43	7.18	0.4	Allocated for Employment in Site Allocations and Policies Local Plan	Average	Average	Poor	Average	Poor	Average	None identified	N/A (Fully Developed)	Unknown	B1c/B2/B8	Average	Retain
Stourport on Severn	Worcester Road Car Garages, Worcester Road, Stourport	44	0.83	0	Allocated for Mixed Use in Site Allocations & Policies Local Plan	Very good	Good	Very Good	Poor	Poor	Poor	None identified	N/A (Fully Developed)	Unknown	B1c/Su/ Generis	Poor	Retain allocation for mixed use with an element of B-Class employment
Kidderminster	Worcester Road, Kidderminster	45	11.16	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Good	Very Good	Very good	Good	Good	Within the South Kidderminster Enterprise Park (qualifies for Local I)	N/A (Fully Developed)	Unknown	B1c/B2/B8/Su/ Generis	Very Good	Retain
Stourport on Severn	Worcester Road, Stourport on Severn	46	2.52	0	Allocated for Employment in Site Allocations and Policies Local Plan	Very good	Average	Very Good	Good	Good	Average	None identified	N/A (Fully Developed)	Unknown	B1a/B1c/B8	Average	Retain
TOTAL		321.01	22.47														
NON ALLOCATED, EXISTING EMPLOYMENT SITES																	
Rural	Cursley Distribution Park, Sherstone	10	5.87	0	Existing employment site	Good	Very Poor	Poor	Average	Poor	Poor	Lies within the Green Belt	N/A (Fully Developed)	Horions Est	B8	Poor	Retain
Rural	Titan Steel Wheels, Cookley	41	5.28	0	Currently in employment use (Green Belt)	Average	Poor	Good	Poor	Average	Average	Lies within the green belt	N/A (Fully Developed)	Titan Steel	B2	Average	Retain
Stourport on Severn	Milton Mill Industrial Estate, Mill Road, Stourport	27	1.01	0	Currently in employment use	Good	Poor	Good	Average	Poor	Average	None identified	N/A (Fully Developed)	Unknown	B1c/B2	Average	Retain (mixed use)
TOTAL		12.15	0.00														
SUM TOTAL		333.16	22.47														
PLUS A % OF THE 44HA LEA CASTLE SITE																	
SITES WITH EXTANT PLANNING PERMISSION (NOT ASSESSED)		1.05	1.05														
EQUALS TOTAL SUPPLY OF EMPLOYMENT LAND		334.21	23.52														
TOTAL		321.01	22.47														

Recommendation	Gross Site Area (ha)	Net Developable Site Area (ha)
Retain current Employment Allocations and non-allocated employment sites	333.16	22.47
Recommend for reallocation/alternative uses	0.00	0.00
Total Current Employment Land Potential	333.16	22.47

Bewdley Business Park [Ref: 1]



GROSS SITE AREA:
5.43 ha

ESTIMATED NET DEVELOPABLE AREA:
1.3 ha

CRITERA	COMMENT	RATING
Existing Use	Workshops currently under construction and vacant pdl; allocated for Employment in the adopted Wyre Forest Site Allocations and Policies Local Plan ¹ .	
Strategic Road Access	Access directly off A456	Very Good
Local Accessibility	Access to site via a sharp turning off a main road, which is poorly signposted	Poor
Proximity to Urban Areas and Access to Labour and Services	In a predominantly rural area which is relatively remote and isolated; over 3km away from Bewdley and over 8km from Kidderminster	Poor
Developmental and Environmental Constraints	Flat; relatively large. No developmental or environmental constraints identified	Very Good
Proximity to incompatible uses	Other employment uses to the south east, farmland to the south and forested land to the north and west	Very Good
Market Attractiveness	Good quality, modern workshops	Very Good
Planning Factors	Extant planning permission for remaining undeveloped parcel of land	
Barriers to Delivery	None - building work on the site indicates the business park will soon become fully developed	
Ownership Factors	Private	
Potential Uses	B1 offices / workshops with ancillary storage	
OVERALL SITE GRADE	Very Good	
RECOMMENDATION:	Retain and protect for employment use	

SITE SUMMARY:

Whilst the site lies directly off the A456, local accessibility is poor, with few signs directing drivers on the main road to the business park is. A bus stop is located close to the site and there are parking spaces available on site. The site is not in a particularly sustainable location as it lies some way from the nearest centre (Bewdley). No developmental or environmental constraints were identified. The

¹ Paragraph 5.22

units on the site consist of a mix of offices unit with ancillary storage alongside good quality, modern workshops. There were lettings signs visible and approximately 30% of these units appeared vacant, although these units had only recently been constructed. In 2014 WFDC approved 2,136 sqm of net B1a floorspace on the site, alongside 2.84ha of B1c/B2/B8 development (consisting of 1,350 sqm of B1c, 4,385 sqm of B2 and 2,355 sqm of B8) within this site, with a net floorspace area of 8,090 sqm.² Construction works were underway during the site visit (with around half of the units having been completed).

The front part of the site is in use for Banbury Windows Limited. Part of the site comprises new build workshops, some of which are still under construction. Rear part of the site comprises vacant brownfield land awaiting redevelopment.

² Ref: 14/0194/FULL

Brintons, Stourport Road, Kidderminster (Ref: 2)



GROSS SITE AREA:
5.4 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013).	
Strategic Road Access	Direct access onto A451 (Stourport Road).	Very Good
Local Accessibility	Direct from A451 with bus stops located directly outside the site. The road becomes congested at peak times.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Excellent access to labour due to close proximity of a large residential area, although with being approximately 2.5km from Stourport + Kidderminster town centre the site has poor access to local services.	Average
Developmental and Environmental Constraints	Large site, regular shape, flat.	Very Good
Proximity to incompatible uses	Residential area to the rear of site but screened by large number of trees. Adjacent to several other business units in a key industrial location.	Good
Market Attractiveness	High quality occupants, popular industrial location.	Very Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Brintons	
Potential Uses	B1a /B2 / B8	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain	

SITE SUMMARY:

A large, flat site allocated for employment in Wyre Forest's Site Allocations and Policies Local Plan, located directly off the A451 (Stourport Road) and currently used solely by the firm Brintons for carpet manufacturing and storage with an associated office block. Local accessibility is good with a high frequency bus link beside the side, although this road can be very congested at peak times. It is roughly equidistant from Stourport and Kidderminster so access to labour is strong, although there are few nearby services/amenities. There is a residential area to the west of the site, but it is separated from the factory by an area of trees and is within an established industrial area. No developmental constraints were identified.

Brockway Carpets, Spennells Valley Road, Kidderminster (Ref: 3)



GROSS SITE AREA:
1.14 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site currently in use by Brockway Carpets; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ³	
Strategic Road Access	Direct access from the A442 / A449 roundabout	Very Good
Local Accessibility	Bus stops outside the site, with easy access off the main road; Kidderminster train station is around 1.5km from site; A442 can get congested at peak times	Average
Proximity to Urban Areas and Access to Labour and Services	Located in Hoo Brook residential area with good access to labour, approximately 1.5km from Kidderminster town centre, so limited access to services and amenities	Average
Developmental and Environmental Constraints	Large site, flat; no environmental constraints identified	Very Good
Proximity to incompatible uses	Residential area to the north and south of the site; other industrial units to the east; Car showroom (sui generis) and fast food restaurant to the west	Good
Market Attractiveness	Good quality industrial units and ancillary office; high quality occupiers	Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Brockway Carpets Kidderminster	
Potential Uses	B2 / B8 (with ancillary offices)	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain and protect for employment purposes	

SITE SUMMARY:

A small, flat site containing a modern industrial unit (and associated office) used by the high-quality carpet manufacturer Brockway Carpets located off the roundabout connecting the A442 and the A449. Bus stops are located beside the site, and Kidderminster town centre and train station are located around 1.5km from the site. The site lies within Hoo Brook, a predominantly residential area, so it has good access to labour. The site is bordered by several other employment units (Spennells

³ Paragraph 5.22

Valley Estate (Ref: 38) to the east, a car showroom to the west alongside residential units to the south.

Castle Wharf Area, Kidderminster (Ref: 4)



GROSS SITE AREA:
3.855 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	In existing use for employment; part allocated in Site Allocations & Policies Local Plan for mixed use ⁴	
Strategic Road Access	Direct access off the A451	Very Good
Local Accessibility	Within walking distance to Kidderminster town centre; bus stops in close proximity to the site	Very Good
Proximity to Urban Areas and Access to Labour and Services	Large supermarket to the north, shopping centre to the east, some residential areas to the west	Good
Developmental and Environmental Constraints	Generally level site; relatively large site; flood zone 3	Good
Proximity to incompatible uses	Supermarket to the north, DIY superstore to the east, some residential to the west	Average
Market Attractiveness	Some facades look slightly dated, whereas others look more modern; mix of occupants – some high value (such as signs advertising ‘grade A offices’) whereas others low value (such as garages)	Average
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1a / B1c	
OVERALL SITE GRADE		Good
RECOMMENDATION:	Retain allocation for mixed use, containing an element of B-Class employment	

SITE SUMMARY:

This site is part allocated in the Site Allocations & Policies Local Plan for a mix of uses including B1a offices, B1c light industrial units, residential properties, care homes, and D1 non-residential

⁴ Policy KCA.CW1

institutions (such as schools or health centres). The site contains three separate areas - the first area, to the east of the site, contains a mix of light industrial, offices and sui generis (such as car garage) uses. The central area contains carpet and bed furniture shops. The western site contains a furniture warehouse / shop. The site has a mixed appearance, with some units looking modern (with a lettings board advertising 'Grade A offices') whereas others look dated. The site is within walking distance of Kidderminster town centre, is bordered by retail premises to the north and east of the site, alongside some residential to the west, hence access to labour and services are excellent. Whilst the site has direct access from the A451 this road can get congested during peak times, and the site lies within Flood Zone 3.

Ceramaspeed (former) Zortech Avenue, Kidderminster [Ref: 5]



GROSS SITE AREA:
3.248 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing Industrial/warehousing unit (part high bay with offices) formally occupied by Ceramaspeed but currently vacant; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁵	
Strategic Road Access	0.5km from A451	Good
Local Accessibility	A wide main road (A451) with bus stops connects the site to Kidderminster and Stourport, although this road gets congested during peak times	Good
Proximity to Urban Areas and Access to Labour and Services	Residential area to north; Kidderminster and Stourport are around 2.5km away so poor access to local services/amenities	Average
Developmental and Environmental Constraints	Level, relatively large site; No environmental constraints identified	Very Good
Proximity to incompatible uses	Residential area to north, industrial units to the east, golf course to the south and west	Average
Market Attractiveness	Premises looks dated, and is assumed to be vacant - 12,152 sqm advertised to let.	Average
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Revelan	
Potential Uses	B2/B8 (part hi-bay) with ancillary offices	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain	

SITE SUMMARY:

This developed site, allocated for employment in the Site Allocations and Policies Local Plan, has access to the A451 (via Walter Nash Road) which connects Kidderminster and Stourport, so access to labour force is strong. There are bus stops along the A451 which connects the two settlements,

⁵ Paragraph 5.22

although this road gets congested at peak time and access to services are poor. Whilst until recently the site had been used as a distribution depot, at the time of the site visit there was no sign of activity and is currently being marketed for industrial/warehousing units with 12,152 sqm available. Whilst there is a residential area to the north of the site, it lies within an established industrial corridor. No environmental constraints were identified.

Cheapside, Stourport [Ref: 6]



GROSS SITE AREA:
2.20 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Currently in employment use as light industrial premises with ancillary offices; allocated in the Adopted Wyre Forest Site Allocations & Policies Local Plan for mixed use including employment ⁶	
Strategic Road Access	0.4km from A4025	Good
Local Accessibility	In close proximity to the centre of Stourport; easily accessible from A4025 (with bus stops) via Discovery Road, although the A4025 can get congested at peak times	Good
Proximity to Urban Areas and Access to Labour and Services	Close proximity to substantial residential areas hence good access to labour; within walking distance to Stourport Central, hence good access to services/amenities (with a large supermarket immediately next to site)	Very Good
Developmental and Environmental Constraints	The River Severn lies to the south west of the site which is within flood zone 2 and 3; no further environmental constraints identified	Average
Proximity to incompatible uses	Beside a supermarket, a canal-boat marina and cleared land for future development	Good
Market Attractiveness	Reasonable amount of activity on site; signs advertising 1,323sqm industrial/warehousing units to let by Halls; quality of units appearing relatively dated	Average
Planning Factors	None identified	
Barriers to Delivery	N/A	
Ownership Factors	Private	
Potential Uses	B1c/B2/B8	
OVERALL SITE GRADE	Average	
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment	

SITE SUMMARY:

The site is allocated in the Site Allocations & Policies Local Plan for mixed (residential and business)

⁶ SAL.EA2

use⁷. The site is currently occupied by a range of firms including manufacturers of office chairs, windows, doors etc, whilst there are also vacant units currently being advertised by Halls. It lies on the banks of the River Severn and is situated 0.4km from the A4025 and the centre of Stourport, with bus stops along the A4025. The site is in close proximity to a large residential area, providing an accessible labour force, and because the site is in walking distance to Stourport access to services and amenities is strong. There is also a large Tesco immediately adjacent to the site; a cleared area of land to the north; and the River Severn to the south.

One of the main issues affecting the site is flooding. The southern part of the site, located nearest to the River Severn lie within Flood Zone 3. The remainder of the site is predominantly affected by Flood Zone 2. Therefore any redevelopment proposals will need to ensure that flood risk is ameliorated.

⁷ Policy SAL.EA2

Churchfields Business Park - Phase 3a (Ref: 7)



GROSS SITE AREA:
9.298 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERA	COMMENT	RATING
Existing Use	Existing employment site in use by various industrial firms including Abingdon Flooring Ltd; allocated in Kidderminster Central Area Action Plan for mixed use ⁸	
Strategic Road Access	Direct access off the A456 / A451	Very Good
Local Accessibility	Access to the Churchfields area is via a single point at the junction of Broad Street, Stourbridge Road, Blackwell Street and Radford Avenue, a congestion hotspot and which suffers from poor air quality; 1km from Kidderminster train station; public transport in the area is poor and limited to the A451; the disconnected road network means that it is difficult for public transport to penetrate the area; walking and cycling links to the town centre are indirect and unwelcoming ⁹	Very Poor
Proximity to Urban Areas and Access to Labour and Services	Very good, due to edge-of-centre site, walking distance to Kidderminster, directly next to a large retail park	Very Good
Developmental and Environmental Constraints	Large site; trees and landscaping border the site to the north and the west; no environmental constraints identified	Very Good
Proximity to incompatible uses	Residential area to the north, east and south of the site. Trees lie between the site and the residential area to the north; church to the south western part of the site	Poor
Market Attractiveness	Central location; units appear relatively dated; several units towards the east of the site appeared vacant	Average
Planning Factors	Part of a wider Churchfield masterplan ¹⁰ ; Planning Permission ¹¹	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Various (Kidderminster Property Investments (KPI)); Part WFDC / other private landowners	
Potential Uses	B1a	

⁸ With a focus on B1a office accommodation. See Policy KCA.GPB5 and KCA.Ch5 and CH6

⁹ Churchfields Masterplan SPD (Adopted 2011), pg6

¹⁰ For further details please see the Churchfields Masterplan SPD (Adopted 2011), available online:

<http://www.wyreforestdc.gov.uk/media/105872/Churchfields-Master-Plan-FINAL-reduced-Adoption-.pdf>

¹¹ Ref: 15/0514/OUTL

OVERALL SITE GRADE	Good
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment

SITE SUMMARY:

This large site is allocated in the adopted Kidderminster Central Area Action Plan for mixed use¹². It is also part of the wider 2011 Churchfield masterplan, which comprises a large area to the north of Kidderminster Town Centre highlighted as an important housing-led mixed use regeneration site. Following consultation, the site boundary was extended to include St George’s Park and adjacent land at Crossley Park, with the wider masterplan area now covering more than 30 ha.

The site itself is made up of three separate areas. The part fronting onto the A456/A451 roundabout contains a sui generis (garage) use. The main business park area contains a carpet manufacturer, builders merchant and other industrial firms, many of which are on short term tenancies. The western part of the site, separated from the other two by Clensmore Street, is located next to a church and contains a small (0.73 ha) plot of land. This currently contains a disused and overgrown basketball court beside a steep incline, alongside a recycling management site to the rear. The site beside the church to the west is undeveloped, although it is topographically constrained.

The site is within walking distance to Kidderminster town centre and the train station, and is bordered by retail units to the west, residential to the north (bordered by trees), east and the south of the site. The site therefore has very strong access to labour and services. The site benefits from strategic road access and bus stops, although the local road network suffers from high levels of congestion.

Vacant units (which appear very dated) on the eastern side of the business park were observed during the site visit which suggests that demand for B-Class employment use is modest. A combination of mixed uses on the site in future, incorporating an element of B-class use, and in accordance with the adopted masterplan SPD for the area, could therefore be appropriate.

A planning application was submitted on 16th September 2015 seeking outline planning permission¹³ for the redevelopment of the eastern end of the Churchfields Business Park. The application proposal seeks to deliver approximately 95 residential dwellings, including the conversion of the existing 1902 building into 16 flats, as well as providing approximately 669sqm GEA of commercial office space on 1.96ha of the total gross site area.

¹² With a focus on B1a office accommodation. See Policy KCA.GPB5 and KCA.Ch5 and CH6

¹³ Ref: 15/0514/OUTL

Oldington Trading Estate (Ref: 8)



GROSS SITE AREA:
6.492 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for light industrial and ancillary offices; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ¹⁴	
Strategic Road Access	Direct access off the A451	Very Good
Local Accessibility	High frequency bus service between Kidderminster and Stourport via the A451; bus stops directly outside the site (off the A451), however this road becomes congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Very Good
Proximity to Urban Areas and Access to Labour and Services	Whilst strategically placed between Kidderminster and Stourport ensuring that access to labour is strong, the site is not within walking distance of many amenities or services	Average
Developmental and Environmental Constraints	Large, flat site; no environmental constraints identified	Very Good
Proximity to incompatible uses	Set within a wider industrial area, with residential area to the north and west of the site, separated by woodland	Very Good
Market Attractiveness	Mix of some modern offices, with some dated industrial stock; vacancy rates in the southern part of the site appeared to be relatively low (smaller units, some light industrial and office units). However, the large industrial units in the northern half of the site (Unit 2 of 'Haynes Point') were vacant. They are currently being advertised for sale/to let, with a collection of buildings 10-000-170,000 sqft on a site of 7.68 acres currently being marketed.	Average
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1ab / B1c / B2 / B8 / Sui Generis	
OVERALL SITE GRADE	Very Good	

¹⁴ Paragraph 5.22

RECOMMENDATION: Retain

SITE SUMMARY:

This large site, allocated for Employment in the adopted Site Allocations and Policies Local Plan, has direct access from the A451 (connecting Kidderminster and Stourport), although this road suffers from congestion at peak times. The site contains a mix of some smaller modern offices and industrial units to the south (few of which looked vacant), alongside larger, dated industrial stock to the north.

The large industrial units in the northern half of the site (Unit 2 of 'Haynes Point') were vacant. They are currently being advertised for sale/to let, with a collection of buildings 10-000-170,000 sqft on a site of 7.68 acres currently being marketed. According to the lettings agent, development opportunities for alternative uses including roadside, retail, trade or leisure would also be considered (subject to planning). The site has residential areas to the north and west of the site, but these are separated from the site by woodland.

Crossley Park, Kidderminster (Ref: 9)



**GROSS SITE AREA:
2.645 ha**

**ESTIMATED NET DEVELOPABLE AREA:
1.86 ha**

CRITERA	COMMENT	RATING
Existing Use	Primarily undeveloped land with a Royal Mail distribution depot to the south; allocated for office development in Kidderminster Central Area Action Plan ¹⁵	
Strategic Road Access	0.4km from A456	Good
Local Accessibility	Close to Kidderminster Town Centre; bus stop outside retail park bordering the site. The only access to the site is via Carpets Trades Way, the same access road as to the retail site, so it is likely to suffer from congestion	Average
Proximity to Urban Areas and Access to Labour and Services	Very good access to residential areas and therefore labour; supermarket and other shops beside site	Very Good
Developmental and Environmental Constraints	Approximately one third of the site is in use as a Royal Mail distribution centre; the remainder is in an unusual shape, contains bushes/trees, and has a footpath running across it. The land leading down from this path is sloping. Although the EA flood mapping website suggests that the site is within Flood Zones 2 and 3, it also indicates that the area benefits from flood defences.	Very Poor
Proximity to incompatible uses	Residential to east and west of site (although this is buffered by a SSSI and the Puxton Lane Industrial Estate (Ref: 34) to the west)	Average
Market Attractiveness	Central location; likely to benefit from wider Churchfields regeneration	Very Good
Planning Factors	Phase 4 of the Churchfield Masterplan ¹⁶	
Barriers to Delivery	Small size and unusual shape; minor topography constraints	

¹⁵ Policy KCA.Ch7

¹⁶ For further details please see the Churchfields Masterplan SPD (Adopted 2011), available online: <http://www.wyreforestdc.gov.uk/media/105872/Churchfields-Master-Plan-FINAL-reduced-Adoption-.pdf>

Ownership Factors	Northern area of land owned by Wyre Forest District Council; southern parcel owned by the Royal Mail (source: 2011 Churchfields Masterplan).
Potential Uses	B1a/b office
OVERALL SITE GRADE	Good
RECOMMENDATION:	Retain

SITE SUMMARY:

This predominantly undeveloped site, which is allocated for office development in the Kidderminster Central Area Action Plan¹⁷ and comprises part of phase 4 of the wider Churchfield masterplan¹⁸, has excellent access to the strategic road network, lying around 0.4km from the A446. Whilst there are bus stops outside of the retail park (which lies to the south west), the only access to the site is via Carpets Trades Way, which is the main access road to both sites, so there are potential congestion issues. The site appears to suffer from some minor environmental and developmental constraints, with around a third of the site being in use as a Royal Mail site, whilst the remaining undeveloped area of the site is in an unusual shape (which would limit its net developable area). It contains a number of bushes and trees and has a footpath leading from the woods to the north diagonally across the site. There is also a slight incline leading down from the path.

In terms of incompatible uses, the site is close to residential uses to the east and west of the site (although this is buffered by a SSSI and Puxton Lane Business Park Industrial Estate (Ref: 734) to the west). Because it is within walking distance to Kidderminster town centre the site has excellent access to labour and local services/amenities, with a supermarket and other shops nearby.

¹⁷ KCA.Ch7

¹⁸ For further details please see the Churchfields Masterplan SPD (Adopted 2011), available online: <http://www.wyreforestdc.gov.uk/media/105872/Churchfields-Master-Plan-FINAL-reduced-Adoption-.pdf>

Cursley Distribution Park, Shenstone [Ref: 10]



GROSS SITE AREA:
5.87 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site used for storage/distribution units with ancillary offices; not formally allocated for employment use	
Strategic Road Access	0.7km from A442 via Curslow Lane	Good
Local Accessibility	Narrow roads; no bus stops nearby	Very Poor
Proximity to Urban Areas and Access to Labour and Services	Remote location; the nearest settlements are highly dispersed with few services/amenities	Poor
Developmental and Environmental Constraints	Slightly sloping site; no environmental constraints identified	Average
Proximity to incompatible uses	Two residential properties to the north; surrounded by farmland	Average
Market Attractiveness	Around a third of the units appeared vacant (2,280 sqft of office space and 4,000 sqft warehousing units are currently being marketed); units appear dated	Poor
Planning Factors	Lies within the Green Belt	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Hortons Estates	
Potential Uses	B8	
OVERALL SITE GRADE		Poor
RECOMMENDATION:		Retain

SITE SUMMARY:

This site, currently in use for employment purposes but not formally allocated for such uses within the Local Plan, lies within the Green Belt and is in close proximity to Rushock Trading Estate. Both of these sites are former military sites. Neither are particularly sustainable sites, as they are situated some distance away from the main towns and amenities in the District. Nevertheless commercial property agents highlighted that it serves as a good source of employment for the District's rural population. The site is characterised by dated logistics/storage sheds, and the local accessibility is very poor due to the narrow country lane leading to the site off the A road.

Around a third of the site is vacant, which is likely to be partly due to the poor market attractiveness of

the site (with its peripheral location and lack of 'curb appeal'). On balance, given the number of occupants still on the site and its importance in producing employment for local rural residents it is recommended that the site be retained for employment purposes.

Easter Park, Worcester Road, Kidderminster (Ref: 11)



GROSS SITE AREA:
3.115 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site currently used for light industrial and storage purposes, retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ¹⁹	
Strategic Road Access	Direct access off the A449	Very Good
Local Accessibility	Bus stops outside the site; A449 can become congested at peak times	Good
Proximity to Urban Areas and Access to Labour and Services	Located within Hoo Brook; excellent access to labour, although conversely poor access to local services and amenities	Good
Developmental and Environmental Constraints	None identified	Very Good
Proximity to incompatible uses	Within the established Worcester Road employment corridor. Hoo Farm Industrial Estate (Ref: 20) lies to the west of the site; large area of residential development to the north east of the site, separated from the site by a railway line	Good
Market Attractiveness	Within an established industrial area. Industrial premises are of recent construction and are of a high quality. Some lettings boards remain on display, although consultation with its commercial agent indicates that one 9,200sqft unit is currently under offer.	Very Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1c/B8	

¹⁹ Paragraph 5.22

OVERALL SITE GRADE	Very Good
RECOMMENDATION:	Retain

SITE SUMMARY:

This recently developed site, retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013), benefits from direct access to/from the A449. Whilst this road can get congested at peak times, it benefits from bus stops directly outside the site. Located near to Hoo Brook, a residential area, the site has strong access to labour, although it is not in close proximity to Kidderminster or Stourport and hence has relatively poor access to local services and amenities. It is located in an established industrial area, opposite the Hoo Farm site [Ref: 20] but with a large quantity of residential dwellings to the north east. Whilst the units are modern, lettings signs were visible (although consultations with commercial agents indicate that a 9,200sqft unit is currently under offer).

Finepoint, Finepoint Way, Kidderminster (Ref: 12)



GROSS SITE AREA:
7.32 ha

ESTIMATED NET DEVELOPABLE AREA:
1.7 ha²⁰

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site used for office, light industrial and warehouse uses; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ²¹ . Contains the new WFDC offices.	
Strategic Road Access	Site accessed from Walter Nash Road, which has direct access from the A451	Very Good
Local Accessibility	High frequency service between Kidderminster and Stourport, via the A451. Bus stops directly outside the site on Walter Nash Road West (leading directly off the A451); however this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion).	Good
Proximity to Urban Areas and Access to Labour and Services	Equidistant between Kidderminster and Stourport-on-Severn; strong access to labour; poor level of amenities and services	Average
Developmental and Environmental Constraints	Large; flat, as the site had been historically used as a sports pitch. The remaining undeveloped land is of an irregular shape so this may slightly limit the net developable area; no environmental constraints were identified	Good
Proximity to incompatible uses	In an established industrial area; vacant fields to the south	Very Good
Market Attractiveness	Attractive, modern premises; key commercial location; high-end users (i.e. Council Headquarters). One development plot remaining (1.7 ha); one unit (plot 12) currently to let, for 949 sqm.	Very Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local	

²⁰ As advertised on a lettings board on site

²¹ Paragraph 5.22

	Development Order)
Barriers to Delivery	Irregular shape of remaining plot
Ownership Factors	KP Developments
Potential Uses	B1a / B1c / B8
OVERALL SITE GRADE	Very Good
RECOMMENDATION:	Retain

SITE SUMMARY:

This large site contains a mix of light industrial premises (with occupants including TP Toys), offices (occupied by Wyre Forest District Council), distribution premises (including Oakleaf Commercial Services) and a small undeveloped plot to the south east of the site. The units are modern and of a high quality. A lettings board states that all units are occupied other than one plot of 949 sqm and a vacant development plot of 1.7 ha.

The site is serviced by a high-frequency bus service between Kidderminster and Stourport via the A451. It lies within an established industrial area, and because it is roughly equidistant from Kidderminster and Stourport access to labour is strong although there are few services and amenities nearby. No environmental constraints were identified.

Firs Industrial Estate, Stourport Road, Kidderminster (Ref: 13)



GROSS SITE AREA:
8.76 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for industrial and distribution purposes, retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ²²	
Strategic Road Access	Direct access off the A451	Very Good
Local Accessibility	High frequency service between Kidderminster and Stourport via the A451; bus stops directly outside the site on Walter Nash Road West (directly off the A451). This road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Good
Proximity to Urban Areas and Access to Labour and Services	On the edge of Kidderminster and equidistant between Kidderminster and Stourport-on-Severn; strong access to labour but poor level of amenities and services	Average
Developmental and Environmental Constraints	Site is fully developed so no developmental constraints identified; Staffordshire and Worcestershire Canal forms the eastern edge of the site	Good
Proximity to incompatible uses	Within an established industrial area; crematorium to the south of the site	Very Good
Market Attractiveness	Slightly dated industrial stock of varying sizes, but within an established industrial area; no lettings signs or vacant premises observed	Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1c / B2 / B8	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain	

²² Paragraph 5.22

SITE SUMMARY:

This site, allocated for employment in the adopted Wyre Forest Site Allocations and Policies Local Plan, has direct access off the A451, although this road can get congested at peak times. It lies in an area roughly equidistant from both Kidderminster and Stourport so it has strong access to labour, although there are very limited services and amenities nearby. No developmental or environmental constraints were identified. It lies within an established industrial area (with a crematorium to the south), and although some of the stock looked slightly dated the site looked busy at the time of the visit, and no lettings boards were visible or vacant premises observed

Foley Business Park, Stourport Road, Kidderminster (Ref: 14)



GROSS SITE AREA:
6.89 ha

ESTIMATED NET DEVELOPABLE AREA:
0.28 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for office and industrial uses, retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ²³	
Strategic Road Access	Direct access off the A451	Very Good
Local Accessibility	High frequency service between Kidderminster and Stourport via the A451; bus stops directly outside the site on Walter Nash Road West (leading directly off the A451), however this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Good
Proximity to Urban Areas and Access to Labour and Services	On the edge of Kidderminster and equidistant between Kidderminster and Stourport-on-Severn; strong access to labour but poor level of amenities and services	Average
Developmental and Environmental Constraints	None identified	Very Good
Proximity to incompatible uses	Within an established industrial area	Very Good
Market Attractiveness	Modern office units; very low vacancy rate, with only one 2,136sqft industrial unit (ex-car garage) available to let; strong industrial location	Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	None identified (Site fully developed)	
Ownership Factors	Unknown	
Potential Uses	B1a / B1c	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain	

²³ Paragraph 5.22

SITE SUMMARY:

This site contains a mix of modern office premises and some older, more dated looking industrial premises with direct access off the A451. Bus stops are directly outside the site, but the A451 does tend to get congested at peak times. It lies within an established industrial area and has no environmental or developmental constraints visible. It lies in an area that is roughly equidistant from both Kidderminster and Stourport so it has strong access to labour, although there are very limited services and amenities nearby. Whilst the business park looked active there is a 0.28 ha development site at the site entrance, whilst lettings boards were visible during the site visit.

Foley Industrial Estate, Stourport Road, Kidderminster (Ref: 15)



GROSS SITE AREA:
6.59 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for office, industrial and warehousing use, retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ²⁴ . In	
Strategic Road Access	Direct access off the A451	Very Good
Local Accessibility	High frequency service between Kidderminster and Stourport via the A451; bus stops directly outside the site on Walter Nash Road West (leading directly off the A451), however this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Good
Proximity to Urban Areas and Access to Labour and Services	On the edge of Kidderminster and equidistant between Kidderminster and Stourport-on-Severn so strong access to labour but poor level of amenities and services	Average
Developmental and Environmental Constraints	None identified	Very Good
Proximity to incompatible uses	In an established industrial area (directly north of Foley Business Park (Ref: 14))	Very Good
Market Attractiveness	Strong location; around 85% occupancy of B2/B8 units on the industrial estate, compared with only around 25% occupancy of the B1a offices in Gemini House	Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	None (Site fully developed)	
Ownership Factors	Unknown	
Potential Uses	B1a / B1c / B8	
OVERALL SITE GRADE RECOMMENDATION:	Very Good Retain	

²⁴ Paragraph 5.22

SITE SUMMARY:

This site, allocated for employment in the site allocations and policies Local Plan, contains a mix of modern light industrial and sui generis uses alongside some older, more dated looking industrial premises. The site has direct access off the A451, and there are bus stops directly on this main road, although this main road does tend to get congested at peak times.

It lies within an established industrial area and no environmental or developmental constraints were identified. The area is roughly equidistant from both Kidderminster and Stourport so has strong access to labour, although there are very limited services and amenities nearby. It also lies within an established industrial area. Whilst the vacancy levels of the industrial estate to the north, east and south of the site were very low, the equivalent vacancy rates for the office units in Gemini House to the south west of the site are considerably higher.

Former British Sugar Site, Stourport Road, Kidderminster (Part of Site Only) (Ref: 16)



**GROSS SITE AREA:
27.59 ha**

**ESTIMATED NET DEVELOPABLE AREA:
13.1²⁵ ha**

CRITERIA	COMMENT	RATING
Existing Use	Part of a mixed-use site. In the process of being developed and has outline planning permission for a mix of uses; allocated for mixed use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013)	
Strategic Road Access	Direct access off the A451	Very Good
Local Accessibility	High frequency bus service between Kidderminster and Stourport via the A451; bus stops directly outside the site (off the A451). This road can get congested during peak times, although the Hoo Brook Link Road is likely to ease this congestion	Good
Proximity to Urban Areas and Access to Labour and Services	Very strong due to the large residential and commercial element of the wider mixed-use site (once fully built out)	Very Good
Developmental and Environmental Constraints	Some parts of the site have minor topographical issues which may increase the cost of developing the site. Health and Safety Executive [HSE] consultation area covers some of the site	Poor
Proximity to incompatible uses	Major new housing development on site, in addition to a new leisure centre (both of which are set to be completed in summer 2016); B2/B8 developments likely to be buffered from residential areas by trees/Hoo Brook Link Road	Average
Market Attractiveness	Link road passing through the site will ease congestion and improve accessibility, hence the site is viewed as being very attractive for a live/work developments	Very Good

²⁵ Whilst the redline boundary NLP was asked to assess only amounts to 5.86 ha, in discussion with WFDC the total area which has been allocated for employment land within the British Sugar site amounts to 13.1 ha and so this figure was included as the sites' net developable area.

Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)
Barriers to Delivery	Developmental and Environmental constraints;
Ownership Factors	St Francis Group
Potential Uses	B1a/B1c/B2/B8
OVERALL SITE GRADE	Very Good
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment

SITE SUMMARY:

The former British sugar site, with a total size of 27.59 ha, is allocated for mixed use within the WFDC Site Allocations and Policies Local Plan. Since the 1920s the site was historically used for the production of sugar and operated until the British Sugar Corporation closed the factory in 2002. The site is now largely cleared.

The area of the site WFDC requested that NLP assess is split into three separate undeveloped parcels of land. The southern parcel is characterised by a flat area of overgrown hardstanding, containing a large tree which is growing on a slightly sloping piece of land. The parcel of land to the centre of the site lies immediately south of a new leisure centre which was under construction at the time of the site visit. The largest parcel of land, to the north-east of the site, is currently being advertised as a development plot of up to 7.4 hectares. Development has yet to occur in the areas of land highlighted in the aerial photograph above.

The developer's website, named 'Silverwood's, states the development will provide 250 homes and has outline consent²⁶ for a care home in addition to up to 25,000 sq ft (2,323 sq m) of offices/light industrial and up to 100,000 sq ft (9,290 sq m) of industrial/storage space.

When completed, the site will have excellent access to labour, services and amenities (with the proposed mixed use development featuring a public house/restaurant, local centre including food store and a crèche/nursery. The site has direct access off the A451, and whilst this road can get congested (especially at peak times), the completion of the link road throughout the development will ease this issue. The site is viewed as being attractive from a commercial market perspective. Barriers to delivery include environmental constraints. Part of the south-west of the site is covered by a Health and Safety Executive PADHI²⁷ zone, due to its proximity to the gas suppliers 'Flogas' on the Hoo Brook Industrial Estate, which may prohibit certain forms of development. The site is also close to the Widen Marsh and Meadows SSSI, and proposals will need to ensure that there are no adverse impacts as a result of development.

²⁶ Ref: 12/0146/EIA

²⁷PADHI: Planning Advice for Developments near Hazardous Installations

Former Romwire Site, Stourport Road, Kidderminster (Ref: 17)



GROSS SITE AREA:
4.99 ha

ESTIMATED NET DEVELOPABLE AREA:
3.48 ha

CRITERIA	COMMENT	RATING
Existing Use	Currently vacant (with planning permission for Specsavers industrial/distribution development); allocated for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ²⁸	
Strategic Road Access	Direct access off the A451	Very Good
Local Accessibility	High frequency bus service between Kidderminster and Stourport via the A451; bus stops directly outside the site (off the A451); this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Good
Proximity to Urban Areas and Access to Labour and Services	Strong access to labour (equidistant between the District's two main settlements); poor access to services/amenities	Average
Developmental and Environmental Constraints	Large, flat site; currently an area of hardstanding (although planning permission has been granted for a development on 3.48ha of the site)	Very Good
Proximity to incompatible uses	Within an established industrial location; small residential area to the west of the site but buffered by trees	Very Good
Market Attractiveness	Market demand perceived to be strong due to the site's central location within an established industrial area.	Very Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order) and benefits from extant planning permission for the construction of B2/B8 industrial unit to be occupied by Specsavers (15/0277/PNLDO)	
Barriers to Delivery	None identified	
Ownership Factors	Revelan	

²⁸ See Policy SAL.SK4

Potential Uses	B1a / B1b / B1c / B2 / B8 / Sui Generis
OVERALL SITE GRADE	Very Good
RECOMMENDATION:	Retain

SITE SUMMARY:

This site, allocated for economic development and other sui-generis uses in the adopted Wyre Forest Site Allocations and Policies Local Plan, was previously a factory unit used by Romwire (a wire producing business). The factory ceased trading in 2001 and the building was eventually demolished in 2009. The site is now a cleared, level parcel of land. In July 2015 planning permission was granted for the erection of 3.48 ha of a B2/B8 industrial unit, to be occupied by Specsavers, which is estimated to create approximately 200 jobs.²⁹

It benefits from direct access off the A451, and there are bus stops directly outside the site, although the A451 tends to get congested at peak times. It lies within an established industrial area and no environmental or developmental constraints were identified. It lies in an area that is roughly equidistant from both Kidderminster and Stourport so has strong access to labour, although there are very limited services and amenities nearby. No barriers to delivery were identified, and due to the site's location within an established industrial area the market demand is perceived to be strong. Although the site was actively marketed for a number of years, the forthcoming redevelopment of the site for Specsavers demonstrates that the wider area is becoming more attractive to inward investment as the market continues to recover.

²⁹ Reference numbers 15/0277/PNLDO (2.14 ha / 4369sqm of B8) and 15/0278/PNLDO (1.34 ha / 3155sqm of B2)

Greenhill Industrial Estate, Birmingham Road, Kidderminster (Ref: 18)



GROSS SITE AREA:
4.43 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site occupied by industrial firms supplying carpets, materials for building, vehicle and plumbing services (alongside a small number of offices to the north of the site). Retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ³⁰	
Strategic Road Access	Direct access off the A456	Very Good
Local Accessibility	Bus stops directly along A456; this road is relatively congested at peak times	Average
Proximity to Urban Areas and Access to Labour and Services	Located in a residential area with good access to labour; limited access to services/amenities	Average
Developmental and Environmental Constraints	Fairly large, flat site; No developmental or environmental constraints identified	Very Good
Proximity to incompatible uses	Surrounded by residential properties to all sides	Poor
Market Attractiveness	Vacancy amongst attractive, modern looking light industrial units to the south of the site (Kidderminster Trade Park) around 20%; no vacant office units to the north west of the site. To let/sale sign advertising slightly dated unit 5 (3,892sqm) towards north east of the site. Not within an established industrial area	Average
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1a / B1c /Sui Generis	
OVERALL SITE GRADE	Average	
RECOMMENDATION:	Retain	

³⁰ Paragraph 5.22

SITE SUMMARY:

This fully developed site is allocated for employment in the adopted Wyre Forest Site Allocations and Policies Local Plan. The site has direct access off the A456, with bus stops near to the site, and no environmental or developmental constraints were identified.

Located within a predominantly residential area, it has excellent access to labour but only a few services and amenities were identified nearby. There are approximately 20% of the units on the 'Kidderminster Trade Park' vacant. 3,892 sqm (41,891 sqft) of Unit 5 is advertised for sale/let, but no vacant office units to the north west of the site were observed.

Hoo Brook Industrial Estate, Worcester Road, Kidderminster (Ref: 19)



GROSS SITE AREA:
9.89 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site occupied by a variety of light industrial firms (and ancillary offices), alongside car garage / repair shops on the side fronting the A442-. Retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ³¹	
Strategic Road Access	Direct access off the A442	Very Good
Local Accessibility	Located on the roundabout connecting Worcester Road (A449) and Wilden Lane; bus stops on both roads; Hoo Brook Link Road (to connect Worcester Road and Stourport Road) is currently being built on the site, running east to west throughout the north of the site.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Lying close to residential areas, so strong access to labour, although only average access to services/amenities	Average
Developmental and Environmental Constraints	Large site; bordered to the west by the Staffordshire and Worcestershire canal, to the south by Wilden Marsh and Meadows SSSI, to the east by the A442 and a residential area (which are buffered by trees); much of the site falls within Flood Zone 2 and within the Health and Safety Executive (HSE) exclusion zone.	Poor
Proximity to incompatible uses	Worcester Road is an established industrial area. Residential areas to the east of site (buffered by trees);	Good
Market Attractiveness	Industrial units look fairly dated; indigenous, low-tech users (i.e. industrial /plumbing/cleaning suppliers. Vacancy of units appeared relatively low; the Link Road will increase the connectivity and attractiveness of this site.	Average
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	

³¹ Paragraph 5.22

Barriers to Delivery	N/A (Fully Developed)
Ownership Factors	Unknown
Potential Uses	B1a / B1c / Sui Generis
OVERALL SITE GRADE	Good
RECOMMENDATION:	Retain

SITE SUMMARY:

This large site, allocated for employment in the Site Allocations and Policies Local Plan, contains a mix of secondary offices, light industrial units, and sui generis uses. It is located on the roundabout connecting Worcester road (A449) and Wilden Lane, with bus stops on both roads. It is bordered to the west by the Staffordshire & Worcestershire Canal, to the south by open fields (which fall within the Green Belt), to the north by industrial units, to the east by a residential area (which are separated by the A442). It therefore has good access to labour but relatively poor access to services and amenities. Environmental constraints cover some of the site, with Flood Zone 2 designation and within the HSE (Health and Safety Executive) Zone.³² The Hoo Brook Link Road, which will connect the two established employment corridors of Worcester Road and Stourport Road, is being built on part of the site, running horizontally throughout the northern area. Commercial property agents considered that by improving connectivity and easing congestion this will improve the market attractiveness of this site.

³² Wyre Forest District Council (2012) Local Development Order, Appendix 2

Hoo Farm Industrial Estate, Worcester Road, Kidderminster (Ref: 20)



**GROSS SITE AREA:
24.30 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.35 ha**

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site used for light/heavy industrial uses and ancillary offices; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ³³	
Strategic Road Access	Direct access off Worcester Road (A449)	Very Good
Local Accessibility	Bus stops beside the site; Kidderminster Town Centre is over 2km away; A449 can become congested at peak times	Average
Proximity to Urban Areas and Access to Labour and Services	Near to a large residential area so very good access to labour; over 2km from Kidderminster so poor access to services/amenities	Average
Developmental and Environmental Constraints	Very large site; Health and Safety Executive (HSE) consultation area	Average
Proximity to incompatible uses	Worcester Road is an established industrial location; residential area to the north and east of the site (buffered by Easter Park (Ref: 11) and a train line)	Good
Market Attractiveness	Wide variety of industrial premises; some are older and appear tired, whereas others appear to have been developed more recently. Several lettings boards visible (advertising industrial units to let between 130 sqm – 665 sqm, with another industrial/warehouse unit of 1,475 sqm and a vacant expansion plot of 0.35 ha advertised for sale) but otherwise the site appeared to be busy; Within an established industrial area	Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	

³³ Paragraph 5.22

Barriers to Delivery	N/A (Fully Developed)
Ownership Factors	Unknown
Potential Uses	B1a / B1c / B2 / B8
OVERALL SITE GRADE	Good
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment

SITE SUMMARY:

This very large site, allocated for Employment in the Wyre Forest Site Allocations and Policies Local Plan, has direct access of Worcester Road (A449). There are bus stops on this road, although it can suffer from congestion at peak times. In terms of adjoining uses, whilst Worcester Road is an established industrial area there lies a significant amount of residential dwellings to the north and east of the site. The site is also bordered by the A449, Easter Park (Ref: 11). The Summerfield, Worcester Road site (Ref: 39) borders Hoo Farm Industrial Estate to the south. Whilst the site benefits from strong access to labour, it is approximately 2km from Kidderminster so has poor access to local services and amenities.

The site itself accommodates a range of industrial properties, with units ranging from modern looking premises to older and more dated looking properties. There were several lettings boards visible, advertising industrial units to let between 130 sqm – 665 sqm, with another industrial/warehouse unit of 1,475 sqm and a vacant expansion plot of 0.35 ha advertised for sale, but otherwise the site appeared to be busy.

Kidderminster Bus Depot and Green Street Depot (Ref: 21)



GROSS SITE AREA:
3.3 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	In use for a vehicle depot and Wyre Forest District Council offices. Allocated within Kidderminster Central Area Action Plan ³⁴	
Strategic Road Access	Site is within (and beside) a roundabout which connects Stourport Road (A451) and the A442	Very Good
Local Accessibility	Bus stops on Stourport Road exit of roundabout, although roundabout can get very congested during peak times; Kidderminster train station approximately 1km away; Kidderminster Town Centre within walking distance	Average
Proximity to Urban Areas and Access to Labour and Services	Within easy walking distance to residential areas as well as Kidderminster town centre hence very good access to labour, amenities and services	Very Good
Developmental and Environmental Constraints	The office currently occupied by WFDC is a listed building; part falls within Flood Zone 3	Average
Proximity to incompatible uses	Surrounded by other industrial units - Castle Wharf Area (Ref: 4) to the north; Worcester Road (Ref: 45) to the south and Park Lane (Ref: 32) to the north west.	Very Good
Market Attractiveness	Central and strategic location ensures the market attractiveness of this site is relatively strong	Very Good
Planning Factors	None identified	
Barriers to Redevelopment	The Council office is a 'Local Heritage Asset', whilst part of the site is subject to flood risk	
Ownership Factors	Mixed (part private / part WFDC)	
Potential Uses	Mixed use including an element of B1a/b/c	
OVERALL SITE GRADE	Very Good	
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment	

SITE SUMMARY:

³⁴ Policies KCA.HP3 and KCA.HP4

The site is made up of two plots of land. The first is within the roundabout and is currently used as a bus depot by Diamond Buses. The second comprises land to the east of the roundabout, currently used as offices and a service depot for the Council's operations. This is used to store garden maintenance trucks, small rubbish collection vehicles etc. It is understood that the Council are looking to move from this location. The plot was formerly occupied by a waterworks and is a 'Local Heritage Asset'.

The site is located on the roundabout which connects Stourport Road (A451) with Worcester Road (A442). There are bus stops on the Stourport Road exit of the roundabout, although the roundabout can get very congested especially during peak time. The site is within walking distance to both large residential areas as well as Kidderminster town centre, so has very good access to labour, amenities and services. The site lies within an established employment area, with Castle Wharf Area (Ref: 4) to the north, Worcester Road (Ref: 45) to the south and Park Lane (Ref: 32) to the north-west. The central and strategic location of the site makes the site attractive from a market point of view.

WFDC has identified the depot (1.27 ha) as having the potential to be used for mixed uses in future, as highlighted within Kidderminster's Central Area Action Plan³⁵. NLP agrees and considers that when the site becomes vacant it would be suitable to be redeveloped as part of a wider mixed-use redevelopment opportunity.

³⁵ Policies KCA.HP3 and KCA.HP4

Klark Industrial Park, Walter Nash Road West, Kidderminster (Ref: 22)



GROSS SITE AREA:
0.59 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site used for offices; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ³⁶	
Strategic Road Access	Access via Walter Nash West, a road off Stourport Road (A451)	Very Good
Local Accessibility	High frequency bus service between Kidderminster and Stourport via the A451; bus stops directly outside the site (off the A451). However this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Good
Proximity to Urban Areas and Access to Labour and Services	Strong access to labour (equidistant between District's two main settlements); poor access to services/amenities	Average
Developmental and Environmental Constraints	Small, flat site; no developmental or environmental constraints identified	Good
Proximity to incompatible uses	Within an established industrial location; small residential area to the west of the site but buffered by a large number of trees	Good
Market Attractiveness	Strong location; site of average-looking office units, used solely by 'Music Group'; no vacant units on the site	Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	n/a	
Ownership Factors	Unknown (used solely by 'Music Group', an electronics aftercare company).	

³⁶ Paragraph 5.22

Potential Uses	B1a/b
OVERALL SITE GRADE	Good
RECOMMENDATION:	Retain

SITE SUMMARY:

This small site, retained for employment use within the Wyre Forest Site Allocations and Policies Local Plan, has access, via Walter Nash West, to Stourport Road (A451). Whilst bus stops exist directly outside the site, the main road can become congested during peak times. Kidderminster train station is approximately 3.5km away.

It lies within an established industrial area and no environmental or developmental constraints were identified. It is roughly equidistant from both Kidderminster and Stourport so has strong access to labour, although there are very limited services and amenities nearby. It contains offices solely occupied by 'Music Group', an electronics aftercare company, with no vacant units on site.

Lawrences, Stourport Road, Kidderminster (Ref: 23)



GROSS SITE AREA:
5.75 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERA	COMMENT	RATING
Existing Use	Existing employment site in use for a die-casting forge, recladding and extension premises, in addition to offices. Retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ³⁷	
Strategic Road Access	Entrance via A451	Very Good
Local Accessibility	High frequency bus service between Kidderminster and Stourport via the A451; bus stops directly outside the site (off the A451), however this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Good
Proximity to Urban Areas and Access to Labour and Services	Whilst strategically placed between Kidderminster and Stourport meaning access to labour is strong, the site is not within walking distance of a significant number of amenities or services	Average
Developmental and Environmental Constraints	Vacant land to east of the site within Staffordshire and Worcestershire Canal exclusion zone;	Good
Proximity to incompatible uses	Within an established industrial location	Very Good
Market Attractiveness	Strong due to strategic location; recent, high value development has taken place on site ³⁸ (Amtek)	Very Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Have recently undergone redevelopment)	
Ownership Factors	Amtek	
Potential Uses	B1a / B2	
OVERALL SITE GRADE	Very Good	
RECOMMENDATION:	Retain	

³⁷ Paragraph 5.22

³⁸ Planning Application Ref: 14/0466/FULL

SITE SUMMARY:

This site was initially occupied by Lawrences, a recycling and waste management company, but these premises were destroyed in a fire. Thanks in part to the South Kidderminster Enterprise Park's Local Development Order [LDO], the site has recently been redeveloped by Amtek to a die-cast forge and recladding premises at a cost of £5m, which is likely to create around 100 jobs³⁹. The section of the site facing the A451 also contains offices used by Community Housing Group. The undeveloped land to the east of the site, as visible in the aerial photograph, is part of the Staffordshire and Worcester Canal exclusion zone.

In terms of accessibility, there are stops for the high frequency bus service directly outside the site, although the A451 does get congested during peak times. The site is strategically placed between Kidderminster and Stourport meaning access to labour is strong, but the site is not within walking distance of a large amount of amenities or services.

³⁹ <http://www.nwedr.org.uk/interactive-map.aspx#/view/wyre-forest>

Lea Castle Hospital Site [Ref: 24]



GROSS SITE AREA:
44.21 ha

ESTIMATED NET DEVELOPABLE AREA:
unknown ha

CRITERIA	COMMENT	RATING
Existing Use	Mix of greenfield and pdl with a number of unoccupied former hospital facilities and hardstanding. Allocated within the adopted Wyre Forest Site Allocations and Policies Local Plan for a mix of uses (including B1) ⁴⁰	
Strategic Road Access	Main entrance via B4189, just off the A451 (Stourbridge Road) towards the south of the site. Further access point via A449 (towards the north of the site)	Good
Local Accessibility	Remote location outside Kidderminster Town; two bus stops located within 0.5km of the site	Average
Proximity to Urban Areas and Access to Labour and Services	Rural location means that the closest source of labour and services are the small settlements of Cookley and Blakedown	Poor
Developmental and Environmental Constraints	Very large site; several parts of the site are sloping and uneven; all existing buildings are overgrown and dilapidated – a comprehensive redevelopment of the whole site would be necessary	Poor
Proximity to incompatible uses	Lies within the Green Belt	Poor
Market Attractiveness	Lack of interest from developers when allocated for purely employment purposes; agents are more optimistic regarding its prospects when employment is part of a wider mixed-use scheme	Average
Planning Factors	Lies within the Green Belt	
Barriers to Delivery	Peripheral location; Developmental constraints	
Ownership Factors	Homes and Communities Agency	
Potential Uses	B1 as part of mixed-use, residential-led development ⁴¹	
OVERALL SITE GRADE	Poor	
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment	

SITE SUMMARY:

⁴⁰ SAL.PDS1

⁴¹ See the adopted Wyre Forest Site Allocations and Policies Local Plan SAL.PDS1

The former Lea Castle Hospital site lies just beyond the north eastern fringe of Kidderminster Town, between the A449 Wolverhampton Road and the A451 Stourbridge Road. The central area of the site comprises a mixed cluster of one and two storey derelict prefabricated buildings dating principally from the 1950s and previously used as a hospital for people with learning difficulties, which has since closed. A sports pitch and club house is located immediately to the south of the main hospital site.

Access to the site is via the B4189 to the south of the site (which itself is just off the Stourbridge Road (A451)) in addition to a right of way road to the north of the site via the A449. The site is in a remote location, outside of Kidderminster, is close to Cockley which provides a limited range of shops and services and is not located near to any bus routes.

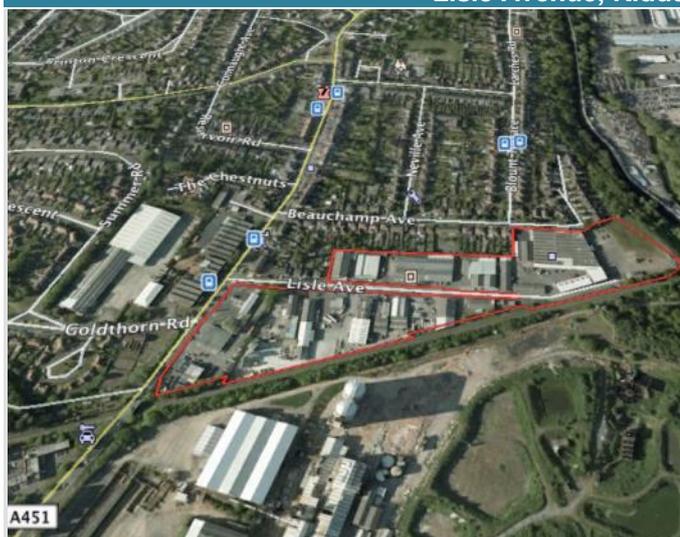
The site is very large with some areas of the site having significant inclines, which is likely to increase the cost of development. There is a sports pitch to the south of the site which is in occasional use in a football pitch. The site is also in a relatively unsustainable location, within the Green Belt and poorly related to other settlements.

The site was developed from the 1950s onwards and was used for a number of years by a variety of National Health Service users. In early 2008, the Primary Care Trust relocated residents and closed down operations, and the site has lain dormant ever since.

The previous allocation, through the 2004 Adopted Local Plan, of part of the land for a High Technology Business Park failed to stimulate any interest. Ownership of the area has since changed and all existing buildings are overgrown and dilapidated. It is now considered that the whole of the site will need to be redeveloped. A consultation with regard to the future development of this site indicated a general support for a mixed use development, and the Core Strategy policy⁴² proposes that proposals for the site considers B1 (Business), C2 (Residential Institutions) and C3 (Dwelling Houses) uses, alongside Health Uses and Sport and Recreation facilities.

⁴² Wyre Forest Site Allocations and Policies Local Plan SAL.PDS1

Lisle Avenue, Kidderminster (Ref: 25)



GROSS SITE AREA:
5.25 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for light industrial purposes with ancillary offices; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁴³	
Strategic Road Access	Entrance via Lisle Avenue, off the A451	Very Good
Local Accessibility	High frequency bus service between Kidderminster and Stourport via the A451; bus stops directly outside the site (off the A451), however this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion); lies next to Severn Valley Railway Line, and it is understood that there is a possibility of having a consumer and/or commercial freight stop ⁴⁴	Good
Proximity to Urban Areas and Access to Labour and Services	Whilst strategically placed between Kidderminster and Stourport ensures that access to labour is strong, the site is approximately 2km from Kidderminster Town Centre and is not within walking distance of many amenities or services	Average
Developmental and Environmental Constraints	The easternmost part of the site falls within the Staffordshire and Worcestershire Canal exclusion zone	Poor
Proximity to incompatible uses	Lies within an established industrial area; a small number of residential properties to the north	Good
Market Attractiveness	Dated-looking stock; lower-value uses (motor repair shops, funeral directors etc); few vacant units however	Average
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1a/b / B1c / Sui Generis	

⁴³ Paragraph 5.22

⁴⁴ Wyre Forest District Council (2013) *Site Allocations and Policies Local Plan*, paragraph 9.26

OVERALL SITE GRADE	Average
RECOMMENDATION:	Retain

SITE SUMMARY:

The site, allocated for employment uses in Wyre Forest Council’s adopted Site Allocations and Policies Local Plan, has direct access off Stourport Road (A451), which benefits from a high frequency bus service (although this road can become very congested at peak times). The site lies beside the Severn Valley Railway Line, and the Site Allocations and Policies Local Plan raises the possibility of facilitating a consumer and/or commercial freight stop here (as part of the former British Sugar site development).

The site is within an established industrial area between Stourport and Kidderminster, and is reasonably attractive from a market perspective and has good access to labour. As the site is around 2km from Kidderminster town centre it has limited access to services/amenities.

In terms of environmental constraints a small plot of undeveloped land on the far easternmost part of the site falls within the canal exclusion zone, although no other developmental or environmental constraint were identified. In terms of the appearance of the units, the industrial premises in particular appeared dated, and are in use by a range of lower-value B2 uses such as car mechanics. However, perhaps in part due to the site’s strategic location there were few vacant units apparent.

Meadow Mills, Dixon Street, Kidderminster (Ref: 26)



GROSS SITE AREA:
1.35 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for office and industrial purposes; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁴⁵ / Kidderminster Central Area Action Plan (2013) ⁴⁶	
Strategic Road Access	Access via Green Street, off the A451	Good
Local Accessibility	Bus stops close to site; walking distance from Kidderminster town centre; 0.5km from train station	Good
Proximity to Urban Areas and Access to Labour and Services	Walking distance to substantial residential areas as well as Kidderminster town centre hence very good access to labour, amenities and services	Very Good
Developmental and Environmental Constraints	Small, flat site; no developmental constraints identified; falls within Flood Zone 3	Average
Proximity to incompatible uses	Site separated from residential area to the east of the site by the A451; retail to the south of the site; other employment uses to the west of the site	Good
Market Attractiveness	Units of variable quality; some appear dated whereas others appear to have been constructed more recently. Located within a key employment location in close proximity to the town centre; very few vacant units apparent	Average
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1b/B1c/B2 ⁴⁷	

⁴⁵ Paragraph 5.22

⁴⁶ Policy KCA.GPB5

⁴⁷ Policy KCA.GPB5

OVERALL SITE GRADE	Good
RECOMMENDATION:	Retain

SITE SUMMARY:

The small site, allocated for Employment in Kidderminster Central Area Action Plan, has access to the A451 via Green Street, although there is a large retail store between the site and the strategic road hence access and congestion may be an issue. The site is situated within Kidderminster Town Centre, so the site has excellent access to labour, services and amenities.

The site itself contains a mix of buildings, some larger industrial buildings which look very dated whilst some smaller office units which appear much more modern. The site was busy during the site visit. The site is in close proximity to other employment sites such as Castle Wharf Area (Ref: 4), Worcester road (Ref: 45) and Park Lane (Ref: 32), although the site does fall within Flood Zone 3. The Kidderminster Central Area Action Plan⁴⁸ lists the industrial estate as being suitable for B1b, B1c and B2 industrial development.

⁴⁸ Policy KCA.GPB5

Mitton Mill Industrial Estate, Mill Road, Stourport [Ref: 27]



GROSS SITE AREA:
1.01 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Currently in employment use, occupied by vehicle cleaning and repair uses; not formally allocated for employment use within a Local Plan document	
Strategic Road Access	Site lies 0.6km from Worcester Road (A4025)	Good
Local Accessibility	Access to the site is via Mill Road, a narrow, one way street, which restricts the size and type of vehicles which can access the site. It is located nearly 3km from Hartlebury Train Station; bus stops on the B4195 beside the site	Poor
Proximity to Urban Areas and Access to Labour and Services	Close proximity to Stourport town centre so good access to labour and services/amenities	Good
Developmental and Environmental Constraints	Small, sloping site; no environmental constraints identified	Average
Proximity to incompatible uses	Extensive residential uses around the site (although trees buffer the site)	Poor
Market Attractiveness	Industrial premises look dated; low-value uses (car cleaning/repair centre); no vacant units identified	Average
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1c/B2	
OVERALL SITE GRADE	Average	
RECOMMENDATION:	Retain	

SITE SUMMARY:

The site is currently in Sui Generis employment use for car cleaning / repairs. The site has good access to the strategic road network, just 0.6km (via the B4195) from the Worcester Road (A4025), however there are congestion problems at peak times. The site is, however, accessed via Mill Road, a narrow one way street which would restrict the ability of HGVs to access to the site. The site is approximately 2.8km from the Harlebury Train Station, accessed via the B4195.

The site is in relatively close proximity to Stourport town centre providing good access to a labour force, services and amenities. The site is relatively small and slopes from north to south but is of a fairly regular shape. The site is surrounded by residential uses but is close to a large established industrial areas. The centrality of the site means it is likely to be reasonably attractive from a market perspective, although it is not visible from the main carriageway; there were no vacant units visible during the site visit.

Morgan Technical Ceramics, Bewdley Road, Stourport [Ref: 28]



GROSS SITE AREA:
5.18 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Currently in use as an advanced manufacturing employment site by Morgan Advanced Materials; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁴⁹	
Strategic Road Access	Access to site via Morgan Drive, off B4195 (Bewdley Road)	Good
Local Accessibility	Bus stops on B4195; walking distance to Stourport town centre; this road can get congested at peak times	Good
Proximity to Urban Areas and Access to Labour and Services	Within a residential area, hence strong access to labour; within walking distance to Stourport town centre, good access to services/amenities;	Very Good
Developmental and Environmental Constraints	Large site; no developmental or environmental constraints identified	Very Good
Proximity to incompatible uses	Surrounded by residential areas, although many of these are buffered by trees; sports pitch and War Memorial Park to the south east	Average
Market Attractiveness	Site occupied by Morgan Advanced Materials; high value uses; good quality, recently refurbished site.	Very Good
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed) ⁵⁰	
Ownership Factors	Morgan Advanced Materials	
Potential Uses	B1 / B2	
OVERALL SITE GRADE	Very Good	
RECOMMENDATION:	Retain	

SITE SUMMARY:

The site is retained for employment in the adopted Wyre Forest Site Allocations and Policies Local Plan. The site can be accessed via Morgan Drive directly off the Bewdley Road (B4195). There are bus stops along this road but it road can get congested at peak times. The site is on the outskirts of Stourport Town Centre and lies within a wider residential area, providing a strong labour force, but with relatively poor access to local services and amenities (with the only shops in close proximity to the site being a convenience store).

⁴⁹ Paragraph 5.22

⁵⁰ The area which appears undeveloped from the aerial photograph is a pond area used for staff recreation

The site itself is large, with a playing field/War Memorial Park to the south east of the site, and residential developments to the north and north east. The site is solely used by Morgan Advanced Materials and is a good quality, recently refurbished site. There is a small area of undeveloped land within the site but discussions with staff on site indicate that this is recreational land used by staff and does not represent available expansion land

Oasis Arts and Crafts, Goldthorne Road, Kidderminster (Ref: 29)



GROSS SITE AREA:
1.80 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for light industrial uses and ancillary offices; allocated for mixed use in the adopted Wyre Forest Site Allocations and Policies Local Plan ⁵¹	
Strategic Road Access	Access off Goldthorne Road (directly off Stourport Road)	Very Good
Local Accessibility	High frequency bus service between Kidderminster and Stourport via the A451; bus stops directly outside the site (off the A451), however this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Good
Proximity to Urban Areas and Access to Labour and Services	Whilst strategically placed between Kidderminster and Stourport ensuring that access to labour is strong, the site is approximately 2km from Kidderminster town centre and is not within walking distance of many amenities or services	Poor
Developmental and Environmental Constraints	Small site; no developmental or environmental constraints identified	Good
Proximity to incompatible uses	Residential properties to the north, south, east and west; within an established industrial area	Average
Market Attractiveness	Dated looking industrial premises; no vacant units observed	Average
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Oasis Arts & Crafts. It is understood that the owners of the site are keen to develop the site for housing.	
Potential Uses	B1a / B1c / B2 / B8	
OVERALL SITE GRADE	Average	
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment	

⁵¹ SAL.SK3

SITE SUMMARY:

The Oasis Arts and Crafts site, along with Reilloc Chain (a site to the east) is allocated for mixed use⁵² in the adopted Site Allocations and Policies Local Plan⁵³. It has access to Stourport Road (A451) via Goldthorn Road. This A-road contains a high frequency bus service although it becomes very congested at peak times.

The site is surrounded by residential development to the north, south and west, but lies within an established industrial area between Stourport and Kidderminster. This ensures that it is both reasonably attractive from a market perspective and also has good access to labour. As the site lies approximately 2km from Kidderminster town centre it has limited access to services/amenities (with the only retail shops within walking distance being convenience stores). No developmental or environmental constraints were identified. All units appeared in use during the site visit.

⁵² Policy states the development proposals should include a "for a mix of uses including residential and business

⁵³ SAL.SK3

OGL, Worcester Road, Stourport on Severn [Ref: 30]



GROSS SITE AREA:
0.85 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site occupied by OGL Computer and in use for office/light industrial purposes; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁵⁴	
Strategic Road Access	On the corner of the roundabout connecting the A4025 and the B4195	Very Good
Local Accessibility	Bus stop directly outside site; road was very congested at the time of the site inspection; in close proximity to Stourport town centre	Average
Proximity to Urban Areas and Access to Labour and Services	Within walking distance to Stourport town centre, hence good access to services and amenities; within residential area so good access to labour	Very Good
Developmental and Environmental Constraints	Small, flat site; no environmental constraints identified	Good
Proximity to incompatible uses	Surrounded by other industrial uses (Riverside (Ref: 35) and Thomas Vale (Ref:40)); residential area to the east bordered by woodland	Good
Market Attractiveness	Modern office and workspace of recent construction	Good
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	OGL	
Potential Uses	B1a/b/c	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain	

SITE SUMMARY:

The site is allocated for employment in the Site Allocations and Policies Local Plan. The site is located off the A4025 and B4195 roundabout, and has excellent access to the strategic road network as a result (although when the site visit took place this area was heavily congested) and has a bus

⁵⁴ Paragraph 5.22

stop directly beside the site.

The site is flat and is currently occupied by offices, a small workshop and on-site car parking. All are currently used by the firm OGL Computers, who provide IT support to SME businesses throughout the Midlands, Central England and Wales. The site is within close proximity to other industrial units (such as Riverside (Ref: 35) and Thomas Vale (Ref: 40)), set within a wider residential area to the east, buffered by woodland. The site is within walking distance to Stourport Town Centre so has excellent access to services and amenities.

Coppice Trading Estate, Walter Nash Road West, Kidderminster (Ref: 31)



GROSS SITE AREA:
2.86 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁵⁵	
Strategic Road Access	0.25km from the A451 (Stourport Road)	Very Good
Local Accessibility	A wide main road (A451) containing bus stops connects the site to Kidderminster and Stourport, although this road does get congested during peak times	Good
Proximity to Urban Areas and Access to Labour and Services	Residential area to the north; Kidderminster and Stourport are around 2.5km away; relatively poor access to local services/amenities	Average
Developmental and Environmental Constraints	Generally level, flat site; no environmental constraints identified	Very Good
Proximity to incompatible uses	Within an established industrial area; residential to west, but buffered by trees	Good
Market Attractiveness	Slightly dated looking but functional industrial units of varying sizes; strong industrial location so few vacant units observed	Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1c/B2/B8	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain	

SITE SUMMARY:

This site, allocated for employment in Wyre Forest's adopted Site Allocations and Policies Local Plan, benefits from good access, via Walter Nash West, to Stourport Road (A451). Whilst bus stops are located directly beside the site, the A451 can become congested during peak times, whilst the train station is 3.5km

⁵⁵ Paragraph 5.22

away.

The Trading Estate lies within an established industrial area, and no environmental or developmental constraints were identified from the site visits. The site is roughly equidistant from both Kidderminster and Stourport and therefore has strong access to labour, although there are limited services and amenities nearby. It is occupied by a mix of B2 uses, car mechanics, B8 uses (such as the storage of building materials) and some ancillary offices. Despite being of variable quality, the occupancy rate of these units appeared high.

During the site inspection there was a 'For Sale' sign on display, although following discussions with the letting agent it appears that this 368sqm plot has recently been sold, subject to contract.

Park Lane, Kidderminster (Ref: 32)



GROSS SITE AREA:
0.33 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for light industrial uses; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁵⁶	
Strategic Road Access	Access via Park Lane, off Stourport Road	Very Good
Local Accessibility	Bus stops on Stourport Road	Good
Proximity to Urban Areas and Access to Labour and Services	Walking distance to both large residential areas as well as Kidderminster town centre, so very good access to labour, amenities and services	Very Good
Developmental and Environmental Constraints	Small, flat site; no environmental constraints identified.	Average
Proximity to incompatible uses	Residential areas nearby; park to the west of the site; pub and hotel to the south of the site	Poor
Market Attractiveness	Lower value uses; dated industrial units; 3 out of a total of 8 units were vacant	Poor
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Private	
Potential Uses	B1c	
OVERALL SITE GRADE	Average	
RECOMMENDATION:	Retain	

SITE SUMMARY:

This small site, allocated for employment in the adopted Kidderminster Central Area Action Plan, has access, via Park Lane, to Stourport Road (A451). Whilst bus stops exist on Stourport Road, this road

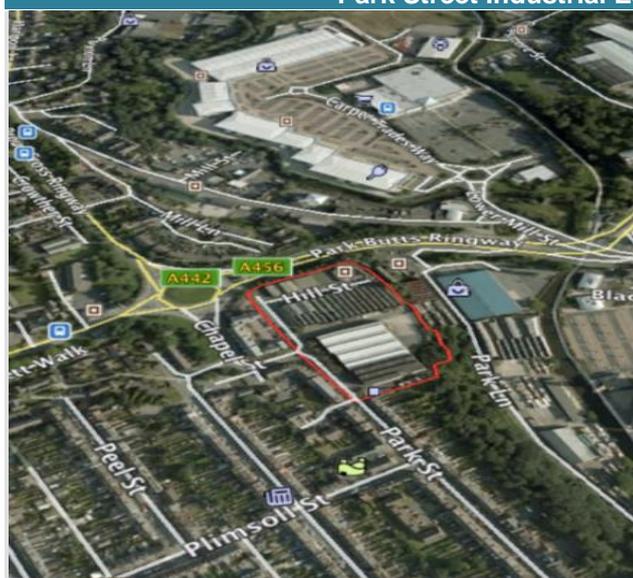
⁵⁶ Paragraph 5.22

can become very congested, especially during peak times. There is a residential area to the north east (ensuring that the site has a strong access to labour); a park to the west and a hotel to the south of the site – the site is not in an established employment area. No developmental constraints were identified other than the site's relatively small size.

Being within walking distance of Kidderminster Town Centre the site has reasonable access to services and amenities. It is occupied by a mix of light industrial uses, and the units look dated. Out of eight units three were vacant. The Kidderminster Central Area Action Plan⁵⁷ lists the industrial estate as being suitable for B1b, B1c and B2 industrial development.

⁵⁷ Policy KCA.GPB5

Park Street Industrial Estate, Kidderminster (Ref: 33)



GROSS SITE AREA:
1.67 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for light industrial purposes; allocated for mixed-use in Kidderminster Central Area Action Plan ⁵⁸	
Strategic Road Access	Immediately beside a roundabout which connects the A432 and the A456	Very Good
Local Accessibility	Bus stops beside the site; the roundabout can get congested at peak time	Good
Proximity to Urban Areas and Access to Labour and Services	Walking distance to residential areas as well as Kidderminster town centre, hence excellent access to labour, amenities and services.	Very Good
Developmental and Environmental Constraints	Small site; no environmental constraints were identified	Good
Proximity to incompatible uses	Residential area to the west; retail park to the north	Average
Market Attractiveness	Relatively modern light industrial units; strategic location; no vacant units observed	Very Good
Planning Factors	None identified	
Barriers to Delivery	N/A	
Ownership Factors	Private	
Potential Uses	B1a/b/c, potentially as part of a mixed-use development	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment	

SITE SUMMARY:

This small site, along with the former Rock Works factory and surrounding buildings located on Park Lane, are allocated for mixed use in Kidderminster Central Area Action Plan⁵⁹. The two halves of the site (one being the red-line boundary assessed as part of the ELR, the other being the former Rock

⁵⁸ Policy KCA.WG1

⁵⁹ KCA.WG1

Works factory and surrounding buildings located on Park Lane) are separated by an embankment with the only through access being in the form of steep pedestrian steps.

The Kidderminster Central Area Action Plan states that any proposals considered should contain a mix of residential dwellings, care homes, leisure uses along with B1 offices and workshops. The site has access to the A456 via Park Street, and is within walking distance of a substantial residential area to the south of the site in addition to Kidderminster town centre, hence access to labour, services and amenities is very strong. The site is characterised by relatively modern light industrial units, with no vacant units visible. No environmental or developmental constraints were observed.

Puxton Mill, Puxton Lane, Kidderminster (Ref: 34)



GROSS SITE AREA:
2.66 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERA	COMMENT	RATING
Existing Use	Existing employment site in use for carpet distribution and light industrial purposes; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶⁰	
Strategic Road Access	Puxton Lane leads the site to a roundabout connecting the A442 and the A4535	Very Good
Local Accessibility	Bus stops on a road within a 0.4km walk; Puxton Lane is a narrow and very steep road which may limit the types of vehicles which can access to site	Average
Proximity to Urban Areas and Access to Labour and Services	Walking distance to large residential areas as well as Kidderminster town centre, hence excellent access to labour, amenities and services	Very Good
Developmental and Environmental Constraints	None identified	Very Good
Proximity to incompatible uses	Residential units to the west (buffered by trees); retail centre and Crossley Park (Ref: 37) to the east	Average
Market Attractiveness	The quality of the units is poor, with many appearing dated. However vacant levels are very low, potentially due to the site's central location and it is clearly fulfilling an indigenous need	Poor
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1c / B2 / B8	
OVERALL SITE GRADE RECOMMENDATION:	Average Retain	

⁶⁰ Paragraph 5.22

SITE SUMMARY:

This site, allocated for employment purposes in the adopted Wyre Forest Site Allocations and Policies Local Plan, is a relatively dated industrial park which is connected to the A442 and the A4535 via Puxton Lane (a narrow and steep road which is likely to restrict access to larger HGVs). It is located within walking distance to both large residential areas as well as Kidderminster town centre hence it has excellent access to labour, amenities and services, whilst the A442 contains a number of bus stops. The site was originally a carpet factory but is now used for light industrial manufacturing, carpet storage and ancillary offices. The quality of the units appeared poor, but because of its strong location no vacant units were identified and it is clearly meeting a localised need for such lower cost units in this location.

Riverside Business Centre, Baldwin Road, Stourport on Severn [Ref: 35]



GROSS SITE AREA:
3.09 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for industrial and offices; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶¹	
Strategic Road Access	On the corner of the roundabout connecting the A4025 and the B4193	Very Good
Local Accessibility	Bus stop directly outside site. The road leading onto the roundabout is narrow and can become congested at peak times	Poor
Proximity to Urban Areas and Access to Labour and Services	Within walking distance to Stourport town centre; within a wider residential area hence good access to labour	Very Good
Developmental and Environmental Constraints	Within Flood Zone 3 (the River Stour runs directly through it)	Poor
Proximity to incompatible uses	Surrounded by other industrial uses; residential areas to north east; canal flowing through the middle of the site	Average
Market Attractiveness	Used for low value offices, light industrial and sui generis uses (motor repairs; metal/tyre collection etc); dated looking units; a high number of vacancy units identified	Poor
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1ab / B1c / B2	
OVERALL SITE GRADE RECOMMENDATION:	Poor Retain	

⁶¹ Paragraph 5.22

SITE SUMMARY:

The site is allocated for employment in the adopted Wyre Forest Site Allocations and Policies Local Plan. There are two entrances to the site – one can be accessed from Baldwin Road and the other is from the A4025 and B4193 roundabout. There is a bus stop provided directly to the south-east of the site (on the B4193), although this road can become congested at peak times.

The site is within walking distance to Stourport Town Centre, and lies within a wider residential area, providing a substantial labour force, as well as being in close proximity to other industrial areas. The site is flat and is currently being occupied by motor repair, metal tyre collection, other light industrial units with ancillary offices. There is residential development to the north east and a canal to the north, and the River Stour runs right through the middle of the site, generating a category 3 Flood risk.

The site contains relatively dated industrial stock, and it is viewed as having limited market appeal as there are several vacant units advertised. The site is fully developed, with the potential use for B1a/b, B1c and B2.

Rushock Trading Estate, Rushock [Ref: 36]



GROSS SITE AREA:
14.74 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶²	
Strategic Road Access	Located directly off the A442, which links to Kidderminster and Droitwich	Very Good
Local Accessibility	2.3km from Hartlebury Station; nearest bus stop on A442 over 2km away	Poor
Proximity to Urban Areas and Access to Labour and Services	Peripheral location so access to labour is poor; in addition the closest local facilities are over 2km away	Poor
Developmental and Environmental Constraints	Large, former military site with low density logistics units; located in the Green Belt; no developmental or environmental constraints identified	Average
Proximity to incompatible uses	Surrounded by green fields and open countryside	Very Good
Market Attractiveness	Poor quality units; peripheral location; although vacancy rate low	Poor
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Hovi Investments	
Potential Uses	B2/B8	
OVERALL SITE GRADE		Poor
RECOMMENDATION:		Retain

SITE SUMMARY:

The site is allocated for employment in the Site Allocations and Policies Local Plan and is located directly off the A442, with links to Kidderminster and Droitwich. The nearest bus stop on the A442 is

⁶² Paragraph 5.22

situated over 2km away, and Hartlebury Train Station is 2.3km away. Rushock Trading Estate is a former military site in the Green Belt (ensuring that access to labour is poor, in addition to the fact that the closest local facilities are over 2km away). It is located in close proximity to Hartlebury Trading Estate.

It is understood that the estate is owned by Hovi Developments who have recently acquired the site freehold and made significant investment in the refurbishment and upgrading of the existing facilities within the estate boundaries. Despite this recent investment, the quality of the stock still appears relatively dated and of a poor quality, although the occupancy of the site appears healthy, with around one in six units being vacant. Whilst the firms occupying the business park appear to be in logistics, the density of storage appears to be fairly low, hence the space could potentially be used more intensively.

Whilst the aerial photo above appears to show an area to the north-east of the site that is undeveloped, the site visit indicated that this area of land has now been used as vehicle storage yards⁶³.

⁶³ Correspondence with WFDC, 29/09/15

Sandy Lane Industrial Estate, Stourport on Severn [Ref: 37]



GROSS SITE AREA:
18.25 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for light and heavy industrial purposes with ancillary offices; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶⁴	
Strategic Road Access	Sandy Lane, off A4025 (Worcester Road)	Very Good
Local Accessibility	No bus stops nearby; easy access via local/internal site roads to the strategic road network ensures that access for HGVs is adequate	Average
Proximity to Urban Areas and Access to Labour and Services	Located on the periphery of Stourport, so a strong access to labour and services, although this is likely to be primarily dependent on vehicular access	Average
Developmental and Environmental Constraints	Very large site; no developmental or environmental constraints identified	Very Good
Proximity to incompatible uses	Open land surrounding much of the site; residential properties, marina, vehicular storage also present in the immediate vicinity	Good
Market Attractiveness	Relatively low value uses (car parts, construction/agriculture equipment and vehicles, timber etc). Some of the light industrial stock looks dated, although there are a number of more modern units. Vacancy rates are around 20% of all units on the site	Average
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1 / B2 / B8 / Sui Generis	
OVERALL SITE GRADE RECOMMENDATION:	Average Retain	

⁶⁴ Paragraph 5.22

SITE SUMMARY:

The very large site is allocated for employment in the adopted Wyre Forest Site Allocations and Policies Local Plan and is accessible via Sandy Lane (off the A4205, Worcester Road), although bus-access is around 0.8km away from this access point. The site is around 1.6km from Stourport Town Centre, providing access to the local labour force, however this is mainly by vehicular access along the main road.

The site is surrounded by other industrial areas, some residential units, a marina and open fields. Whilst some of the units on the site look relatively modern many appear dated and are occupied by light industrial firms alongside some Sui Generis uses. No developmental or environmental constraints were identified, and whilst lettings boards were visible the activity on the site looked healthy, with around 20% of the 160 units are vacant according to the location board at the front of the site.

Spennells Valley Estate, Spennells Valley Road, Kidderminster (Ref: 38)



GROSS SITE AREA:
4.18 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site with Bulky Goods retail units retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶⁵	
Strategic Road Access	Access via Spenningsfield Valley Road, off the A442	Very Good
Local Accessibility	Bus stops off the A-Road; large, wide road suitable for industrial vehicles; congestion not an issue during the site visit	Very Good
Proximity to Urban Areas and Access to Labour and Services	On the outskirts of Kidderminster town centre, hence access to labour and services are strong.	Very Good
Developmental and Environmental Constraints	None identified	Very Good
Proximity to incompatible uses	Residential area to the south east; Brockway Carpets (Ref: 3) to the west;	Average
Market Attractiveness	Relatively modern industrial units (such as the Amada factory); alongside some retail units (such as Homebase). All units are occupied, other than Unit G1, a 7,920 sqft warehouse	Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A	
Ownership Factors	Unknown	
Potential Uses	B1a / B1c / B2 / B8	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain	

SITE SUMMARY:

This site, allocated for employment in the adopted Wyre Forest Site Allocations and Policies Local Plan, lies on the outskirts of Kidderminster town centre and is accessible via the Spennells Valley

⁶⁵ Paragraph 5.22

Road off the A442. It therefore has excellent strategic road links and is also accessible via bus.

Due to its proximity to the town centre the site has good access to local amenities and services. The site is within Hoo Brook, a residential area, hence the site benefits from strong access to labour.

All units appeared to be in use with the exception of Unit G1, a 7,920 sqft warehouse. The main occupiers of the site currently include Homebase (bulky goods retail) and Amada (B2 uses) alongside other smaller offices and storage units. In terms of market attractiveness, the site is characterised by relatively modern industrial units, with no identified development or environmental constraints to the site. The site is part of the South Kidderminster Enterprise Park and would be suitable for potential B1a, B1c, B2 or B8 development.

Summerfield, Worcester Road, Kidderminster (Ref: 39)



GROSS SITE AREA:
34.47 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use by Roxel, a propulsion rocket firm; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶⁶	
Strategic Road Access	Direct access via the A449	Very Good
Local Accessibility	Bus stop off A449; this is a wide road which connects the site to central Kidderminster, although it can get congested at peak times	Good
Proximity to Urban Areas and Access to Labour and Services	Close to the Hoo Brook area, so strong access to labour. Over 3km away from the centre of Kidderminster hence poor local access to shops and services/amenities	Average
Developmental and Environmental Constraints	Very large site; sloping incline on the northern undeveloped land to the north of the site, although this is used as a buffer zone and will not be developed upon whilst Roxel occupy the site	Good
Proximity to incompatible uses	Within an established industrial area (Hoo Farm Industrial Estate (Ref: 20) to the north); surrounded on other sides by greenfields	Very Good
Market Attractiveness	High quality industrial units and associated offices, with the entire site used by Roxel, a propulsion rocket firm	Good
Planning Factors	Part of the site is within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Roxel	
Potential Uses	B1a / B1b / B1c / B2	
OVERALL SITE GRADE	Good	
RECOMMENDATION:	Retain	

⁶⁶ Paragraph 5.22

SITE SUMMARY:

The very large site (only half of which is within the red-line boundary, as it straddles the Wyre Forest / Wychavon boundary) is allocated for Employment in the Site Allocations and the Policies Local Plan and is accessible off the A449 which also has a regular bus service running along it. The site has poor access to shops, services and amenities, but has reasonably good access to a local labour force with the majority of the current employees being local residents.

The northern undeveloped part of the site is on a sloping incline; however the site has high quality industrial units with ancillary offices. The site is bordered by a very large industrial estate to the north of the site (Ref: 20) so is within an established industrial area.

The site is currently being used by Roxel, a rocket propulsion firm. The northern, undeveloped part of the site lies within the South Kidderminster Enterprise Park, although this area of the site is allocated as a buffer zone due to explosives being used within the site, and so will remain undeveloped.

Thomas Vale, Worcester Road, Stourport on Severn (Ref: 40)



GROSS SITE AREA:
1.3 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for offices; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶⁷	
Strategic Road Access	Anchor Drive, off Worcester road (A4025)	Very Good
Local Accessibility	The roundabout which connects the A4025 and the B4193 beside the site becomes very congested at peak times; bus stop directly adjacent to site	Poor
Proximity to Urban Areas and Access to Labour and Services	Within walking distance of Stourport town centre, hence strong access to labour and services/amenities	Very Good
Developmental and Environmental Constraints	None identified	Very Good
Proximity to incompatible uses	In an established industrial area, although residential properties to the south of the site	Good
Market Attractiveness	Good quality, relatively modern office units; no vacant units identified	Very Good
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1a	
OVERALL SITE GRADE	Very Good	
RECOMMENDATION:	Retain	

SITE SUMMARY:

The site is allocated for employment in the Site Allocations and Policies Local Plan and is accessible of the A4205, Worcester Road. There are bus links on this road, although it can become congested at peak times. The site lies within walking distance of Stourport town centre, providing good access to labour force and amenities/services. There were no developmental or environmental constraints.

⁶⁷ Paragraph 5.22

Titan Steel Wheels, Cookley [Ref: 41]



GROSS SITE AREA:
5.28 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERA	COMMENT	RATING
Existing Use	Existing employment site in use by a wheel manufacturing firm; not allocated for employment purposes	
Strategic Road Access	Located on Bridge Road in Cookley, approximately 1km from the A449 (Wolverhampton Road)	Average
Local Accessibility	Peripheral location on the outskirts of Kidderminster; bus stops located on Bridge Road; very steep road leading down to the site	Poor
Proximity to Urban Areas and Access to Labour and Services	Site located in Cookley, hence access to labour and services (albeit limited)	Good
Developmental and Environmental Constraints	Road leading down into the site, as well as the site itself, steeply sloping; situated within the Green Belt	Poor
Proximity to incompatible uses	Surrounded by green fields; small amount of retail and leisure to the south east; small amount of residential units to the north east but this is separated by trees	Average
Market Attractiveness	Shabby looking industrial buildings; used entirely by 'Titan Steel Wheels', a firm which develops wheels for JCBs	Average
Planning Factors	Situated within the Green Belt	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Titan Steel Wheels	
Potential Uses	B2	
OVERALL SITE GRADE	Average	
RECOMMENDATION:	Retain	

SITE SUMMARY:

The site is located on Bridge Road, within Cookley (on the outskirts of Kidderminster) which provides access to (albeit a smaller quantity of) labour and services. In terms of developmental and environmental constraints, the entrance to the site has a steep incline which may limit the types of vehicles which can enter and exit the site, whilst the site itself is located within the Green Belt. The site is fully developed and the industrial buildings are sub-optimal. The entire site is used by Titan Steel Works, a firm which manufactures wheels for heavy industrial use.

Vale Industrial Estate, Stourport Road, Kidderminster (Ref: 42)



GROSS SITE AREA:
3.90 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for manufacturing and distribution with ancillary offices; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶⁸	
Strategic Road Access	Direct access off the A451	Very Good
Local Accessibility	High frequency bus service between Kidderminster and Stourport via the A451; bus stops directly outside the site (off the A451), however this road can get congested during peak times (although the Hoo Brook Link Road is likely to ease this congestion)	Good
Proximity to Urban Areas and Access to Labour and Services	Whilst strategically placed between Kidderminster and Stourport meaning access to labour is strong, the site is not within walking distance of many amenities or services	Average
Developmental and Environmental Constraints	None identified	Very Good
Proximity to incompatible uses	In an established industrial area; the former British Sugar Site to the north of the site is likely to contain housing when fully developed (although this will not necessarily border the site)	Very Good
Market Attractiveness	Good quality advanced manufacturing / chemical industrial units and associated offices. No vacant units	Very Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1a/ B2/B8	

⁶⁸ Paragraph 5.22

OVERALL SITE GRADE	Very Good
RECOMMENDATION:	Retain

SITE SUMMARY:

This fully developed site is allocated for employment in WFDC's Site Allocations and Policies Local Plan and can be accessed off the A451 which also provides a high-frequency bus link (although this road can get very congested, especially during peak times). There were no development or environmental constraints identified. The site itself consists of good quality industrial units and associated offices whose occupants include Lens Online and Ashland, a chemical manufacturing firm. The site, although in a well-established industrial area, has relatively poor access to local shops and amenities.

Wilden Lane Industrial Estate, Wilden Lane, Stourport on Severn [Ref: 43]



GROSS SITE AREA:
7.18 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for industrial and distribution purposes; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁶⁹	
Strategic Road Access	Located on Wilden Lane, off the A449	Average
Local Accessibility	Several bus stops located adjacent to the site; access to the site difficult along Wilden Lane as the road is relatively small and narrow	Average
Proximity to Urban Areas and Access to Labour and Services	Around 2km to Stourport and 4km to Kidderminster; over 3km to Hartlebury train station. A small residential area near to the site, but otherwise access to labour and services poor	Poor
Developmental and Environmental Constraints	No developmental constraints identified; lies next to the River Stour although it is not within a Flood Zone	Average
Proximity to incompatible uses	Residential to the south east, open land surrounding the remainder of the site	Poor
Market Attractiveness	Relatively modern industrial stock; around 35% of the units were vacant	Average
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1c/B2	
OVERALL SITE GRADE RECOMMENDATION:	Average Retain	

⁶⁹ Paragraph 5.22

SITE SUMMARY:

The site is allocated for Employment in the Site Allocations and Policies Local Plan. Access to the site is via Wilden Lane, a relatively narrow road, which has bus stops on. The site is just over 3.2km from Hartlebury Train Station. No developmental and environmental constraints were identified, although several vacant units were observed during the site visit. The site comprises 'Wilden Business Park' and Wilden Industrial Estate. Whilst the units of both sites are relatively modern, the former had a vacancy rate of 50% whereas the later with a vacancy rate of around 20%.

Worcester Road Car Garages, Worcester Road, Stourport [Ref: 44]



GROSS SITE AREA:
0.83 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for light industrial and sui generis purposes; allocated for Mixed Use in the adopted Wyre Forest Site Allocations & Policies Local Plan ⁷⁰	
Strategic Road Access	Fronting onto the Worcester Road (A4025)	Very Good
Local Accessibility	Bus stops close to the site; on the edge of Stourport town centre; over 3.5km from Hartlebury Train Station	Good
Proximity to Urban Areas and Access to Labour and Services	Within walking distance to Stourport town centre so a sustainable location, alongside benefiting from strong access to services/amenities	Very Good
Developmental and Environmental Constraints	Small; within Flood Zone 2	Poor
Proximity to incompatible uses	B1c use adjacent to residential to the north and west of the site	Poor
Market Attractiveness	Within an established employment area and within walking distance to Stourport town centre; small industrial units appear very dated, and several appeared vacant	Poor
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1c / Sui Generis	
OVERALL SITE GRADE	Poor	
RECOMMENDATION:	Retain allocation for mixed use with an element of B-Class employment	

SITE SUMMARY:

This is a small site located towards the east of Stourport-on-Severn which currently consists of a number of uses but is predominantly used as a car sales area. The remainder of the site is occupied by dated small scale industrial units and a small area of hard-standing which is used as a temporary hand car wash area.

⁷⁰ Policy SAL.EA4

The site is in a sustainable location with good links to the town centre providing access to services and amenities, along with bus stops beside the site. Site constraints include its small size and Flood Zone 2, as well as a large amount of residential dwellings to the south and east of the site (despite also being in close proximity to a substantial amount of employment land along Worcester Road).

The site provides an opportunity to deliver a mixed use development to regenerate some of the more dated parts of the site and provide residential space, as considered in Policy SAL.EA4 of the adopted Wyre Forest Site Allocations & Policies Local Plan.

Worcester Road, Kidderminster (Ref: 45)



**GROSS SITE AREA:
11.16 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0 ha**

CRITERIA	COMMENT	RATING
Existing Use	Existing employment site in use for industrial and ancillary storage purposes with a number of factory outlet units. Retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁷¹	
Strategic Road Access	Access directly off the A442	Very Good
Local Accessibility	No bus stops on Worcester Road, but on Stourport Road to the north of the site, the A442 can become very congested at peak times (although the Hoo Brook Link Road is likely to ease this)	Good
Proximity to Urban Areas and Access to Labour and Services	Within walking distance to Kidderminster Town Centre hence very good access to services and amenities	Very Good
Developmental and Environmental Constraints	Large, flat site; no developmental or environmental constraints identified	Very Good
Proximity to incompatible uses	Within an established industrial location; large amount of residential properties to the east and west of the site, although these are buffered by trees in both directions	Good
Market Attractiveness	Within an established industrial location; a lettings board was visible but the site appeared healthy during the site visit; significant recent high-value investment	Very Good
Planning Factors	Within the South Kidderminster Enterprise Park (covered by the Local Development Order)	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1c/B2/B8/Sui Generis	
OVERALL SITE GRADE RECOMMENDATION:	Very Good Retain	

⁷¹ Paragraph 5.22

SITE SUMMARY:

The site is allocated for employment in the Site Allocations and Policies Local Plan and can be accessed directly off the A442, although this road can become very congested at peak times and there are no bus stops immediately beside the site. The site also has good access to nearby services and amenities, lying on the outskirts of Kidderminster town centre.

The site itself is large and flat and there are no identified environmental constraints. To the west and east of the site there is residential development with trees serving as a buffer. The site is part of the South Kidderminster Enterprise Park and was busy despite a number of letting boards.

The site features a large Victoria Carpets warehouse towards the south of the site, and a unit which was formally used by Sealine, which closed in 2013, but has recently been occupied by Quantum Mouldings in an investment worth approximately £1.2m. The side of the site fronting Worcester Road also contains a number of sui generis uses (car showrooms/car hire) and Factory Trade Counters, such as Topps Tiles).

Worcester Road, Stourport on Severn [Ref: 46]



GROSS SITE AREA:
2.52 ha

ESTIMATED NET DEVELOPABLE AREA:
0 ha

CRITERIA	COMMENT	RATING
Existing Use	Existing employment Site in use for industrial purposes with ancillary office and warehouse and a large electricity sub-station in the southern part of the site; retained for employment use in the adopted Wyre Forest Site Allocations and Policies Local Plan (2013) ⁷²	
Strategic Road Access	Access to site via A4025 (Worcester Road)	Very Good
Local Accessibility	Road becomes very congested at peak times. Bus stop located to the north of the site; B4193 is relatively narrow which may restrict the vehicles which can access the site; over 3.5km from Hartlebury Train Station	Average
Proximity to Urban Areas and Access to Labour and Services	In close proximity to Stourport Town Centre, hence strong access to labour, and services/amenities	Very Good
Developmental and Environmental Constraints	Small site; no developmental or environmental constraints identified	Good
Proximity to incompatible uses	Small residential to the west and east (although the residential to the east is buffered by trees); other industrial premises in close proximity (such as OGL immediately to the north of the site)	Good
Market Attractiveness	Slightly dated industrial building; assumed to be single user	Average
Planning Factors	None identified	
Barriers to Delivery	N/A (Fully Developed)	
Ownership Factors	Unknown	
Potential Uses	B1a / B1c / B8	
OVERALL SITE GRADE RECOMMENDATION:	Average Retain	

⁷² Paragraph 5.22

SITE SUMMARY:

This site, allocated for employment in WFDC's Site Allocations and Policies Local Plan, is accessed via Worcester Road (A4025), which also serves a bus route, although at peak times this road can get congested.

It lies within close proximity to Stourport Town Centre so it has strong access to labour, services and amenities. No developmental or environmental constraints were identified. Whilst the site is bordered by small areas of residential dwellings the site also lies within an established industrial area, with several other units nearby. The southern half of the site comprises a large electricity sub-station.

Appendix 6 Definition of B Class Sectors

The method used for re-categorising the employment forecasts by sector into B-Class uses is summarised below.

Apportionment of B Class Sectors to Land Uses - Experian

Experian Sector	Proportion of Jobs by Use Class		
	B1 office	B2 industrial	B8 warehousing
Agriculture, Forestry & Fishing	Non B-Class		
Extraction & Mining	Non B-Class		
Food, Drink & Tobacco	0%	100%	0%
Textiles & Clothing	0%	100%	0%
Wood & Paper	0%	100%	0%
Printing and Recorded Media	0%	100%	0%
Fuel Refining	0%	100%	0%
Chemicals	0%	100%	0%
Pharmaceuticals	0%	100%	0%
Non-Metallic Products	0%	100%	0%
Metal Products	0%	100%	0%
Computer & Electronic Products	0%	100%	0%
Machinery & Equipment	0%	100%	0%
Transport Equipment	0%	100%	0%
Other Manufacturing	0%	100%	0%
Utilities		85%	
Construction of Buildings	Non B-Class		
Civil Engineering	Non B-Class		
Specialised Construction Activities	0%	65%	0%
Wholesale	0%	21%	69%
Retail	Non B-Class		
Accommodation & Food Services	Non B-Class		
Land Transport, Storage & Post	0%	0%	76%
Air & Water Transport	Non B-Class		
Recreation	Non B-Class		
Media Activities	100%	0%	0%
Telecoms	100%	0%	0%
Computing & Information Services	100%	0%	0%
Finance	100%	0%	0%
Insurance & Pensions	100%	0%	0%
Real Estate	100%	0%	0%
Professional Services	100%	0%	0%
Administrative & Supportive Services	19%	0%	0%
Other Private Services	Non B-Class		
Public Administration & Defence	10%	0%	0%
Education	Non B-Class		
Health	Non B-Class		
Residential Care & Social Work	Non B-Class		

Source: Experian / NLP analysis

Appendix 7 Experian Baseline Forecasts

Experian Sector	FTE Jobs		
	2016	2032	Change 2016-2032
Agriculture, Forestry & Fishing	180	30	-150
Extraction and Mining	0	0	0
Food, Drink & Tobacco (manufacture of)	40	40	0
Textiles & Clothing (manufacture of)	680	420	-260
Wood & Paper (manufacture of)	270	210	-60
Printing and Recorded Media (manufacture of)	90	70	-20
Fuel Refining	0	0	0
Chemicals (manufacture of)	110	100	-10
Pharmaceuticals (manufacture of)	0	0	0
Non-Metallic Products (manufacture of)	340	300	-40
Metal Products (manufacture of)	810	810	0
Computer & Electronic Products (manufacture of)	270	310	40
Machinery & Equipment (manufacture of)	400	380	-20
Transport Equipment (manufacture of)	750	870	120
Other Manufacturing	800	750	-50
Utilities	270	290	20
Construction of Buildings	470	540	70
Civil Engineering	210	210	0
Specialised Construction Activities	1,010	1,100	90
Wholesale	2,770	2,590	-180
Retail	3,590	3,670	80
Land Transport, Storage & Post	1,040	1,090	50
Air & Water Transport	10	10	0
Accommodation & Food Services	1,610	1,940	330
Recreation	990	1,090	100
Media Activities	60	70	10
Telecoms	80	90	10
Computing & Information Services	320	350	30
Finance	400	490	90
Insurance & Pensions	0	0	0
Real Estate	840	890	50
Professional Services	1,260	1,270	10
Administrative & Supportive Services	1,590	1,570	-20
Other Private Services	520	550	30
Public Administration & Defence	730	690	-40
Education	2,180	2,090	-90
Health	1,650	1,890	240
Residential Care & Social Work	1,770	2,380	610
Total	28,110	29,150	1,040

Source: Experian 2015

Data Guide

UK Regional Planning Service
June 2015



Our main subscription website:

<http://economics.experian.co.uk/>

Our latest views:

<http://www.experian.co.uk/economics/latest-views-weekly-topic-of-focus.html>



Data Guide

UK Regional Planning Service
June 2015

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Executive summary

This document outlines the current variable coverage in the March 2015 version of the UK Regional Planning Service, and the methodology behind the history and forecast.

[Appendix A](#) includes a glossary of terms.

[Appendix B](#) includes our definitions of the sectors.

[Appendix C](#) has the geography definitions.

[Appendix D](#) contains the most common Frequently Asked Questions

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1 Variable Coverage

Figure 1.1: Variable coverage in the RPS

- ✓ indicates that the variable is available in both the search query tool and the xls files.
- Xls indicates that the variable is available in the xls but not the search query tool.
- UK monthly forecast indicates that the variable is not produced as part of the RPS but can be found in the monthly UK macro forecast on our website.

Variable	UK	Region	County & Local Authority
PRODUCTION			
GDP	UK monthly forecast		
GDP by component of demand	UK monthly forecast		
Gross Value Added	✓	✓	✓
GVA by sectors	✓	✓	✓
LABOUR MARKET			
Employees by sector	✓	✓	✓
Self-employed by sector	✓	✓	✓
Government Trainees by sector	xls	xls	Upon request
Her Majesties Forces Total	xls	xls	Upon request
FTE Employment by sector	✓	✓	✓
Total ILO Employment – Residence based & Workplace based	✓	✓	✓
ILO Unemployment	✓	✓	✓
Unemployment rate	✓	✓	✓
Claimant Count	xls	xls	Upon request
Claimant Count rate	xls	xls	Upon request
Labour Force	xls	xls	Upon request
Activity Rate	xls	xls	Upon request
Inactivity Rate	xls	xls	Upon request
DEMOGRAPHICS			
Population: Total, Adult (16+)	✓	✓	✓
Age bands: 0-15, State Working age, State retirement 16-64, 65+	✓	✓	✓
Population by single or 5 year age band	Upon request	Upon request	Upon request
HOUSEHOLDS			
Nominal disposable Income	✓	✓	✓
Real disposable income	✓	✓	✓
Nominal income by component	xls	xls	Upon request
Nominal consumer spending	✓	✓	✓
Real consumer spending	✓	✓	✓
Consumer spending by COICOP category	Upon request	Upon request	
Cost of Living Index	✓	✓	
House price Index	✓	✓	Upon request
Hours worked	Upon request	Upon request	Upon request

2 Historical End-points

Figure 1.2: Last historic data point

Variable	UK	Region	County & Local Authority
Gross Value Added	2014q4	2013q4	2013q4
GVA by sectors	2014q4	2013q4	2013q4
Labour market variables	2014q4	2014q4	All 2013q4 except ILO 2014q4
Income	2014q4	2014q4	2012q4
Consumer spending	2014q4	2013q4	2012q4

The historical end-point represents the last period in time for which we apply our processes to collect, calculate or derive data, details of which can be found in chapter 3: Methodology. All time-periods that are in the past but follow the historical end-point are Experian Economics' estimates.

We have not used any regional data published after May 1st 2015 in producing this update of the RPS. It is possible that between this date and the release of the RPS some new history may have been released and/or revised.

Population

The population data provided are the Office for National Statistics (ONS) mid-year-estimates to 1997-2013 (revised 2002-2010). The ONS 2012-based sub-national population projections by single-year age band have been spliced onto the 2013 mid-year estimates and constrained to the 2012 national projections.

UK forecast

This forecast is consistent with an Experian Economics' May 2015 macroeconomic forecast which includes the headline national account number for 2014q4. We explore this further in [section 4](#).

Geographic boundaries

As communicated in previous data guides, we publish data on post-2009 local authority boundaries.

With the ONS gradually phasing out the publication of data on the pre-2009 local authority boundaries, it had become increasingly less credible for Experian to publish up-to-date historical data on these definitions. The table below shows those local authorities which no longer exist as individual entities (2nd column) and the name of the new local authority that has been created by their merger.

Region	Disbanded local authorities	Merged to form:
<i>North East</i>	Chester-le-Street, Derwentside, Durham, Easington, Sedgefield, Teesdale, Wear Valley	County Durham
	Alnwick, Berwick-upon-Tweed, Blyth Valley, Castle Morpeth, Tynedale, Wansbeck	Northumberland
<i>North West</i>	Congleton, Crewe & Nantwich, Macclesfield	Cheshire East

	Chester, Ellesmere Port & Neston, Vale Royal	Cheshire West & Chester
<i>West Midlands</i>	Bridgnorth, North Shropshire, Oswestry, Shrewsbury & Atcham, South Shropshire	Shropshire
<i>East of England:</i>	Mid Bedfordshire, South Bedfordshire	Central Bedfordshire
<i>South West</i>	Caradon, Carrick, Kerrier North Cornwall, Penwith, Restormel	Cornwall
	Kennet, North Wiltshire, Salisbury, West Wiltshire	Wiltshire

3 Methodology

3.1 UK Methodology

The approach for the regional planning service takes the UK variables as exogenous, imposed from the monthly UK forecast.

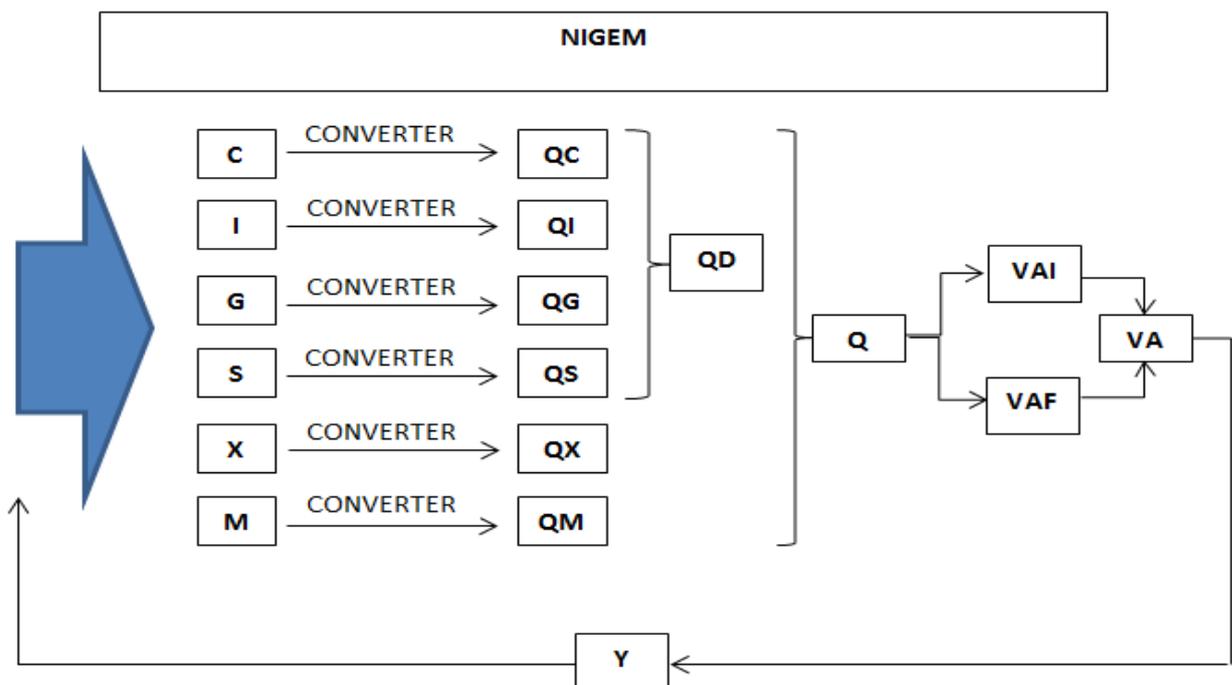
To produce the UK forecast we use a heavily customised version of the National Institute of Social & Economic Research's (NISER) model called NIGEM to provide our core macroeconomic forecast.

NIGEM is a general equilibrium model of the UK and World economy which forecasts, amongst other variables, aggregate GVA, expenditure, income and employment based on the UK National Accounts published by the Office of National Statistics.

To split this core forecast out into industries and sub-sectors we have a Sectoral Model which expands on the forecasts from the core NIGEM model.

We disaggregate total consumption (C), investment (I), government spending (G), stocks (S), exports (X) and imports (M) from NIGEM to a finer level of detail. This provides a highly detailed model of demand (Q) for industry GVA in the UK economy. Using converters derived from the ONS Supply and Use Tables, we convert demand into intermediate (VAI) and final (VAF) value added for each sector. This provides a comprehensive view of how value added is distributed across sectors. The growth rate of total value added (VA) for each industry determines its GVA (Y) growth rate. GVA is constrained in order to forecast total GVA from NIGEM. This Input-Output based model is iterative and captures intra-industry demand.

The industry GVA forecast is used together with wage forecasts to forecast employment by sector (E).



3.2 Regional methodology

3.2.1 History

All economic history used in the RPS is derived from official statistics published by the UK's Office for National Statistics (ONS). Our approach is to use existing statistics in the form they are published to the greatest extent possible. However, this is subject to the following exceptions:

- where there is a lag between an update of aggregate data and the corresponding disaggregation, the disaggregate data is constrained to match the latest aggregates;
- where ONS data is not published at quarterly frequency (for instance it is only annual data), we use a consistent methodology (described below) to construct quarterly data;
- where ONS data is not published at the geography required or in the detail required, we use a consistent methodology to add the necessary data ensuring that it constraints to published data at a higher level of geography or detail;
- on occasion, where ONS data is internally inconsistent we apply techniques to remove these inconsistencies.

The most timely and reliable data at the regional level is the workforce jobs series, published on a quarterly frequency by the ONS. Employee jobs, self-employed jobs and government trainees are published at the level of the SIC 2007 Section providing us with 22 sectors.¹ In order to disaggregate this Section-level data to 2-digit sectors from which we can construct the Experian 38 sectors we use official survey data:

- In the case of employee jobs, we use the Annual Business Inquiry (ABI) and Business Register & Employment Survey (BRES). These are annual surveys which are not updated after being published – further the methodology has changed over the lifetime of these surveys. We apply a principled set of rules to derive consistent employee job shares within the Sections from the surveys.
- The June 2015 RPS uses the 2014 BRES, which provides data up to 2013. A new BRES will be published at the end of 2015 and will provide data up to 2014. Pre-2010 we have made a working-owners adjustment, based on an overlapping year published by NOMIS in February 2013, in line with their recommended techniques for dealing with discontinuities.
- In the case of self-employed jobs, we use data from the Labour Force Survey (LFS).

Workforce jobs is the sum of employee jobs, self-employed jobs, government trainees and Her Majesty's Forces (who are assigned at the sector level to Public Administration and Defence.)

To estimate full-time equivalent employment (FTE), we use data on hours worked in each sector and region derived from the Annual Survey of Hours and Earnings (ASHE). ASHE is also used to derive wage data for each region and sector.² We also use, for this purpose, compensation of employee data from the regional accounts.

GVA measured on the income basis is published in the regional accounts at an annual frequency in current prices. Total GVA lags the latest complete year by 12 months while the industry detail lags by a further year. (i.e. the regional accounts published in December 2014 contained GVA by region up to and including 2013 with industry detail up to and including 2012). With the exception of manufacturing, the industry detail is only at the section level. Beginning with the December 2013 Regional Accounts

¹ The ONS has ceased publishing official 2-digit employee jobs data for the regions. The approach we have taken is consistent with the approach recommended by the ONS to derive 2-digit estimates.

² We do not routinely publish sector level wage forecasts; however, it is available on request.

(which were first incorporated in the March 2014 RPS), manufacturing GVA is available at the sub-section level. To construct the Chain Volume Measure data we follow these steps:

- the data is disaggregated and made quarterly using workforce jobs data;
- the data is deflated at the industry level using the UK deflators for the industries;
- the data is aggregated to produce a regional total – this implicitly creates a regional deflator by taking into account the different weightings of industries within a region.

In the Regional Accounts, the ONS has published experimental alternate GVA accounts on the production basis; these accounts include an estimate of chain volume measure (CVM) GVA for the regions. We have not incorporated these data for the reasons given in the FAQs ([Appendix D.](#))

Income is published in the regional accounts on an annual basis with a full breakdown of income sources and deductions. Income sources are:

- compensation of employees : wages and salaries *plus* employers social contributions
- self-employment income
- Net Property Income : made up of property income received *less* income paid
- transfers from the State (i.e. benefits and pensions)
- other Transfers

Income deductions are:

- taxes
- social contributions
- transfers to others

The sum of income sources *less* income deductions constitutes disposable income. To convert this annual data to quarterly jobs we use (depending on the component) employee jobs, self-employee jobs or the UK quarterly pattern. We constrain these quarterly series to the official UK published data. Real disposable income is obtained by deflating disposable income by the consumer price deflator.

Household spending is derived by sharing out UK nominal expenditure using regional shares of expenditure reported in the Living Costs and Food Survey by type of expenditure. Nominal regional spending is deflated by published UK deflators and then aggregated to produce a regional total. This again implicitly creates a regional cost of living measure which we also publish.

Population projections are obtained from the ONS (2012 projections) and spliced onto the 2013 mid-year-estimates, constrained to the latest national 2012 projections. The mid-year estimates have been revised back to 2002, taking into account the 2011 census results. These were taken into account in the December 2014 RPS so the population numbers are unchanged between then and now.

Our working-age definition incorporates all announced future changes in the state pension age:

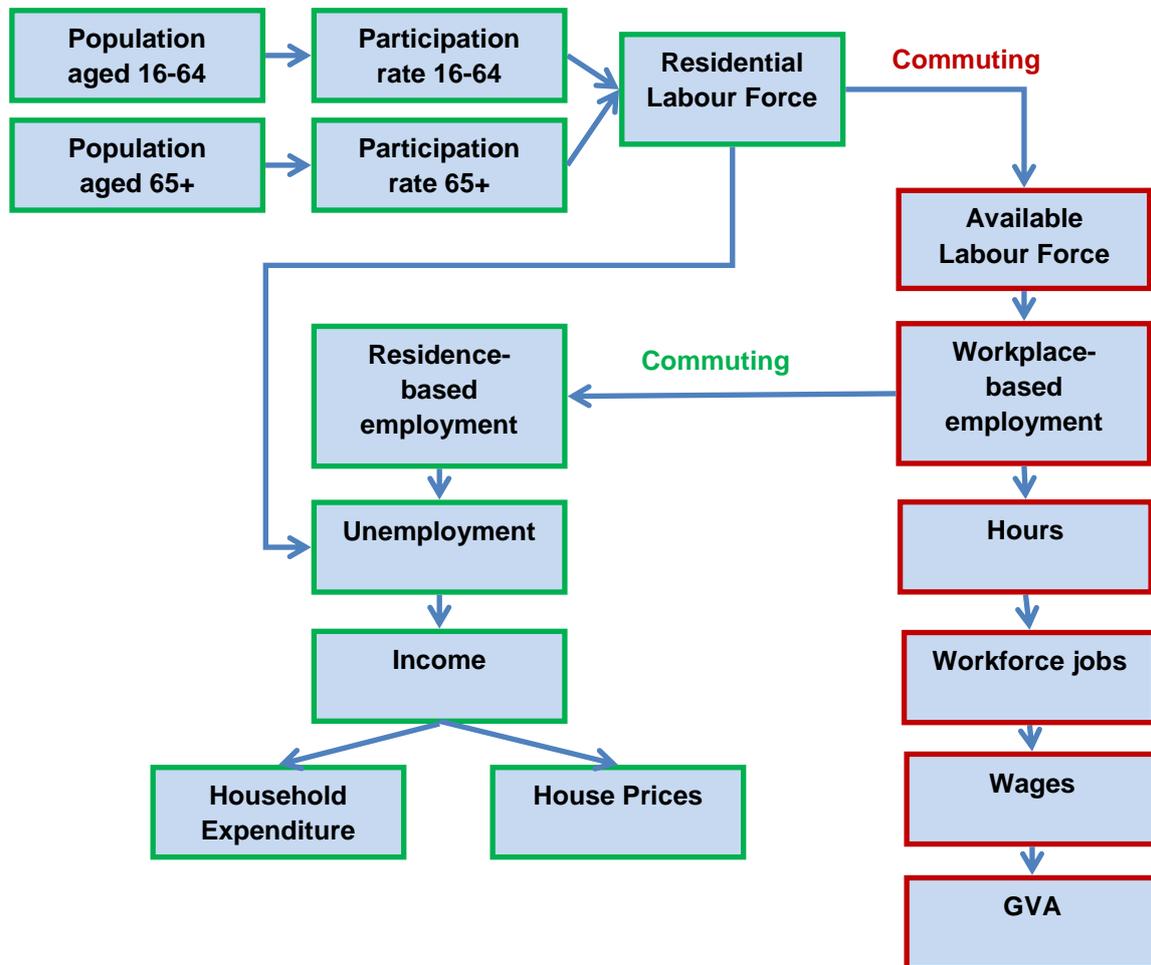
- The state pension age for women is rising from 60 to 65, equal with males. Both will then rise in step to 67 in our current forecast period.
- Female state retirement age started to increase from 60 in April 2012 and will reach 65 by 2018q4.
- From April 2019, both men and women will see their state retirement age rise from 65 to 66, with men reaching 66 by April 2020, and women a few months later in October 2020.
- The move from 66 to 67 is scheduled from April 2026 until April 2028 for both men and women.

In the 2013 Autumn statement it was announced that the rise in state pension age to 68 would be moved forward from 2046 to the mid-2030's. However, with no firm date, we have not yet incorporated this into our working age and state retirement age definitions.

We publish the following breakdown of population: school age (ages 0-15), state working age, state retirement age, adult population (16 and over) and total. Beginning in the March 2015 RPS, we also publish both the population aged 16-64 and 65 and over. Although their respective participation rates are not published, they can be derived. Our overall participation rate is based on a ratio of the total labour force to the entire adult population (not only the working age population).

3.2.2 Forecast

The regional model is sequential. Each variable is dependent only on variables earlier in the sequence and not variables later in the sequence. Variables are either workplace-based (red outlined boxes) or residence-based (green-outlined boxes.) Workplace-based and residence-based variables are linked by commuting relationships derived from the Annual Population Survey.



The population – split into two age ranges – is taken from the National and Sub-National Population Projections. We forecast participation rates for these age bands separately as they are subject to different trends. The total residential labour force is the sum of the labour force aged 16-64 and 65-plus. The aggregate participation rate is determined by two factors:

- The participation rate of the two age bands; and

- The share of each of the two age bands in the adult population.

The participation rate for those aged 16-64 is expected to remain relatively stable throughout the forecasting period. However, the rate for those aged 65 and over will grow strongly due to factors such as increasing life expectancy and rising state pension ages.

At the UK level, the share of the adult population aged 65 and over is projected to rise sharply over the next twenty years. There is, however, considerable variation at the regional level. Greater London – the youngest region in the UK – is projected to have a stable share.

These factors combine to produce substantial variation in the labour force forecasts for different regions.

Commuting flows are used to derive the available labour force for a region. This is:

$$\text{Workers Resident in the Region} - \text{Workers Commuting Out} + \text{Workers Commuting In}$$

In the case of Greater London, the South East and the East of England, these flows lead to a substantial difference between the residential labour force and the available labour force. The effect is still present but less pronounced in other regions.

The available labour force is one of the drivers in forecasting workplace-based employment. The other drivers include the industry mix and the performance of industries at the UK level. If industries with a high share in the region are performing well at the UK level, this will benefit the region.

The workplace-based employment is converted back into residence-based employment. This is:

$$\text{Workplace-based Employment} - \text{Workers Living Elsewhere} + \text{Residents Working Elsewhere}$$

From this point, residence and workplace based variables are solved in parallel with residence-based variables dependent on residence-based employment and workplace-based variables dependent on workplace-based employment.

The residential labour force and residence-based employment are used to calculate unemployment. Residential income is driven by employment; and itself drives house price and household expenditure forecasts.

Workplace-based employment drives aggregate hours worked, wages and GVA. These aggregate variables feed into the detailed part of the model, which produces forecasts for each industry:



In each case, we forecast shares of the region within the UK industry. We then share out the UK industry data subject to the constraint of the total that has already been determined and the UK total.

3.3 Local methodology

3.3.1 History

As at the regional level, all local economic history used in the RPS is derived from official statistics published by the ONS. Our approach to using this data is identical to that given above at 3.2.1. However, data at the local level is more likely to be incomplete¹ or inconsistent² than is the case at the regional level. For this reason, there is greater call for the application of techniques to construct missing data and to remove inconsistencies than is the case at the regional level.

In all cases, local area data in a particular region is constrained to match the regional total for the same variable. This has two particular advantages:

- Local data is made consistent with regional data of the same vintage.
- Where local data has been estimated or constructed, the regional data ensure that the estimates together are consistent with more reliable data.

The ONS do not publish a workforce jobs series at the local level. Accordingly, we construct workforce jobs series for each local area using BRES/ABI in the same way that BRES is used at the regional level to disaggregate section estimates. The BRES share for a particular industry of a local area in its parent region is used to disaggregate the regional workforce jobs series for that industry. As BRES is a survey, the figures over time for a particular local area industry combination can be volatile³. Further, certain years' results may be withheld to prevent disclosure of confidential data. Accordingly, to obtain sensible data it is necessary for us to smooth out this volatility and to interpolate over the gaps.

At the local level, the most timely and comprehensive data are ILO data for residence and workplace-based employment and unemployment data on both the ILO⁴ and claimant count basis. These data is obtained directly from NOMIS.

Regional accounts data is provided at sub-regional level for both GVA and income as it is at the regional level. The same methods are used at the local level as at the regional level to process these data. However, sub-regional data is only published for NUTS2 and NUTS3. Since not all local authorities constitute a NUTS3, it is necessary to disaggregate these data to local level. Further, the data provided at NUTS3 are less comprehensive than those provided at NUTS2⁵. We make use of this NUTS2 data by constraining our disaggregated NUTS3 estimates to their parent NUTS2. We then disaggregate these constrained NUTS3 data to local data³.

In the case of GVA, the data provided at NUTS2 is at the section level with sub-sectional data for manufacturing. For NUTS3, several sections are aggregated. In particular, there is less detail in the service sectors. Disaggregation (of industrial data and from NUTS3 to local data) takes place using workforce jobs data at the industry level.

In the case of Income, the data provided at NUTS2 has the same level of detail as at the regional level. For NUTS3, only primary and secondary income estimates are provided. NUTS2 data is disaggregated to NUTS3 using employee jobs (in the case of compensation of employees), self-employed jobs (in the

¹ For some local areas, publication of certain data by the ONS is restricted because to do so would effectively disclose individual responses to ONS data-collection surveys (e.g. if there are only one or two firms in a certain industry in a particular locality.)

² In some cases, sample sizes in ONS data-collection surveys at the local level are very small. This leads to data of comparatively poor quality and relatively high volatility.

³ The volatility represents sampling variability rather than actual volatility in the population data.

⁴ In line with ONS guidelines, we use the official model-based estimates of local unemployment that are more accurate than survey data which suffers from volatility.

⁵ NUTS2 is provided at the same level of detail as NUTS1 (i.e. regional) level.

case of self-employment income), unemployment (in the case of government benefits) and the regional split (in any other case.) These estimates are then constrained for each local to the primary and secondary income estimates provided. Disaggregation from NUTS3 to local level takes place using employee jobs, self-employed jobs, unemployment or population.

No estimates of household spending are provided at the local level. Household spending is, therefore, derived by using the share of local disposable income in regional disposable income.

3.3.2 Forecast

The local authority model is run separately for the local authorities in each region and takes the regional forecast as given. Accordingly, as with local history, local forecasts are constrained to the regional forecasts of the parent region.

Our local model is based on the resolution of demand and supply for labour and takes into account commuting between local areas within a region and across the regional boundary. The properties of the model are these:

- When unemployment is low, labour supply growth is the key determinant of growth.
- When unemployment is high, growth in demand for labour is the key determinant of growth.
- As unemployment decreases,
 - Labour supply growth becomes relatively more important
 - Growth in demand for labour becomes relatively less important
- An area's workplace employment growth depends on labour supply not only in the area but also
 - Labour supply growth in other local areas in the region from which it has historically drawn inward commuters.
 - Its historic share of incoming workers across the regional boundary.
- An area's residence based employment growth depends on demand for labour not only in the area but also
 - Growth in demand for labour in other local areas in the region to which it has historically supplied commuters.
 - Its historic share of outgoing workers commuting across the regional boundary.
- Workplace based employment drives GVA growth.
- Residence based employment drives Income and, accordingly, spending growth.

The starting point is an estimate of the growth in the participation rate of those aged 16-64 and 65-plus in a local area. These are used to derive labour force growth.

In parallel, demand for labour is estimated. This is done at the industry level by linking job growth¹ in a local area to growth in the same industry at the regional level and then constraining demand for jobs by industry to demand for jobs for the same industry at the regional level. The effect of this is:

- Demand for jobs at the local level is fastest in those industries which are performing best at the regional level.
- Total demand for jobs at the local level depends on its industrial structure. Those local areas which have a more than proportionate share of the best performing industries will perform best overall.

The supply and demand for labour is then resolved in the following way:

- Total demand² for jobs for each local area is converted into demand for workers according to the historic ratio between jobs and workers into that local area.

¹ Separately for employee jobs, self-employee jobs, government trainee jobs and Her Majesty's Forces.

² i.e. all industries and job types aggregated.

- The inflow and outflow of workers across the regional boundary is shared out between local areas according to their historic commuting patterns leading to an adjustment in
 - The remaining demand for labour for a local area (*inflow*)
 - The remaining available labour for a local area (*outflow*)
- Workplace demands for workers are converted into residence-based demands according to historic commuting patterns.
 - If unemployment is sufficiently high, these demands are satisfied out of the growth in the labour supply and the pool of available (unemployed) workers.
 - If unemployment is sufficiently low, these demands can only be satisfied out of the growth in the labour supply.
 - If unemployment is above its lower bound but not too high, a proportion of demands are satisfied out of the pool of available workers and the rest are satisfied out of the growth in the labour supply.
 - The model makes short-term adjustments in the labour supply in response to demand conditions to reflect the economic reality that
 - When demand is high, the participation rate rises as potential workers are drawn into the labour force by the relatively buoyant conditions;
 - When demand is low, the participation rate declines as disillusioned workers leave the labour force because of the poor job market conditions;
 - The unemployment rate, accordingly, behaves as expected.
- The satisfied residence supply for labour is converted back into workplace demands and workplace based employment is calculated for each local area. This is then converted back into jobs and used to produce final workforce jobs estimates for each local area.

The consequence of this is that:

- Local areas with high demand may not see all of that demand satisfied if there is insufficient available labour supply to meet those needs. Jobs growth will, accordingly, be slower.
- Local areas with high labour supply may not see higher growth in residence employment if there is insufficient demand for labour to use it up.

GVA growth is then forecast based on growth in workplace-based employment according to equations which link GVA growth to workplace-based employment. Income is forecast by component based on residence based employment (in the case of compensation for employees or self-employment), unemployment (in the case of benefits) and population in any other case. Spending depends on income by component.

4 Key changes since March 2015 RPS

4.1 UK forecast

The June 2015 RPS forecast is consistent with the May 2015 UK macro forecast.

The second estimate of GDP for 2015q1 confirmed that the economy grew by 0.3% q-o-q in real terms, unrevised from the first estimate. Growth in the year to the first quarter was also unrevised, at 2.8%. This was the second consecutive quarter of slowdown in UK economic growth - from 0.5% in 2014q4 to 0.3% in the first quarter of 2015. Declining construction and oil output once again were the key drags on activity.

The March 2015 RPS was consistent with the January 2015 UK macro forecast. The main change to our forecast is an upgrade in the outlook for real incomes. This stems from the upturn in household finances in recent months amid extremely low inflation, rising wages and strong employment growth. We expect these factors to continue to support consumer confidence and real income growth in the months.

June RPS forecast. Previous forecast (Jan 2015 macro = March RPS) in brackets.

UK	2014	2015	2016	2017	2018-2025	2026-2035
GDP growth	2.8%	2.4%	2.3%	2.3%	2.4%	2.4%
	2.60%	2.40%	2.20%	2.20%	(2.4%)	(2.4%)
Workforce Jobs growth	3.3%	1.5%	0.0%	0.7%	0.7%	0.7%
	3.50%	1.50%	1.00%	0.80%	(0.8%)	(0.8%)
Unemployment rate	6.2%	5.5%	5.2%	5.1%	5.0%	5.1%
	6.20%	5.70%	5.40%	5.30%	(5.2%)	(5.3%)
Real Income growth	0.6%	3.4%	2.2%	2.3%	2.3%	2.6%
	1.40%	2.30%	2.20%	2.20%	(2.3%)	(2.5%)
Spending Volumes growth	2.5%	2.6%	2.3%	2.1%	2.3%	2.3%
	2.30%	2.60%	2.10%	2.10%	(2.3%)	(2.3%)
House price growth	10.0%	4.0%	3.0%	2.8%	2.6%	3.5%
	10.00%	4.00%	3.00%	2.80%	(2.6%)	(3.5%)

May UK Outlook

The following was the outlook in May, consistent with the regional forecast. Our UK macro view is updated monthly and can be found on our website <http://economics.experian.co.uk>.

The disappointing 2015q1 outcome of growth at 0.3% q-on-q was confirmed in the second estimate. A sharp deterioration in the UK's net trade position offset a very strong performance from the domestic economy, frustrating hopes of an upward revision. The weakness of net trade was highlighted by a surge in imports reflecting buoyant domestic activity while exports were subdued by weak conditions in major markets and sterling strength.

The key question remains whether the upturn is losing momentum. But with real incomes rising strongly, underpinning consumer spending, there is a good chance that consumer buoyancy will

continue to drive a strong economic upturn. We believe the economy will continue to grow in the next few quarters at an annual rate of 2.4%, with an upside risk that the nascent eurozone recovery will boost exports, allowing growth to exceed this pace. However, the Greek crisis threatens a darker scenario.

The key driver of growth this year will be consumer spending, which we expect will gather momentum from the buoyant pace established in 2014. A marked rise in real disposable incomes (+3.4%) will boost spending power. The expected advance in spending of 2.6% will be the strongest since 2007.

With the first rise in interest rates expected to be in early 2016, a significant impact on exposed households and on consumer demand will not be felt until 2017 or even 2018.

The strong economic performance of the past two years means that the UK economy has recovered ground lost during the great recession and its aftermath more quickly than seemed likely a few years ago. But the repercussions of the recession and the ongoing travails of the eurozone are set to hamper economic progress for a few years yet.

Key risks

If the recent pick up in wage growth proves to be a false dawn, and pay growth subsides or even fails to accelerate, then our forecast of household spending growth at 3.4% in 2015 will have to be downgraded

Eurozone weakness is a continuing source of concern. Net trade is likely to remain a drag on UK growth prospects with weak overseas demand and a still relatively strong pound against the euro dampening the outlook for UK exports.

The recovery looks reasonably secure but there are pitfalls ahead, notably the new government's intention to extend fiscal restraint. The poor state of public finances means it will be hard to avoid extending austerity well into the medium term to meet fiscal targets. Cuts could be even harsher than in the first austerity phase. Taxes may have to rise rather than fall to prevent serious cuts in public services or higher borrowing. The 2016-20 growth forecast is vulnerable to these threats.

The possibility of financial turmoil if Greece exits the euro, and concerns that tensions in Eastern Europe could escalate are downside risks to the forecast.

4.2 Regional Forecast

Given revisions at the UK level to which our regional data is constrained, changes to the history can be traced back to the following new data (March 2015 RPS endpoint in brackets):

- Regional Workforce Jobs 2014q4 (previously 2014q3)
- ILO data for 2014q4 (previously 2014q3)
- Annual Population Survey – revised and reweighted

It should be noted that we construct our Workplace-Based-Employment data using the Annual Population Survey while our Residence-Based-Employment and other ILO data come from the Labour Force Survey.

The Labour Force Survey was revised and reweighted in line with the 2011 Census in December 2014 and the changes incorporated into the March 2015 RPS. Subsequently, the Annual Population Survey's Workplace-Based-Employment numbers have been revised and reweighted to the 2011 Census and are incorporated, for the first time into this June 2015 RPS.

Some regions were revised more than others. The East of England saw Workplace-Based-Employment revised up by around 8% over the period 2004-2014. The other regional revisions were in a band of 0% to -1% in 2004, growing to +2% (London) to -4% (Yorkshire & the Humber and the North East) in 2014.

As mentioned in [section 3](#), our model makes use of the relationship between workforce jobs and workplace-based employment, and residence-based employment and workplace-based employment so a change in either relationship will impact upon our forecasts.

For more information about how the history is constructed refer to [section 3.2.1](#) for regions and [section 3.3.1](#) for local authorities.

June 2015 RPS forecast. Previous forecast (March 2015 RPS) in brackets.

Regional forecast 2016-35 ave. growth	SW	SE	GL	ET	EM	WM	NW	NE	YH	SC	WA	NI
GDP growth	2.4% (2.3%)	2.6% (2.6%)	2.8% (2.8%)	2.5% (2.5%)	2.3% (2.2%)	2.2% (2.2%)	2.2% (2.1%)	2.1% (2%)	2.2% (2.2%)	2.1% (2.1%)	2.1% (2.1%)	2.1% (2.1%)
Workforce Jobs growth	0.7% (0.8%)	0.8% (0.9%)	0.9% (1%)	0.8% (0.9%)	0.6% (0.7%)	0.6% (0.7%)	0.5% (0.6%)	0.5% (0.6%)	0.6% (0.7%)	0.4% (0.5%)	0.5% (0.6%)	0.5% (0.6%)
Unemployment rate	4.1% (4.2%)	3.8% (4%)	6.6% (6.8%)	4.4% (4.4%)	4.6% (4.8%)	6.1% (6.4%)	4.9% (5.1%)	6.4% (6.8%)	5.2% (5.5%)	4.8% (5%)	5.5% (5.6%)	5.7% (5.9%)
Real income growth	2.5% (2.5%)	2.6% (2.6%)	2.5% (2.5%)	2.7% (2.7%)	2.3% (2.3%)	2.3% (2.3%)	2.2% (2.2%)	2.0% (2%)	2.3% (2.3%)	2.2% (2.1%)	2.2% (2.2%)	2.0% (2%)
Spending volumes growth	2.5% (2.5%)	2.5% (2.5%)	2.8% (2.7%)	2.4% (2.4%)	2.2% (2.2%)	2.1% (2.1%)	2.2% (2.1%)	1.8% (1.9%)	2.0% (2%)	2.0% (2%)	2.0% (1.9%)	2.0% (1.9%)
House price growth	3.1% (3%)	3.7% (3.6%)	3.8% (3.6%)	3.5% (3.3%)	2.8% (2.7%)	2.9% (2.8%)	2.8% (2.6%)	2.4% (2.2%)	2.5% (2.3%)	3.0% (2.9%)	2.7% (2.5%)	2.5% (2.3%)

4.3 Local Forecast

Given revisions at the regional and UK level to which our local data is constrained, changes to the history can be traced back to the following new data (Match 2015 RPS endpoint in brackets):

- ILO data for 2014q4 (previously 2014q3)
- Annual Population Survey – revised and reweighted (implications as above)

5 A note from the ONS on volatility

A change in methodology behind Office for National Statistics (ONS) employment surveys has produced widespread volatility in the historical data, particularly from 2010.

The following is an explanation directly from the ONS, please see [section 3](#) for more information on how we deal with volatility in the official data:

“A fundamental redevelopment of Workforce Jobs sources, classifications, methods and systems was recently undertaken and is explained clearly in the article ‘Revisions to Workforce Jobs’ (Barford 2010). One of the key changes highlighted in this article was the replacement of a matched-pairs estimator with a point-in-time ratio estimator, ONS’s standard method. This change was aimed at removing the bias caused by the matched-pairs method. A matched-pairs method tends to underestimate change over time, as it excludes the births and deaths of businesses in the sample. In essence, only those businesses sampled in two consecutive periods are used to produce estimates of change. This bias used to cause large revisions when the short-term employment surveys series were benchmarked retrospectively to Business Register Employment Survey (BRES) estimates. BRES is an annual survey which selects a larger sample and also uses a point-in-time ratio estimator. The point-in-time estimator includes all sampled businesses in each and every period, which reduces the bias over-time. The trade-off is an increase in volatility caused by the inclusion of the rotated part of the sample for small and medium sized businesses. Sample rotation spreads the administrative burden; ensuring businesses are selected for a limited number of periods.

Unfortunately, the volatility of regional estimates at an industry level has been far greater than anyone anticipated and in general has been met unfavourably by users, particularly those that are interested in regional data. There are a number of instances, for example, whereby businesses have been ‘rotated in’ to a particular region and served to distort the level of jobs for a particular industry, usually for a period of 5 quarters, which is the time a rotated business remains in the sample of the STES.”

Regional employment is the most timely and only source of quarterly data at this level of geography and is used to derive the quarterly profile of other variables in our regional models. Therefore this volatility is reflected in output as well as employment. Please see [section 3](#) for more information on how we deal with volatility in the official data.

Appendix A....Glossary of terms

Glossary of terms

Gross Domestic Product (GDP) Total work done in an economy in a period measured in one of three ways:

- Output Measure: Output of all goods and services less inputs
- Income Measure: Income earned by all parts of the economy
- Demand Measure: Demand for goods and services comprised of
 - Expenditure by Households, NPISH and Government
 - Investment (Gross Fixed Capital Formation) by business and Government
 - Changes in Inventories and Acquisitions less disposals of valuables
 - Exports less imports

GDP is measured in market prices: this means that the prices used to convert output of goods and services into money include taxes and subsidies by the government. Distributors' margins are credited to the industry producing the goods and services not to the distribution industry.

Gross Value Added (GVA) GVA is identical to GDP except that it is measured in basic prices. These prices do not include taxes and subsidies imposed by the government. Distributors' margins are credited to the distribution industry. GVA for an industry is described by either of the following identities:

- GVA is identical to output of the industry less inputs of the industry
- GVA is identical to the sum of
 - Compensation of Employees in the industry
 - Gross Operating Surplus (i.e. profit) earned by capital in the industry

When looking at GVA for an industry, it is important to realise that it only includes the output of that industry (i.e. the value added by that industry.) For example retailing GVA only includes the value added by retailers (e.g. customer service etc).

GVA in the RPS is measured by the place where the work is done (workplace based) and not where the worker resides.

Current Price / Chain Volume Measure (CVM) Data where the unit of measurement is money are available either in Current Price (or Nominal) terms or CVM (or Real) terms. The distinction is important because the buying power of money changes over time. For current price data, no adjustment is made for this fact. CVM data adjusts all figures in a time series to be consistent with the buying power of money in a given year (the reference year). Current Price data, thus, measures values while CVM data measures volumes. For example, Current Price GDP is the money value of production in a given period while CVM GDP is the amount of production. For years before the reference year, CVM data is not additive (thus the sum of GVA for all sectors will not equal total GVA.) In all other years, CVM data is additive.

Productivity A measure of efficiency calculated by estimating output per unit of input

Workforce Jobs A count of the total number of jobs in the UK, a region or industry. It is comprised of

- Employee Jobs: The number of jobs where the occupant is an employee.
- Self-employee Jobs: The number of jobs where the occupant is self-employed
- Government-Sponsored Trainees: The number of jobs where the occupant is on a government training scheme.
- Her Majesty's Forces: The number of jobs in the armed forces (part of Public Administration & Defence).

Workforce jobs and all its components count jobs and not people. This means that where a person has two or more jobs they are counted once for each job that they have. This can be contrasted with the ILO employment measures. Another consequence of counting jobs is that Workforce Jobs is based on the place of work not the residence of the worker

Full Time Equivalent Employment: Our definition is based on total hours worked and is as follows:

FTE = (HOURS) divided by (37.8*13)

Here a constant yard-stick of full-time employment for all industries, regions and industry-region based on thirteen working weeks in a quarter at 37.8 hours a week. 37.8 hours is the average hours worked by a full-time worker in the UK between 1990 and 2009.

ILO Employment The International Labour Organisation (ILO) provides an international standard method of measuring employment. In the UK this is implemented by means of a survey known as the Labour Force Survey (LFS) or Annual Population Survey (APS). It is a people count based on the main job that a person has. Employment comprises:

- Employees: People whose main job is as an employee.
- Self-employed: People whose main job is as a self-employed person.
- Government-Sponsored Trainees: People whose main job is on a government training scheme.
- Unpaid Family Workers: People whose main job is as an unpaid worker in a business owned by their own family.

There are two measures:

- Residence based, which depends on the place of residence of the worker (irrespective of where they work.)
- Workplace based, which depends on the place of work of the worker (irrespective of where they reside.)

The ILO Employment reported is based on the entire population in work ages 16+.

ILO Unemployment The International Labour Organisation (ILO) definition of unemployment covers people who are: out of work, want a job, have actively sought work in the previous four weeks and are available to start work within the next fortnight; or out of work and have accepted a job that they are waiting to start in the next fortnight.

ILO unemployment is only available on a place of residence basis and is based on the entire unemployed population ages 16+.

Labour Force / Economically Active The sum of ILO Unemployment and ILO Employment. That is all people who are in work or who are looking for a work. A person who is in the labour force is said to be Economically Active.

The Labour Force includes the entire Economically Active population ages 16+.

Economically Inactive A person who is not economically active. The principle categories are retirees, students, children, long-term sick or disabled, homemakers and carers. This does not include school-aged people.

Claimant Count Unemployment Measures the number of people who are claiming Jobseekers' Allowance (JSA). This is always less than ILO Unemployment because not everyone who is ILO unemployed is eligible to claim JSA and not all who are eligible claim. Particular important cases are:

- People whose partners work more than 16 hours a week – they cannot claim JSA but may be ILO unemployed.
- People who are past state retirement age – they cannot claim JSA but may be ILO unemployed.

Extra Regio In addition to the 9 English regions and the nations of Scotland, Wales and Northern Ireland, the UK's economic boundary includes the continental shelf and UK government operations abroad (i.e. embassies and HMF abroad). The ONS does not assign income or GVA attributable to these sources to any region or nation. Therefore, the sum of regional Income or GVA does not equal the UK. This also impacts on two industries Extraction & Mining and Public Administration & Defence.

School Age Population Population aged 0-15.

Working Age Population Population above the age of 15 but below the current state retirement age for their gender.

Retirement Age Population The population above state retirement age. The precise retirement date depends on date of birth and, for those born before 6th November 1953, on gender. At present, there is a phased equalisation in progress. After 6th November 2018, both men and women will retire at 65. This will rise to 66 between 6th March 2019 and 6th September 2020 and 67 between 6th April 2026 and 6th March 2027. Our forecasts take account of these changes to retirement legislation.

Adult (16+) Population Number of all people aged 16 and above.

Household Consumer Spending The accounts relate to consumption expenditure by UK resident households, either in the UK or the rest of the world. Spending by non-residents in the UK is excluded from the total

Household consumption includes goods and services received by households as income in kind, in lieu of cash, imputed rent for the provision of owner-occupied housing services and consumption of own production

For national accounting purposes, households are individuals or groups of people sharing living accommodation

Household Disposable Income Household disposable income is the total payment to households (from wages, interest, property income and dividends) less taxes, social security, council payments and interest

Cost of living index Regional consumer spending deflator. Gives an indication of how the value of consumer spending has grown in comparison to the volume.

NUTS (Nomenclature des Unités Territoriales Statistiques – Nomenclature of Territorial Units for Statistics) A European Union standard for classifying the subdivisions of member states. In the case of the UK, the English regions and the three nations are classified as NUTS1. The next level – NUTS2 – typically consists of aggregations of local authorities in the same region. The level below that, NUTS3 consists either of single local authorities or a small aggregation of local authorities in the same NUTS2. In Scotland, some local authorities are divided between NUTS3. NUTS4 and NUTS5 also exist but are not used in the RPS.

Appendix B...Sector definitions

Sector definitions

Experian 38-sector	SIC-2007 division	Falls within Experian 12-sector
Agriculture, Forestry & Fishing	01 Crop and animal production, hunting and related service activities	Agriculture, Forestry & Fishing
	02 Forestry and logging	
	03 Fishing and aquaculture	
Extraction & Mining	06 Extraction of crude petroleum and natural gas	Extraction & Mining
	05 Mining of coal and lignite	
	07 Mining of metal ores	
	08 Other mining and quarrying	
	09 Mining support service activities	
Food, Drink & Tobacco	10 Manufacture of food products	Manufacturing
	11 Manufacture of beverages	
	12 Manufacture of tobacco products	
Textiles & Clothing	13 Manufacture of textiles	
	14 Manufacture of wearing apparel	
	15 Manufacture of leather and related products	
Wood & Paper	16 Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	
	17 Manufacture of paper and paper products	
Printing and Reproduction of Recorded Media	18 Printing and reproduction of recorded media	
Fuel Refining	19 Manufacture of coke and refined petroleum products	
Chemicals	20 Manufacture of chemicals and chemical products	
Pharmaceuticals	21 Manufacture of basic pharmaceutical products and pharmaceutical preparations	
Rubber, Plastic and Other Non-Metallic Mineral Products	22 Manufacture of rubber and plastic products	
	23 Manufacture of other non-metallic mineral products	
Metal Products	24 Manufacture of basic metals	
	25 Manufacture of fabricated metal products, except machinery and equipment	
Computer & Electronic Products	26 Manufacture of computer, electronic and optical products	

	27 Manufacture of electrical equipment	
Machinery & Equipment	28 Manufacture of machinery and equipment n.e.c.	
Machinery & Equipment	29 Manufacture of motor vehicles, trailers and semi-trailers	
	30 Manufacture of other transport equipment	
Other Manufacturing	31 Manufacture of furniture	
	32 Other manufacturing	
	33 Repair and installation of machinery and equipment	
Utilities	35 Electricity, gas, steam and air conditioning supply	Utilities
	36 Water collection, treatment and supply	
	37 Sewerage	
	38 Waste collection, treatment and disposal activities; materials recovery	
	39 Remediation activities and other waste management services. This division includes the provision of remediation services, i.e. the cleanup of contaminated buildings and sites, soil, surface or ground water.	
Construction of Buildings	41 Construction of buildings	Construction
Civil Engineering	42 Civil engineering	
Specialised Construction Activities	43 Specialised construction activities	
Wholesale	45 Wholesale and retail trade and repair of motor vehicles and motorcycles	Wholesale & Retail
	46 Wholesale trade, except of motor vehicles and motorcycles	
Retail	47 Retail trade, except of motor vehicles and motorcycles	
Land Transport, Storage & Post	49 Land transport and transport via pipelines	Transport & Storage
	52 Warehousing and support activities for transportation	
	53 Postal and courier activities	
Air & Water Transport	50 Water transport	
	51 Air transport	
Accommodation & Food Services	55 Accommodation	Accommodation, Food Services & Recreation
	56 Food and beverage service activities	
Recreation	90 Creative, arts and entertainment activities	
	91 Libraries, archives, museums and other cultural activities	
	92 Gambling and betting activities	
	93 Sports activities and amusement and	

	recreation activities	
Media Activities	58 Publishing activities	
	59 Motion picture, video and television programme production, sound recording and music publishing activities	
	60 Programming and broadcasting activities	
Telecoms	61 Telecommunications	
Computing & Information Services	62 Computer programming, consultancy and related activities	Information & communication
	63 Information service activities	
Finance	64 Financial service activities, except insurance and pension funding	Finance & Insurance
	66 Activities auxiliary to financial services and insurance activities	
Insurance & Pensions	65 Insurance, reinsurance and pension funding, except compulsory social security	
Real Estate	68 Real estate activities	Professional & Other Private Services
Professional Services	69 Legal and accounting activities	
	70 Activities of head offices; management consultancy activities	
	71 Architectural and engineering activities; technical testing and analysis	
	72 Scientific research and development	
	73 Advertising and market research	
	74 Other professional, scientific and technical activities	
	75 Veterinary activities	
Administrative & Supportive Service Activities	77 Rental and leasing activities	
	78 Employment activities	
	79 Travel agency, tour operator and other reservation service and related activities	
	80 Security and investigation activities	
	81 Services to buildings and landscape activities	
	82 Office administrative, office support and other business support activities	
Other Private Services	94 Activities of membership organisations	
	95 Repair of computers and personal and household goods	
	96 Other personal service activities	
	97 Activities of households as employers of domestic personnel	
	98 Undifferentiated goods- and services-producing activities of private households for	

own use		
Public Administration & Defence	84 Public administration and defence; compulsory social security	Public Services
	99 Activities of extraterritorial organisations and bodies	
Education	85 Education	
Health	86 Human health activities	
Residential Care & Social Work	87 Residential care activities	
	88 Social work activities without accommodation	

Appendix C...Geography definitions

We forecast at the following geographic breakdowns:

- UK
- Regions (12)
- Counties (64)
- Local authorities...post-2009 boundaries (347+33 London boroughs)

A full lookup in excel form can be found [here](#)

Appendix D...FAQ's

- Why does Experian's history for variable x differ from another source / raw survey data?
 - There are several possible reasons.
 - The first is a vintage mismatch. The ONS frequently revises its economic data in order to take account of new information or improved methodology. The date at which Experian has taken data for the current RPS is given in the body of this guide. Another source may have used earlier or later data.
 - The second relates to data processing. As explained in the body of this guide, it is sometimes necessary at the regional level and (particularly) at the local level to process or construct data. Our approach to doing this is explained in the body of this guide. We apply consistent methodologies to process the data. Other sources may carry this out in different ways. When compared against the raw source, our data may differ because, for example:
 - It has been constrained to other sources.
 - It has been converted into CVM data or quarterly data.
 - It has been made consistent with other data or a later vintage of data.
 - The third relates to raw survey data. Raw survey data is often volatile and does not take into account information outside the survey. Official statistics and our data are constructed from the raw survey data to take into account volatility, sampling issues and all available data sources.
- Why does Experian's job history differ from the *ABI* or *BRES*?
 - The *ABI/BRES* are surveys taken from a particular year; they are not updated.
 - *ABI/BRES* is a source for ONS' workforce jobs but it is not the only source.
 - Experian's workforce job history is designed to be consistent with the latest available ONS workforce jobs estimates (which may represent additional data or improved methodology.)
 - Raw survey is often incomplete and suffers from sampling variability, which does not represent true volatility in the underlying population data. This must be removed to ensure high quality data.
- How often are data updated?
 - We always use the latest available data at the cut-off date for history.
 - New GVA data is available from the ONS
 - At the UK Level, three times a quarter.
 - At the Regional and Local level, annually (normally in December.)
 - New Expenditure data is available from the ONS at the UK level twice a quarter.
 - New LFS Employment data is available from the ONS once a quarter.
 - New Workforce Jobs data is available from the ONS once a quarter.
 - New *BRES* is published once a year (normally in December.)
 - New Income data is available from the ONS
 - At the UK level, once a quarter.
 - At the Regional and Local level, once a year (normally in April.)
 - Population projections are published once every two years.
 - New mid-year population estimates are published annually.
 - New *LCFS* is published annually.
- How do revisions to historical data affect your history and forecasts?
 - As explained above, we always take into account the latest historical data.
 - The monthly UK macro forecast is updated after each ONS revision of GDP for a quarter.
 - The RPS is based on a particular UK macro forecast and includes the latest available regional and local data.
 - Forecasts are updated to be consistent with the latest historical data. While this will typically only affect the short-to-medium term, there are times when the long-run is necessarily affected. This will usually be when there has been a substantial revision to history.
- How are past growth trends captured in the forecasts?
 - All our models are econometric models.
 - An econometric model is a model estimated on historical data.

- The coefficients (i.e. interactions) in the model embed historical relationships between variables and historical growth rates in a variable.
- Where we believe that the forecast relationships may differ from history, we make appropriate adjustments to the forecast. This may be the case, for example, where an area has been substantially redeveloped in recent years.
- How are industry/regional/local developments and policies reflected in forecasts?
 - If these developments and policies are reflected in model inputs (for example population) or in history then they will be automatically captured by the model.
 - In any other case, we are able to make appropriate adjustments to take these into account.
 - At the industry level, we taken into account announced developments in that industry which are large enough to affect the growth in the industry at the national, regional or local level (as the case may be).
 - At the regional and local, we taken into account announced developments or policies which are large enough to affect growth at the regional or local level. The local model, in particular, has the facility to take into account the impact of additional population or jobs in a particular area.
 - It is important to realise that many developments or policies may not be sufficiently large enough to affect growth rates or may be implicitly included in the forecast from a higher level of aggregation.
- How does population relate to the employment forecasts?
 - This is discussed in detail in the methodology section above for the regions and the locals.
 - It is important to remember that employment is forecast on both a residence and workplace basis.
 - Residence based employment depends on local population (labour supply) growth but also on demand for work throughout the region and across the regional boundary.
 - Workplace based employment depends on labour supply throughout the region and across the regional boundary.
- What is working age?
 - The definition of working age used based on the state pension age.
 - As the state pension age for men and women changes in line with announced policy, the working age population will change to take this into account.
 - The key changes to the state pension age that have been announced are:
 - A gradual equality in state pension age for men and women.
 - A gradual rise in state pension age for both men and women to 67 (and 68 after the forecast horizon.)
- What is the participation rate / economic activity rate?
 - The participation rate or economic activity rate is the proportion of the population who are either employed or seeking employment (i.e. unemployed.)
 - The participation rate used in our models is based on the entire adult population (16+). This differs from earlier versions of our models which used only the working age population.
 - The participation rate is an endogenous variable in all our models. It is not a fixed assumption.
- What assumptions have been made regarding commuting in the local model?
 - Commuting in the local model is based on estimates given by the ONS.
 - These are based on the Annual Population Survey.
 - Commuting assumptions are fixed over the forecast.
 - However, the outcome for commuting may differ from the assumption because (for example) there is insufficient demand or supply for labour to provide as many workers across a particular commuting relationship.
- How is Full-Time Equivalent employment derived?
 - This is based on the total hours worked (please see the glossary.)
 - The relationship between FTEs and hours is fixed by definition.
 - In different industries, the hours worked per job will differ.
 - Historical data for this is taken from ASHE (please see the body of the guide.)
 - The forecast takes into account changing trends in hours per job. This will necessarily alter the relationship between Full-Time Equivalent employment and jobs.
- How does the weighting of different factors change over the forecast period?
 - There is no fixed rule about the changes in this time.

- The coefficients of the econometric equations are fixed over time
- However, at the local level population growth becomes more important as unemployment decreases.

Appendix E...About us



Our economic forecasting expertise

Experian's team of 18 economists is a leading provider of global, national, regional and local economic forecasts and analysis to the commercial and public sectors. Our foresight helps organisations predict the future of their markets, identify new business opportunities, quantify risk and make informed decisions.

Experian's economics team is part of a 140-strong analytics division, which provides an understanding of consumers, markets and economies in the UK and around the world, past, present and future. As part of the Experian group, the analytics division has access to a wealth of research data and innovative software solutions. Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

For more information, visit www.experian.co.uk/economics

Experian

Experian is a global leader in providing information, analytical and marketing services to organisations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organisations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence.

Clients include organisations from financial services, retail and catalogue, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

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