

Cannock Chase Existing Employment Areas Study

2019 Update

Cannock Chase District Council

October 2019

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Executive Summary

Cannock Chase District Council [the Council] appointed Nathaniel Lichfield and Partners [Lichfields] in November 2018 to undertake an update to its Employment Land evidence base to help underpin its updated Local Plan, which is programmed for adoption in September 2021. This study sits alongside the Cannock Chase Economic Development Needs Assessment [EDNA] and Market Intelligence Report and considers the District's existing employment sites and the degree to which there is scope for these sites to contribute to meeting future need, as well as seeking to establish if opportunities exist for additional development in these locations.

The review has been undertaken and prepared in the context of the requirements set out in the National Planning Policy Framework [the Framework] (updated in February 2019) and Planning Practice Guidance [Practice Guidance] with regards to planning for B-Class employment land.

The study considered 77 sites distributed across 22 broad employment areas which cover a gross area of around 311 ha split across three distinct market areas; Cannock, Hednesford & Heath Hayes, Rugeley & Brereton and Norton Canes. The areas assessed generally comprise clusters of employment units distributed across one or multiple business parks or industrial estates. All of these sites are currently identified as primarily industrial areas. The majority of the District's existing employment areas (in excess of 80%) are located within the Cannock, Hednesford and Heath Hayes market area.

Our assessment of existing employment areas indicated that the District contains a reasonable range of employment sites of differing qualities and types, with relatively low vacancy levels. It was concluded that all 22 existing employment areas should be retained within the employment land supply.

Our recommendations advise that 6 existing employment designations as established under Policy CP8 of the Cannock Local Plan Core Strategy (2014) should be retained within the emerging Local Plan, the most notable of which is Kingswood Lakeside which is largely considered to be the District's premier employment destination. A further 10 employment areas should be subject to a criteria-based policy protection within the emerging Local Plan with a presumption in favour of retaining B-Class Uses. In contrast, there are a further six sites which should be retained within the employment land supply but monitored closely. Proposals for alternative uses within these employment areas in the future should not be restricted.

Generally speaking, all of the employment sites are considered to perform an important role in terms of providing jobs for local residents and this should be protected in the future. Vacancy rates are generally low, and the majority of sites scored reasonably well from a qualitative perspective. However, there are limited (if any) opportunities for redevelopment within the existing employment areas, at least of the level required to meet future needs. As such, the assessment concludes that additional land outside of the urban area needs to be identified to meet future employment land needs. This corresponds with the findings of the EDNA and the Market Intelligence Report and the recommendations set out in those reports should be used to inform the approach to meeting the District's employment land needs within the emerging Local Plan.

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1.0 Introduction

1.1 Cannock Chase District Council [the Council] appointed Nathaniel Lichfield and Partners [Lichfields] in November 2018 to undertake an update to its Employment Land evidence base to help underpin its updated Local Plan, which is programmed for adoption in September 2021. This aligns with the updated guidance in the National Planning Policy Framework [the Framework] (February 2019) which states that Local Plan policies should provide a clear strategy to bring sufficient land forward at a sufficient rate to address needs over the plan period.

1.2 As part of the evidence for the new Local Plan (2018-2036/38), this report updates the Council's 2011 Existing Employment Areas Study [EEAS] for 2018/19. This study sits alongside the Cannock Chase Economic Development Needs Assessment [EDNA] and Market Intelligence Report and considers the District's existing employment sites and the degree to which there is scope for these sites to contribute to meeting future need.

1.3 This Report has been prepared in the context of the requirements set out in the revised Framework and Planning Practice Guidance [Practice Guidance] with regards to planning for B-Class employment land.

Scope

1.4 The purpose of the EDNA was to provide the Council with an understanding of the current and potential future requirements for employment land and how this aligns with current stock of B-Class employment land in Cannock Chase District [the District]. The EDNA was followed by the Market Intelligence Report which provided market intelligence information to feed into the Council's ELAA assessment.

1.5 This EEAS Update comprises the third element of this analysis and should be read in conjunction with both the EDNA and the Market Intelligence Report.

1.6 The scope of the EEAS Update is to review and update the previous EEAS undertaken by the Council in 2011. The methodology associated with the previous EEAS was informed by the ODPM's "*Employment Land Reviews: A Guidance Note*" (2004). This document has since been superseded by the Framework and the Practice Guidance. This EEAS Update therefore reviews the previous methodology and, where necessary, updates it in line with current guidance. The report also considers the sites identified in the previous EEAS and updates the assessment in accordance with the updated methodology.

1.7 This assessment has regard to the following documents:

- Existing Employment Areas Study (2011);
- Employment Land Availability Assessment (2018);
- Annual Monitoring Report (2018); and,
- Call for Sites information relating to the most recent Employment Land Availability Assessment [ELAA].

1.8 The previous EEAS included a detailed analysis of the District's employment sites and a considerable amount of data already exists at a site-specific level. This has been taken into account as part of the updated site assessments.

1.9 The EEAS Update assesses the quality of the existing employment stock and considers if any of the existing employment areas should be protected for continued employment use; explores

whether opportunities exist for new and/or redeveloped employment land supply from the existing employment areas; and identifies those suitable for release for alternative uses.

Structure

1.10 The EEAS Update is structured as follows:

- **Section 2.0 Methodology** – summarises the assessment methodology, including a review of the previous methodology based on the ODPM Guidance Note and proposed updates in line with current guidance;
- **Section 3.0 Review of Employment Land Portfolio** – summarises the assessment of Cannock’s employment land portfolio including sites recommended to be retained and released;
- **Section 4.0 Demand and Supply Balance** – considers the quantitative and qualitative balance of employment land demand and supply; and,
- **Section 5.0 Conclusions and Recommendation** – outlines the key findings and recommendations of the EEAS Update.

2.0 Methodology

Introduction

2.1 The previous EEAS was informed by the ODPM (2004) Employment Land Review Guidance Note [ODPM Guidance] which has since been superseded by the Framework and the Practice Guidance. This section of the report reviews the previous methodology against the current best practice guidance and legislation.

2.2 The Framework [§18-22] makes it clear that it is for LPAs to proactively plan to meet the employment land and development needs of businesses in their Local Plans. Local land targets will be tested through the Local Plan process and LPAs must collect and use reliable information to justify employment land supply policies.

National Planning Policy Framework

2.3 The Framework sets out the Government's economic, environmental and social planning policies for England.

2.4 The Framework [§8] states that there are three dimensions to sustainable development: economic, social and environmental. The economic role that the planning system must perform involves contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure.

2.5 The Framework [§80] states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. *“Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future.”*

2.6 To help achieve economic growth, planning policies should [§81]:

- 1 set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;
- 2 set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
- 3 seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment;
- 4 be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances; and,
- 5 Facilitate flexible working practices such as the integration of residential and commercial uses within the same unit.

2.7 The Framework [§82] also highlights that planning policies and decisions should recognise and address the specific locational requirements of different sectors. This includes making provision for clusters or networks of knowledge and data-driven, creative or high technology industries; and for storage and distribution operations at a variety of scales and in suitably accessible locations.

- 2.8 The Framework also guards against protecting employment sites that have no realistic prospect of coming forward for B-Class employment use:

“Planning policies and decisions need to reflect changes in the demand for land. They should be informed by regular reviews of both the land allocated for development in plans, and of land availability. Where the local planning authority considers there to be no reasonable prospect of an application coming forward for the use allocated in a plan:

- a *they should, as part of plan updates, reallocate the land for a more deliverable use that can help to address identified needs (or, if appropriate, deallocate a site which is undeveloped); and*
- b *in the interim, prior to updating the plan, applications for alternative uses on the land should be supported, where the proposed use would contribute to meeting an unmet need for development in the area.*

Local planning authorities should also take a positive approach to applications for alternative uses of land which is currently developed but not allocated for a specific purpose in plans, where this would help to meet identified development needs. In particular, they should support proposals to:

- c *a) use retail and employment land for homes in areas of high housing demand, provided this would not undermine key economic sectors or sites or the vitality and viability of town centres, and would be compatible with other policies in this Framework; and*
- d *b) make more effective use of sites that provide community services such as schools and hospitals, provided this maintains or improves the quality of service provision and access to open space.”* [§120-121]

- 2.9 Annex 2 of the Framework confirms that offices are a ‘main town centre use’, and as such, LPAs should apply a sequential test to planning applications for main town centre uses that are not in an existing centre and are not in accordance within an up-to-date Local Plan. [§86]

- 2.10 The Framework [§15] indicates that LPAs are required to ensure that succinct and up-to-date plans provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings. Strategic policies should set out an overall strategy for the pattern scale and quality of development and make sufficient provision for employment (amongst other land uses) [§20].

National Planning Practice Guidance

- 2.11 The Practice Guidance includes guidance on the assessment of housing and economic development. This replaces the previous Office of the Deputy Prime Minister [ODPM] *Employment Land Reviews: Guidance Note* from 2004 (although this arguably remains a source of good practice).
- 2.12 The Practice Guidance¹ provides a methodology for assessing economic development needs. It states that plan makers should liaise closely with the business community to understand their current and potential future requirements².
- 2.13 Plan makers should assess:

- 1 the best fit functional economic market area;

¹ Practice Guidance Reference 2a-026-20190220

² Practice Guidance Reference 2a-030-20140306

- 2 the existing stock of land within the area - this will indicate a baseline for land in employment uses;
- 3 the recent pattern of employment land supply and loss - for example based on extant planning permissions and planning applications (or loss to permitted development);
- 4 market demand - sourced from market intelligence from local data and discussions with developers and property agents, recent surveys of business needs or engagement with business and economic forums including locational and premises requirements of particular types of business;
- 5 market signals - based on projected growth in the certain markets and demographic changes; and,
- 6 oversupply and evidence of market failure - such as physical or ownership constraints that prevent the employment site being used effectively.

2.14 The PPG states that a simple typology of employment land by market segment and by sub-areas, where there are distinct property market areas within authorities, can be developed and analysed. This can be supplemented by information on permissions for other uses that have been granted, if available, on sites then or formerly in employment use³.

2.15 The available stock of land can be compared with the particular requirements of the area so that 'gaps' in local employment land provision can be identified. The PPG is clear that it is important to consider recent employment land take up and projections (based on past trends) and forecasts (based on future scenarios) and identify occurrences where sites have been developed for specialist economic uses.

2.16 This will help to provide an understanding of the underlying requirements for office, general business and warehousing sites, and (when compared with the overall stock of employment sites) can form the context for appraising individual sites. Analysing supply and demand will allow policy makers to identify whether there is a mismatch between quantitative and qualitative supply of and demand for employment sites. This will enable an understanding of which market segments are over-supplied to be derived and those which are undersupplied. Authorities will need to take account of business cycles and make use of forecasts and surveys to assess employment land requirements⁴.

2.17 The PPG contains a chapter on Housing and economic land availability assessment, which sets out the parameters for identifying a future supply of land that is suitable, available and achievable for housing and economic development uses over the plan period.

2.18 It clarifies that an assessment should:

- identify sites and broad locations with potential for development;
- assess their development potential; and,
- assess their suitability for development and the likelihood of development coming forward (the availability and achievability).

2.19 It advises that:

“This approach ensures that all land is assessed together as part of plan preparation to identify which sites or broad locations are the most suitable and deliverable for a particular use.”⁵

³ 2a-028-20190220

⁴ 2a-029-20190220

⁵ 3-001-20140306

- 2.20 The Flowchart for identifying and assessing development land is located at Appendix 2.
- 2.21 The PPG states that the assessments should consider all sites and broad locations capable of delivering economic development of 0.25 ha (or 500 sqm of floorspace) and above. The PPG clarifies that site surveys should be proportionate for the detail required for a robust appraisal, which should be more detailed where sites are considered to be realistic candidates for development⁶.
- 2.22 The PPG states that the following characteristics should be recorded during the survey⁷:
- site size, boundaries, and location;
 - current land use and character;
 - land uses and character of surrounding area;
 - physical constraints (e.g. access, contamination, steep slopes, flooding, natural features of significance, location of infrastructure/utilities);
 - potential environmental constraints;
 - where relevant, development progress (e.g. ground works completed, number of units started, number of units completed); and,
 - initial assessment of whether the site is suitable for a particular type of use or as part of a mixed-use development.
- 2.23 The PPG then sets out that assessing the suitability, availability and achievability of sites including whether the site is economically viable will provide the information on which the judgement can be made in the plan-making context as to whether a site can be considered deliverable over the plan period.
- 2.24 **Suitability** considerations can include:
- the development plan, emerging plan policy and national policy;
 - market and industry requirements and market signals in that functional economic market area;
 - physical limitations or problems such as access, infrastructure, ground conditions, flood risk, hazardous risks, pollution or contamination;
 - potential impacts including the effect upon landscapes including landscape features, nature and heritage conservation;
 - appropriateness and likely market attractiveness for the type of development proposed;
 - contribution to regeneration priority areas; and,
 - environmental/amenity impacts experienced by would be occupiers and neighbouring areas⁸.
- 2.25 In terms of **availability**, the PPG considers that a site is considered available for development when, on the best information available, there is confidence that there are no legal or ownership problems, such as unresolved multiple ownerships, ransom strips tenancies or operational requirements of landowners. This will often mean that the land is controlled by a developer or landowner who has expressed an intention to develop, or the landowner has expressed an intention to sell. Because persons do not need to have an interest in the land to make planning

⁶ 3-015-20140306

⁷ 3-016-20140306

⁸ 3-019-20140306

applications, the existence of a planning permission does not necessarily mean that the site is available. Where potential problems have been identified, then an assessment will need to be made as to how and when they can realistically be overcome. Consideration should also be given to the delivery record of the developers or landowners putting forward sites, and whether the planning background of a site shows a history of unimplemented permissions⁹.

2.26 A site is considered **achievable** for development where there is a reasonable prospect that the particular type of development will be developed on the site at a particular point in time. This is essentially a judgement about the economic viability of a site, and the capacity of the developer to complete and let or sell the development over a certain period¹⁰.

2.27 Where constraints have been identified, the assessment should consider what action would be needed to remove them (along with when and how this could be undertaken, and the likelihood of sites/broad locations being delivered). Actions might include the need for investment in new infrastructure, dealing with fragmented land ownership, environmental improvement, or a need to review development plan policy, which is currently constraining development¹¹.

2.28 The local planning authority should use the information on suitability, availability, achievability and constraints to assess the timescale within which each site is capable of development¹².

Review of 2011 EEAS Methodology

2.29 The methodology for the previous study was informed by the ODPM Guidance which, as outlined above, has now been superseded by the Framework and the Practice Guidance. However, whilst the Practice Guidance on economic growth assessments is considerably shorter and more focused than the previous ODPM Guidance, the core methodologies for assessing employment land requirements remain broadly consistent and the ODPM Guidance arguably remains a source of good practice. As such, the methodology utilised for the previous EEAS is considered to remain robust.

2.30 The previous methodology utilised a step by step process. Each of the defined steps is assessed for consistency with the Practice Guidance below:

- 1 Step one involved the identification of existing employment sites in the district. Large distinct business parks/industrial estates were identified separately, whilst multiple sites located in close proximity to one another were clustered together into wider employment areas. Sites of 0.25ha or greater in size were considered which meant that the vast majority of employment sites across the district were considered. This threshold was set out in the ODPM Guidance and is retained in the Practice Guidance. Therefore, step one of the previous methodologies remains consistent with current legislation and guidance.
- 2 Step two involved mapping out the sites using Geographical Information Systems [GIS] to establish the floorspace available, mix of unit sizes and enable the estimation of vacancy rates. Specific guidance on this was not included within the ODPM Guidance, nor is it included within the Framework or Practice Guidance. Notwithstanding this, this approach remains best practice on an industry wide basis and therefore we consider this element of the methodology to remain robust.
- 3 Step three involved site visits and desk-based research to inform an initial qualitative assessment and establish vacancy rates. The criteria and scoring system used for this assessment was informed by appraisal criteria set out within Annex E of the previous

⁹ 3-020-20140306

¹⁰ 3-021-20140306

¹¹ 3-022-20140306

¹² 3-023-20140306

ODPM Guidance. Whilst this guidance has since been superseded, the Practice Guidance does not provide detailed assessment criteria for assessing the quality, market demand and availability of employment sites. As such, we consider this to remain an appropriate guide for establishing site assessment criteria.

- 4 The remaining steps of the assessment involved utilising GIS mapping to establish if any further constraints existed, desk-based research via local property agent websites to identify vacancies and informal discussions with local property agents. All of these elements of the previous methodology are considered to remain appropriate and necessary to carry out a robust assessment of existing employment areas.

2.31 Having reviewed the previous methodology, we consider this to remain robust against the current guidance set out within the Practice Guidance. This is largely attributed to the fact that the Practice Guidance consolidated the previous ODPM Guidance, allowing for a greater degree of interpretation when deciding how to assess employment sites as opposed to introducing new requirements.

Proposed Methodology

2.32 As set out in our review of the 2011 EEAS Methodology, we believe this continues to represent a robust benchmark for assessing the quality, market demand and availability of employment land. As such, the proposed methodology does not deviate significantly from the previous methodology.

2.33 In summary, whilst the approach to this assessment follows the Government's Practice Guidance on undertaking economic development needs and availability assessments, the approach endorses the previous ODPM Guidance which, although no longer extant, arguably remains a useful source of best practice.

2.34 A note setting out the Site Assessment Criteria utilised for this study is included at Appendix 3.

3.0 **Review of Existing Employment Land Portfolio**

Introduction

- 3.1 This section presents the findings from the employment land supply assessment. This analysis considered the characteristics and quality of land and sites in Cannock, and their suitability and deliverability to meet future employment development needs.
- 3.2 The review focused upon sites and land currently in existing employment use or allocated for employment use within the adopted Cannock Chase Local Plan (Part 1) 2014. This represents Cannock's current employment land supply. Additional potential sites have also been assessed to determine their suitability for employment use within the EDNA and Market Intelligence Reports. This report relates only to the existing employment sites identified within the previous EEAS and considers their suitability for ongoing employment use, as well as seeking to establish if opportunities exist for additional development in these locations.
- 3.3 In total, 22 employment areas were assessed, covering 311 ha (gross) of land. The areas assessed generally comprise clusters of employment units distributed across one or multiple business parks/industrial estates.

Approach

- 3.4 The sites were inspected for their suitability for employment use in line with the Practice Guidance. This focused on the following criteria:
- 1 Physical limitations or problems such as strategic road/local access, infrastructure, ground conditions, flood risks, pollution or contamination (where known);
 - 2 Potential impacts including the effect upon nature and heritage conservation;
 - 3 Appropriateness and likely market attractiveness (including vacancy and market activity on site) for the type of development proposed;
 - 4 Proximity to labour and services;
 - 5 Barriers to, and timescales for, delivery; and
 - 6 Environmental/amenity impacts experienced by would be occupiers and neighbouring areas.
- 3.5 In addition to the above criteria, the assessment also considered other site-specific factors such as their policy status, planning constraints and suitability for specific uses. Although flood risk was considered as a part of this assessment, it is recognised that being in a flood zone does not necessarily preclude some types of commercial uses from coming forward for development.
- 3.6 The site visits were supplemented by discussions with key stakeholders such as commercial agents, developers and Council Officers. The assessments also reviewed data provided by the Council such as flood risk, listed buildings status, conservation areas, remediation constraints such as pollution control areas and oil pipelines, and relevant planning history.
- 3.7 It should be noted that the Council's most recent Employment Land Availability Assessment (2018) [ELAA] identifies 24.97 hectares of additional employment land within the urban area. This includes sites without planning permission, sites with outline planning permission, sites with full planning permission and sites under construction. These sites are acknowledged within this assessment with the exception of Land off Norton Hall Lane, Butts Lane, Norton Canes (ref. Ne2) as this site is not located within one of the defined existing employment areas and is

predominately subject to proposals for residential (albeit with a small element of employment). This means there is a total of 22.86 hectares of identified additional employment land within the existing employment areas. Whilst as part of this exercise we also sought to identify if any additional land was available for development within existing employment areas that is not currently identified within the ELAA, it should be noted that further opportunities were limited. This doesn't mean to say that redevelopment opportunities will not arise in the existing employment areas in the future through proposals to redevelop existing or part of existing sites. However, we did not identify any additional land that could contribute towards significantly increasing the District's employment land supply and meeting future growth needs.

- 3.8 Essentially, our assessment has not identified any additional sites, beyond those already identified and/or committed within the existing employment areas that appear to be readily available for development.
- 3.9 Appendix 1 contains a series of existing employment area assessment pro-formas containing photographs, red-line boundaries on aerial maps, descriptions, assessments, the final rating and recommendation for each of the assessed sites. The criteria rating categories of 'very good', 'good', 'average', 'poor' and 'very poor' are intended to provide a broad indication of the overall quality of employment land supply rather than a comparison of one site against another.
- 3.10 It should be noted that the assessment process in itself does not necessarily provide a complete picture of the local significance of certain existing employment areas. For example, an area could be assessed to have the potential to satisfy particular business and sector needs (i.e. which can be important reasons for retaining the site) even if it does not perform well against conventional site assessment criteria.
- 3.11 Area ratings are also informed by factors such as market intelligence, market attractiveness, sustainability considerations and compliance with planning policy set out in the Framework. Greater weight has been given to sites which best respond to the market's needs and where any identified constraints can be overcome (with appropriate mitigation), through the planning process. For example, an area could be considered as having the potential to satisfy particular business or sector needs which can be important reasons for retaining it, even if it does not perform well against conventional site assessment criteria.
- 3.12 Similarly, existing employment areas with significant known constraints (such as contamination, or subject to significant Flood Risk) have been downgraded. If any site constraints were to be removed in the future (i.e. policy constraints, access improvements, site contamination or remediation works), the site rating would be likely to improve.
- 3.13 It is also important to note that the assessments are based on the conditions and data observed during the timescales of the study. Such information is time-sensitive and may change in the future. The intrinsic qualities of sites and the associated ratings have been derived on this basis of assessment. It is possible that the relative rankings of sites could change in the future if measures were put into place to enhance their functioning as employment sites (for example through new infrastructure and servicing).
- 3.14 The assessment provided in the following sections is presented on a 'without prejudice' basis as evidence to inform the preparation of the Council's emerging Local Plan. It does not constitute Council policy and future employment allocations should be determined through the formal consultation process as part of the Local Plan.
- 3.15 Table 3.1 summarises our site recommendations based on the findings of our assessment and having regard to existing designations.

Table 3.1 Site Recommendation Categories

Site Recommendation Category
Protect for future B class employment use via allocation and policy that has strong presumption for retention of B class uses on site.
Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.
Green Belt sites- maintain current approach of retaining for employment use, with proposals for future employment development treated positively given it is unlikely that the site will be suitable for alternative uses.

Source: Lichfields

- 3.16 Policy CP8 of the Cannock Local Plan Core Strategy (2014) regards employment land. Whilst no formal land designations are made on the Policies Map, CP8 refers to the following two sites as Strategic High-Quality Sites:
- 1 Kingswood Lakeside; and,
 - 2 Towers Business Park.
- 3.17 The following sites are identified as locations where redevelopment will be supported by future policies, with a view to retain and promote diversified 'B Class' uses:
- 1 Cannock Chase Enterprise Centre;
 - 2 Cannock Wood Industrial Estate;
 - 3 Lime Lane Business Area; and,
 - 4 Watling Street Business Park.
- 3.18 For the purposes of this report, we have considered the six sites listed above as designated existing employment areas.

Overview of Employment Land Portfolio

- 3.19 Twenty-two (22) existing employment areas were assessed for their suitability for employment uses, comprising predominately Industrial Estates/Areas and Business Parks. There are 77 sites located within the 22 employment areas. For the purposes of the assessment, we have split the District into three distinct market areas which are listed below:
- 1 Cannock, Hednesford and Heath Hayes;
 - 2 Rugeley and Brereton; and,
 - 3 Norton Canes.
- 3.20 Most sites are in Cannock, Hednesford and Heath Hayes. Rugeley and Brereton had the second biggest number of sites and Norton Canes had the least. As referenced above, we found there to be limited immediate development opportunities within the existing employment areas beyond those already identified within the ELAA. Table 3.2 summarises the distribution of sites across the different market areas.

Table 3.2 Distribution of Sites Across Market Areas

Market Area	Number of areas	Number of sites	Gross area (ha)	Net Area (ELAA)(ha)
Cannock, Hednesford and Heath Hayes	17	64	206.80	17.55
Rugeley and Brereton	3	9	76.50	4.34
Norton Canes	2	4	27.21	3.08
Total	22	77	310.51	24.97

Source: Lichfields Analysis

- 3.21 The following sections present the assessment of employment land for each market area. This includes recommendations to retain, release or allocate each site for B-Class employment use and identifies the sites to be included in the employment land supply.

Cannock, Hednesford and Heath Hayes

- 3.22 The Cannock, Hednesford and Heath Hayes market area contains 64 sites, distributed across 17 distinct employment areas. This represents over 80% of the District's existing employment sites which reflects this market areas excellent connections with the strategic road network. Our assessment found Kingswood Lakeside to be the only site of a very good quality, with a further 10 found of the employment areas to be of a good quality. In contrast, 3 sites were found to be average, with a further 3 scoring poor. Nevertheless, in a general sense our assessment found the District's best sites to be located within Cannock, Hednesford and Heath Hayes, in particular around Cannock. This corresponds with our discussions with commercial agents who advised that this part of the District, and in particular to the south of Cannock in close proximity to the M6 Toll is the most attractive part of the District from a market perspective. The Kingswood Lakeside Employment Park is located immediately to the south-east of this sub-area and is recognised as a key strategic site in Staffordshire's industrial assets. In general, commercial agents reported that this market area benefits from the highest land values in the District, with rental values reported as typically being around £2 per sq. ft greater than elsewhere in the District. This is reflected by the relatively high provision (169.23 ha) of existing employment areas considered to be 'good' quality.
- 3.23 In respect of the A5 Corridor North, our assessment found the wider location to be a high-profile site with high quality buildings. When considering other factors, the area scored 'good' overall. This is an improvement from the previous EEAS where the site scored 'average' and the site has benefitted from some investment since 2011. It should be noted that one of the key operators, Gestamp Tallent is relocating the company to an alternative site in South Staffordshire District. A planning application was submitted for the residential led redevelopment of the premises (ref. CH/17/323). However, this application has now been withdrawn and it is understood that the site has been sold to an employment generating business. As such, whilst the formal allocation of the area isn't recommended, the A5 Corridor North should be recognised as a key location and retained for future B class employment uses in medium-long term. Proposals for any alternative uses or losses should be considered in the context of criteria-based policy which supports the retention of B class uses in first instance followed by other employment-generating uses if sufficient evidence can be provided to demonstrate that employment uses are unviable.
- 3.24 The majority of sites considered to be of average, average/poor and poor quality are considered to be potentially suitable for alternative uses in the future such as residential. This can largely be attributed to their relatively poor connectivity with the strategic road network, along with other factors set out within the supporting site proformas located at Appendix 1.

- 3.25 The previous EEAS found Anglesey Business Park to be of average quality and our site visit established that limited investment has occurred in the interim period. In addition, the vacancy rate has risen slightly from 13% in 2011 to 16%. Notwithstanding this, the site is still relatively well occupied, and we consider it to perform an important role, particularly for smaller indigenous companies. On this basis, it is likely that the site will remain in employment use for the foreseeable future and we have found no evidence to suggest that alternative uses are currently being considered by the owners. However, given its poor connectivity with the strategic road network, coupled with its location within a predominately residential area, it is considered that the site could potentially be suitable for alternative uses, particularly residential in the future. On this basis, we recommend that the site is not formally designated as an existing employment area and that vacancy levels are monitored closely. This will provide suitable flexibility for the market to consider the site for residential or mixed uses in the future should vacancy levels intensify.
- 3.26 The Chasewood Park Business Centre was not considered in the previous EEAS. The site is small (0.26 ha) and is located within/adjacent to the Heath Hayes Local Centre. The site contains a mix of small-scale employment, retail and 'sui generis' uses, along with a café. As such, the site is not in full use for B-Class employment purposes. The site is fully occupied, and we found no evidence to suggest that there are plans to redevelop the site. It is therefore likely that the site will remain in its current use for the short-medium term at the very least. However, given the sites location within a predominately residential and retail dominated area, should the current occupiers vacate the site, it would likely be more suitable for alternative uses in the future. It is recommended that the site is retained in its current use but monitored. No particular policy protection should be applied to the site in terms of retaining its current employment use. This will provide suitable flexibility for the market to consider the site for residential or mixed uses in the future should the current occupiers vacate the site.
- 3.27 The EDS Couriers Site (Wimblebury Road) currently a single occupier; EDS Couriers. The site is situated in an isolated location away from other employment uses and adjacent to residential. If EDS were to vacate the site in the future, we are of the view that this site would be better suited to residential uses. However, we have not identified any evidence to suggest that EDS currently has plans to vacate the site which is well established and won the 'Midland Regional Depot of the Year' Award in 2017. On this basis, it is likely that this site will remain in employment use for at least the short-medium term. However, given the sites location within a predominately residential and retail dominated area, should the current occupiers vacate the site, it would likely be more suitable for alternative uses in the future. It is recommended that the site is retained in its current use but monitored. No particular policy protection should be applied to the site in terms of retaining its current employment use. This will provide suitable flexibility for the market to consider the site for residential or mixed uses in the future should EDS decide to vacate the site. This recommendation corresponds with the findings of the previous EEAS which acknowledged that the should the existing occupier vacate; the site would be more likely suitable for alternative uses.
- 3.28 All four of the existing employment areas located within the Green Belt scored either average or poor within our assessment. However, it is recommended that the current approach (as set out within the Core Strategy) of retaining these sites for employment uses is maintained, with proposals for future employment development treated positively given it is unlikely that the site will be suitable for alternative uses.
- 3.29 Notwithstanding our recommendation not to apply formal policy protections to a number of the existing employment areas in this market area to protect them from alternative uses, it is important to note that these remain important parts of the current employment land supply.

- 3.30 Our assessment established that the existing employment areas in this market area have been found to contain limited additional available land beyond that already identified within the ELAA which could be used to facilitate the expansion of B2/B8 development across the District. The majority of opportunities within Cannock, Hednesford and Heath Hayes would involve the redevelopment of existing land already allocated or in use for employment uses. This corresponds with the findings of the EDNA and Market Intelligence Report which recommend that between 30 ha to 67 ha of additional land is required between 2018 and 2036.
- 3.31 Table 3.3 summarises the recommendations for sites in the Cannock, Hednesford and Heath Hayes market area.

Table 3.3 Summary of Cannock, Hednesford and Heath Hayes Site Recommendations

Employment Area	Gross site area (ha)	ELAA Net area (ha)	Overall site rating (no. of sites)	Recommendation
Kingswood Lakeside	25.06	10.30	Very Good (1)	Protect for future B class employment use via allocation and policy that has strong presumption for retention of B class uses on site.
A5 Corridor North	20.76	0.80	Good (10)	Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
A5 Corridor South	39.72	5.52		Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Bridgtown Business Area	10.95	0.00		Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Hawks Green North	24.93	0.69		Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Hawks Green South	9.89	0.00		Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy

				which supports retention of B class uses in first instance followed by other employment-generating uses.
Hollies Business Park	4.04	0.10		Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Intermodal Site	7.29	0.00		Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Keys Business Park	12.28	0.00		Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Park Plaza/Heritage Park	1.95	0.00		Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Walsall Road	18.73	0.00		Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Anglesey Business Park	4.81	0.00		Average (3)
Cannock Enterprise Centre	5.20	0.07	Maintain current approach of retaining for employment use, with proposals for future employment development treated positively given it is unlikely that the site will be suitable for alternative uses.	
Watling Street Business Park	5.47	0.0	Maintain current approach of retaining for employment use, with proposals for future	

				employment development treated positively given it is unlikely that the site will be suitable for alternative uses.
Chasewood Park Business Centre	0.26	0.00	Poor (3)	Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.
Cannock Wood Industrial Estate	11.47	0.07		Maintain current approach of retaining for employment use, with proposals for future employment development treated positively given it is unlikely that the site will be suitable for alternative uses.
EDS Couriers, Wimblebury Road	0.96	0.00		Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.
Total	203.77	17.55	17	

Source: Lichfields Analysis

Rugeley and Brereton

- 3.32 The Rugeley and Brereton market area is considerably smaller than Cannock, Hednesford and Heath Hayes, containing nine sites distributed across three wider employment locations. The market area is predominately residential in character and commercial agents did not consider it to be as attractive to businesses as the south of the District. This was largely attributed to its relative isolation to the strategic road network. However, the reported lower rental values in this market area have proved successful in attracting a high-profile operator (Amazon) into the Towers Business Park. However, as reported within the EDNA and Market Intelligence Report, it is understood that financial inducements were required to secure their occupation of this huge warehouse.
- 3.33 With the exception of Amazon, the Rugeley and Brereton market area has been found to predominately serve the local occupier market, providing affordable smaller scale premises to mainly indigenous occupiers.
- 3.34 Commercial agents considered the Towers Business Area to represent the market areas premier employment location and this is reflected in our assessment where it scored good. This is largely attributed to the presence of the Amazon Fulfilment Centre. However, the site generally contains modern buildings and it is recommended that this sites existing designation as a Strategic Employment Site is retained in the emerging Local Plan.
- 3.35 The Brereton Business Park, whilst well occupied, appeared to be run down with a lack of recent investment. Furthermore, there are environmental constraints including sloping topography and the adjacent Area of Outstanding National Beauty [AONB] which cast doubt on the areas long term viability as an employment location. On this basis, it is considered that alternative uses may be more suitable at the site in the future. However, the site is currently fully occupied, and planning permission has recently been granted for an extension to an existing unit and the erection of a new unit (ref. CH/18/413). There is no evidence to suggest that the site will not remain in employment uses for the medium-long term. Notwithstanding this, we recommended that the site is not formally designated as an existing employment area so that alternative uses

can be considered across all, or part of the site in the future. The performance of this employment area should be closely monitored.

- 3.36 The Power Station Road Business Area is located in a reasonably high-profile location and benefits from a recent planning permission for two new buildings to form 20 light industrial units (ref. CH/17/080). However, given the mixed-use nature of this area overall, it is not considered to be appropriate to allocate the wider employment area for B use class protection as it is likely that alternative uses will be more appropriate at the site in future. However, the soon to be vacant JCB unit is considered to be a key employment site in the District which should be afforded greater policy protection than the rest of the Power Station Road Business Area.
- 3.37 It is important to note that our assessment has not identified any additional potential expansion land beyond that already identified within the ELAA. As such, whilst these relatively large-scale employment areas form an important part of the District's existing employment land supply, they are not considered to represent a significant opportunity for future growth.
- 3.38 Table 3.4 summarises the recommendations for the Rugeley and Brereton market area.

Table 3.4 Summary of Rugeley and Brereton Recommendations

Employment Area	Gross site area (ha)	ELAA Net area (ha)	Overall site rating (no. of sites)	Recommendation
Towers Business Area	47.65	4.34	Good (1)	Protect for future B class employment use via allocation and policy that has strong presumption for retention of B class uses on site.
Brereton Business Park	13.74	0.00	Average (2)	Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.
Power Station Road Business Area	15.11	0.00		Wider Designated Area: Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term. JCB Site: Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Total	76.50	4.34	3	

Source: Lichfields' Analysis

Norton Canes

- 3.39 The Norton Canes market area represents the District's smallest market area, containing four sites distributed across two wider employment locations. The market area comprises land located to the north and south of Junction T6 of the M6 Toll. As such, the market area is relatively well connected with the strategic road network although the only direct access is

through the Road Chef Norton Canes Service Station. The two employment areas were found to score average (Norton Canes Business Area) and poor (Lime Lane).

3.40 The Norton Canes Business Area is considered to provide an important local employment opportunity and it is recommended that it is protected for B-class uses.

3.41 The Lime Lane Business Area comprises the Yates Industrial Estate and scored poor in our assessment. Policy EP8 of the Cannock Chase Local Plan Core Strategy (2014) identifies the site as an area where redevelopment would be supported although this has not occurred to date, and we are not aware of any current or emerging proposals to redevelop the site. Notwithstanding this, the site is currently occupied and currently contributes to meeting local employment needs. As such, it is recommended that the sites designation as an existing employment area is maintained, along with the aspiration to secure its redevelopment. As the site is washed in Green Belt, any subsequent proposals for its redevelopment would need to meet the Green Belt tests set out within the Framework.

3.42 The Norton Canes area is relatively constrained by Green Belt and our assessment did not identify any opportunities for new employment development within the existing employment areas for this market area beyond those already identified within the ELAA. The market area would, as a result, have no land immediately available for development for B-Class use, though this may be of only limited significance given the generally low demand within the market area.

3.43 Table 3.5 summarises the recommendations for the Norton Canes market area.

Table 3.5 Summary of Norton Canes Recommendations

Employment Area	Gross site area (ha)	ELAA Net area (ha)	Overall site rating (no. of sites)	Recommendation
Norton Canes Business Area	23.65	0.88	Average (1)	Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.
Lime Lane	3.55	0.0	Poor (1)	Maintain current approach of retaining for employment use, with proposals for future employment development treated positively given it is unlikely that the site will be suitable for alternative uses.
Total	27.21	0.88	2	

Source: Lichfield Analysis

Conclusions

3.44 In total, 77 sites, distributed across 22 wider employment areas were assessed for their suitability for employment uses. All of these sites are currently identified as primarily industrial areas. The majority of the District’s existing employment areas (in excess of 80%) are located within the Cannock, Hednesford and Heath Hayes market area.

3.45 Our assessment has identified a number of existing employment areas that would likely be more suited for alternative uses in the medium-long term and therefore should not be afforded policy

protection within the emerging Local Plan. Nevertheless, all of these sites still make an important contribution to the existing employment land portfolio at the current time.

- 3.46 As a result of our recommendations, the current employment land supply (accounting for existing sites) remains at 310.51 ha. Our assessment has had regard to a total of 22.86 of land within the existing employment areas identified for development. Beyond this, we have not identified any additional immediately available expansion land within the existing employment areas. This is simply in the context of undeveloped land and does not mean that there are not potential development opportunities associated with the redevelopment of existing buildings should such proposals come forwards.
- 3.47 Nevertheless, it is clear that additional employment land needs to be identified to meet future needs. This is reflected within both the EDNA and the Market Intelligence Report and this report should be read in conjunction with both. It is also important to note that, regardless of the availability of land, and whilst the importance of redeveloping brownfield sites is accepted, from a market perspective, commercial agents considered there to be significant risks associated with the sole pursuit of developing sites within the urban area.
- 3.48 In summary, our assessment has found the existing portfolio of employment land to be performing reasonably well. Whilst there are a number of qualitative issues, all the existing employment areas are considered to perform a valuable role in maintaining local jobs. As such, we have recommended that all 22 employment areas are maintained within the employment land supply. Out of the 22 employment areas, we have recommended that 2 are formally allocated as employment sites with a strong presumption in favour of retention of B-Class uses. These sites are Kingswood Lakeside and Towers Business Park. It is recommended that a further 10 existing employment areas are protected by policy with a presumption in favour of B-Class uses albeit not formally allocated.
- 3.49 In addition, it is also recommended that the JCB site within the Power Station Road Business Area is afforded policy protection with a presumption in favour of B-Class Uses. A further 6 sites (including the remainder of the Power Station Road Business Area are considered to have potential to be more suitable for alternative uses in the future. Whilst alternative proposals should be considered against a criteria-based policy, there should be no specific presumption in favour of their retention for B-Class uses so that alternative uses can be considered in the future if their performance declines. In terms of the four existing employment areas located within the Green Belt, it is recommended that the current approach of retaining B-Class uses and promoting redevelopment is maintained as it is unlikely these sites will be suitable for alternative uses.
- 3.50 The lack of additional land for expansion within the existing employment areas highlights that there is a clear requirement to identify new employment land outside of the urban areas. As such, the approach to meeting the District's future employment land needs should be based on the recommendations set out within the EDNA and Market Intelligence Report.

4.0 **Recommendations and Conclusion**

4.1 This report forms part of the evidence base to inform the Council's emerging Local Plan. The report represents the third part of a three-stage process and should be read in conjunction with and alongside the EDNA and Market Intelligence Reports.

4.2 The report considered the District's existing employment sites and the degree to which there is scope for these sites to contribute to meeting future need.

4.3 Set out below is a summary of our recommendations following the assessment, along with the overall conclusions of this part of the study.

Recommendations

4.4 Based on the updated assessment of the District's existing employment areas, we have the following recommendations to be considered when preparing the emerging Local Plan:

- 1 Retain all 22 existing employment areas within the employment land supply.
- 2 Retain the 6 existing employment designations at Kingswood Lakeside, Towers Business Park and the four Green Belt sites (Cannock Chase Enterprise Centre, Cannock Wood Industrial Estate, Lime Lane Business Area and Watling Street Business Park) as established under Policy CP8 of the Cannock Local Plan Core Strategy (2014).
- 3 Provide criteria-based policy protection within the emerging Local Plan with a presumption in favour of retaining B-Class Uses for the following 10 employment areas and one specific site; A5 Corridor North, A5 Corridor South, Bridgtown Business Area, Hawks Green North, Hawks Green South, Hollies Business Park, Intermodal Site, Keys Business Park, Park Plaza/Heritage Park, Walsall Road and Power Station Road Business Area (JCB Site Only).
- 4 Retain the following six sites within the employment land supply but monitor closely and do not resist proposals for alternative uses in the future if specific criteria are met; Anglesey Business Park, Chasewood Park Business Centre, EDS Couriers, Wimblebury Road, Brereton Business Park and Power Station Road Business Area (excluding the JCB site). Monitor the performance of these sites closely and consider the potential for alternative land uses in the future if performance declines.
- 5 Identify additional land outside of the existing employment areas to help meet the District's future employment land needs in accordance with the recommendations set out within the EDNA and Market Intelligence Report.

4.5 In relation to the sites identified in recommendation three, it is important owners are encouraged to seek prospective occupiers for commercial floor space for a 'reasonable period of time' prior to an application for change of use being submitted.

4.6 There is no formal guidance in either the Framework or Practice Guidance as to the length of time that might be considered appropriate. Nevertheless, it is clearly important that the Council ensures that any commercial property considered for change of use should be marketed in a manner that would genuinely test the market and bring it to the attention of likely purchasers.

4.7 Lichfields has held discussions with local commercial agents with regard to appropriate marketing periods for former B-Class employment space in the context of Cannock Chase District. The majority of commercial agents stated that the extent of the marketing periods will differ depending on the type of property in question and should be based on average disposal periods for the sector in question. Many of the commercial agents specifically mentioned that

commercial properties (both industrial and office) within the District tend to be occupied after 12-18 months after initially being marketed (for sale/let).

- 4.8 Given the generally indigenous local market, the view was expressed that if the site was not occupied within a year then there were likely to be specific issues regarding its suitability for ongoing B-class use, particularly for industrial units, which tend to have very low vacancy rates.
- 4.9 On the basis of the analysis above, we do not consider that there is clear evidence that would justify the Council pursuing a marketing period in excess of the 12 months. This is also consistent with the approach taken by the majority of West Midlands local authorities that have such a policy in place. This 12-month period is considered to be reasonable and sufficient to protect existing B-Class employment sites within the District.
- 4.10 It is also acknowledged there has been a total of 22 instances of office to residential conversions, many under the Permitted Development Rights, in the past 7 years since 2011/12. A total of 1.87 ha (c.18,700 sqm) has been lost over that time period. Consideration could be given to applying Article 4 Directions at existing employment areas which are considered to be particularly vulnerable to potential conversions from B1 to residential under permitted development rights.

Conclusion

- 4.11 Overall, the assessment of existing employment areas indicates that the District contains a reasonable range of employment sites of differing qualities and types, with relatively low vacancy levels. The sites vary from large industrial estates to smaller sites located in rural locations or in predominately residential areas.
- 4.12 At present, only six of the existing employment areas are acknowledged in planning policy and no formal designations exist (e.g. on a proposals map). In accordance with the above recommendations, policy measures should be introduced in the emerging Local Plan to provide the best performing existing employment areas a degree of protection from competing land uses.
- 4.13 The majority of the sites rated 'very good', 'good' or 'average', with only four sites scoring 'poor'. Two of these sites (Lime Lane and Cannock Wood Industrial Estate) are located within the Green Belt and have already been identified as a location where redevelopment would be supported for employment uses. This aspiration should be retained within the emerging Local Plan. However, any future proposals to redevelop the site would need to have regard to the Green Belt policies set out within the Framework.
- 4.14 Generally speaking, all of the employment sites are considered to perform an important role in terms of providing jobs for local residents and this should be protected in the future. Vacancy rates are generally low, and the majority of sites scored reasonably well from a qualitative perspective. However, there are limited (if any) opportunities for redevelopment within the existing employment areas. As such, additional land outside of the urban area needs to be identified to meet future employment land needs. This corresponds with the findings of the EDNA and the Market Intelligence Report and the recommendations set out in those reports should be used to inform the approach to meeting the District's employment land needs within the emerging Local Plan.

Appendix 1 Site Pro Forms

A5 Corridor North



**GROSS SITE AREA:
20.76 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.80ha**

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access	A5 Corridor North is located immediately adjacent to the A5 and within 5 minutes of the Motorway network via the M6/M6 Toll.	Good
Local Accessibility	Although in a prominent location, the A5 Corridor is a congested road with slow-moving traffic.	Average
Proximity to Urban Areas and Access to Labour and Services		Very Good
Compatibility of Adjoining Uses		Average/Poor
Developmental and	A5 Corridor North is generally level but is of an irregular shape.	Average

Market Conditions – Perception and Demand		Good
Market Segment		Good
Market Attractiveness		Good
Ownership / Site availability / Pressure for other forms of development	Fragmented ownership across the wider defined A5 Corridor North. The	
Barriers to Delivery and Mitigation		
Planning Factors		

OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	

SITE SUMMARY:

A5 Corridor North contains a mixture of A1/B2/B8 uses including some key local employers. The probable relocation out of the District by Gestamp has introduced a level of uncertainty to the future of the Avon Business Park element of the estate. However, this should still remain a viable and attractive commercial destination. A5 Corridor North is in a very accessible location (notwithstanding localised congestion) and there are few constraints for small-to-medium sized businesses, although the general environment would benefit from a programme of enhancement to increase its attractiveness.

A5 Corridor South



**GROSS SITE AREA:
39.72 ha**

**ESTIMATED NET DEVELOPABLE AREA:
5.52ha**

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access	The site is located along the A5.	Good
Local Accessibility	Although in a prominent location, the A5 Corridor is a congested road with slow-moving traffic.	Average
Proximity to Urban Areas and Access to Labour and Services	A5 Corridor South is located close to Cannock Sub-Regional Centre and Bridgtown Local Centre	Very Good
Compatibility of Adjoining Uses		Average/Poor
Developmental and Environmental Constraints		Average
Market Conditions – Perception and Demand		Good
Market Segment		Good
Market Attractiveness		Good
Ownership / Site availability / Pressure for other forms of development		

Barriers to Delivery and Mitigation	There do not appear to be any barriers for the re-development across A5 Corridor South.
Planning Factors	
OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	

SITE SUMMARY:

A5 Corridor South is in a good strategic location. In a broad sense, A5 Corridor South is considered attractive for employment uses, containing some excellent quality modern units. There has been significant investment across A5 Corridor South with the recent development of industrial/warehouse units. Development constraints primarily relate to flood risk on part of the defined employment area and the proximity of sensitive uses. However, A5 Corridor South's B-Class offer has been greatly watered down over the use with an increasing number of retail, leisure and sui generis uses. Furthermore, Homes England is developing 116 new homes a former brownfield employment site off Walkmill Lane for residential which will further serve to split off Cannock Industrial Centre from much of the rest of the A5 Corridor South.

The B-Class elements of A5 Corridor South should be protected for employment use, albeit Cannock Industrial Estate should be monitored going forward and more compatible uses promoted if the opportunity arises.

Anglesey Business Park



**GROSS SITE AREA:
4.81 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Adjacent to Littleworth Road, 1.1 km from the A460.	Average
Local Accessibility		Average
Proximity to Urban Areas and Access to Labour and Services	Equidistant to Hednesford, Hawks Green and Heath Hayes.	Average
Compatibility of Adjoining Uses	Residential uses to the north, east and south, with a park located to the west.	Poor
Developmental and Environmental Constraints		Very Good
Market Conditions – Perception and Demand		Good
Market Segment	The site currently serves small/medium scale B1/B2/B8 uses,	Average

Market Attractiveness		Average
Ownership / Site availability / Pressure for other forms of development		
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors		
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses		
SITE SUMMARY:		

Brereton Business Park



GROSS SITE AREA:
13.74ha

ESTIMATED NET DEVELOPABLE AREA:
0.00ha

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access

Located off Colliery Road, within 1km of the A51.

Good

Local Accessibility

Poor

Proximity to Urban Areas and Access to Labour and Services

Access to Brereton Local Centre

Poor

Developmental and Environmental Constraints	This is a sloping site on a hill. The site is broadly rectangular. The site is in Flood Zone 1 (low flood risk).	Average
Market Conditions – Perception and Demand		Poor
Market Segment		Average
Market Attractiveness		Average
Ownership / Site availability / Pressure for other forms of development	There are few available units on the site and limited development	
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors		

OVERALL SITE RATING	Average/Poor
Recommendation and Potential Future Uses	

SITE SUMMARY:

The site is in use for B1/B8/Sui Generis uses. The site is sloping and has very little, if any, room for expansion given it is surrounded on all sides by either residential uses or protected environmental designations. The estate is generally lacking in aesthetics and has a run-down feel in parts; nevertheless, firms are still investing in units at the site and it remains an important industrial estate for indigenous users, particularly 'bad neighbour' uses.

That said, it is not recommended that the site is protected in the longer term as alternative uses may be more appropriate on the interface between the estate and adjoining residential uses.

Bridgtown Business Area



**GROSS SITE AREA:
10.95 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Bridgtown Business Area is located off the A34 and A5 and is in close proximity to a junction on the M6 Toll.	Very Good
Local Accessibility		Good
Proximity to Urban Areas and Access to Labour and Services	Close to Cannock Sub-Regional Centre and Bridgtown Local Centre.	Very Good
Compatibility of Adjoining Uses		Average
Developmental and Environmental Constraints		Average

Market Conditions – Perception and Demand		Good
Market Segment		Average
Market Attractiveness		Good
Ownership / Site availability / Pressure for other forms of development	This is a very large defined employment area spread across a number of	
Barriers to Delivery and Mitigation		
Planning Factors		
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses		

SITE SUMMARY:

Cannock Enterprise Centre



**GROSS SITE AREA:
5.20 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.07ha**

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access

Adjacent to Walkers Rise, within 0.4 km of the A460.

Good

Local Accessibility

Poor

Proximity to Urban Areas and Access to Labour and Services

Very Poor

		Good
Developmental and Environmental Constraints		Good
Market Conditions – Perception and Demand		Good
Market Segment		Average
Market Attractiveness		Good
Ownership / Site availability / Pressure for other forms of development	We are not aware of any vacant units at the site and the Enterprise Centre appears well occupied.	
Barriers to Delivery and Mitigation		
Planning Factors		
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses		

SITE SUMMARY:

This is a medium-sized employment site that accommodates a mix of B1/B2/B8 uses. The site is located within a semi-rural area, within the Green Belt and close to an AONB. Although isolated, this historic employment site is well established, marketed and maintained and remains popular with the local commercial property market and likely to be attractive to the market.

Re-development/refurbishment of the site will be challenging given the Green Belt restrictions, but this should be treated positively where possible given the lack of suitable alternative uses.

Cannock Wood Industrial Estate



**GROSS SITE AREA:
11.47 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.07ha**

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access	Off Cannock Wood Street, within 3.3km of the A460.	Poor
Local Accessibility		Poor
Proximity to Urban Areas and Access to Labour and Services	The site is remote and isolated, with the nearest residential area comprising Rawnsley, half a kilometre to the west.	Very Poor
Compatibility of Adjoining Uses		Good
Developmental and Environmental Constraints	This is a sloping site of a broadly regular shape. The site is within Flood Zone 1 (low risk of flooding).	Good

¹Source: Development Project Services on behalf of ATP Industries (July 2015): *Design and Access Statement*, planning application reference CH/15/0286

Market Conditions – Perception and Demand	We are not aware of any recent market activity on site. Demand is likely to be limited.	Average
Market Segment	The site currently serves B2, B8 and sui generis uses, which are likely to continue on the site. A number of these effectively comprise ‘bad neighbour’ uses, hence it is appropriate that these are not located in close proximity to residential areas.	Average
Market Attractiveness	<p>This is a low-profile site, which attracts indigenous end users. The site contains a number of large industrial buildings which have a poor appearance and some semi-derelict, with many dating back to before the 1950s. A number of companies would comprise ‘bad neighbour’ uses, hence it is appropriate that they are located in relatively remote, and well screened, locations.</p> <p>There appears to be no sign of recent marketing or investment in the site, with local roads in need of repair. There is a lack of parking on the site, with cars parked on an ad-hoc basis on street.</p>	Poor
Ownership / Site availability / Pressure for other forms of development	We are not aware of any vacant units at the site and none are currently being marketed online (at the time of writing).	
Barriers to Delivery and Mitigation	The site is situated within the Green Belt and is in close proximity to the AONB, hence expansion /redevelopment is subject to challenging planning policy restrictions.	
Planning Factors	<p>As set out above, the site is located within the Green Belt. Policy CP8 of the Local Plan Core Strategy Part 1 identifies the Lime Lane Business Area as an existing employment site in the Green Belt sets out that proposals for employment development at the site will be treated positively.</p> <p>The following is a recent commitment/proposal at the site:</p> <ul style="list-style-type: none"> • CH/15/0286: planning permission for an extension to ATP Industries’ existing workshop. 	
OVERALL SITE RATING	Poor	
Recommendation and Potential Future Uses	<p>This site is in an isolated location within the Green Belt, which limits its re-development for alternative uses. Units tend to be large, and of a generally poor quality whilst the environmental quality is also poor.</p> <p>Nevertheless, vacancy levels are low and it fulfils an important role for local ‘bad neighbour’ uses.</p> <p>Recommendation: Maintain current approach of retaining for employment use, with proposals for future employment development treated positively given it is unlikely that the site will be suitable for alternative uses.</p>	
SITE SUMMARY:		
The site is used for B2, B8 and sui generis uses. The site is in an isolated, low profile location. Access to the site is poor and via a built-up residential area, which limits vehicular movements. There does not appear to have been significant recent investment on site, with a number of large units in a poor state of disrepair. Re-development/refurbishment of the site will be challenging given the Green Belt restrictions, but this should be treated positively where possible given the lack of suitable alternative uses.		

Chasewood Park Business Centre



**GROSS SITE AREA:
0.26 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Adjacent to the B4154, 0.3 km from the A5190.	Good
Local Accessibility		Average
Proximity to Urban Areas and Access to Labour and Services	Within Heath Hayes Local Centre, but some distance to the nearest District Centre (Hawks Green)	Poor
Compatibility of Adjoining Uses	B1 / retail / Sui generis uses surrounded on all sides by residential uses.	Average
Developmental and Environmental Constraints		Very Good
Market Conditions – Perception and Demand		Average
Market Segment		Good
Market Attractiveness		Poor

	indigenous occupiers seeking cost effective, small units. Parking on the site itself is limited, although there is ample shared car parking adjacent to the site which would help alleviate any parking issues. There is no sign of branding or signposting other than a sign near the entrance providing a telephone number for anyone to call who may be interested in renting one of the Business Centre units.	
Ownership / Site availability / Pressure for other forms of development	There do not appear to be any vacant units at the site.	
Barriers to Delivery and Mitigation	The site is in use and is located within a residential area. Any expansion would need to involve the redevelopment of the adjacent car park, which appeared to be well used at the time of the site visit.	
Planning Factors	The site is not designated for any particular use. If new employment development were proposed for the site, the impact on residential amenity would be a key issue to address as would the access point and branding.	
OVERALL SITE RATING	Poor	
Recommendation and Potential Future Uses	<p>The site accommodates a mix of Sui Generis/retail and B1 employment uses, located in 1980s buildings and an environmental setting that appears to have seen limited investment for a number of years. Vacancy rates appear to be low, and the uses generally acceptable within a predominantly residential setting. However, if vacancy rates began to increase and alternative (residential) uses for the site pursued, this should be explored by the Council.</p> <p>Recommendation: Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.</p>	
SITE SUMMARY:		

Hawks Green North



**GROSS SITE AREA:
24.93 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.69ha**

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access

Hawks Green North is located on both sides of the A460 and has good access.

Good

Local Accessibility

Good

Compatibility of Adjoining Uses		Average
Developmental and Environmental Constraints		Average
Market Conditions – Perception and Demand		Good
Market Segment		Good
Market Attractiveness		Good
Ownership / Site availability / Pressure for other forms of development	Hawks Green North is large and there is likely to be fragmented ownership.	

Planning Factors	
OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	

SITE SUMMARY:
This large, established, industrial location in Cannock accommodates a number of large companies based in a mix of B1/B2/B8 units. Market demand for these units is reasonably strong, particularly for the newer units in the southern part of the estate. Hawks Green North is in an accessible location along the A460. There are potential flooding issues in the middle of the defined employment area, although there are few developmental constraints for the remainder. Investment is continuing at Hawks Green North, with the construction of two new 11,000 sq. ft industrial units. Hawks Green North is considered to be reasonably attractive to the market and should be protected for employment uses going forward.

Hawks Green Business Park (Hawks Green South)



**GROSS SITE AREA:
9.89 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Hawks Green South is located next to the A460.	Good
Local Accessibility		Very Good
Proximity to Urban Areas and Access to Labour and Services	Equidistant to Cannock Sub-Regional Centre and Hawks Green District Centre.	Very Good
Compatibility of Adjoining Uses		Average

Developmental and Environmental Constraints	Hawks Green South is sloping and irregular in shape. Most of the defined employment area is in Flood Zone 1 (low risk of flooding). However, the east and south of Hawks Green South is in Flood Zones 2 or 3 (higher risk of flooding). The area to the south is an area of wildlife interest, whilst there are also 2 TPOs within the defined employment area.	Average
Market Conditions – Perception and Demand	There are signs of recent market activity at Hawks Green South. It is anticipated that there will be reasonable market demand for these units. There is a potential development opportunity to the east of the defined employment area, which is currently cleared land. To take an example of a plot currently being advertised to let, there is a light industrial unit in Martindale for £6.97/ sq. ft pa (3,228 sq. ft.).	Good
Market Segment	Hawks Green South currently provides accommodation for a variety of A1/B2/B8/sui generis uses.	Good
Market Attractiveness	Hawks Green South is in a reasonably high-profile location along the A460. The units tend to be of an adequate standard, although there is a wide mix of properties with some dating back to the 1950s/60s and some from the 1980s. Landscaping and vegetation is minimal at best, and the kerb appeal of some of the older units is modest. Hawks Green South is, however, likely to be seen as reasonably attractive by agents or occupiers. It is well branded. There is a development opportunity to the rear of Castle Fasteners.	Good
Ownership / Site availability / Pressure for other forms of development	Hawks Green South is large and there is likely to be fragmented ownership. Of the 53 Units at Martindale, 12 are vacant, a rate of 23%; this falls to 9% at Mill Park (3 of 33 units) and 50% on Ranton Park (4 of 8). Overall, the vacancy rate is around 20%.	
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors	Hawks Green South is not designated for any specific uses. Immediately south of the defined employment area is an area of wildlife interest (Mill Green Nature Park), which could restrict any future expansion further south.	
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses	Designate as an employment area to help maintain existing employment uses. Hawks Green South is split into three separate areas, with a mix of units. The environmental quality across the wider defined employment area is moderate, with some older units and little in the way of greenery or vegetation. Nevertheless, Hawks Green South benefits from strong branding, an accessible location and a number of good local employers. The estate would benefit from environmental enhancements and upgrades to some of the older units. Recommendation: Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first	

SITE SUMMARY:

Hawks Green South is in use for a mix of A1/B2/B8 uses. The site is in an accessible location along the A460. There are potential flooding issues to the east of the defined employment area. Hawks Green South is likely to be reasonably attractive to the market and should be protected for employment uses going forward.

Hollies Business Park



**GROSS SITE AREA:
4.04 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.10ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Located directly off the A5190/A4601.	Good
Local Accessibility	Local access along 'A' roads and close to Cannock Town Centre.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Access to Cannock Sub-Regional Centre.	Very Good
Compatibility of Adjoining Uses	Residential uses to the north and west.	Average
Developmental and Environmental Constraints		Good
Market Conditions – Perception and Demand		Good
Market Segment	The site currently serves A1/B1/B2/B8 uses.	Average
Market Attractiveness		Good

	<p>pavements, on both sides of the road (along Hollies Park Road in particular) which reduces the aesthetics of the site and causes issues for the manoeuvrability of larger vehicles. The Estate has suffered from vandalism and graffiti in the past, and this remains in evidence which reduces the attractiveness of the site.</p> <p>The site is not well branded/signposted.</p>	
Ownership / Site availability / Pressure for other forms of development	<p>At the time of the site visit there did not appear to be many vacant units at the site.</p> <p>One of the units that is currently being marketed is a 2-storey self-contained office unit at Hollies Court, which is available for £7,500 p.a. (£8.51 per sq. ft. p.a.) for 881 sq. ft.</p>	
Barriers to Delivery and Mitigation	<p>There do not appear to be any barriers to development. There are a number of TPOs on the site.</p>	
Planning Factors	<p>Any re-development of the site would need to take account of the railway line to the east of the site which constrains future expansion, as does the proximity of sensitive residential uses to the west and north.</p> <p>The following is a list of recent commitments/proposals at the site:</p> <ul style="list-style-type: none"> • CH/16/374: planning permission for light industrial unit; • CH/17/215: planning permission from B use class to A1; and, • CH/18/330: planning permission for change of use to B8. 	
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses	<p>This is a site on the edge of Cannock Town Centre, close to a railway station and therefore has a highly accessible and sustainable location. The Business Park is reasonably well let and has a number of modern, good quality units, although there are poorer quality sheds on the southern periphery. The large Wickes bulky goods store dominates the southern third of the Business Park.</p> <p>Recommendation: Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>	
SITE SUMMARY:		

Pentalver/Mid Cannock Interchange (Intermodal Site)



**GROSS SITE AREA:
7.29 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	The site is located off the A460 and within 1km of the M6 Toll.	Very Good
Local Accessibility	The A460 is a free moving Trunk Road with excellent access to the site and the highways network.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is close to Cannock Sub-Regional Centre.	Very Good
Compatibility of Adjoining Uses	The site is located on the edge of a larger employment area, although a residential area is located further north.	Good
Developmental and Environmental Constraints		Good
Market Conditions – Perception and Demand		Good
Market Segment	The site is in B8 use, which is appropriate for this site.	Very Good
Market Attractiveness		Good
Ownership / Site availability / Pressure for other forms of development		
Barriers to Delivery and Mitigation		

Planning Factors	There are no planning factors which could affect the development of the site.
OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	<p>This is a specialist logistics employment site which should be protected. It is recommended that the site is designated as a specialist B-Class employment area within the emerging Local Plan to protect the existing freight use.</p> <p>Recommendation: Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>
SITE SUMMARY:	
<p>The site is in use as a depot and storage area for freight. It is in a highly accessible location in close proximity to the M6 Toll junction. Although expansion of the site would be very difficult, there may be some potential in the future to redevelop it into a Railfreight Interchange. The site should be protected for Employment use and designated as such in the emerging Local Plan.</p>	

Keys Business Park



**GROSS SITE AREA:
12.28 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Adjacent to Keys Park Road, leading to the B4154 and within 1.2 km of the A460.	Average
Local Accessibility	Accessed from the narrow B4154.	Poor
Proximity to Urban Areas and Access to Labour and Services	Access to Hawks Green District Centre.	Average
Compatibility of Adjoining Uses		Average
Developmental and Environmental Constraints		Good
Market Conditions – Perception and Demand		Good
Market Segment		Average

		Good
Ownership / Site availability / Pressure for other forms of development	Residential development surrounding the site, but no pressure for alternative development on the Business Park itself.	
Barriers to Delivery and Mitigation	The pond to the north of the site is a barrier to any future development on the site.	
Planning Factors		
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses		

SITE SUMMARY:
The site is used for offices and general industrial uses. The site shows signs of recent investment and is likely to be attractive to the market. Any further development at or adjacent to the site is constrained by areas being classed as sites of biological interest and nearby residential uses. The site should be retained and protected for employment uses.

Kingswood Lakeside (including Morston Court)



**GROSS SITE AREA:
25.06 ha**

**ESTIMATED NET DEVELOPABLE AREA:
10.30ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Located off Blakeney Way, within 0.7km of the A460 and immediately adjacent to the M6 Toll.	Very Good
Local Accessibility	Kingswood Lakeside has very good access, being located immediately beside the free flowing A460.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Close to Cannock Sub-Regional Centre, Bridgtown and Orbital Retail Park.	Very Good
Compatibility of Adjoining Uses		Very Good
Developmental and Environmental Constraints		Good

	within Flood Zones 2/3. A pond designated as a site of biological interest is located adjacent to the Veolia office block.	
Market Conditions – Perception and Demand	<p>Kingswood Lakeside is regarded by the market as being the premier location for commercial and industrial premises in Cannock Chase, with a highly accessible and visible position set within well landscaped grounds. The area is still being redeveloped and has considerable potential for expansion into the surrounding Green Belt (notwithstanding the policy issues surrounding such an option).</p> <p>However, following a recent boom in construction at the site, vacancy levels (in terms of floorspace) are very high. There are a number of speculative B8 logistics developments that have come forward at Kingswood Lakeside in the last few years which are yet to secure occupiers. These include the Conneqt and M6DC Schemes.</p> <p>It is important to note that whilst this may initially appear to be concerning, agents did not consider that the slow take up on speculative units is a fair reflection on Cannock Chase’s suitability as an industrial and logistics location, particularly in relation to Kingswood Lakeside.</p> <p>Agents consider that the current state of the market was a reflection of the unprecedented macro-economic uncertainty generated by Brexit and associated lack of clarity in respect of the UK’s future trading arrangements with the European Union. Agents were relatively upbeat about the industrial and logistics potential at Kingswood Lakeside and considered that once the Brexit uncertainty has passed, the speculative stock has strong prospect of securing high profile occupiers.</p>	Very Good
Market Segment	Kingswood Lakeside currently serves B1/B2/B8 uses and is likely to continue to do so.	Very Good
Market Attractiveness	<p>Kingswood Lakeside is in a very high-profile location and has a modern, good quality appearance. The site contains a number of key international operators. The site is likely to receive strong demand from potential occupiers. Parking appears plentiful.</p> <p>The site is not signposted or branded. Commercial agents consistently identified Kingswood Lakeside as the District’s premier employment destination. The Business Park has been extremely successful in delivering high levels of development in recent years, delivering 24.5 ha of predominantly B8 land.</p>	Very Good
Ownership / Site availability / Pressure for other forms of development	<p>It is understood that there are a number of owners across the site, although one of these includes Staffordshire County Council.</p> <p>Kingswood Lakeside, Cannock Chase’s 25 ha Strategic Employment Site off the A460 that contains key local employers including Unilever, DHL, Veolia, First Choice, APC, Briggs Equipment and Vauxhall. Part of Kingswood Lakeside is marketed as CONNEQT Alpha or CONNEQT Beta, which contain two large logistics units that are currently to let. These comprise logistics /</p>	

Barriers to Delivery and Mitigation	
Planning Factors	
OVERALL SITE RATING	Very Good
Recommendation and Potential Future Uses	
SITE SUMMARY:	

² <https://www.rightmove.co.uk/commercial-property-to-let/property-64975048.html>

³ <https://lc.zoocdn.com/552cfb19acd14c1f79429eee1ae7068c649f3623.pdf>

Expansion land is being promoted within the Green Belt around the existing developable boundary of the site. The site should be protected for B-Class employment going forward.

Lime Lane



**GROSS SITE AREA:
3.55 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access		Good
Local Accessibility	Accessed from the narrow B4154.	Average
Proximity to Urban Areas and Access to Labour and Services	Access to Norton Canes Local Centre.	Poor
Compatibility of Adjoining Uses	Situated within the Green Belt and adjacent to a canal (a designated SAC).	Good
Developmental and Environmental Constraints		Poor
Market Conditions – Perception and Demand		Poor
Market Segment	The site currently serves sui generis uses (vehicle repairs),	Good

	manufacturing (boat building yards) and storage. Due to the proximity of the site to the canal, such uses are likely to continue into the future.	
Market Attractiveness	<p>There is a marketing board at the site which sets out that there is a workshop/office to let, with short term flexible deals available. The site is in a peripheral location. Buildings on the site are unattractive, old and in a state of disrepair and there is no sign of recent investment.</p> <p>Parking is limited and ad hoc around the site. Roads are unsealed and in need of resurfacing.</p> <p>The Lime Lane Business Area is branded and features a sign at the entrance of the site. The site is unlikely to be attractive to the market.</p>	Poor
Ownership / Site availability / Pressure for other forms of development	Ownership is likely to be fragmented, although it appears that there is at least one landowner owning a significant proportion of the site (SMR Properties). There is at least one vacant unit at the site, with workshops and offices being advertised to let on short term flexible deals.	
Barriers to Delivery and Mitigation	The service road running through the site is narrow but well-used and can prevent users exiting the site quickly. Expansion opportunities are very limited.	
Planning Factors	<p>As set out above, the site is located within the Green Belt. Policy CP8 of the Local Plan Core Strategy Part 1 identifies the Lime Lane Business Area as an existing employment site in the Green Belt sets out that proposals for employment development at the site will be treated positively.</p> <p>The following is a recent commitment/proposal at the site:</p> <ul style="list-style-type: none"> CH/14/0439: planning permission for part change of use from club to office. 	
OVERALL SITE RATING	Poor	
Recommendation and Potential Future Uses	<p>The site has reasonably good strategic accessibility. However, the current units on site are poor and its market attractiveness is poor. The site is located within the Green Belt which will hinder the redevelopment of the site for alternative uses. However, proposals for employment development at the site are supported by Policy CP8 of the Local Plan Part 1. The site is unlikely to be attractive and viable for alternative uses on the site. The site is currently occupied, albeit it is a niche site that meets a very specific local need.</p> <p>Recommendation: Maintain current approach of retaining for employment use, with proposals for future employment development treated positively given it is unlikely that the site will be suitable for alternative uses.</p>	
SITE SUMMARY:		
The site is predominantly in use by employment/sui generis uses associated with the canal. The site has an irregular shape and a narrow entrance. The quality of units on the site is generally poor. The site is located within the Green Belt, which makes any re-development of the site problematic.		

Norton Canes Business Area



**GROSS SITE AREA:
23.65 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.88ha**

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access

Good

Local Accessibility

Average

Proximity to Urban Areas and

Located in relatively close proximity to Norton Canes Local

Good

Compatibility of Adjoining Uses		Poor
Developmental and Environmental Constraints		Good
Market Conditions – Perception and Demand		Average
Market Segment	Norton Canes Business Area currently serves a mix of uses and is likely to continue to do so.	Average
Market Attractiveness		Average
Ownership / Site availability / Pressure for other forms of development	There are few office/industrial units being advertised online as being available	
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors		

Recommendation and Potential Future Uses	
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SITE SUMMARY:

Norton Canes Business Area contains a mix of uses including A1 bulky goods, B1, B2 and B8. The site is

Park Plaza/Heritage Park



**GROSS SITE AREA:
1.95 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Adjacent to the A460	Good
Local Accessibility	Local accessibility along Hayes Way, with bus route on the A460.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Equidistant to Cannock Sub-Regional Centre and Hawks Green District Centre.	Very Good
Compatibility of Adjoining Uses	Residential uses to the east and south; Mill Green Nature Park surrounding the remainder.	Average
Developmental and Environmental Constraints	This is a slightly sloping site and is broadly rectangular in shape. The site is in Flood Zone 1 (low flood risk).	Good
Market Conditions – Perception and Demand		Average
Market Segment		Good
Market Attractiveness	Park Plaza/Heritage Park is in a reasonably attractive location,	Good

	adjacent to the A460, albeit on the edge of a residential area. The buildings within the defined employment area have a high-quality appearance. The units are likely to be viewed as attractive by agents or occupiers leading to reasonable demand. However, there is a clear parking issue. Cars are tightly parked on either side of the road within both parts of the defined employment area, which suggests there is inadequate parking for users of the offices. Park Plaza/Heritage Park is well signposted and highly visible from the adjoining A road. Landscaping reasonable and well maintained.	
Ownership / Site availability / Pressure for other forms of development	One private owner. No alternative uses suggested given modern nature of the units.	
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors	Any future re-development at Park Plaza/Heritage Park would need to take into account the residential amenity of nearby uses, as well as the green space network.	
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses	<p>Park Plaza/Heritage Park provides good quality, modern offices. Park Plaza is partly occupied by Taylor Wimpey North Midlands but does have some vacancies.</p> <p>Recommendation: Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>	
SITE SUMMARY:		

Power Station Road Business Area



**GROSS SITE AREA:
15.11 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Adjacent to the A51.	Good
Local Accessibility		Average
Proximity to Urban Areas and Access to Labour and Services	Good access to nearby Rugeley Town Centre	Good
Compatibility of Adjoining Uses		Average
Developmental and Environmental Constraints		Poor
Market Conditions – Perception and Demand		Good

	<p>It is understood, however, that a new factory at Beamhurst on the A50, near Uttoxeter, will replace Rugeley’s existing JCB Cab Systems site, where more than 400 people currently work⁴. JCB has been quoted as stating that it has outgrown its Riverside Rugeley site and has tried unsuccessfully to find a suitable replacement plot in the Rugeley area, hence its proposed relocation. It is understood that a phased programme of moving production to the new site will be implemented from July 2019 onwards.</p> <p>The future re-use of the facility will be crucial for the wider Business Area moving forward.</p>	
Market Segment	Power Station Road Business Area currently serves A1 trade counter, B2 and B8 uses.	Average
Market Attractiveness		Average
Ownership / Site availability / Pressure for other forms of development		
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors	<p>The following is a recent commitment/proposal at Power Station Road Business Area:</p> <ul style="list-style-type: none"> • CH/17/080: planning permission for two new buildings to form 20 light industrial units (B1). 	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses		

⁴ <https://www.expressandstar.com/news/business/2018/06/28/jcbs-50m-investment-in-new-plant/>

SITE SUMMARY:

Power Station Road Business Area contains a mix of A1, B2 and B8 uses. Some of the occupiers are very high profile. The defined employment area is in a reasonably accessible location. It is in Flood Zone 3 which could hinder future development. There appears to have been a lack of recent investment across the defined employment area and there are considerable uncertainties concerning the future of the plot that is presently occupied by 400 JCB employees. Whilst the JCB site should be protected for future B class employment uses, it is likely that other uses may be more suitable on other parts of the site, albeit uses that will likely generate employment but outside of the B class definitions.

EDS Couriers Site, Wimblebury Road



**GROSS SITE AREA:
0.96 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access	Off Wimblebury Road, within 2.1km of the A460.	Average
Local Accessibility		Poor
Proximity to Urban Areas and Access to Labour and Services	Access to Heath Hayes Local Centre.	Poor
Compatibility of Adjoining Uses	Residential uses to the north, east and south.	Very Poor
Developmental and Environmental Constraints		Very Good
Market Conditions – Perception and Demand		Good
Market Segment		Poor
Market Attractiveness		Poor

Ownership / Site availability / Pressure for other forms of development	<p>Site under single ownership and operated by EDS Couriers.</p> <p>Although it is understood that no formal proposals for alternative uses at the site have yet to be proposed, the site would be suitable for residential use should EDS Couriers choose to relocate in future.</p>
Barriers to Delivery and Mitigation	The site is occupied and is in the heart of a residential area, with no space for expansion and issues over conflicts with sensitive uses.
Planning Factors	The need to protect residential amenity means that new B2/B8 employment development on the site would be problematic.
OVERALL SITE RATING	Poor
Recommendation and Potential Future Uses	<p>The site contains a single user (EDS Couriers) occupying one large B8 warehouse unit and is located in an isolated location away from other employment uses.</p> <p>Whilst it clearly fulfils a role as a last mile parcel depot, its location conflicts with surrounding sensitive residential uses. Should EDS Couriers choose to relocate, it is considered that the site would be suitable for residential use.</p> <p>Recommendation: Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.</p>
SITE SUMMARY:	
<p>The site is occupied by EDS Couriers and used for storage and distribution purposes. The site is likely to be reasonably attractive to last mile B8 employment uses, but any new employment development on the site would be problematic, due to its isolated, residential location. Alternative uses for the site should be explored should EDS Couriers choose to relocate in future.</p>	

Towers Business Area



**GROSS SITE AREA:
47.65 ha**

**ESTIMATED NET DEVELOPABLE AREA:
4.34ha**

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access	Good access adjacent to the A51.	Good
Local Accessibility	Reasonable local access via Brereton Road.	Average
Proximity to Urban Areas and Access to Labour and Services	Access to Rugeley Town Centre and Brereton Local Centre.	Good
Compatibility of Adjoining Uses	Former power station to the north east, but residential uses to the east, south and west.	Average
Developmental and Environmental Constraints		Average

	to the east, south and west.	
Market Conditions – Perception and Demand	There is evidence of recent market activity at Towers Business Area. There is workshop space, storage space, modern warehouse/industrial units and refurbished office suites all advertised as being available to let (see below).	Good
Market Segment	Towers Business Area currently serves B1/B2/B8 uses and is likely to continue to do so in the future.	Good
Market Attractiveness	<p>Towers Business Area is in a high-profile location, adjacent to the A51 and the Former Rugeley Power Station site, which is being proposed for a large-scale mixed-use development containing an element of employment use.</p> <p>Towers Business Area benefits from a number of high quality of occupiers, dominated by the Amazon Fulfilment Centre. The wider defined employment area was considered to be relatively attractive by commercial agents although it was acknowledged that there has been a lack of recent investment. Parking generally seems adequate, although some cars were parked on internal roads during the site visit. Towers Business Area is well branded.</p>	Good
Ownership / Site availability / Pressure for other forms of development	<p>Understood to be a limited number of ownerships, despite the size of the defined employment area.</p> <p>The largest office unit in this location comprises Edric House, Wolseley Court on Towers Business Park, which formerly accommodated the NHS and is now available to let for c. 470 sqm (5,100 sq. ft.) @ £7.50 per sq. ft. Similarly, Towers Plaza, located on a prominent gateway site immediately off the A51 is advertising 1,500 sq. ft. of office space for £8 per sq. ft. on long term leases.</p> <p>Industrial Units on the Towers Business Park that are currently available to let include Units 219 - 220 Wolseley Court, comprising 472 sqm of modern industrial units (5,080 sq. ft.), which is being marketed at £6.15 per sq. ft.</p>	
Barriers to Delivery and Mitigation	None apparent. There is potential expansion land to the north-west of the Amazon building.	
Planning Factors	<p>Policy CP8 of the Cannock Local Plan Core Strategy (2014) identifies Towers Business Park as one of only 2 Strategic Employment Sites in the District. Non B class use proposals in this area will be considered on their merits, recognising the contribution they can potentially make as part of a mixed use area.</p> <p>The Green Space Network and Conservation Area along the southern boundary of the site are planning factors which could affect the future re-development of Towers Business Area for employment uses.</p> <p>The following is a list of recent commitments/proposals at Towers Business Area:</p> <ul style="list-style-type: none"> • CH/14/0399: planning permission for 71 new houses; • CH/15/0305: planning permission for builders and plumbers merchants; and, • CH/15/0486: planning permission for change of use from B8 to B2/B8. • CH/17/255: planning permission for erection of transport workshop with associated parking area. • CH/19/123: outline planning permission for proposed storage facility, associated parking & service yard. 	

Recommendation and Potential Future Uses	
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SITE SUMMARY:

Towers Business Area is in use for B1/B2/B8 uses and is dominated by an Amazon Fulfilment Centre. It is within a Green Space Network and there is also a Conservation Area to the south, which will limit any future re-

Walsall Road



**GROSS SITE AREA:
18.73 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA

Current Use, Land Type and Planning Status

RATING

Strategic Road Access

Walsall Road Employment Area is located off the A34 and close

Very Good

Local Accessibility		Good
Proximity to Urban Areas and Access to Labour and Services	Close to Cannock Sub-Regional Centre and Bridgtown Local Centre. Some informal cafes on site for workforce.	Very Good
Compatibility of Adjoining Uses	Walsall Road Employment Area is within a mixed-use area comprising of retail, employment and residential uses.	Average
Developmental and Environmental Constraints		Average
Market Conditions – Perception and Demand		Good
Market Segment		Average
Market Attractiveness		Good
Ownership / Site availability / Pressure for other forms of development		

⁵ <https://www.rightmove.co.uk/commercial-property-to-let/property-54454629.html>

Planning Factors	
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OVERALL SITE RATING **Good**

Recommendation and Potential Future Uses	
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SITE SUMMARY:
Walsall Road Employment Area is occupied by a mix of uses including A1/B1/B2/B8/Sui Generis uses. It is in an accessible location along the A34. The north west of the defined employment area is partly within Flood Zones 2 and 3 which could constrain future development in this location. There is evidence of recent investment, with the development of a large new office building. The area is popular with the local commercial market and has a number of important indigenous occupiers and should be retained for employment use, recognising that there are a number of Sui Generis/A1 retail uses already present within the defined employment area. Preference should be given to directing future B Class uses to the former ATOS site which is subject to a temporary planning permission allowing for vehicle storage.

Watling Street Business Park



**GROSS SITE AREA:
5.47 ha**

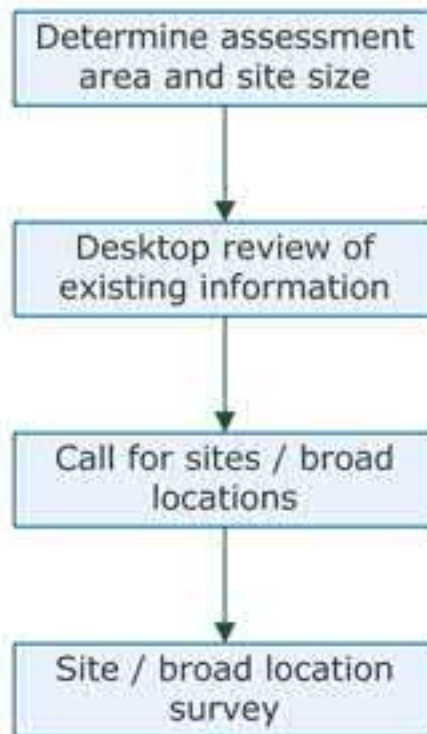
**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA		RATING
Current Use, Land Type and Planning Status		
Strategic Road Access		Good
Local Accessibility	Accessed from the narrow B4154, and generally poor public transport accessibility.	Average
Proximity to Urban Areas and Access to Labour and Services	Access to Norton Canes Local Centre.	Poor
Compatibility of Adjoining Uses	Surrounding by greenfield land in the Green Belt.	Good
Developmental and Environmental Constraints		Good

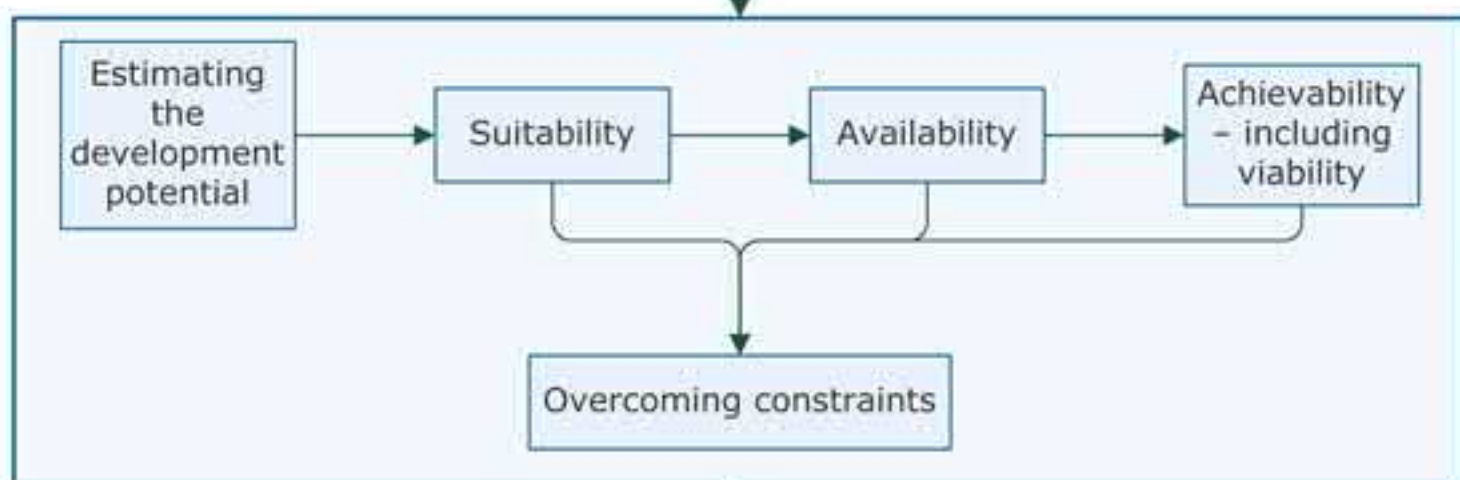
Market Conditions – Perception and Demand	<p>The first floor of Oak House is currently available to let for office use (207 sq. m), but generally the estate appears well managed by St Modwens and high vacancy rates recorded at the time of the last EEAS in 2011 have reduced substantially.</p> <p>The site is well maintained and contains units within a good state of repair. As such, demand for units in this location is likely to be reasonable, although it feels relatively remote and lacks good public transport routes.</p>	Good
Market Segment	The site is predominantly used for B1/B2 uses. B8/bad neighbour uses would also be appropriate on the site in future given the relative seclusion of the site and its strategic accessibility.	Good
Market Attractiveness	<p>The site has a reasonably high profile and the units are of a high quality. The site and units (large modern sheds) are likely to be viewed as attractive by agents and occupiers. There is sufficient parking, which was at only half capacity at the time of the site visit. The site is branded and highly visible along the A5.</p> <p>The site’s owners, St Modwens, have submitted representations in the past supporting its continued use for employment land.</p>	Good
Ownership / Site availability / Pressure for other forms of development	St Modwens own and operate the site. No pressure for alternative uses at present.	
Barriers to Delivery and Mitigation	The site would need to be released from the Green Belt. Whilst the site is occupied, it appears to be owned by St Modwen and single ownership would help any proposed re-development. The site is situated within the Green Belt; hence expansion /redevelopment is subject to challenging planning policy restrictions. Notwithstanding this, the land has been promoted for B class employment development previously.	
Planning Factors	As set out above, the site is located within the Green Belt. Policy CP8 of the Local Plan Core Strategy Part 1 identifies the Lime Lane Business Area as an existing employment site in the Green Belt sets out that proposals for employment development at the site will be treated positively.	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	<p>This site is in an isolated location within the Green Belt, which limits its potential re-development for alternative uses. However, the site fulfils a clear purpose for local companies and is now reasonably well occupied.</p> <p>The site is performing well and it is considered could be suitable for expansion subject to meeting the requirements of other planning policies relating to development in the Green Belt.</p> <p>Recommendation: Maintain current approach of retaining for employment use, with proposals for future employment development treated positively given it is unlikely that the site will be suitable for alternative uses.</p>	
SITE SUMMARY:		

Appendix 2 Land Availability Assessment Methodology

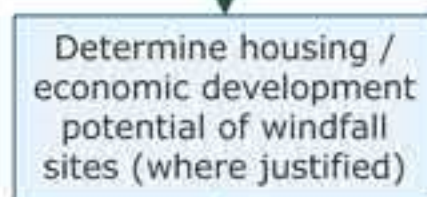
Stage 1 - Site / broad location identification



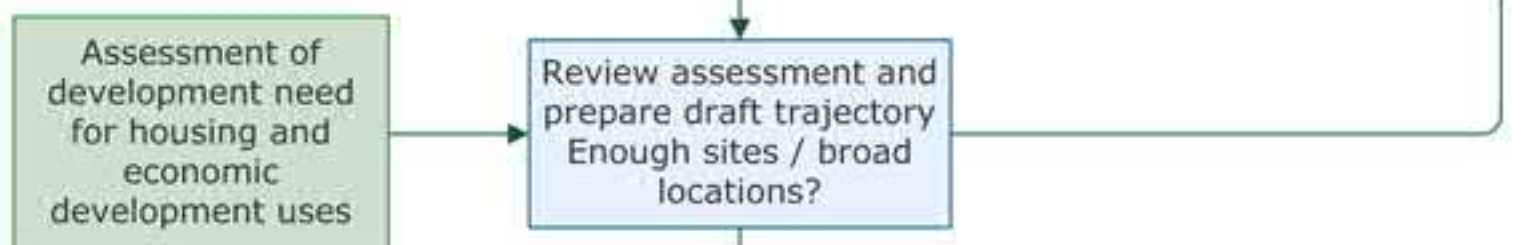
Stage 2 - Site / broad location assessment



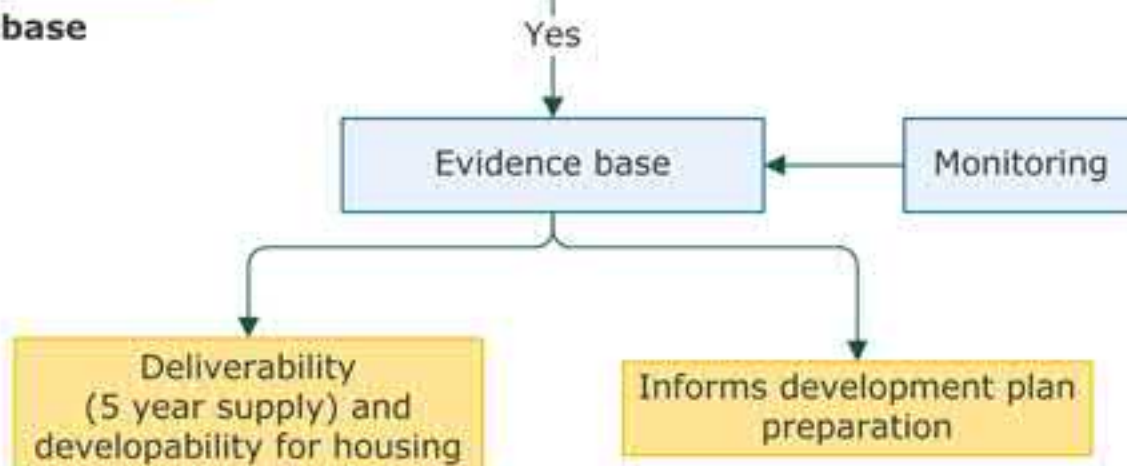
Stage 3 - Windfall assessment



Stage 4 - Assessment review



Stage 5 - Final evidence base



Appendix 3 Site Assessment Criteria

Cannock Chase EDNA Site Assessment Criteria

Our ref 42213/01/SPm/MG
Date October 2019

1.0 Site Assessment Criteria

1.1 This note sets out the proposed criteria for assessing the quality and condition of allocated and other existing sites. The criteria will be used to rate sites which will help to inform allocation in the emerging Local Plan.

1.2 Ratings can reflect a combination of different factors applying to the same criteria. A balanced judgment has to be made on an appropriate overall rating. Ratings are graded in the categories set out below, with Very Good being the highest rating and Very Poor being the lowest. Unless specified, ratings of Good, Average and Poor will be made where the site does not meet the full specification of a Very Good or Very Poor rating but instead meet some of the specification.

- Very Good;
- Good;
- Average;
- Poor; and
- Very Poor.

Strategic Road Access

1.3 For the purpose of this assessment strategic roads are defined as comprising the main A roads in the District (the A5, A34, A51, A4601 and A460) and the M6 Toll.

1.4 Very Good = within 1 Km of a junction on the M6 Toll.

1.5 Good = within 1Km of access to a main A road (notably the A5, A34, A51, A4601 and A460), or a usually free flowing strategic road, via good unconstrained roads.

1.6 Average = within 2.5Km of access to a main A road (notably the A5, A34, A51, A4601 and A460), or a usually free flowing strategic road, via good unconstrained roads.

1.7 Poor = within 5Km of access to a main A road (notably the A5, A34, A51, A4601 and A460), or a usually free flowing strategic road, via good unconstrained roads.

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

Local Accessibility

1.9 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.

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

1.11 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

1.12 Urban areas will be weighted according to the Council's Centres Hierarchy as set out in Policy CP11 of the Cannock Chase Local Plan Part 1 (2014).
Settlements are defined as:

- Strategic sub-regional centre (Cannock);
- Town centres (Rugeley and Hednesford);
- District centre (Hawks Green); and
- Local centres (Norton Canes, Heath Hayes, Chadsmoor, Bridgtown, Fernwood Drive and Brereton).

1.13 Very Good = within, or with good access to, a strategic sub-regional centre and also in close proximity to sizeable residential areas providing local labour supply.

1.14 Good = within, or with good access to, a town centre; and also in close proximity to sizeable residential areas providing local labour supply.

1.15 Average = within, or with good access to a district centre; and also accessible to residential areas providing some degree of local labour supply.

1.16 Poor = within, or with good access to a local centre.

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

Compatibility of Adjoining Uses

1.18 Good to Very Good = within larger employment area or no incompatible surrounding land uses.

1.19 Average = B1 use adjoining residential or other sensitive uses.

1.20 Poor to Very Poor = B2 or B8 adjoining residential or other sensitive uses.

Developmental and Environmental Constraints

- 1.21 Very Good = generally level site, regular shape, over 3 ha in size; low flood risk (Zone 1); no conservation, topographical or landscape constraints on scale of development; no adverse ground conditions or known abnormal development costs; no other significant constraints on new development.
- 1.22 Very Poor = sloping or uneven site; under 0.2 ha, irregular or narrow shape, other severe constraints; within flood risk Zone 3; conservation, topographical or landscape constraints on scale of development; adverse ground conditions or known abnormal development costs.

Market Conditions – Perception and Demand

- 1.23 The assessment will consider whether there has been any recent market activity on site, likely market demand, floorspace/units in use / for sale or vacant.

Market Segment

- 1.24 The assessment will consider what market segment(s) the site currently serves and what it could best serve in the future.

Market Attractiveness

- 1.25 The assessment will consider the attractiveness of sites to the market. This will consider the likely market demand and viability of development without intervention. Specifically, the assessment will consider the age & quality of buildings, the state of external areas & the public realm, parking and internal circulation and servicing.
- 1.26 Very Good = high profile or high-quality appearance, managed site; good environment and quality of occupiers; under 10% vacant; viewed as attractive by agents or occupiers; recent investment or development activity; strong demand; units rarely available; good level of parking; and adequate servicing areas.
- 1.27 Very Poor = run-down unattractive appearance or location; attracts lower end users and over 25% vacant space or buildings; vacant units not marketed; no recent investment; units remain vacant for lengthy period; site considered to be unviable without intervention, poor level of parking; and lack of adequate servicing areas.

Barriers to Delivery and Mitigation

- 1.28 Identify any factors that would constrain development of the site for employment uses. For example, site is occupied, there is a need for infrastructure and fragmented ownership. Where possible mitigation measures that would address barriers to delivery will be identified and

suggested. For example, we would identify whether providing access to a site would improve its deliverability or viability.

Planning Factors

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

Overall Site Rating

- 1.30 We will provide an overall site rating from Very Poor to Very Good. This will be determined by assessing the rating for each factor. The overall site rating will be justified with an explanation of the main factors and their weight. Any factors which may make the site unviable without mitigation will be specified.
- 1.31 The weighting of different factors will vary from one site to another. For example, a site suitable for B8 uses would place most weighting on strategic road access, whereas a site suitable for B1 office uses would place more weight on proximity to urban areas and access to labour and services.