Employment Land Review

Lichfield district council

www.lichfielddc.gov.uk

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Appendices

1 Introduction

1.1 In 2007 the District Council commenced preparation of the first Local Development Framework Document, the Core Strategy. This document will set out the framework for all other Development Plan documents that will follow. During the preparation of the Core Strategy various elements of work are being undertaken that will feed into the Strategy. The evidence gathered as part of this Employment Land Review will provide the basis for Core Strategy policies in relation to employment. It has been prepared with the assistance of Staffordshire County Council Development Services Research Team.

1.2 Recent Guidance published by ODPM has provided detailed advice on the approach which should be adopted by local authorities when undertaking Employment Land Reviews. Key to these reviews is that local authorities ensure that policies:-

- provide for a sufficient supply of employment land of appropriate quality to meet the particular business needs throughout the plan period.
- protect suitable existing employment land and premises which are required by the market in both the long and short term.
- where appropriate, identify new employment allocations if the current land portfolio and premises are not sufficient to meet future needs (in both qualitative and quantitative terms).
- where appropriate, release sites and existing allocations for development for alternative uses where they are clearly considered unsuitable for employment.

Purpose of the Study

1.3 The purpose of this study is to provide an evidence base for development of employment land and related policies in the Local Development Framework and emerging Development Plan Documents. The study therefore assesses existing employment land provision and forecasts future needs ultimately resulting in a employment land portfolio that meets the needs of the District up to 2026.

1.4 The objectives of the study are to:

- identify sufficient employment land to meet the requirements of the Regional Spatial Strategy
- consider whether existing employment sites and allocations are appropriate
- consider the nature and spatial distribution of employment land within the District
- identify the most appropriate sites which need to be safeguarded for employment use and whether any are best released from employment use for alternative uses
- identify suitable additional employment sites in the most appropriate locations
- consider rural employment requirements.

2 Executive Summary

Background

2.1 This Employment Land Review seeks to provide an up to date assessment of employment land within Lichfield District in terms of quality, quantity, its spatial distribution and the extent to which this land can meet the District's future economic requirements. It has been prepared with the assistance of Staffordshire County Council Development Services Research Team.

2.2 The methodology adopted for the review had sought generally to follow published guidance. It has included an assessment of existing employment land supply and a technical report prepared by the County Council on future land requirements, a review of existing employment sites and allocations, and sought views from existing employers and land agents.

Aims of the Review

2.3 The principal aim of the review is to help identify an employment land portfolio for the District in terms of size, type and location that reflects its needs up to 2026. Objectives of the study are to :-

- Consider the context of emerging national/regional planning policy and whether additional sites need to be allocated, or equally whether sites currently identified need to be released for other uses.
- Assess demand for B1, B2 and B8 employment to 2026
- Consult with stakeholders (agents and employers) operating within the District to consider the future needs of the employment property land and property market
- Review existing employment stock – to consider whether existing employment sites and allocations are to continue to be protected for employment-only uses or released for alternative uses
- Consider whether there are issues relating to the nature and spatial distribution and quality of employment land
- Consider potential land requirements for office development within the District.

Key Findings and Conclusions:

Policy Context:

2.4 The Core Strategy will need to be consistent with national and regional policy. At a regional level the policy context is changing through the Phase 2 Partial Review of the Regional Spatial Strategy (RSS) which will identify new levels of employment land and office floorspace provision for the District, but allow for some testing through the Core Strategy to determine if these levels are appropriate or whether local issues justify some variation.

2.5 The RSS Revision preferred options have been agreed by the Regional Assembly and significant features within them that are relevant to the consideration of future employment requirements are:

- It provides for a rolling 5 year reservoir of employment land of 33 hectares for Lichfield District and a further 99 hectares for longer term provision
- It identifies a level of office growth for Lichfield City as a strategic centre of 30,000 sq. metres, preferably to be located within or on the edge of the City Centre
- It allows for smaller scale office provision in other non-strategic centres (up to 5,000 sq. metres), if this can be justified
- It provides for continuing housing growth for the District at a rate of about 400 dwellings per year for the next 20 years, although for the Region as a whole the growth proposed is less than included in Central Government household forecasts.

Existing Employment Land situation:

2.6 A total of 132 hectares of employment land is available within the District mainly in new employment sites. Of this, 101.5 hectares has planning permission. The land supply for employment is dominated by the availability of a large site at Fradley Park, with smaller sites allocated but without planning permission at Lichfield, a Boley Park extension, and Burntwood, at Chasetown, making up most of the remainder.

2.7 In terms of past employment development rates on allocated sites the annual average completion rate over the last 10 years is 6.4 hectares, with only 0.3 hectares annually completed on redevelopment sites.

The District Labour force:

2.8 The District's resident labour force is just over 46,000 people. There are complex commuting patterns. 22,727 District residents also work in the District, but over 12,800 work in the West Midlands Metropolitan area. Of the 15,150 Burntwood residents who work, only 4,770 have jobs in Burntwood. This compares to 13,319 Lichfield working residents, of which 6,067 work in the City.

2.9 Unemployment levels are low within the District and the average income of residents of the District is higher than that of the West Midlands as a whole. However, incomes of people working in the District are lower than the incomes of residents of the District, indicating a relatively high proportion of low paid jobs available locally.

Employment Structure:

2.10 The 2006 employment structure of the District shows major employment sectors as being some 21.3% of jobs in manufacturing, 19.1% in health and education and 13.4 % in finance and business. Forecast changes to the local employment structure show that by 2026 the continuing decline in jobs in manufacturing has left only 13.9% of jobs in this sector, but a significant rise in jobs in the finance and business sector with the proportion of jobs in this sector rising to 23.0%, which essentially needs to be met within offices. The health and education sector is forecast to be relatively static, with 18.7% of jobs in this sector.

Existing Employment Locations

2.11 There are concentrations of employment within the 3 main locations of Lichfield, Burntwood and Fradley, with smaller employment sites dispersed throughout the District, including sites within some of the larger villages and freestanding major developed sites. Whilst larger rural settlements with industrial estates are within walking distance of the majority of its residents and generally have a reasonable range of services and facilities associated with such settlements, they are likely to attract employees from further afield, for example Fazeley has close links with Tamworth and Armitage with Rugeley. Fradley, the largest employment site within the District, has become a very successful employment site in terms of offices and more recently distribution and warehousing.

2.12 The majority of existing employment locations are within towns and therefore accessible by public transport in that they tend to be located on a frequent transport route. However the extent to which buses and trains are used for work trips is very low in terms of overall mode of transport for work trips.

Future Employment Land Requirements:

2.13 The County Council Development Research Team has used three methodologies to estimate employment land requirements up to 2026. These are a ‘past trends’ approach, a ‘labour demand’ approach, and a ‘labour supply’ approach based on population growth consistent with two of the Regional Spatial Strategy housing growth options for the District. There is no single accepted approach to future employment land requirements and the results from the County Council exercise give a wide range of potential need. The approach taken in the RSS review is based on past trends and in the County Council’s technical work this gives by far the largest future employment land requirement. Requirements are much less when the approach of projecting the District labour force at 2026 based upon RSS scale growth is taken. This is principally because it takes account of changes in the population structure that anticipate a continuing ageing of the population and because it also takes account of the growth in the finance and distribution sector, where 85% of the jobs are anticipated to be met in town centre office employment. There is a question of whether this assumption is a reasonable one in relation to the District, or whether new potential office locations need to be identified to meet the anticipated trends and demands.

Past Trends Approach

2.14 Projecting past rates of development indicates a need for 133 hectares of employment land 2006 - 2026. These land requirements are likely to be skewed towards the upper end of the “expected” levels of land requirement in Lichfield District over the next 20-year period, and would be the result of rapid growth levels in the area’s economy. Past trends development in Lichfield District has been relatively buoyant over recent years. Employment forecasts suggest that such buoyant levels of local development, particularly in the B8 sector, will lessen into the medium and longer term future. This may mean that a more accurate reflection of employment land requirements could fall somewhere below these figures.

Labour Demand Approach

2.15 The labour demand approach uses forecasted employment change to identify potential future land requirements in the District. Under the different scenarios and assumptions tested in the labour demand approach, the preferred approach yields an employment land requirement of 30.6 hectares in the period 2006 to 2026. An “upper end” approach which would see all B class employment provided on new B class land, as well as an element of relocation for manufacturing, suggests an employment land requirement of around 53 hectares.

Labour Supply Approach

2.16 The labour supply approach is based primarily around labour force projections which suggest the amount of labour which will be available to serve the economy over future years. A key advantage of the labour supply approach is that it allows policy led inputs to be incorporated into the land requirement calculation. For the purposes of calculations in this project the most realistic growth scenario is likely to be that under house building option 2 or 3 of the Review of the West Midlands Regional Spatial Strategy. Option 3 would generate a need for a maximum of 29.6 hectares of new employment land in the period between 2006 and 2026 and a minimum of 15 hectares.

2.17 For the purposes of this project the labour supply approach was calculated solely on the basis of the labour force projection, with a factor for commuting. No further assumptions, such as those made for the relocation of manufacturing in the labour demand approach, have been applied to the labour supply approach.

2.18 In relation to the overall level of general employment land required the County Council's report identifies a range of other issues that also need to be taken into account in considering employment land requirements, in addition to the forecasting exercise. These are, commuting patterns, whether the portfolio of land is appropriate to meet needs, the impact of migrant workers, whether there are constraints, including land ownership issues that are affecting whether employment land is brought forward and the need to match housing development with complementary growth in employment land.

Offices:

2.19 In terms of office development, studies undertaken as part of the RSS Review have shown significant regional growth projections for offices but the review identifies growth levels solely for the strategic town centres, since that is considered consistent with national policy. Lichfield is identified for office growth of 30,000 sq. metres within the RSS preferred option. The need for additional office floorspace is supported by the work undertaken by Staffordshire County Council on employment forecasts, which identifies the financial and business sector as the fastest growth sector within the District. It is estimated that over 12,000 people will be employed in finance and business by 2026, compared to 7,000 people in 2006.

2.20 However, the ability to accommodate this projected growth in office development within town centres within either Lichfield City Centre (lack of availability of land due to historic constraints and limited potential on future redevelopment sites within the City Centre) or Burntwood (difficulties and uncertainties over formation of town centre) is likely to impact on the amount and location of office development. The RSS requires a clear distinction in terms of scale of new office development between Lichfield, as the strategic centre, and Burntwood. Within Lichfield City and Burntwood pressure for significant modern office development may continue through proposals to redevelop parts of existing employment sites or allocated sites. Elsewhere, recent developments and permissions have occurred at Fradley, within employment allocations and at Wall Island, near Shenstone.

2.21 Given these issues, policy will need to address how and where to accommodate office needs within the District, including whether extensions to Lichfield City Centre are necessary, whether there are other specific locations in the City that should be identified, the level of appropriate office growth in Burntwood and whether new freestanding office parks are required.

Views from Employers and Property/Land Agents

2.22 Information on existing conditions and aspirations has been sought from stakeholders during 2007 through local employers and agents. This has highlighted some of the issues facing existing employers, and what factors are important in influencing their decisions to locate and remain within the District. Information gathered included a brief profile of the business, aspirations in terms of future company development and land requirements, travel to work information in terms of car use and views on public transportation and recruitment. The sample questionnaire survey brought a relatively poor response, with the conclusions being based upon the 56 responses received.

2.23 The majority of existing employers were generally satisfied with employment land provision in terms of their individual requirements and those which forecast future expansion felt that generally their needs could be met within the District.

2.24 Asked whether companies felt that they would still be on the same site in the next 20 years, the majority did not know, however 11 felt that they would still be operating in their present location. 8 respondents felt that they would most likely be located on a different site within Lichfield District, with 6 stating that they would most likely be located outside of the District. In terms of expansion plans, over half had plans to increase business turnover and increase the number of employees within the next 5 years. Just under one-third felt that they were likely to increase their range of activities within the next 5 years.

2.25 The survey revealed a notable lack of use of the public transport system for employment, compounded by a high level of employees who travel from outside the District. Some companies also noted difficulties they are facing in recruiting the right staff. Access to quality labour and recruitment difficulties are identified as the most constraining factor on businesses surveyed.

2.26 The need to have good access to the highway network was a key factor in terms of business location. The survey shows a good level of aspiration over the short term in terms of plans to expand turnover, employee numbers, activities and size of premises.

Conclusions:

2.27 Within the District there are significant amounts of land available for employment. However, the location of these sites is fixed; in most cases, sites have the benefit of planning permission. This in itself creates problems in that it significantly reduces the opportunities in terms of addressing any spatial inequalities of employment land distribution across the District in relation to creating more balanced settlements.

2.28 It is difficult to argue that an overall increase in the amount of employment land is necessary, however there are particular issues about the balance of employment land across the District in the light of the scale of the permission at Fradley. This includes whether there is sufficient employment land at Burntwood, which may necessitate reviewing how existing identified land should be used to promote a greater number and variety of jobs for the town.

2.29 Growth in office jobs and the forecast continuing decline in manufacturing jobs are particular issues that need to be addressed, particularly in terms of appropriate locations for office development.

2.30 There is a notable lack of use of the public transport system for journeys to work and this is compounded by the high level of employees who travel in from outside the District. This is an important issue that needs to be addressed in terms of tackling sustainable community objectives.

2.31 The difficulties that some companies are facing in recruiting the right staff is also a key issue which is likely to impact on the District in terms of economic performance and its ability to attract specialist companies.

3 Policy Context

3.1 The Core Strategy of the Local Development Framework needs to be consistent with national and regional policy in order to be considered a sound strategy and needs to take account of other strategies that may be relevant. This section therefore sets out the key aspects of such policies and strategies that are relevant to the Employment Land Review. In particular it considers the emerging Regional Strategy that will have progressed significantly before the District Council has prepared its Core Strategy. The policy context outlined below will need to be revisited before the Council finalises its submission Core Strategy to ensure that it is comprehensive and up to date.

National Policy Context

Planning Policy Statement 1 – Delivering Sustainable Development 2005

3.2 Planning Policy Statement 1 sets out the overarching planning policies on the delivery of sustainable development through the planning system. The Government has set out four aims for sustainable development as:

- social progress which recognises the needs of everyone;
- effective protection of the environment;
- the prudent use of natural resources; and
- the maintenance of high and stable levels of economic growth and employment.

3.3 PPS1 indicates that these aims should be pursued in an integrated way through a sustainable, innovative and productive economy that delivers high levels of employment, and a just society that promotes social inclusion, sustainable communities and personal well-being, in ways that protect and enhance the physical environment and optimise resource and energy use.

3.4 The PPS also states that planning should facilitate and promote sustainable and inclusive patterns of urban and rural development through a number of aims, which are:

- making suitable land available for development in line with economic, social and environmental objectives to improve people’s quality of life;
- contributing to sustainable economic development;
- protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities;
- ensuring high quality development through good and inclusive design, and the efficient use of resources; and,
- ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community.

Planning Policy Statement 3 – Housing 2006

3.5 Housing is a key area that is closely linked to employment land provision particularly through its location and affordability and relates to the creation of sustainable communities. PPS 3 sets out to ensure that decent, affordable housing is made available in communities where people want to live and in particular that homes are available within access of employment and other services and facilities, creating sustainable mixed communities.

Planning Policy Guidance Note 4 – Industrial and Commercial Development and Small Firms 1992

3.6 Whilst PPG 4 was published in 1992, many of its broad principles are still relevant in today's economy. PPG 4 encourages the planning system to make provision for commercial and industrial development and to ensure that a varied portfolio of sites is made available to meet a variety of needs. In essence PPG 4 aims -

- to encourage industrial and commercial development while maintaining and improving environmental quality
- to encourage new development in locations that can be served by more energy efficient modes of transport
- to locate new development on sites which will not add to traffic congestion
- to make optimum use of urban land.

Planning Policy Statement 6: Planning for Town Centres March 2005

3.7 PPS 6 identifies the roles of town centres as shopping, leisure and service centres and identifies specific planning objectives for them. It asks local planning authorities to be proactive in promoting their town centres as economic drivers of local economies. PPS 6 identifies appropriate uses for town centres, which include offices, leisure, tourism and services such as finance and administration as well as shopping. As such, town centres should have a key role in providing a wide range of local jobs and in securing investment and regeneration.

Planning Policy Statement 7: Sustainable Development in Rural Areas 2002

3.8 Lichfield District has a significant rural area that includes about 40% of its population and some major employers. PPS 7 is relevant in terms of addressing issues facing the rural economy. In particular the Statement aims to:

- Raise the quality of life and the environment in rural areas
- Promote more sustainable patterns of development
- Improve the economic performance of English regions
- Focus most new development in or near to local service centres

- Protect best agricultural land
- Give favourable consideration to proposals for diversification in Green Belts where the development preserves the openness of the Green Belt

Planning Policy Guidance Note 13: Transport, 2001

3.9 The key points of PPG 13 are policies that seek to promote the use and development of sustainable transport, including reducing the need to travel, especially by car. The PPG promotes accessibility to services by public transport, walking and cycling and achieving more sustainable choices for both people and moving freight.

3.10 The Core Strategy will have a key role in integrating transportation planning into the Spatial Strategy. By shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, planning can help to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling.

Regional Policy Context

West Midlands Regional Spatial Strategy (RSS) June 2004

3.11 The Regional Spatial Strategy forms part of the statutory development plan and provides both a strategy for the region and specific policies. Core Strategies and other Local Development Documents need to be prepared to be in general conformity with the RSS and planning applications should be determined in accordance with it. The RSS and policies are however undergoing a phased review process which has at present reached a preferred options stage for its Phase 2, which considers employment policies and which needs to be taken into account within the Lichfield District Core Strategy.

3.12 With regard to the economy the RSS essentially aims to:-

- make the Major Urban Areas of the West Midlands increasingly attractive places where people want to live, work and invest
- secure the regeneration of the rural areas of the Region
- support the diversification and modernisation of the Region's economy while ensuring that opportunities for growth are linked to meeting needs and reducing social exclusion
- improve significantly the Region's transport systems.

3.13 Guiding principles of the RSS are:

- To secure more sustainable patterns of development throughout the Region
- To encourage a better balance between jobs, houses and services within each part of the Region in order to create more sustainable and stable communities

- To encourage economic growth and increased prosperity throughout the RPG period which serves the broad sustainable development needs of the Region
- To ensure that regional inequalities in education, employment, health, environment, and social and cultural potential are narrowed
- To facilitate appropriate development in rural communities where job and service needs exist
- To ensure that the Region's economic and social potential is not undermined by congestion and inaccessibility, but is supported through the provision of a better balanced and improved transport system
- To ensure that every part of the West Midlands has a positive role to play in achieving a wider regional vision, and to have full regard to the linkages and relationships that exist between the West Midlands and adjacent areas.

3.14 The current Regional Spatial Strategy policies can be viewed on the West Midlands Regional Assembly website, along with progress on the RSS Partial review.

Phase II Review of the RSS – Employment Implications:

3.15 In terms of employment, the objective of the Phase II review is to re-examine regional and sub-regional employment needs and requirements and to consider the desirability and feasibility of identifying District levels of provision for the period to 2026. The preferred option proposed to be submitted to the Secretary of State for Examination during 2008 identifies at District level a rolling 'reservoir' of general employment sites which can be brought forward when required. For Lichfield District the proposed 5-year 'reservoir' is 33 hectares, with an indicative longer term requirement to 2026 of a further 99 hectares, to be tested through the preparation of Local Development Frameworks.

3.16 In addition to considering the provision of Regional Investment Sites and Major Investment Sites, the review has the objective of identifying the number and broad location of regional warehousing and distribution facilities. A Regional Logistics Study has been carried out to accommodate forecast demand but Lichfield District has not been identified as a preferred RLS location. However sites within North Warwickshire have been identified, which may be relevant to the overall employment land provision within the sub-region.

3.17 The loss of employment to alternative uses has been highlighted as an important issue facing the Region, with pressure on employment sites likely to increase in the future, particularly in light of the challenging housing targets identified in the Spatial Options. One issue is whether the WMRSS could give guidance on the protection of employment land or whether this could be done through LDF's.

3.18 In addition, the review considers the scale and location of future office development, with offices being seen as an economic driver and a vital part in the diversification of local economies that have been heavily dependent on manufacturing in the past. The preferred options take account of evidence from a Regional Centres Study and propose new office development levels within the Region's strategic centres. For Lichfield, a floorspace increase of 30,000 sq. metres is proposed. There is additional forecast office demand within the Region for the RSS period up to 2026 and the RSS review anticipates that some new office development will be accommodated outside the strategic centres even though this is the preferred location in policy terms.

3.19 The proposed policies of the RSS Partial Review Phase 2 are due for independent examination in September 2008.

Sub-Regional Policy Context

Staffordshire and Stoke-on-Trent Structure Plan 1996 - 2011

3.20 The Structure Plan for Staffordshire and Stoke-on-Trent sets a broad planning framework for the period 1996-2011. It provides a comprehensive, sustainable strategy relating to land use, transportation and the environment. It was prepared to provide the strategic context for local plans dealing with detailed land use policies and site specific developments. It also has significant implications beyond 2011 that are particularly relevant to employment land within Lichfield District, in the sense that employment allocations made to meet the Structure Plan provision will be a major part of the available new employment land stock for a significant time period.

3.21 The Structure Plan identifies employment land provision for each local planning authority area within the County through policy E.1. At the time that the Structure Plan was adopted in 2001 there was already an existing portfolio of employment land within Lichfield District, largely brought about through allocations in the adopted Local Plan. There was a similar situation across most Districts within the County with little new employment land to be found. The following table shows the status of employment land provision within the Local Plan at the time of its publication in 1996.

Local Authority	Total Provision 1996-2011 (hectares)	Built 1996-1999 (hectares)	Committed Land at 1999 (hectares)	Balance to be Allocated (hectares)
Staffordshire Moorlands	40	1	31	8
Newcastle	120	1	121	0
Stoke on Trent	240	10	209	21
Stafford	150	18	98	34
East Staffordshire	250	25	188	37

Local Authority	Total Provision 1996-2011 (hectares)	Built 1996-1999 (hectares)	Committed Land at 1999 (hectares)	Balance to be Allocated (hectares)
South Staffordshire	60	19	43	0
Cannock Chase	80	5	68	7
Lichfield	**185**	**16**	**196**	**0**
Tamworth	120	11	89	20
Staffordshire	**1,245**	**106**	**1,043**	**127**

Table 3.1 Structure Plan Employment Land Apportionment

3.22 The policies of the Staffordshire Structure Plan are being superseded by the preparation of revisions to the Regional Spatial Strategy and by Local Development Frameworks and therefore have a limited life, with the Regional Spatial Strategy review process being most relevant to the Core Strategy employment process. However, as part of the change over to a new forward planning system under the Planning and Compulsory Purchase Act 2004, certain policies of the Plan have recently been 'saved' for an extended period and remain part of the current Development Plan. In relation to employment, saved Structure Plan policies include the allocations in policy E.1, but also policy E.3, which identifies locational factors for identifying new employment sites, and policy E.7, which aims to support the needs of existing industry by allowing firms to expand, helping them to relocate or re-use redevelopment land and redundant buildings. Policy E.8 seeks to prevent development that would lead to a loss of business or general industrial land to be necessary to meet market requirements and provide a diverse portfolio of employment opportunities. such considerations are, however, matters that should be reviewed through the preparation of the Core Strategy and Employment Land Review.

Local Policy Context

Lichfield District Local Plan 1998

3.23 The adopted Local Plan 1998 was saved under the Planning and Compulsory Planning Act 2004 until September 2007. In September 2007 the Secretary of State issued a Direction that saved certain policies until replaced by Local Development Documents. These include policies Emp.2 and Emp. 3 which seek to protect and control uses in existing employment areas, and policy Emp.5, to control development within major developed sites in the Green Belt.

3.24 The Local Plan allocated sites for employment use to meet a previous Structure Plan requirement. The sites in the Plan provide a variety of locations for employment, although by far the largest site allocated was at Fradley airfield. The variety in location and in potential to meet the needs of different market sectors formed a major part of the Council's economic development strategy at that time. The Plan recognises that structural changes in the economy will lead to increased potential for business and service sector jobs rather than predominantly manufacturing jobs. In addition, Lichfield is recognised as an important historic centre which attracts large numbers of tourists. The existing tourism base plays an important role within the local economy and at 1998 it was estimated that direct tourist employment in the District amounts to approximately 2,000 persons.

3.25 The Local Plan policies that allocate the specific employment sites listed below are saved policies of the Local Plan.

- **Burton Old Road – Streethay** - Only partly committed by planning permission (an application for development of the whole site is pending). This is the only remaining large allocation for employment in Lichfield.
- **Extension to Boley Park Industrial Estate - Britannia Way** - Not committed and still considered appropriate for employment in part. Part of site earmarked for park and ride facility.
- **Chasetown Industrial Estate** - Existing allocation not yet implemented. Only remaining significant employment land allocation for Burntwood.
- **Rugeley Power Station** - Proposal still required for full implementation - the Core Strategy and potentially the Allocations of Land document may cover the issue, but at this stage the Council cannot say if it will be directly replaced or covered by a different type of policy.
- **Fradley Park** - Majority of the allocated site is committed. Long term development due to size of allocation.

Emerging Core Strategy - 2008

3.26 The Lichfield District Local Plan will be superseded by the Lichfield District Local Development Framework. The first Development Plan Document (DPD) to be prepared will be the Core Strategy. In terms of timescales, the Core Strategy Issues and Options Report is to be published for public consultation purposes in December 2007 and the Core Strategy is programmed to be submitted to the Secretary of State in December 2008 and adopted early in 2010.

3.27 The Core Strategy will contain a vision and strategic objectives for the District and will set a spatial strategy as the basis for directing change in the District for the next 15 years. The work being carried out as part of this Employment Land Review will provide the evidence base to inform the employment polices and proposals in the Core Strategy.

Other Plans & Strategies

3.28 There are many regional and local strategies that may be relevant to economic development and the need for employment land in the Core Strategy period. The following tables include summaries of those that are most directly relevant to the Employment Land Review.

Summary of Strategy	Targets	Relevance
Develop thriving sustainable communities: • Provide opportunities for communities to participate in and contribute to the decisions that affect their neighbourhoods and quality of life • Reduce crime, fear of crime and antisocial behaviour • Improve health and reduce health inequalities • Tackle poverty and disadvantage • Promote and improve access to services and opportunity • Improve opportunities to participate in diverse cultural and recreational activities • Provide decent and affordable housing for all • Enhance and protect the environment:		Defines the meaning of sustainable development for the West Midlands region, and sets out the objectives which need to be achieved in order to implement development which is sustainable.

Summary of Strategy	Targets	Relevance
• Value, enhance and protect the region's environmental assets • Value, enhance and protect biodiversity • Encourage development that optimises the use of previously developed land and buildings and creates high quality built environments incorporating high quality green space and encouraging biodiversity • Encourage urban development that improves the quality of the urban environment as a whole • Encourage local stewardship of local environments • Minimise air, water and soil pollution levels • Minimise the Region's contribution to the causes of climate change while implementing a managed response to its unavoidable impacts • Ensure prudent and efficient use of natural resources: • Reduce overall energy use through increasing energy efficiency, and increase the proportion of energy generated from renewable sources • Conserve use of natural resources such as water and minerals • Promote and ensure high standards of sustainable resource-efficient design, construction and maintenance of buildings • Ensure the location of development makes efficient use of existing physical infrastructure and helps reduce need to travel, especially by private car • Reduce the production of pollutants and congestion from transport while creating good accessibility for all people in the Region • Encourage and enable waste minimisation, reuse, recycling and recovery • Encourage local sourcing of goods and materials • Develop a flourishing, diverse and stable regional economy • Achieve sustainable economic growth and prosperity for the benefit of all • Create high quality employment opportunities suited to the changing needs of the local workforce, whilst recognising the value and contribution of unpaid work • Promote investment in future prosperity • Encourage ongoing investment and engagement in learning		The Core Strategy and the SA must take account of these objectives.

Summary of Strategy	Targets	Relevance
and skills development • Encourage a culture of enterprise and innovation • Promote and support the development of new technologies, especially those with high value and low impact • Encourage corporate social and environmental responsibility		

Table 3.2 A Sustainable Future for the West Midlands: Regional Sustainable Development Framework version 2 July 06

Summary of Strategy	Targets	Relevance
Strategy sets out the Government's vision for the future for the farming and food industries and charges the regions with the task of developing the national framework into regional implementation plans that deliver real change at a local level. Advantage West Midlands developed the Regional Food and Drink Cluster Strategy that sets out a vision for the food and drink industry in the region. This was followed by the regional Delivery Plan that takes forward the combined proposals of both the Regional Food and Drink Cluster Strategy and those elements of the Strategy for Sustainable Farming and Food that can be delivered regionally.	No Targets	Agriculture is a key industry within the district and large land use thus having key visual impact throughout the area.

Table 3.3 A Regional Food & Drink Cluster Strategy for Sustainable Farming and Food

Summary of Strategy	Targets	Relevance
Pillar One: Developing a diverse and dynamic business base – supporting enterprise and innovation and securing inward investment to establish, retain and grow more businesses in the West Midlands. Pillar Two: Promoting a learning and skilful region - raising skills levels to ensure our workforce meets the needs of present and potential employers in the region.	to ensure that all businesses [and 97% of households] have broadband access and use	Location of employment sites is important and there is a need to balance between the need to allocate land and the protection of the environment. The Regional Economic Strategy is currently being revised and

Summary of Strategy	Targets	Relevance
Pillar Three: Creating the conditions for growth - securing improvements to the region's transport, communication and property infrastructure to support the development of a diverse and dynamic business base. Pillar Four: Regenerating communities in the West Midlands – focusing resources in places of greatest need to ensure that all our communities enjoy a better quality of life.	it to maximum effect.	its outcomes will need to be taken account of in the Core Strategy.

Table 3.4 Delivering Advantage: The West Midlands Economic Strategy & Action Plan 2004-10, AWM & WMRA, 2004

<table>
<tr><th>Summary of Strategy</th><th>Targets</th><th>Relevance</th></tr>
<tr><td>Principles:

• To promote excellence and innovation
• To ensure diversity, access and equity
• To increase investment, sustainability and effectiveness

Objectives:

• To ensure that the West Midlands is recognised as one of the foremost regions for cultural activity both nationally and internationally
• To encourage people to visit because of the wealth of cultural and creative activities
• To ensure that distinctive sub-regional and local cultural identity is celebrated
• To ensure that the best is preserved and renewed and to encourage new cultural work to be created and provide opportunities for innovation and experimentation.
• To ensure access to the very best in cultural education and experiences, throughout school and beyond.
• To ensure that new cultural choices are created where there are strategic gaps or new demands.
• To ensure that all residents and visitors have access to the very best range of cultural activities.
• To ensure that the Cultural Strategy is fully recognised in all other strategic development plans.</td><td></td><td>Ensure that culture is embedded into the strategic planning process, with an understanding of the priorities and themes within the Regional Cultural Strategy, particularly in relation to the built and archaeological heritage, sport and physical recreation and tourism.</td></tr>
</table>

Table 3.5 Cultural Life in the Midlands - A Call for Action, West Midlands Life, 2001

<table>
<tr><th>Summary of Strategy</th><th>Targets</th><th>Relevance</th></tr>
<tr><td>Strategic aims:

Add value to the West Midlands visitor economy by attracting:

• more visitors from outside the region</td><td></td><td>Need to ensure balance of other environmental issues related to more trips</td></tr>
</table>

Summary of Strategy	Targets	Relevance
• more overnight visitors • more business and high-value leisure visitors • more private sector tourism investment. Enhance the West Midlands for residents and visitors by creating: • 'liveable' and 'visitable' places • world-class cultural/sport/leisure facilities • high standards of quality • avenues for learning, business support and careers • jobs and economic benefit • sustainable development (environmentally, socially, economically) • local and regional pride. Support local businesses and cultural life by enhancing and promoting: • the quality and quantity of authentic local products • what is distinctive and unique about the region/sub-regions • the multicultural experience of the region. This is important to Lichfield as is to be aware of the research of others and how we fit into the regions strategy. LDC key to achieving the strategy locally. Lichfield identified as a focus for destination infrastructure and services.		by car and accessibility of existing attractions

Table 3.6 West Midlands Visitor Economy Strategy, AWM, 2004

Summary of Strategy	Targets	Relevance
Mainly concerned with resource, knowledge and company development. Potential to improve the skills base within the local workforce by working with partners from both public and private sectors.		Need to consider how strategy can contribute to improving local skills base

Table 3.7 West Midlands Regional Innovation Strategy Action Plan 2004-10, AWM

Summary of Strategy	Targets	Relevance
Strategic directions: • Creating a well networked sector. • Growing a small number of niche sub-sectors. • Research, collaboration and spin-out activities to exploit innovation. • Strategic Enablers: • Infrastructure provision, including knowledge, facilities, infrastructure, people, business expertise and finance. • Providing the full range of skills required now and in the future. • Providing data & Intelligence to underpin strategy and decision making.	Jobs created and safeguarded Skills including training accreditation	Consider opportunities to support sector in infrastructure development and support for learning and skills.

Table 3.8 The West Midlands ICT Cluster Strategy 2005, West Midlands ICT Cluster Opportunity Group

Summary of Strategy	Targets	Relevance
To better prepare businesses to take part in international trade by developing a workforce with international trade skills for the future	Jobs created and safeguarded Skills including training accreditation	Consider opportunities to support sector in infrastructure development and support for learning and skills.

Table 3.9 International Trade Strategic Plan for the West Midlands, AWM/Trade Partners UK

Summary of Strategy	Targets	Relevance
Key priorities for the employer offer: • Integrate skills support with business development support to raise demand for skills and encourage enterprise within organisations • Develop the skills of the workforce – particularly to expand training for	• Gross Value Added • Levels of employment (Including employment rate) • Levels of worklessness • Skills levels across those of working age	In addressing the spatial dimension of learning and skills development, the Core Strategy should be aware of opportunities to

Summary of Strategy	Targets	Relevance
basic skills, level 2 and level 3 qualifications • Develop higher level skills for higher value products and services • Recruit and retain employees (and support progression) • Key priorities for the individual offer: • Develop management and leadership skills • Improve employability and encourage progression • Widen access and progression to FE and HE • Build skills for enterprise	• Percentage of employment inK1 and K2 knowledge intensive sectors • Numbers of organisations employing graduates • Total entrepreneurial activity • Percentage of employers reporting skills gaps • Wages	support the priorities set out in the Action Plan.

Table 3.10 Priorities Action Plan, West Midlands Regional Skills Partnership

Summary of Strategy	Targets	Relevance
Sets out the strategy for implementing the West Midlands Economic Strategy in the rural West Midlands • To foster the sustainable development and diversification of the rural economy of the West Midlands. To work with partners to develop the business clusters with greatest potential and reach, with a particular focus in the least well performing areas of the region. • To raise skills levels and improve access to skills development opportunities in rural areas, in support of the ten business clusters. • To support restructuring in the West Midlands rural economy through development of an accessible, modern, social and economic infrastructure and the environmental conditions appropriate to the growth needs of rural areas. • To address the region's most significant rural regeneration needs through a locally targeted approach, which improves social infrastructure and capacity; through improving access to opportunity. • To be an effective champion for the rural West Midlands at regional, national and international	No specific targets identified	Rural Renaissance sets out AWM's integrated approach to rural development, demonstrating its role and strategy for implementing the West Midlands Economic Strategy in the rural West Midlands. LDF strategy and policies should reflect aims and objectives.

Summary of Strategy	Targets	Relevance
levels, ensuring that the West Midlands makes the most of all opportunities		

Table 3.11 Rural Renaissance: Advantage West Midlands Rural Framework, Feb 2005

Summary of Strategy	Targets	Relevance
Rural Staffordshire will be become a sustainable, healthier, safer and more economically diverse. The tourism and food sectors will be dynamic and profitable Rural Staffordshire will have a modern business infrastructure (including broadband access, a skilled and motivated workforce and an accessible, responsive business support service) Rural communities will be strong and sustainable The natural environment will be better appreciated, protected and managed Improved projects for young people linked to 'Every Child Matters' Sustainable access to services for rural communities is improved	Improve sustainable access to services for rural communities by 2010 Agree 5 new Parish Plans each year up to 2020 Extend the Market Towns initiative by 5 new Market Towns by 2015 Increase number of affordable housing in rural areas by 2020	The Core Strategy and SA can contribute to the targets

Table 3.12 Staffordshire Rural Economic Forum Action Plan, SREF, Jan 2006

4 Lichfield District Existing Economic Position

General Economic Profile

4.1 Lichfield District has a relatively small scale economy (with about 46,000 economically active residents and about 37,000 local jobs), but its local economy is integrally related to its neighbouring districts and to the West Midlands Metropolitan area, resulting in a complex pattern of work journeys both into and out of the District. The District population has grown only from around 90,000 to 95,000 over the last 10 years, despite high levels of housing development, since it has also been affected overall by a falling average household size. The District's demographics show an ageing population profile and this trend is forecast to continue into future years, being already above both national and regional comparators.

4.2 In terms of population migration the District has consistently been a destination for local migrants from the West Midlands conurbation and past and current planning policies have encouraged this through the scale of housing allocations. The majority of movements affecting the District have been localised between the District, the West Midlands conurbation and surrounding Staffordshire districts. Out-migration of young and educated residents has been experienced and is an issue to be addressed.

4.3 The District has experienced strong economic growth in recent years. Whilst it can be said that the District is performing strongly there is still potential scope for further enhancement of the District's economic profile, particularly arising out of its geographical position and the quality of its environment.

4.4 Within Lichfield District at 2001 the number of employees working within the financial and business sectors totaled around 5,608; this represents the third largest sector after manufacturing and health and education. This sector is forecast to see by far the largest increase in jobs over the next 20 years. Constraints within Lichfield and Burntwood town have meant that over recent years a significant proportion of new office development has been located on employment sites such as Burntwood Business Park Zone 1, Greenhough Road, Fradley Park and the site of the former Shenstone Brick and Pipe Works at Wall Island. Little office development of any significance has been built within the town centres.

4.5 Recent major employment growth has occurred predominantly at Fradley airfield and has mainly been in large scale distribution warehouses. In addition, the Finance and Business Sectors are now performing well above the average for the West Midlands, and some consumer services (hotels, restaurants and retail) have performed well.

4.6 The District's enterprise profile is comparatively well developed reflected by high rates of business formation and density. The business base for the District is disproportionately made up of micro-businesses; this is consistent with the characteristics of the District population and the apparent concentration of 'knowledge workers'.

4.7 There is a significant amount of employment land currently available in the District through Local Plan allocations and planning permissions and this is set out in more detail in the Existing Land Supply section. The District has little vacant or derelict land that is available for redevelopment suitably located for employment use. Where such sites occur, mainly within Burntwood, they are also under pressure for development for other uses or have other constraints that have hindered redevelopment opportunities. No derelict land is recorded as available for development within the settlement boundary of Lichfield.

Unemployment

4.8 Levels of unemployment within the District are low compared to regional and national levels. At July 2006 unemployment within Lichfield District stood at 847 and at July 2007 this number had fallen to 69, representing only 1.2% unemployed.

	2007- Unemployment		2006 - Unemployment	
	Total	%	Total	%
All Saints	20	0.9%	26	1.1%
Alrewas and Fradley	24	0.8%	26	0.9%
Armitage with Handsacre	37	1.1%	51	1.6%
Boley Park	39	1.2%	40	1.2%
Boney Hay	28	1.3%	36	1.7%
Bourne Vale	20	1.4%	12	0.9%
Burntwood Central	20	0.9%	31	1.4%
Chadsmead	42	2.0%	56	2.6%
Chase Terrace	27	0.8%	43	1.3%
Chasetown	52	2.5%	63	2.0%
Colton and Mavesyn Ridware	6	0.6%	5	0.5%
Curborough	60	1.9%	63	2.0%
Fazeley	57	2.1%	61	2.2%
Hammerwich	20	0.9%	30	1.3%
Highfield	27	1.2%	24	1.1%
King's Bromley	3	0.3%	11	1.1%

Leomansley	34 1.6%	32 1.2%
Little Aston	12 0.8%	9 0.6%
Longdon	4 0.4%	7 0.6%
Mease and Tame	11 0.5%	17 0.8%
St John's	23 0.7%	37 1.2%
Shenstone	18 1.0%	17 0.9%
Stonnall	7 0.8%	5 0.6%
Stowe	48 1.6%	57 1.9%
Summerfield	47 1.8%	70 2.7%
Whittington	13 0.6%	18 0.9%
Burntwood including Hammerwich	241 1.3%	323 1.7%
Lichfield City	246 1.5%	285 1.7%
Lichfield Land Remainder	212 1.0%	239 1.1%
District Total	697 1.2%	847 1.5%

Table 4.1 Unemployment in Lichfield District by Ward

4.9 As the table above shows, there are a small number of wards where unemployment levels are relatively high in the context of the District as a whole. These are within certain Lichfield and Burntwood wards as well as Fazeley. Whilst these figures are still relatively low in comparison to Staffordshire, the West Midlands Region and the national position, they remain areas of concern. Whilst various initiatives, such as in skills, will be needed to continue to address the need to reduce unemployment, one element of that is to ensure that sufficient job opportunities exist locally.

Current Employment Patterns

Lichfield City

4.10 Lichfield had some 16,000 residents employed in 2004, a 3.4% increase in total employment from 2000 and relatively low unemployment. At July 2007, unemployment stood at 1.4%. Chadsmead and Curborough wards have the highest unemployment levels at July

2007 (1.8% and 2.0% respectively). Manufacturing makes up 15% of the total employment within Lichfield City (2,400 jobs in 2004). In 2001 Lichfield's population was 27,993, and 60% were classed as of working age with 19% under the age of 16. Between 1991 and 2001 Lichfield had experienced a 7.4% decline in working age population and the number of under 16's also declined - the total population during this period declined by almost 3%. Such a decline is likely to be halted by the significant level of housing growth that has taken place in the City since 2001.

4.11 At 2004, whilst the proportion of jobs in manufacturing was higher than the national average, it was lower than other areas within the County and Region. Lichfield has experienced a decline in manufacturing jobs between 2000 and 2004 (-29%), a larger decline than that elsewhere in the County, Region and nationally. Service sector jobs in Lichfield account for just over 80% of total employment, higher than elsewhere in the County and Region. Between 2000 and 2004 the service sector saw an increase of 12%.

4.12 Over half of the City's workforce out-commute to their place of employment (almost 54%), which highlights an imbalance between the skills of economically active residents and the limited range of local employment opportunities. Lichfield City has the highest percentage of Year 11 students gaining 5+ A* -C at GCSE level (60%), much higher than the national average. In terms of basic adult skills, Lichfield has good levels with one of the lowest lower level of literacy skills.

4.13 In summary, Lichfield City has recently experienced increasing total employment, with declining manufacturing but high and increasing service sector employment. Over half its workforce out-commutes and has a high attainment at GCSE. Lichfield has the smallest proportion of working age residents with lower level literacy and numeracy skills.

Burntwood

4.14 Burntwood's population at 2001 stood at 26,061, of which 64% were of working age and 21% were under 16 years old. Burntwood has a larger proportion of residents of working age than the national average. Similar to Lichfield, Burntwood has a relatively low unemployment level; at July 2007 unemployment stood at 1.3%. Chasetown and Summerfield wards have the highest unemployment levels (2.2% and 2.0% respectively) within Burntwood. Between 1991 and 2001 the number of children under 16 years old declined by just over 10% and a decline of 15% occurred in the working age population. Within this ten-year period the population as whole in Burntwood fell by almost 13% (one of the largest declines in Staffordshire).

4.15 Burntwood has significantly fewer local jobs than Lichfield although they are of a comparable size. Manufacturing accounted for almost a quarter of total employment in Burntwood (1,500 jobs) in 2004, which is a higher proportion of manufacturing than the County, Region or nationally. There is therefore a high reliance on manufacturing within Burntwood. Like many other places, Burntwood has also experienced decline in manufacturing , around 21% decline between 2000 and 2004.

4.16 Service sector employment within Burntwood is low compared to the rest of Staffordshire, the Region and nationally. Burntwood is one of only two towns in Staffordshire that experienced a decline in service sector employment between 2000 and 2004, down by 10%.

4.17 A high proportion of residents out-commute for employment, largely to Cannock, Lichfield and other conurbation towns. Burntwood lacks self-containment in respect of employment with the 2001 Census showing approximately half the number of economically active residents compared to local jobs.

4.18 In terms of education, Burntwood results are similar to the County and regional averages, with an average 51% achieving A*- C at GCSE level. In terms of adult basic skills Burntwood also performs relatively well with only just over 10% of the area's working population having poor literacy skills.

4.19 In summary, Burntwood is significantly imbalanced in terms of employment availability compared to its workforce and has experienced a declining total employment, with decreases in manufacturing (although the highest level in Staffordshire) and service sector employment (the lowest level in Staffordshire). It has a high level of out-commuting and a slowly declining population resulting from a relatively low level of growth in recent years

Rural Areas

4.20 Whilst approximately 40% of the District's population lives outside of its two main towns, only around 1,600 of those who live in these parts of the District work within the 'rural area'. There are approximately 18,000 economically active rural residents, of which approximately 5,000 work within the West Midlands conurbation and 6,000 work within Lichfield.

4.21 Rural job opportunities are widely distributed mainly amongst the larger rural settlements, but there is a rapidly growing rural employment workforce on the former Fradley airfield. Over the last 6 years Lichfield District has seen a high proportion of new employment development within the B8 employment use class (Warehousing and Distribution). Fradley provides the largest employment development site within the District and is home to a large element of B8 development. The main body of the airfield, granted planning permission in 1998, has seen well over 100,000 sq. metres of B1 and B8 uses and has a significant area of further land available for development. Other significant rural employment locations are the industrial estates at Shenstone and at Fazeley. Only around 1% of the District's employment is in agriculture.

4.22 A number of the District's 'rural' settlements are located close to urban areas that lie outside the District, for example Fazeley, and therefore lie in close proximity to a wider range of employment opportunities of other towns.

Commuting Patterns

4.23 Information on commuting patterns has been taken from the 2001 Census Special Workplace Statistics (SWS) to analyse population mobility. Travel to work patterns are important in understanding the relationships and functionality between areas: in this case through the labour market. The tables below show firstly the place of residence of those who work in Lichfield, giving an indication of work flows into the District and secondly, the place of work of people living in the District, giving an indication of the out-commuting flows by workplace destination for Lichfield residents.

Place of Residence	Working in Burntwood	% *	Working in Lichfield City	%*	Working in Rural Areas	%*	Working in Lichfield District	%*
Lichfield City	250	3.2	6,153	40.5	1,018	6.1	22,727	57.4
Burntwood	4,770	61.4	1,951	12.8	721	4.3		
Rest of Lichfield	214	2.8	1,583	10.4	6,067	36.5		
Rest of Staffordshire	1,499	19.3	3,283	21.6	5,034	30.3	9,816	24.8
West Midlands	868	11.2	1,229	8.1	1,970	11.8	4,067	10.3
Derbyshire	21	0.3	310	2.0	449	2.7	780	2.0
Shropshire	42	0.5	66	0.4	67	0.4	175	0.4
Warwickshire	21	0.3	154	1.0	526	3.2	701	1.8
Leicestershire	18	0.2	146	1.0	167	1.0	331	0.8
All other areas	68	0.9	334	2.2	622	3.7	1,024	2.6
Total	**7,771**	100	**15,209**	100	**16,641**	100	**39,621**	100

Table 4.2 Destination Workplace in Lichfield District

* % relates to those employed outside of workplace.

Commuting - Table relates to Place of Origin - Lichfield District and travel to work Destinations

Place of Work	Live in Burntwood	% *	Live in Lichfield City	%*	Live in Rural Areas	%*	Living in Lichfield District	%*
Lichfield City	1,951	12.9	6,163	46.3	6,067	34.1	22,727	49.2
Burntwood	4,770	31.5	1,018	7.6	214	1.2		
Rest of Lichfield	721	4.8	250	1.9	1,583	8.9		
Rest of Staffordshire	2,429	16.0	1,505	11.3	3,230	18.1	7,164	15.5
West Midlands	4,604	30.4	3,272	24.6	4,996	28.1	12,872	27.8
Derbyshire	87	0.6	197	1.5	290	1.6	529	1.1
Shropshire	60	0.4	51	0.4	63	0.4	174	0.4
Warwickshire	138	0.9	212	1.6	516	2.9	866	1.9
Leicestershire	42	0.3	149	1.1	197	1.1	388	0.8
All other areas	348	2.3	502	3.8	650	3.7	1500	3.2
Total	**15,150**	100	**13,319**	100	**17,806**	100	**46,220**	100

Table 4.3 Lichfield District Residents Place of Work

4.24 Lichfield District has strong travel to work links with the conurbation and surrounding Staffordshire districts, particularly Cannock Chase and Tamworth Borough in terms of both inflows and outflows. This contributes to a complex network of commuting patterns within the area, placing heavy reliance on the private car.

4.25 Of all people who work in Lichfield District, 57.4 percent are District residents, and a further 10.9 percent live in Cannock Chase. The origin of in-commuters is particularly localised with a majority of Lichfield workers residing in other neighbouring Staffordshire districts, including Tamworth, East Staffordshire, South Staffordshire and Stafford. Of all people working in Lichfield and living elsewhere, just under a quarter live in other Staffordshire districts.

4.26 Just under half of workers who live in Lichfield also work in the District. The key employment destinations of Lichfield residents are Birmingham, Walsall, Cannock Chase, and Tamworth.

Travel to Work Distances:

4.27 The table below shows distance travelled to work by Lichfield residents (Source 2001 Census). The Lichfield District figures reflect the levels of commuting and its pattern, with a relatively high proportion of people travelling 10-30 kilometres to work, and a significantly low proportion travelling shorter distances compared to both Staffordshire and the West Midlands.The proportion of home workers is also relatively high.

	Less 10km	10-30km	30km+	Working from Home	Other
Lichfield	45.4%	32.2%	7.2%	11%	4.3%
Staffordshire	54.4%	25.2%	6.7%	9.5%	4.1%
West Midlands	61.8%	19.4%	5.8%	8.9%	4%
England	58.3%	20.5%	7.2%	9.2%	4.7%

Table 4.4 Travel to Work Distances

4.28 In terms of the mode of travel to work, a higher proportion of Lichfield's workforce use a car, van or motorcycle to get to work (73.7%) than Staffordshire and West Midlands averages, however Lichfield District has a higher proportion of people using the train to get to work (2.7%), but a much lower proportion of people using the bus (2.8%).

4.29 The lack of use of buses as a mode of work transport suggests services are in need of improvement to encourage people to use them to get to work, to create a more sustainable transport system. This may be through creating additional or diverting existing service routes or by changing the times at which they operate to match working patterns including shift patterns.

4.30 Lichfield District has four train stations at:

- Lichfield City
- Lichfield Trent Valley,
- Shenstone
- Rugeley Trent Valley

4.31 A number of the District's settlements are also within reasonable distance to stations at Tamworth, Wilnecote, and Blake Street/Sutton Coldfield, all of which provide services into Birmingham. Lichfield City, Lichfield Trent Valley and Shenstone Stations are on the cross-city line to Birmingham New Street. Lichfield Trent Valley is also part of the Stafford to Rugby line providing direct links to Stafford, Tamworth and Nuneaton as well as offering limited services to London and the North via the West Coast Mainline.

Existing Employment Land Supply

4.32 This review of employment land within Lichfield District has been undertaken using all allocated sites identified within the Lichfield Local Plan, along with an assessment of existing sites which are of sufficient scale that they should be included within the scope of this study. A list of all allocated and existing employment sites and their locations are set out in **Appendix 2** and an assessment of the sites at **Appendix 3**.

New Land Available for Development

4.33 The 2006 Employment Land Return shows that within Lichfield District there is currently 132.8Ha of land available for employment development, of which 8.49Ha is located on redevelopment sites, as shown in the tables below.

Location	Complete	Under Construction	Land Available			Land with Permission		Land Without permission	Total Land Available
			Readily	Within 5 yrs	Beyond 5 yrs	Full	Outline		
Burton Old Road, Lichfield				12.4				12.4	12.4
Zone 5, Burntwood				13.4				13.4	13.4
Zone 1, Burntwood	1.41	0.33	4.99			0.33	0.99	4.00	5.32
Fradley Phase 1	1.95		23.7			0.35	3.35		3.7
Fradley Phase 2	2.12	4.51	5.51	59.29		10.02	59.29		69.31
Fradley Phase 3				18.68			18.68		18.68
Britannia Way, Lichfield				1.5				1.5	1.5
Total	**6.00**	**4.84**	**14.2**	**105.27**	**0**	**10.7**	**32.31**	**31.3**	**124.31**

Table 4.5 Lichfield New Industrial Sites 1st April 2005 to 31st March 2006 (hectares)

Location	Complete	Under Construction	Land Available			Land with Permission		Land without Permission	Total Land Available
			Readily	Within 5 yrs	Beyond 5 yrs	Full	Outline		
Zone 3, Burntwood		0.74				0.74			0.74
City Wharf				1.48			1.48		1.48
Fradley Phase II			2.9			2.9			2.9
Ivy Garage, Alrewas			0.07			0.07			0.07
Rugeley ERZ					1.46		1.46		1.46
Lichfield South, Wall			1.84			1.84			1.84
Total	**0.00**	**0.74**	**4.81**	**1.48**	**1.46**	**5.55**	**2.94**	**0.00**	**8.49**

Table 4.6 Redevelopment Industrial Land Sites 1st April 2005 - 31st March 2006

4.34 During the preparation of the Local Plan, land was identified that was considered surplus to the requirements of Rugeley Power Station and was subsequently allocated for redevelopment for employment purposes. Since the adoption of the Local Plan a proportion of the site has been granted planning permission for residential development. The remaining land identified for redevelopment has been removed from available redevelopment land since it is required as operational land.

4.35 By March 2007, land available at Fradley Park Phase 2, almost 70Ha, included over 30Ha which was under construction, leaving around 40Ha available for new development within Phase 2 and a District total land available for new development of just under 90Ha. (just under 60Ha of which is located at Fradley).

4.36 As can be seen in the above table, very little redevelopment land is available as a proportion of the overall supply.

Employment Land Take Up Rates and Employment Land Loss

Employment Land Assessment 2001-2007

4.37 The table below sets out annual completions in hectares on **new** employment land between 2001 and 2006 within Lichfield District and shows the remaining supply at the end of each period. (Source - Lichfield District Council).

Year	Complete	Readily Available	Available within 5 years	Available beyond 5 years	Land with Full Permission	Land with Outline Permission	Land without Permission	Total land Available
2006	6.00	14.2	105.27	-1.70	10.7	82.31	31.3	124.31
2005	4.54	20.13	115.69	-	15.86	89.03	35.00	139.89
2004	10.22	12.36	129.10	-	4.15	104.66	35.00	143.81
2003	11.32	20.18	166.78	-	13.27	143.44	35.00	191.71
2002	3.83	21.69	178.49	-	12.85	155.15	35.00	203.00
Average	7.48							

Table 4.7 Annual Employment Completions in Hectares

4.38 On average between 2001 and 2006 the completion rate was 7.48Ha per annum.

	Ha Complete 2001-2006	Average Build Rates (5 years) 2001-2006	Completions 1996-2006	Average Build Rates (10 years) 1996-2006
New Land	35.91	7.18	63.88	6.39
Redevelopment Land	2.24	0.30	2.76	0.28
Total Land	37.41	**7.48**	66.64	**6.66**

Table 4.8 Average Build Rates 2001-2007

Employment Land Lost to Alternative Uses

4.39 One important element to consider when evaluating employment position is the issue of land which has been lost through redevelopment or allocation to other uses. In Lichfield these have typically been traditional employment sites, single businesses that have ceased operating or relocated out of the urban area and often the District. Whilst records have only been kept since 2004 for monitoring purposes on this type of employment loss, those notable sites which are recorded include:

- Bison Concrete – B1/B2/B8 lost to housing
- City Wharf – B1/B2/B8 lost to housing (some employment uses included within the site –offices)
- SCA Packaging, Lichfield - B1/B2/B8 lost to housing
- Streethay Depot, derelict B1/B2/B8 - allocated for housing

4.40 These sites have now been lost to alternative uses largely due to their sustainable urban location, brownfield classification and no policy protection to retain the employment use (such as is afforded to those ‘Existing Employment Sites’ identified by Policy Emp.2 of the adopted Local Plan). The District is still under continued pressure from the development industry to release additional employment sites (on designated sites) for alternative uses, typically housing and retail. No calculation has ever been built into the employment land requirement for the District which takes into account of or includes replacement of existing employment land where this land is lost from employment use, since the Staffordshire Structure Plan land requirement has related only to new land provision.

4.41 With fewer unprotected employment sites available, pressure is now being placed on designated existing employment sites (either the whole site or part of a site). Pressure for development for alternative use has been focused primarily on those existing employment sites within Lichfield but sites have also been pursued within Burntwood and Shenstone.

Employment Site Occupation

Existing Employment Sites – Property Analysis

4.42 Employment Land Bulletins are published quarterly by the District Council, which include information on vacant or available-to-let industrial, commercial and office premises, details of land available for new development and redevelopment for employment uses. Bulletins published between 2003 and 2007 have been sampled (one from each year) and the results are summarised below. This analysis shows that the majority of units within each estate marketed through the Council's Property Bulletin are let, with some estates such as Mount Road, Burntwood taking longer to let/sell premises whilst others have relatively few or no sites being marketed at all throughout the 5-year period.

Fradley Park

4.43 Fradley Park is the largest of the District's employment sites and includes both new and redevelopment land. Between 2003 and 2007 the redevelopment of the former airfield has been well underway and thus throughout this period a variety of units have been available to let. In this period there has been an increase in industrial units to let and an increase in the size of these units and a decrease in office premises available. Overall, this site has proved very popular as a location for employers, however access to public transport has been raised as an issue.

Britannia Business Park - Lichfield (incorporating Europa Way, Titan Way and Prospect Drive)

4.44 This Lichfield estate comprises 110 small industrial premises ranging typically between 100 and 300 sqm, together with 10 larger units. Some businesses occupy two or more units. Given the nature of this site and the number of business operating within it, there is a relatively low level of premises available for let, with an average of 5 units per year being marketed out of a total 121. Overall, this site has proved very popular as a location for employers.

Windsor Business Park - Lichfield

4.45 This Park is located off Trent Valley Road, Lichfield. This small site comprises mainly office type premises. Over the period 2003-2007 the number of units available for let has increased and by 2004, three small offices were available and remain available in 2007. One office has remained available through this 5-year period. Overall, this site has proved a popular location for employers, however car parking has been raised as an issue.

Eastern Avenue - Lichfield

4.46 There are two industrial estates located on Eastern Avenue, separated by a residential area. These estates include Ringway Industrial Estate and Trent Park. There are over 40 businesses operating from within these estates, occupying a range of very different sized buildings and premises. Whilst Unit 2 on Ringway Industrial Estate remains available for let throughout the whole period, generally the number of premises available to let remains low; at most, three units were available in any one year.

Greenhough Road - Lichfield

4.47 This small estate of 14 units is located just outside Lichfield City Centre. Very few units have become available for let over the 5-year period to 2007, and at 2007 the site is fully let.

Shires Industrial Estate - Lichfield

4.48 This small estate of 14 units is located just outside Lichfield City Centre within a predominantly residential area. Again, similar to Greenhough Road Industrial Estate, very few units have become available for let over the 5-year period to 2007, and at 2007 there are no units to let.

Crossfield Industrial Estate - Lichfield

4.49 This estate consists of 30 premises and whilst some units were marketed for three or more years throughout this period, at 2007 no properties were being marketed through the property bulletin. Four units were found to be vacant or to let in 1996 (SCC survey).

Mount Road Trading Estate - Burntwood

4.50 Mount Road Industrial Estate is located within a predominantly residential area within Burntwood. There are around 40 premises within this site and it incorporates New Road Industrial Estate. This site is predominantly made up of manufacturing type business varying greatly in size. Very few premises have been marketed throughout the 5-year period and at 2007 only one site remains available to let and this site has been marketed for over five years. Overall, this site struggles from a poor image, certain parts of the site are poor quality and is therefore not popular as a location for employers.

Queens Drive Industrial Estate - Burntwood

4.51 Queens Drive is a small site located in the southern part of Burntwood within a predominantly residential area. There are eight businesses operating from this site, typically related to the building trade and involve both manufacture and sales. This site is not identified under Policy Emp 2 of the Local Plan but is a well used site with only one site marketed as available for let within the 5-year period in 2006.

Burntwood Business Park – Burntwood

4.52 Burntwood Business Park has developed over many years, comprising of 5 zones, the most recent addition being Zone 1 (Chasewater Heaths).

Zone 1 – This site has been under construction for a number of years and is now complete and at 2006 (SCC survey) there were approximately 46 units within the site, ranging from large manufacturing and distribution to small offices. Most of the industrial units are now occupied with the majority of lettings related to small office units. In 2007, 9 office units were being marketed.

Zone 2 – (formerly known as Ringway Estate). This site is predominantly made up of manufacturing units. Whilst a few sites have been marketed throughout the period, there are no sites being marketed through the Property Bulletin in 2007.

Zone 3 – This estate south of Ring Road accommodates a variety of units and business types in 40 units with several larger businesses occupying three or more units. In 2007, 9 units remain available to let ranging in size from 130 sqm to 2,300 sqm.

Zone 4 – Zone 4 comprises of around 40 industrial premises. At 2007 no units were available to let via the property bulletin; only 1 or 2 units were marketed in previous years. In 2006 (SCC survey) 12 units were vacant with 2 being marketed through the property bulletin.

Zone 5 – this site is undeveloped and remains an allocation in the adopted Local Plan for B1, B2 and B8 uses. This site is available for development, however other issues may have contributed to the lack of development of the site, including lack of marketing and competition for other uses.

4.53 Overall, the Burntwood Business Park has proved popular as a location for employers.

Lynn Lane - Shenstone

4.54 This estate is located on the edge of the village of Shenstone and comprises around 70 premises incorporating Birchbrook Industrial Estate and Shenstone Business Park. Within the site a number of businesses occupy more than one unit. There is a wide variety of types and size of units. However, due to the location of this estate on the west side of Shenstone there are issues related to the use and numbers of heavy goods vehicles accessing the estate through the village and the nuisance and impact that has on residents. Between 2003-2006, 5,000sqm were available to let at Shenstone Business Park. This site is no longer being marketed through the Property Bulletin although it it understood that the owners are unable to successfully let the site. In terms of availability of units to let, throughout the 5-year period very few premises have become available and at 2007, only 2 sites are currently being marketed.

Riverside Industrial Park –Fazeley

4.55 Riverside Industrial Estate is located to the east of Fazeley and comprises of just over 20 businesses. Between 2003 and 2007 no units have been marketed as available for let and at 2006 (SCC survey) only one unit was vacant.

Tolson's Mill Complex - Fazeley

4.56 This site comprises of the Mill building itself which at 2006 had 16 businesses operating within, together with 15 other industrial premises. Typically, the Mill building houses small offices and light industrial. This site has had relatively few sites marketed in recent years and since 2004 no premises have been marketed through the Property Bulletin.

Towers Business Park - Rugeley

4.57 This site straddles both Lichfield and Cannock Districts; this redevelopment of the former Lea Hall Colliery has seen the development of several modern office suites which have been marketed throughout the 5-year period and at 2007.

4.58 Other industrial estates within the District, which are not mentioned above in terms of the analysis of the Property Bulletin, include:-

Trent Valley Trading Estate – Rugeley

4.59 This site comprises of 23 units located in the rural north of the District close to Rugeley and Trent Valley Station. The majority of these businesses are in manufacturing type uses and at 2006 there were no vacant units.

Parchfields Enterprise Park, Trent Valley, Rugeley

4.60 This small rural site east of Rugeley has developed as a farm diversification scheme comprising of 5 units. At 2006, the majority of the site was occupied with only 2 small vacant units.

Rydal Estate, Rugeley

4.61 This site comprises of 10 units located in the rural north of the District close to Rugeley Trent Valley station. The majority of these businesses are in manufacturing type uses and at 2006 there were no vacant units.

Forest of Mercia Innovation Centre

4.62 10 small units located at Chasewater; in 2006 only one unit was vacant

Wiltell Road Industrial Estate, Lichfield (identified as 'existing employment site' in Local Plan)

4.63 This site is located close to Lichfield town centre and comprises a mixture of traditional brick and more recent buildings. In 2006 there were 10 units occupying this site and no vacant units.

Archers, King's Bromley

4.64 This site comprises of 17 units located in a rural part of the District to the east of Kings Bromley. At 2006 there were 7 vacant units.

Station Yard Industrial Estate, Alrewas

4.65 This site comprises of 8 units located adjacent to the A38 east of Kings Bromley. At 2006 there were 2 vacant units.

Drayton Manor Industrial Estate, Fazeley

4.66 Drayton Manor Business Park is located on the former Foseco Site south of Fazeley. Historically, this site was occupied by a single business unit and in planning policy terms is identified as a major developed site in the green belt within the Local Plan. Whilst at 2006 Foseco and Fosroc occupied 2 large units, more recently changes in the structure and ownership of the original company has lead to the site being promoted as a business park.

Lakeside Industrial Estate, Fazeley

4.67 This small site located on the edge of Fazeley comprises of 5 modern units, all of which were occupied at 2006 (SCC).

Bonehill Mews, Fazeley

4.68 6 units are included within these two buildings, one of which is a children’s day nursery. No units were available to let in 2006.

4.69 Existing employment sites within Lichfield District vary in location, size, and types of businesses attracted to them. It is therefore very difficult to compare one site against another. Individually there are certain areas or specific units that are difficult to let but the general overall picture is that employment sites within the District are mostly well occupied or fully let and do not have a particularly high turnover. With the exception of a few units, the majority of existing premises are let within a reasonable time period.

Lichfield District's Strengths, Weaknesses, Opportunities & Threats

4.70 In 2003, the District Council's Strategy for Economic Development included an analysis of the the District's economic strengths and weaknesses. This analysis is considered to remain relevant and is summarised below:-

Strengths

- the District's location lies at the heart of the Country

- accessibility to the strategic highway network and access to frequent local and national rail services
- the quality of its environment and image and its important historic city
- established business support mechanisms
- diverse employment base
- flexible and adoptable workforce and quality education provision

Weaknesses

- ageing population
- over-dependence on the West Midlands Conurbation and Black Country for employment opportunities
- undeveloped service sector
- concentration of available employment land at Fradley, potentially limiting opportunities for growth
- relatively slow pace of investment in Lichfield City and Burntwood town centre
- low unemployment rates, thus a lower level of available workforce
- few companies exporting
- limited number of high tech companies
- limited tourist attractions and overnight accommodation
- poor environment of certain employment estates

Opportunities

Despite the weaknesses outlined above, there are a number of employment opportunities which need to be taken on board, including -

- Harnessing the benefits of the M6 Toll and other recent improvements in transport infrastructure such as the West Coast Mainline and Lichfield Southern and Burntwood Bypasses
- Improvements to the City's overnight accommodation and retail sector through developments such as that planned at Birmingham Road, Lichfield
- potential formation of overseas partnerships
- to create an employment portfolio that looks forward over the period to 2026 which enables the District to develop competitively within the region

Threats

- lack of affordable housing for workers
- implications of an ageing population on future labour supplies
- continued decline in traditional manufacturing industries
- limited availability of land for certain town centre uses including offices and few opportunities outside those centres

- limited employment land additional requirement for the period up to 2026 and the supply of existing employment land resulting in status quo over that period
- pressure for redevelopment of certain existing sites for non-employment uses including retail and residential
- loss of key social and community facilities within towns and rural settlements

4.71 A prominent issue raised through the Economic Forum of the Local Strategic Partnership is the lack of affordable housing in relation to house prices and wages, affecting local workforce availability to meet certain job types. This could be a factor in causing residents to leave the District. Policy will need to address issues such as affordable housing, health facilities and public transport facilities which could potentially result in out-migration of residents and labour force shortages.

4.72 Lichfield District has relatively poor public transport facilities, particularly with regard to access to bus services. The District is characterised by high car ownership and dependency on cars and low use of public transport as a mode of transport for work trips. Residents travel typically longer distances to work destinations which could imply that there are fewer localised employment opportunities that match resident skills. Policy will need to address ways to reduce reliance on car use including improving public transport if work trips by bus etc are to be increased.

4.73 In general, Lichfield District has a strong education and skills profile, although there are pockets of poorer skills and educational performance. Whilst the District has a strong skills profile there are significant issues that could face the District in relation to its ageing population profile and, with this in mind, it will be important to consider how policy can stem the tide of out-migration of skilled workers and in particular the young.

5 Future Land Estimation Summary Report

Background to Project

5.1 As an integral part of the evidence gathering exercise for the Local Development Framework preparation process in Lichfield District, a comprehensive review of employment land in the District is being undertaken.

5.2 The Employment Land Review is being undertaken following the broad guidelines which are set out in the document "Employment Land Reviews: Guidance Note" published by the Office of the Deputy Prime Minister in December 2004, and consists of three main phases:

i. An assessment of the existing employment land situation
ii. An examination of how much employment land may be required for the future
iii. The identification of a portfolio of sites for the future

5.3 In particular, the Development Services Directorate Research Unit has been commissioned to provide input into Phase 2 of this work for Lichfield District. The input takes the form of technical advice and support to help assist in the identification of future employment land requirements in Lichfield District. The findings of this work are summarised in this report. An accompanying technical appendix highlights the detailed findings and outlines the methodologies employed in assessing employment land requirements.

5.4 In order to estimate the potential levels of employment land that may be required, three approaches to land estimation have been employed, in line with the approaches set out in the ODPM's Employment Land Guidance Note (a further explanation of each of the methods will be presented at the relevant parts of this paper). The three methods comprise:

i. A "Continuation of past development trends" approach, which analyses employment land completions over recent years to establish average annual building rates for the periods of the past 5 years and past 10 years. Average building rates are then factored forwards to provide estimated land requirements.
ii. A "Labour Demand" approach, which focuses on the amount of employment land required, as generated by the demand of forecasted employment change from published employment forecasts.
iii. A "Labour Supply" approach, which focuses on the amounts of employment land required, generated by likely changes to the labour force in the district. The labour supply approach allows policy assumptions to be tested, such as the options for housing development outlined in the review of the West Midlands Regional Spatial Strategy for Lichfield District.

5.5 The three approaches to estimation of future employment land requirements should be considered collectively and on the basis of their own strengths and weaknesses. A further examination of each of the approaches is outlined later in this report.

The Lichfield District Context

5.6 Lichfield District covers a large area of 331sq.km. and is located in the south east of the administrative county of Staffordshire. The Registrar General's population estimate puts the population of the District at 96,700 people for mid year 2006. The district is characterised by a significant rural area particularly to the east of the District, a number of small hamlets and villages and larger villages such as Alrewas, Armitage with Handsacre, Fradley, Kings Bromley, Shenstone and Whittington. There are two principal towns in the District, the City of Lichfield and Burntwood. These two towns and Fradley act as the main foci for development in the District, with a number of the smaller settlements interspersing the rural area.

5.7 Lichfield District is significantly influenced by, and exerts its own influences on surrounding areas. The City of Lichfield is placed quite centrally within the District while Burntwood is in the west of the District in close proximity to Cannock and Walsall, and having strong links with these two settlements. In contrast, Lichfield has stronger links with Birmingham, Tamworth, Rugeley and Burton-upon-Trent, primarily due to the City's location at the junction of the A38, A5 and A51 which connect all of these settlements. The M6 toll has also improved access for the District.

5.8 Several major communications routes cut through the District, and these have been important in shaping the local area. The A38 and A51, provide excellent road links to both the north and south, while the A5 provides excellent road links to the east and west. The new M6 Toll road in the south of the District provides even easier access to the motorway network to the M6 and M42 and then south on to the M40 and M1, while the A38 links up with the A50 north of Burton-upon-Trent which offers improved access to the M1 north and south. Rail links within the District are less well developed. However, Lichfield City is served by two railway stations, with direct trains to London Euston every two hours from Trent Valley station and half-hourly services into Birmingham New Street station from both Trent Valley and Lichfield City stations. Birmingham can be reached in just over 30 minutes and London in a little over 1 hour 30 minutes as a result of improvements to the West Coast Main Line.

5.9 The employment land study will help to identify a range of the locally important factors in Lichfield District which may not be borne out by hard quantitative evidence, but are significant in their influence on the local economy, and in particular how they may relate to the future employment land requirements of the District.

5.10 Future employment development in Lichfield District is likely to be partially shaped by the revision of the West Midlands Regional Spatial Strategy. Although Lichfield has not been identified as a focus for significant growth, the impact of the proposed housing distribution in the revision of the Regional Spatial Strategy will have a sizable impact upon the District, with proposals for 11,000 new dwellings included in Option 2 and 16,000 new dwellings in Option 3 for the District in the period from 2001 to 2026.

5.11 The identification of a balanced supply of employment land, spread across a portfolio of good quality sites will be a key element to the sustainable development of the area for future years, in particular through its ability to support and drive forward any future growth proposals.

The Current Economic Base of Lichfield District

5.12 As at 2004[i], Lichfield District was home to some 38,700 employee jobs. This means that it has the fourth greatest number of employee jobs of the eight district councils in Staffordshire (after East Staffordshire, Stafford and Newcastle-under-Lyme). Table 5.1 below highlights the levels of employment by broad industrial group in the District, and how this compares to the situation in Staffordshire County, the West Midlands Region and nationally. The employment situation in Lichfield District remains robust with a modest increase of 500 employee jobs in the District between 2001 and 2004, which equates to a 1.3% increase during that period.

5.13 Proportionally, Lichfield District has a greater concentration of employee jobs in the manufacturing sector compared with Staffordshire and the West Midlands Region. The 7,400 jobs in manufacturing in the District represents 19.2% of all jobs in the District whereas it accounts for only 16.1% and 16.5% in Staffordshire and the West Midlands Region respectively. More significantly the proportion of manufacturing jobs in Lichfield is well above the average for Great Britain where only 11.8% of employee jobs are in this sector. The distribution, hotel and restaurant sector has the highest number of employee jobs in Lichfield District with 9,200 jobs. This represents 23.8% of the total jobs in the District and is below the average for Staffordshire, West Midlands Region and Great Britain, but is still the most important employment sector locally. Lichfield District therefore also has a more balanced economy than in other areas, and is therefore less vulnerable to dominance by a single sector. Since 2001, both the manufacturing sector and the distribution, hotel and restaurant sector have experienced a decline of 800 employee jobs in each of the sectors.

5.14 The only other employment sector to see a decline between 2001 and 2004 was the public administration, education and health sector with a fall of 400 employee jobs during this period. The public administration, education and health sector is the second most important sector locally in terms of total employee jobs but like the distribution, hotel and restaurant sector the number of employee jobs in this sector is below the average for Staffordshire, the West Midlands Region and Great Britain, at just 21.5% compared with over a quarter of employee jobs in the comparison areas, reinforcing the more balanced structure of the Lichfield District economy.

5.15 The banking, finance and insurance sector, which is seen as a key driver for future growth of the service sector in local economies, employs proportionally more people in Lichfield District compared with Staffordshire County and is comparable with the average for the West Midlands Region. However, proportionally the number of employee jobs in this sector in Lichfield is below the average for Great Britain. There is therefore potential for some growth in these sectors. In

i Source: Annual Business Inquiry 2004, NOMIS order to develop its economy further into the future, a growth in the financial and business sector will be important. Evidence already suggests that this sector is growing at a fairly rapid rate in the District with an additional 1,500 employee jobs in the banking, finance and insurance sector in 2004 compared with 2001; this equates to a 29% increase during this short 3-year period.

5.16 Representing 5.5% of all employee jobs in Lichfield District the construction sector employs a proportionally higher level of people compared with the comparison areas, suggesting that the current level of development in and around Lichfield is in a strong position. With more potential development opportunities in the medium to long term in the District the number of employee jobs in this sector is likely to remain robust. During the period between 2001 and 2004, Lichfield District has seen an increase of 200 employee jobs in the construction sector. Other sectors that have experienced growth in the number of employee jobs between 2001 and 2004 include the transport and communications sector which has seen an increase of 300 jobs and the other service sector has seen a similar growth of 300 jobs during the period, with both sectors now having 2,100 employee jobs in the District at 2004.

5.17 A valid employment land study will also need to take account of the needs of existing businesses in the local area, as well as the predicted future requirements which may be generated as a result of increased employment, or labour force in the area.

Table 5.1 Economic Structure (Employment by Broad Industry Group 2004)

	Agriculture and fishing	Energy and Water	Manufacturing	Construction	Distribution, hotels and restaurants	Transport and communications	Banking, finance and insurance etc	Public administration, education and health	Other services	Total
Lichfield District (no.)	400	300	7,400	2,100	9,200	2,100	6,700	8,300	2,100	38,700
Lichfield District (%)	1.0%	0.8%	19.2%	5.5%	23.8%	5.5%	17.3%	21.5%	5.5%	100.%
Staffordshire County (%)	1.0%	0.2%	16.1%	4.5%	26.5%	7.2%	13.9%	25.5%	5.2%	100%
West Midlands Region (%)	0.8%	0.5%	16.5%	4.4%	24.7%	5.5%	17.3%	25.8%	4.5%	100%
Great Britain (%)	0.9%	0.6%	11.8%	4.5%	24.6%	6.0%	20.0%	26.4%	5.1%	100%

Source: Annual Business Inquiry 2004, Crown Copyright

The Future of the Economy

5.18 Predictions of how the economy is likely to change over the medium and longer term future form an important part of the basis of identifying the suitability of the existing employment land stock, and for the identification of new employment land into the future.

5.19 Forecasts of the extent to which a local economy is expected to change over time can never be exact, but an appreciation of the way in which patterns of employment may change offers a key input to an employment land study, particularly when assessing the level of labour demand. A significant caveat of employment forecasts is that they are based on trends of historical economic performance and predict how these trends are likely to carry on into the future. The forecasts used in this piece of work offer a politically neutral indication of how the economy might change into the future, and don't include any policy based growth assumptions.

5.20 For the purposes of this study, Staffordshire County Council has sourced "off the peg" employment forecast projections based on the "Local Economic Forecasting Model" as produced by the recognised economic forecasting company "Cambridge Econometrics". As highlighted above, these forecasts employ a trend based analysis, informed by locally important factors, taking into account historical trend data, and predicting the trend for future economic and employment growth.

5.21 "Off the peg" economic forecasting models do not take into account local policy implications which can have significant influence on an area. In the case of Lichfield this could be pertinent as the District has been earmarked for a potentially significant amount of housing growth as part of the revision of the West Midlands Regional Spatial Strategy.

5.22 Staffordshire County Council intends to develop a capacity for undertaking more sophisticated analysis of employment forecasts locally. For the purposes of future employment land reviews, it may be possible to develop alternative employment and economic forecasting approaches, inputting policy assumptions to the forecasting model where and when relevant.

5.23 The forecasted employment projections in the Lichfield District area are presented below in Table 5.2.

5.24 The employment forecasts are based on an input data year of 2004. Any data beyond this date should therefore be treated as a forecast of the likely direction of travel of the sector, with appropriate caution applied.

5.25 Table 5.2 highlights employment in Lichfield District for each 5-year period between 2001 and 2026. The projection identifies a modest increase in the overall levels of employment between 2001 and 2006, some 1,205 jobs over the 5-year period. A significant loss of manufacturing employment of 1,442 jobs between 2001 and 2006 is more than offset by an additional 1,501 additional jobs in the financial and business sector during the same period. For the purposes of this report employment change between 2006 and 2026 will be considered in the greatest levels of detail – the period over which the Lichfield Local Development Framework will be based. Over the 2006 to 2026 period employment in Lichfield District is predicted to grow by 5,445; this equates to a positive increase of 12.7%.

5.26 In 2006, the largest industry in Lichfield District is forecast to be the health and education sector, with 7,653 employees, closely followed by manufacturing with 7,400 jobs and the financial and business sector with 7,109 employees. There is a projected 16.8% increase in the number of employees in the health and education sector by 2026, an increase of 1,287 jobs on 2006. The number of jobs in the financial and business sector is forecast to increase by 5,274 jobs between 2006 and 2026, the equivalent of a 74.2% increase in this sector.

5.27 By 2016 the financial and business sector becomes the most important in Lichfield District and by 2026 the forecast indicates a total of 12,383 jobs in this sector which would account for a quarter of all jobs in the District. This is a common pattern throughout the Staffordshire area, and nationally, with the financial and business sector becoming one of the biggest areas of growth.

5.28 The decline of the manufacturing sector in the District is highlighted by the employment forecast. A decrease in the manufacturing sector of some 1,442 jobs is forecast between 2001 and 2006. The pattern of decline is predicted to continue up to 2026 at which point the manufacturing sector is forecast to employ around 6,202 people. The overall predicted decline between 2006 and 2026 is some 1,198 jobs or a 16.2% decline in employment in the sector.

5.29 Employment forecasts do suggest that there will also be increases in the numbers of jobs in the construction, retailing, hotels and catering and distribution sectors. In contrast the forecast indicates declines in other sectors including the primary and utility sectors, transport and communications and other service activities sectors.

5.30 The findings of these employment forecasts are the key component used to inform the labour demand approach to establishing a future employment land requirement, which will be examined in further detail at paragraphs 5.41-5.49.

Table 5.2 Forecasted Employment by Industry in Lichfield District - Local Economic Forecasting Model 2001-2026

	2001	2006	2011	2016	2021	2026	Change 2001-26	% Change 2001-26	Change 2006-26	% Change 2006-26
Primary and Utility	546	539	463	384	325	276	**-270**	-49.4%	**-262**	-48.7%
Manufacturing	8,882	7,400	7,107	6,793	6,496	6,202	**-2,679**	-30.2%	**-1,198**	-16.2%
Construction	2,612	3,552	3,649	3,728	3,906	4,118	**1,505**	57.6%	**565**	15.9%
Retailing	4,034	3,576	3,714	3,795	3,912	4,039	**5**	0.1%	**463**	12.9%
Distribution NES	3,318	2,783	2,974	3,048	3,135	3,222	**-96**	-2.9%	**439**	15.8%
Hotels and catering	3,195	3,584	3,623	3,664	3,679	3,688	**493**	15.4%	**104**	2.9%
Transport	1,439	1,881	1,658	1,451	1,261	1,099	**-340**	-23.7%	**-783**	-41.6%
Communications	548	577	557	536	529	524	**--23**	-4.2	**-52**	-9.1%
Financial and business	5,608	7,109	8,139	9,308	10,745	12,383	**6,775**	120.8%	**5,274**	74.2%
Public Administration	1,250	1,389	1,410	1,426	1,440	1,455	**205**	16.4%	**66**	4.7%
Health and Education	7,991	7,653	8,217	8,485	8,722	8,940	**948**	11.9%	**1,287**	16.8%
Other Service Activities	2,321	2,906	2,828	2,697	2,570	2,448	**127**	5.5%	**-458**	-15.7%
Total	**41,743**	**42,948**	**44,338**	**45,315**	**46,721**	**48,394**	**6,650**	**15.9%**	**5,445**	**12.7%**

Source: Cambridge Econometrics, Local Economic Forecasting Model. Data has been extrapolated by the Research Unit to 2026. These forecasts are consistent with Regional Economic Prospects. July 2006

Identifying a Future Employment Land Supply

5.31 This report follows the advice set out in the document – "Employment Land Reviews: Guidance Note", published by the Office of the Deputy Prime Minister in December 2004.

5.32 In this report, three different approaches have been used for the calculation of a potential future employment land supply in Lichfield District. The three methods are:

i. A continuation of past development trends approach.
ii. A labour demand led approach – based on likely employment land requirements as a factor of forecasted employment change.
iii. A labour supply approach – based on the likely employment land requirements generated by projected labour force change.

5.33 The three approaches differ quite significantly in both their methodologies and the results that they yield. It is important to recognise that no single approach should be classed as preferable to another, rather the three approaches should be considered together. Likewise, the suggested land requirement results generated from the three approaches should be seen only as a starting point for the identification of employment land requirements rather than a definitive statement of future needs.

5.34 An indication of the potential land requirements generated under each of the land forecasting approaches is presented below, alongside a brief commentary on the implications of each approach. For further more detailed explanation of the methodology used in each of these approaches, and the technical data which sits behind them, please see the technical appendix section of this report.

Continuation of past trends approach

5.35 The continuation of past trends approach is a relatively straight forward land estimation method which considers the levels of B Class employment land development in the District over recent years to create an average building rate. This building rate is then factored forwards over the period of interest to calculate a potential land requirement.

5.36 For the purposes of this project, past development rates have been calculated for the past 5 years (2001/02 to 2005/06) and the past 10 years (1996/97 to 2005/06). Table 5.3 overleaf highlights total employment land completions in Lichfield District over the past 10 years.

5.37 The average building rate over the past 5 years in Lichfield District was 7.48 hectares per annum, while the average build rate over the past 10 years was 6.66 hectares per annum in the District. These average build rates are shown below as part of Table 5.4. The high levels of employment land development in certain years (such as 2002/03 and 2003/04) may be skewed in part by the significant levels of distribution and warehousing development which have been coming forward in Lichfield District.

Table 5.3 Employment Land Completions in Lichfield District 1996/97 to 2005/06 (Hectares)

	1996/ 1997	1997/ 1998	1998/ 1999	1999/ 2000	2000/ 2001	2001/ 2002	2002/ 2003	2003/ 2004	2004/ 2005	2005/ 2006
Total Employment Land Completions	3.06	3.89	9.33	8.83	4.12	3.83	12.82	10.22	4.54	6.00

Source: Staffordshire Employment Land Survey 2006

Table 5.4 Total and Average Employment Land Building Rates in Lichfield District for past 5 and 10 years (Hectares)

	2001-2006	Average Build Rate (5 years)	1996-2006	Average Build Rate (10 years)
Total Land	37.41	7.48	66.64	6.66

Source: Staffordshire Employment Land Survey 2006

5.38 The average build rates are then factored forward over the period of interest (20 years) to provide an indication of the future employment land requirements for the District. Using the average build rates of the past 5 years a total of 150 hectares of land would be required, while the development trends of the past 10 years would generate a new employment land requirement of 133 hectares. These requirements are highlighted below in Table 5.5.

Table 5.5 Average Employment Land Building Rates in Lichfield District for past 5 and 10 years, and Future Employment Land Requirements (Hectares)

	Average Build Rate (5 years)	Land Supply 2006-26 (based on 5 year build rate)	Average Build Rate (10 years)	Land Supply 2006-26 (based on 10 year build rate)
Total Land	7.48	149.60	6.66	133.28

Source: Staffordshire Employment Land Survey 2006

5.39 The land requirements provided by this approach are likely to be towards the “upper end” of the expected employment land requirements in Lichfield District between 2006 and 2026. This approach uses recent development trends to calculate requirements for the future. In Lichfield District, development trends may have been skewed by the high levels of B8 type distribution and warehousing developments that have been completed in some of the recent years. The extent to which these land requirements will be reflective of the situation of land development in Lichfield District will be somewhat shaped by the types of development that the area is likely to accommodate and willing to attract into the future. The most land hungry distribution and warehousing type developments may become less important to the local economy as a whole in the future, however consideration must be given to the land required to accommodate any future growth needs for B8 type distribution and warehousing developments.

5.40 As with all approaches to land estimation, an element of caution should be applied to these findings. However, they do offer a useful at-a-glance approach estimate to the levels of employment land which may be required if Lichfield District was to experience sustained levels of growth similar to those which have taken place over recent years.

Labour Demand led approach

5.41 The labour demand led approach uses forecasted employment change to identify potential future land requirements in the District over the next 20 years. Forecasted employment change for each of the 5-year periods between 2006 and 2026 is taken into account. Employment change is then attributed to employment densities for different sectors to create an employment floor space requirement. This floor space requirement is then multiplied by a plot ratio factor to give an allocation of total employment land to accommodate the required level of floor space, and an overall employment land requirement is the final result.

5.42 The labour demand approach is useful, in that it takes account of the likely changes to employment in the area into the future. The approach uses the employment forecasts from Cambridge Econometrics as highlighted in Tables 5.6 and 5.7 below as its starting point.

Table 5.6 Employment Forecasts 2000-26 (absolute jobs)

	2006	2011	2016	2021	2026
1 Primary and Utility	539	463	384	325	276
2 Manufacturing	7,400	7,107	6,793	6,496	6,202
3 Construction	3,552	3,649	3,728	3,906	4,118
4 Retailing	3,576	3,714	3,795	3,912	4,039
5 Distribution NES	2,783	2,974	3,048	3,135	3,222
6 Hotels and Catering	3,584	3,623	3,664	3,679	3,688
7 Transport	1,881	1,658	1,451	1,261	1,099
8 Communications	577	557	536	529	524
9 Financial and Business	7,109	8,139	9,308	10,745	12,383

	2006	2011	2016	2021	2026
10 Public Administration	1,389	1,410	1,426	1,440	1,455
11 Health and Education	7,653	8,217	8,485	8,722	8,940
12 Waste Treatment and Other Service Activities	2,906	2,828	2,697	2,570	2,448
Total	**42,948**	**44,338**	**45,315**	**46,721**	**48,394**

Source: Cambridge Econometrics

Table 5.7 Employment Forecasts 2006-26 (change in absolute jobs)

	2006-11 change	2011-16 change	2016-21 change	2021-26 change	2001-26 change	2006-26 change
1 Primary and Utility	-76	-78	-59	-49	-270	-262
2 Manufacturing	-294	-314	-297	-294	-2,679	-1,198
3 Construction	96	80	178	212	1,505	565
4 Retailing	138	81	117	127	5	463
5 Distribution NES	192	74	87	87	-96	439
6 Hotels and Catering	38	41	15	9	493	104
7 Transport	-223	-208	-189	-163	-340	-783
8 Communications	-20	-21	-7	-5	-23	-52
9 Financial and Business	1,030	1,168	1,437	1,638	6,775	5,274
10 Public Administration	21	16	14	15	205	66
11 Health and Education	564	268	237	218	948	1,287
12 Waste Treatment and Other Service Activities	-78	-131	-127	-122	127	-458

	2006-11 change	2011-16 change	2016-21 change	2021-26 change	2001-26 change	2006-26 change
Total	1,390	977	1,406	1,673	6,650	5,445

Source: Cambridge Econometrics

5.43 The employment change highlighted in Table 5.7 forms the basis of employment land demand in each of the 5-year periods. Sectors which yield a forecasted negative employment change will not generally form a need for additional employment land so are discounted from further calculation. An allowance is made however for relocations from the important manufacturing sector.

5.44 An assumption is then made as to the expected proportions of forecasted employment change that will require the development of new B class industrial land. This assumption has been made using data from Staffordshire County Council's Research Unit, Industrial Estates Survey. The detailed background to these assumptions is highlighted in step 3 on page 3 of the technical appendix report.

5.45 To develop a floor space requirement resulting from expected employment change, employment densities are applied as set out in Table 5.8 below. Floor space is then factored by "plot ratios" (which are also highlighted in Table 5.8) to create an overall employment land requirement. The sectors highlighted in bold in Table 5.8 are those which are likely to require development of B class employment land.

Table 5.8 Sector to Use Class (Best Fit), Floor Space Density and Plot Ratio Factors

Employment by Industry	Use Class (Best Fit)	Floor Space Density (sqm required per job)	Plot Ratios (Factor of additional land required to accommodate floorspace)
1 Primary and Utility	B2	Unknown	0.4
2 Manufacturing	**B2**	**30**	**0.4**
3 Construction	**B2**	**30**	**0.4**
4 Retailing	A1 or Sui Generis	20	0.4
5 Distribution NES	**B8**	**65**	**0.4**
6 Hotels and Catering	C1	15	
7 Transport	**B1 or Sui Generis**	**20**	**0.6**
8 Communications	**B1(c)**	**20**	**0.4**

Employment by Industry	Use Class (Best Fit)	Floor Space Density (sqm required per job)	Plot Ratios (Factor of additional land required to accommodate floorspace)
9 Financial and Business	B1(a)	20	0.6
10 Public Administration	B1(a)	20	0.6
11 Health and Education	D1 and B1(a)	20	0.6
12 Waste Treatment and Other Service Activities	B2	20	0.4

Source: 1) "Densities - A Simple Guide" - English Partnerships 2001; 2) Plot Ratios - Atkins, Staffordshire Moorlands Employment Land Study, August 2005

5.46 Using a preferred methodology, which takes into account assumptions on the amounts of new employment taking B class employment land, and including a factor for relocations from manufacturing, a total expected land requirement between 2006 and 2026 would be in the region of 31 hectares.

Table 5.9 Indicative land requirements from labour demand approach (hectares)

	2006-11	2011-16	2016-21	2021-26	2006-26
Total (HA)	9.22	7.04	7.22	7.12	30.6

5.47 For further information on the methodologies and assumptions used in the development of the labour demand land requirement please see the technical appendix document . The technical appendix also includes details of the potential land requirements generated by alternative development scenarios to this preferred method, including a scenario where all positive employment change would be catered for by B class land. This scenario which could be seen as an “upper end” estimate using the labour demand approach generated a requirement of around 53 hectares of employment land over the period 2006 to 2026.

5.48 The labour demand led approach gives a good indication of the likely levels of land required under a trend based growth in the local economy. It is by nature a rather conservative approach as it does not take into account the influences on the local economy of planning policy led growth scenarios, and takes into account the economic trends of the past 25 years to predict what may happen into the future.

5.49 As with any estimation of employment land of this kind, assumptions are required in terms of employment densities to use, plot ratio factors and, in the case of this piece of work, the expected levels of employment growth to be accommodated on B Class employment land.

Labour supply led approach

5.50 The labour supply approach to land estimation uses forecasted changes in the local labour force (labour supply), and then goes on to suggest the potential levels of employment land that may be required to service such levels of labour force growth.

5.51 A key benefit of the labour supply approach in comparison to other methods of employment land estimation is that it allows an element of policy led growth scenarios to be tested rather than being purely reliant on historical development patterns, or purely trend based models. This is an important implication in Lichfield District as the revision of the West Midlands Regional Spatial Strategy, which is currently under way, has identified the area as potentially being capable of accommodating a significant amount of housing throughout the plan period, up to 2026.

5.52 In the case of Lichfield District there are three potential housing development scenarios which could in turn influence local labour force growth. These are driven by the spatial options of housing distribution set out in the current West Midlands Regional Spatial Strategy revision:

i. RSS Housing Option 1* – 6,500 dwellings to be built in the period 2001 to 2026
ii. RSS Housing Options 2 – 11,000 dwellings to be built in the period 2001 to 2026
iii. RSS Housing Option 3 – 16,000 dwellings to be built in total in the period 2001 to 2026

* Note – The proposal for RSS Housing Option 1 yields a negative change in labour force which would not translate to further employment land needing to be identified. For this reason, the Option 1 scenario has not been included in the further calculations of land required under the various labour force scenarios.

5.53 Population projections were created for each of these development scenarios using the "Popgroup" modelling software, which were then fed into a labour force projection model (Labgroup). For further information on this modelling work please see the technical appendix.

5.54 A factor of commuting has been added to the labour force projection to establish a more realistic indication of the likely labour force patterns in the District. The favoured approach was to use a "net commuting" factor which takes into account the difference between those coming into the District to work and those travelling out of Lichfield District for work – this equates to a net out-commuting factor of -14.2%. Further details on the commuting factors used in the calculations can be found in the technical appendix.

5.55 In order to quantify an appropriate employment density to translate to land requirements, an assumption is made as to which sectors people in the increased labour force will be employed. For consistency the proportion of employment identified by Cambridge Econometric employment forecasts for each of the 5 years between 2006 and 2026 have been applied to the labour force projection. This then establishes the potential labour force increase for each sector for each of these 5 years. The proportions are set out in Table 5.10 below.

Table 5.10 Forecasted proportion of overall employment (%) between 2006-26

Employment Proportions	2006	2011	2016	2021	2026
1 Primary and Utility	1.3%	1.3%	1.0%	0.8%	0.7%
2 Manufacturing	**21.3%**	**17.2%**	**16.0%**	**15.0%**	**13.9%**
3 Construction	**6.3%**	**8.3%**	**8.2%**	**8.2%**	**8.4%**
4 Retailing	9.7%	8.3%	8.4%	8.4%	8.4%
5 Distribution NES	**7.9%**	**6.5%**	**6.7%**	**6.7%**	**6.7%**
6 Hotels and Catering	7.7%	8.3%	8.2%	8.1%	7.9%
7 Transport	**3.4%**	**4.4%**	**3.7%**	**3.2%**	**2.7%**
8 Communications	**1.3%**	**1.3%**	**1.3%**	**1.2%**	**1.1%**
9 Financial and Business	**13.4%**	**16.6%**	**18.4%**	**20.5%**	**23.0%**
10 Public Administration	**3.0%**	**3.2%**	**3.2%**	**3.1%**	**3.1%**
11 Health and Education	**19.1%**	**17.8%**	**18.5%**	**18.7%**	**18.7%**
12 Waste Treatment and Other Service Activities	**5.6%**	**6.8%**	**6.4%**	**6.0%**	**5.5%**
Total	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Cambridge Econometrics. Sectors highlighted in **BOLD** have been summed to calculate the total levels of employment land required for each of the relevant periods

5.56 Using this methodology, indicative land requirements were calculated for each of the different growth scenarios highlighted in paragraph 5.55. These yielded significantly different employment land requirements as set out in Table 5.11 below.

Table 5.11 Labour Supply led employment land requirements 2006-2026 (Hectares)

Scenario	Land Required (Hectares)
RSS Housing Option 2	-1.9
RSS Housing Option 3	25.4

5.57 One of the key benefits of the labour supply approach is its ability to take into account policy led growth assumptions rather than the trend based analysis of the other two approaches.

Conclusions – Identifying future land requirements

5.58 The three approaches to quantifying new employment land requirements used in this study have yielded significantly different results. The continuation of past trends approach, which looks to roll forward historical development patterns to establish a predicted land requirement, yields a much greater indicative land requirement than the two approaches which seek to predict levels of land needed to serve predicted future growth in employment and the labour force.

5.59 It is not the purpose of this report to provide a definitive employment land requirement in Lichfield District over the next 20 years. Rather the indicative figures should be seen as a starting point to stimulate the further investigation of both the suitability and availability of the existing stock of employment land in the District, and how appropriate this will be for the future development vision of the area.

5.60 In the simplest terms, if Lichfield District continues to develop its employment land along the lines of recent years, with a significant focus on development in the distribution and warehousing sector, it is likely that new sites for employment land will need to be identified above and beyond the portfolio of land currently identified (the total current land portfolio extends to 133 hectares at April 2006).The exact amount of land will be subject to a detailed market testing of the employment land portfolio to assess its fitness for purpose for the range of likely future uses.

5.61 At the other end of the development scale, if Lichfield District's future employment development pipeline follows the lines of those forecast by employment and labour force projections, the existing portfolio of land could quite possibly accommodate expected levels of growth. Once again, this would be subject to the detailed market testing of the portfolio of land to ensure sites are suitable both in type and quality and their location.

5.62 The key consideration for identification of employment land in Lichfield District will therefore be linked to the development vision of the District, and how this vision will relate to employment land requirements. A high growth vision would therefore intimate much higher employment land requirements and potentially the need to identify new land, whereas a conservative development approach may see employment growth accommodated by the existing supply, albeit subject to the testing of the suitability and quality of sites.

5.63 An investigation of some of the issues which are not necessarily highlighted by the quantitative land identification approach is considered in further detail at paragraphs 5.64-5.99.

Further Issues to be Taken into Account

5.64 In addition to the issues drawn out in earlier sections of this report, there are a number of other important local factors which need to be taken into account as part of this employment land study. The three methods of land estimation provide a good starting point for the investigation of the needs of future employment land requirements. However, finer details of interest, which are not necessarily picked up by examining quantitative evidence, form an important basis to the study. These issues will be considered in some part below and, while these issues are by no means exhaustive, they do offer an additional insight to the employment land situation in Lichfield District.

The Economic Structure of Lichfield District

5.65 Lichfield District's economic structure at 2004 was skewed towards the distribution, hotel and restaurant sector and the public administration, education and health sector, with 23.8% and 21.5% of total employee jobs in the District respectively in each sector. Both of these sectors have experienced a decline over recent years in Lichfield. The decline in the number of employee jobs in the distribution, hotel and restaurant sector in Lichfield is only matched by the fall in the number of jobs in the manufacturing sector. The decline in the manufacturing base in the District is highlighted further in the employment forecasts which suggest a downturn of around 1,200 manufacturing jobs between 2006 and 2026, which equates to a 16% decline in the number of employee jobs in this sector.

5.66 It is difficult for an employment land review to predict when and where the economy may haemorrhage such a large number of manufacturing jobs. Such losses do present opportunities to restructure the employment base and redevelop land away from manufacturing to other employment uses. However, such land may be more appropriate to be released for housing or other potential uses. The employment land review must consider the possible weakness in the manufacturing sector and the potential issues and opportunities that may present themselves in the future as a result of this vulnerability.

5.67 One of the most important implications for the identification for the location and type of future employment land supply in Lichfield District will be the extent to which new development will be concentrated among the different types of property which will be suited to office, general industrial and distribution/warehousing style premises. The employment forecasts provided by Cambridge Econometrics suggest that the greatest levels of growth in employment in the area will be experienced in the financial and business sector and the health and education sector, and therefore appropriate accommodation should be provided for these. The financial and business sector is forecast to grow by 74.2% between 2006 and 2026 and the health and education sector by 16.8% over the same period in Lichfield District. Employee jobs within these sectors are likely to have specific requirements, and are possibly more likely to be demanding office style accommodation. Office accommodation is more likely to be demanding of town centre locations which should (and are likely to) act as the primary focus for office development.

Edge of centre development in areas accessible to good public transport links should form the next most suitable locations for office development, with out of centre development the next level of the sequential approach to development.

5.68 The employment forecasts provided by Cambridge Econometrics predict a 15.8% increase in the number of employee jobs in the distribution and warehousing sector between 2006 and 2026. Although this is a relatively modest growth, the floorspace densities in this sector means the projected growth could have a significant impact on employment land requirements in the District. The availability of sites at Fradley, with excellent access to the A38 and onto the motorway network, could help promote levels of development in this sector, which may require identification of employment land towards the upper end of those identified by the three methodologies of land estimation in at paragraphs 5.31-5.63 of this report. In addition, as the distribution and warehousing sector becomes ever more sophisticated and technologically advanced, operators may require new and updated premises which may therefore introduce some relocation requirements. It would be pertinent to allow for such possibilities when investigating the future portfolio of employment land for Lichfield District.

Economic Activity Rates used in the Labour Supply methodology

5.69 The underlying data for the Labour Supply methodology approach to employment land forecasting uses a labour force projection which was calculated in house by the Research Unit. One of the most important factors influencing the projected labour force in these projections is the economic activity rates which have been used to calculate the proportion of the overall population who are forecasted to be feeding into the labour market.

5.70 For the purposes of this project, economic activity rates into the future forecasted at the national level have been adjusted using a factor of economic activity for the relevant age groups for Lichfield District as at the time of the 2001 Census of Population. These factors have been used to calculate the indicative land requirements based on the labour supply method as highlighted at paragraphs 5.31-5.63.

5.71 While this approach offers the most logical method of calculating the labour force into the future, it should only be seen as an assumption of the potential labour force. Structural changes to the labour market and the wider economy overall in Lichfield District could have significant implications for economic activity rates in the District. It is possible that the demographic structure of the District could change over time, with potentially significant levels of new development taking place in the area, and possibly attracting in-migration of younger age groups.

5.72 Changing the economic activity assumptions used in the labour force projections can have a small but possibly significant effect on the need to identify new employment land. Using a very crude calculation methodology it is estimated that by increasing the economic activity rate assumptions used in the labour supply model by a factor of 1%, an additional 2 hectares of employment land would be required over the 2006 to 2026 period. Whilst this is not a huge increase in the predicted land requirements, this issue highlights the need to allow for elements of flexibility in the calculations when interpreting both employment land predictions and labour force forecasts.

Commuting patterns

5.73 The influences of commuting patterns in the area have been considered as an integral part of the labour supply employment land calculation process. Three different assumptions of commuting have been taken into account which may have impacts on the levels of the labour force who will service expected development in Lichfield District.

5.74 The three different scenarios take into account: a “base projection”, which considers only the labour force projection with no account for commuting, an “out-commuting scenario” which corrects the labour force by taking away an element of the predicted labour force growth which may be expected to commute out of Lichfield District for work purposes, and a “net commuting scenario” which takes into account the balance of in and out commuting, by calculating those people who live and work in Lichfield, those who live in Lichfield but work outside, and those who live outside and work in Lichfield.

5.75 The most reliable source of data for commuting patterns comes from the Journey to Work analysis which was undertaken for the 2001 Census of Population. This analysis however is now some 6 years old and although the overall patterns of movement to and from work are likely to be broadly similar, there will have undoubtedly been some significant changes to the journey to work dynamics of the area over this period of time. At the time of the 2001 Census of Population Lichfield District had fewer people working in the District compared with the number of economically active residents travelling out of the District for employment purposes; this results in a net out commuting factor of -14.2%.

5.76 The most up to date information available on economic activity and the working age population suggests that Lichfield District has a District “job density” of 0.76 (meaning that there are 0.76 employee jobs for every person of working age in the District). This is the third highest job density of the Staffordshire districts after East Staffordshire and Stafford. Although the figure for Lichfield is just above the average for Staffordshire, it is significantly below the average for the West Midlands Region at 0.82 and Great Britain which has a job density of 0.84.

5.77 It is difficult to predict with any certainty how the commuting patterns of Lichfield may have changed over time since the publication of the 2001 Census of Population. The levels of development in Lichfield District since 2001 suggest that there are a greater number of employee jobs in the District at present than 5 years ago, and as such there may be slightly different commuting dynamics in place.

5.78 Recent improvements to the rail network mean that it is now easier to commute by rail from Lichfield District. The fastest train to London Euston now completes the journey from Lichfield Trent Valley station in a little over 1 hour 30 minutes offering the potential to commute to the Capital. While these improved links may mean greater levels of out- commuting than in 2001, they also offer the opportunity to capitalise on these improved links to attract people to work in Lichfield.

5.79 The road network of Lichfield District offers good links to other towns in the area and to further afield, offering the chance to commute both into and out of the district. Travel to work patterns from the 2001 Census have identified Lichfield City as a relatively defined travel to work area with people travelling in from some distance to help service the local economy. Burntwood is a much smaller employment centre with significantly more people travelling out from the town to their place of employment than those travelling into the town to their place of work.

5.80 Although the levels of in commuting into the District do not suggest that these would create significant additional demand for employment land based on the unadjusted labour force projection, commuting issues should be considered with some importance in the preparation of the Employment Land Review, as the development of a comprehensive portfolio of land can have the potential to help in the development of sustainable local growth where expected housing development and employment development are considered in parallel.

The Impact of Migrant Workers

5.81 The impact of migrant workers to the local economy is a further potential consideration for this employment land study. In common with the majority of localities in Staffordshire, Lichfield District has a relatively small proportion of its population made up from Black and Minority Ethnic groups, with less than 2%. More recently, the area has seen some increases in migrants, in particular from the Accession 8 countries which joined the European Union in May 2004.

5.82 The number of National Insurance registrations in 2005/06 showed just over 300 non-UK nationals registered for National Insurance purposes in the District, with around 130 of these from people coming from Poland. These figures represent a significant increase in the number of people registering for National Insurance prior to the Accession 8 countries joining the European Union.

5.83 This data only offers a snapshot of the current labour market situation in the Lichfield District area, but highlights the importance of migrant worker groups to the local labour market. This data only represents people that have registered for employment purposes on the National Insurance register, and does not take into account the possibility of double counting, for example if somebody registers for National Insurance, leaves the country for a period of time and then subsequently re-registers again at a later date. Neither does it take into account those people who may be operating in a less formal economy and thus are not registered for National Insurance. Nevertheless, the influence of migrant workers on the local labour market and more widely the local economy could have some impact on the future land requirements, especially if their numbers continue to rise significantly.

Portfolio of Employment Land

5.84 Using a base situation as at April 2006, Lichfield District's portfolio of employment land extended to a total of around 133 hectares of land. Of this total, some 101.5 hectares of land had the benefit of full or outline planning permission, with around 31 hectares having no planning permission. At April 2006, 5.6 hectares was under construction, with 19 hectares of land classed as being readily available for development and a further 107 hectares being suitable for development within the next five years. Less than 1.5 hectares of the identified land was constrained beyond five years for development purposes.

5.85 At April 2006 a total of 119 hectares of land was identified on sites above 5 hectares in size; the remaining 14 hectares of land being identified on 8 smaller sites which range in size from 0.07 hectares up to 3.70 hectares.

5.86 In considering the portfolio of employment land against the range of categories identified in the Regional Spatial Strategy and Regional Employment Land Study, Lichfield District has no employment land in the category of Regional Logistics Site, Major Investment Site or Regional Investment Site. The majority of the employment land portfolio (92 hectares) is classed as sub-regional employment site, with the remaining land classed as good or other local employment sites.

5.87 The suitability of this portfolio of employment land to accommodate the potential levels of growth suggested in this paper will be an important element of the examination of the existing stock of employment land in Lichfield District, and the market testing of these sites (as identified by stage 1 of the ODPM's Employment Land Review Guidance). This element of the Employment Land Review, combined with an identification of future requirements, will go towards the stage 3 objective of identifying the suitable portfolio of employment land for the future.

5.88 It is quite possible that the existing portfolio of employment land in Lichfield District will not be suitable for the expected levels and types of economic growth in the area (for example with regard to the office sector). In this respect, there is a possibility that new employment land allocations may need to be identified, while the existing portfolio is tested for its fitness for purpose.

Constraints to the development of sites

5.89 A significant proportion of the current portfolio of employment land in Lichfield District is subject to a degree of physical constraint. However, this predominantly relates to service constraint issues on land identified in Fradley. These problems can be relatively easily overcome, however issues such as this are always important and should be considered whilst undertaking as assessment of employment land in the area. It is possible that any future additions to the local portfolio of employment land may be subjected to some elements of development constraint, possibly more so in the case of land which is to be found on recycled or Brownfield land.

5.90 As well as the physical and infrastructural constraints to a particular site, ownership issues of a site can provide some additional barriers to development. Some sites may have remained dormant for long periods of time as developers and other owners may prefer to hold on to the land (especially if they have significant other land banks in their own portfolios) to speculate on whether a site may be reallocated for a more profitable use in the future.

5.91 The lack of intent to develop identified land is a key constraint and a combination of other physical and infrastructural factors will be key considerations for investigation during stages 1 and 3 of the employment land study. Information gleaned during the assessment of existing employment land can then be tested alongside the findings of paras 5.31-5.63 of this study to identify whether new employment land should be allocated, with the ultimate aim of establishing a sustainable portfolio of employment land.

Phasing of employment land and identifying a “buffer” of land

5.92 In order to establish a sustainable supply of employment land in Lichfield District over the next 20 years, it may be pertinent to establish a phasing policy, which will help to manage the release of land over the full plan period, rather than seeing significant spikes of development during particular periods.

5.93 Any phasing policy would also ideally be tied into the possible phasing of housing development proposed for Lichfield District as part of the revision of the West Midlands Regional Spatial Strategy.

5.94 An additional element to the phasing of employment land is the concept of providing a “buffer” of employment land which attempts to resolve some of the issues related to landowners stockpiling land and not bringing forward their sites for development, as well as to take into account the problems associated with those sites which although they have been identified for employment development, are less likely to come forward for development as a result of infrastructural and other constraints as identified above. For this reason it is sensible to identify an additional “buffer” of employment land additional to the indicative requirements identified at paras 5.31-5.63 to help alleviate some of these problems.

5.95 It is difficult to accurately estimate the extent of land to be included in this buffer for future requirements. An employment land study in South Derbyshire undertaken by Roger Tym and Partners suggested that the equivalent of an additional 10% of the existing employment floor space in the District should be identified as “buffer” land, which can help to satisfy the ongoing churn of the property market. This part of the Lichfield District employment land study (which is primarily based around identifying a future supply of land) has not assessed the existing property market in detail. In order to quantify a buffer of employment land under the same approach used by Roger Tym and Partners, a 10% element of the existing B1 office, B2 general industrial, and B8 distribution and warehousing floor space stock of the District is calculated –

this floor space is then factored by the relevant plot ratios to establish an overall land requirement. To meet the methodology adopted by Roger Tym and Partners, this additional buffer of land should then be added to the predicted land requirements, as identified at paras 5.31-5.63.

5.96 While these approaches will not necessarily alleviate the problems associated with land banking and related to infrastructural problems, they do offer some potential for helping to ensure that an adequate supply of land is made available. The prudent identification of future employment land requirements should incorporate some element of phasing and land buffers. These issues will need to be taken into account when considering the future portfolio of employment land in stage 3 of the employment land study.

The need to match housing development with complementary growth in employment land

5.97 Lichfield District has been identified as the potential location for some significant levels of housing growth in the revision to the West Midlands Regional Spatial Strategy. Between 2001 and 2026, under Option 2 of the revision to the West Midlands RSS, the District has been identified to potentially accommodate 11,000 dwellings and under Option 3 this potential requirement increases to 16,000 dwellings. This clearly has significant implications for the future development across the District as a whole.

5.98 It will be important to ensure that the location, scale and phasing of this potential development will be considered in harmony with the findings of the Employment Land Review to promote the sustainable development of the principal settlements and the wider Lichfield District area as a whole.

5.99 This report provides an initial indication of the potential additional employment land requirements of the area based on identifying historic development trends, using predicted forecasts of employment in the area (which don’t take into account policy growth assumptions in the area) and through labour force forecasts (which take into account the policy led growth assumptions).

Overall Summary

5.100 This report has consistently highlighted the need to interpret future land requirements cautiously, and to appreciate that the findings of paras 5.31-5.63 of the report represent the very first steps towards the identification of a future portfolio of employment land.

5.101 The three methods of land forecasting have yielded quite different results, with the lowest levels of requirement being identified through using the labour force projection led approach, whilst the recent buoyancy experienced in the distribution and warehousing sector has led the continuation of past development trends approach to yield the greatest future land requirement.

5.102 For the identification of the future portfolio of employment land in Lichfield District, it will be important to establish the development vision that Lichfield District Council has for the District over the next 20 years. Such a development vision will ultimately shape the future land requirements of the District. A vision which focuses on the predicted growth of the financial and business sector is likely to require a lower level of land take than a vision which includes a significant element of development in the distribution and warehousing sectors.

6 Site Assessment Analysis

6.1 The Employment Land Review has carried out an appraisal of existing employment land allocations and significant industrial sites within the District to examine their quality and continued viability. In addition, the views of existing employers and agents have been sought through a questionnaire survey. The sites analysed are shown at **Appendix 2** and the assessment analyses are shown in detail at **Appendix 3**.

Distribution and Quality of Employment Land and Existing Sites

6.2 Existing employment sites within Lichfield District vary in location, size, and types of units and businesses attracted to them. Allocations of land for employment are principally located at Fradley and on the edges of Lichfield and Burntwood and all employment sites are identified for B1, B2 or B8 uses. Current Local Plan policy protects many, but not all, of the existing industrial 'estates' from redevelopment for other uses and largely restricts development within them to B1, B2 and B8 uses.

6.3 In relation to new employment sites, mainly allocated through the Local Plan, the only remaining sites allocated where development has not started are at Burntwood, Zone 5, and the extensions to Boley Park industrial estate at Lichfield, at Burton Old Rd. and Britannia Way. The fact that these sites have been allocated for some time might suggest difficulties in their implementation, potentially extending to unsuitability as employment sites. However analyses of these sites individually suggest that there have been specific circumstances in relation to ownership and access issues and that these can be overcome, rather than the sites not being useful or acceptable to the market. The sites are capable of implementation and are in suitable locations for employment.

6.4 As previously indicated, in terms of the quantity of allocated new employment land the distribution in quantitative terms is dominated by the large scale of available land at Fradley airfield. This major site has been underway for several years and during that time the nature of developments has reacted to market changes, such that part of the area, south of Wood End Lane, has seen a significant number of office developments, whereas more recently the main body of the former airfield has been attractive to large warehouse developments.

6.5 The site assessment analysis at **Appendix 3** indicates that all of the land allocated for employment, either as sites underway or not yet started, remains suitable for employment purposes and is appropriately located and likely to be marketable.

Quality of Existing Employment Areas

6.6 The quality of employment sites may be measured in different ways including:

- location - accessibility to local workforce, highway network, public transport, proximity to raw materials and suppliers etc
- ground conditions - stability of land, topography etc

6.7 For a variety of reasons, information on the quality of employment land is difficult to obtain in any detail, not least because different business and employment uses have different requirements, together with different ideas of quality relating to their business. From the site appraisals at **Appendix 3**, the property bulletin and limited information from employers, it is possible to identify those existing employment sites where problems are currently apparent, although these may be isolated within a site rather than affecting the site as a whole.

Lichfield City

6.8 Overall the majority of existing employment sites within Lichfield are of good quality, with only pockets of units proving difficult to let. This can be due to the immediate visual appearance, lack of parking and type and style of the individual units themselves.

6.9 The majority of larger industrial sites are on the eastern and north-east edges of the City, which is also the location of the only significant allocated new employment land remaining available, at Boley Park and Britannia Way. There are other smaller employment estates in the west and north of the City at Shires Industrial Estate and Greenhough Rd. Some of the Eastern Avenue and Crossfield Rd. area has recently come under pressure for alternative uses, and potentially could provide locations for a more mixed use approach that may assist in protecting the City Centre from uses that might have implications for its historic character.

Burntwood

6.10 Most of the larger industrial sites within Burntwood are located at its western edge, with the exception of the Mount Road and Queen St. employment areas. The Burntwood Business Park is divided into five zones, of which Zone 5 forms the only remaining significant area of available employment land since the allocation in Zone 1 is largely developed. The Burntwood Business Park has seen its accessibility significantly improved in recent years through the completion of the Burntwood Bypass and connection to the M6 Toll. This makes both the town and these employment areas a more attractive location for employment purposes.

6.11 Quality overall within Burntwood varies from good quality within Zone 1 of the Business Park to more difficult in terms of access and market attractiveness in sites such as that located at Mount Road/New Rd. Parts of Burntwood Business Park are located close to the Sankey's Corner area where there are also proposals to expand the town centre particularly in terms of shopping floorspace, using former employment land.

Other Locations

6.12 The assessment schedules at **Appendix 3** indicate a range of employment locations across the District. There are several existing employment areas located in rural settlements, such as at Shenstone, Fazeley and Armitage with Handsacre. In the main these have a range of small and medium sized units and operate succesfully as indicated by their occupation. Some of the rural sites, including Lynn Lane, Shenstone and Mill Lane, Fazeley have location and access issues related to residential areas, which are not easy to resolve.

6.13 Fradley forms by far the largest rural site and is of regional significance in terms of its scale. It still has a significant area undeveloped and forms the majority of the land available to meet the general employment land needs in the District. There are issues in relation to the capacity of the A38 access that need to be resolved before the site can be fully developed but it is a successful site that has the potential to create a significant number of additional jobs within the Core Strategy period.

6.14 In terms of existing industrial estates, individually there are certain areas or specific units that are difficult to let but the general overall picture is that employment sites within the District are mostly well occupied or fully let and do not have a particularly high turnover. With the exception of a few units the majority of existing premises are let within a reasonable time period. As such the overall position is that the range of employment units available serves the local need well. The sites that experience difficulties in term of letting and development are identified above and in the sites analysis at **Appendix 3**. Some of these sites are within rather than on the periphery of settlements and this may give rise to local issues with the quality of access. Many have been operating for many years with little attention to the quality of their environment.

Summary of Views of Existing Employers

6.15 A questionnaire survey was carried out during August 2007 to seek views of existing employers on employment issues within the District. A random selection was made of 25% of employers from each employment location in the District identified by the 2006 Industrial Profiles, published by Staffordshire County Council. This resulted in approximately 200 questionnaires being sent out. Information sought included a brief profile of the business, its aspirations in terms of future company development and land requirements, travel to work information in terms of car use and views on public transportation and recruitment. It proved difficult to illicit responses to the questionnaire, however responses were received from employers in a range of locations.

6.16 53 companies responded to the questionnaire, a response rate of approximately 26%. The employment areas covered all those identified within the 1998 Local Plan as protected employment sites as well as those sites that were allocated for employment and are now wholly or partly occupied. In addition other employment areas were included where there was a cluster of employment. In all, responses were sought from 24 individual employment locations.

6.17 The majority of companies responding had between 3 and 50 employees although 7 responses were from companies with between 51-100 employees and 5 with between 101 and 250 employees. Whilst 15 companies had only recently been in existence or had moved to Lichfield District within the last 5 years, 28 companies had been established within the District between 6- 20 years, 9 had been established between 21-50 years and 2 had been established well over 51 years. The majority of respondents, 37, rented their current premises.

Factors impacting on businesses:

Positive factors:

6.18 Several questions were included within the questionnaire to determine what businesses consider key factors influencing their business. By far the most common response was the need to access good transportation links, 46 stated that access was important with 19 indicating that it was the most important factor. Availability and affordability of suitable premises was also singled out as being important, closely followed by quality of the Industrial Estate or Business Park, accessibility to good labour and parking facilities for employees.

6.19 The quality of local schools and housing, the quality of the local amenity and retail and access to affordable housing were among the least important factors amongst those responding to the questionnaire.

Negative factors:

6.20 By far the most constraining factor on the development of businesses was stated as lack of accessibility to quality labour followed by affordability of suitable land or premises. Other factors that a number of companies also considered constrained development included the availability of suitable land and premises, parking for employees, affordability of local housing, proximity to similar companies or suppliers and the quality of existing employment areas.

6.21 No companies felt that the quality of the local environment constrained their business and only a handful felt that access to good transport and quality local housing constrained employment within Lichfield.

Future Plans:

6.22 Asked whether companies felt that they would still be on the same site in the next 20 years, the majority answered that they did not know, however 11 felt that they would still be operating in their present location. 8 respondents felt that they would most likely be located on a different site with Lichfield District, with 6 stating that they would most likely be located outside of the District. In terms of expansion plans over half had plans to increase business turnover and increase the number of employees within the next 5 years. Just under a third felt that they were likely to increase their range of activities within the next 5 years.

Comments on Workforce:

6.23 In order to assist with information on the characteristics of the workforce working locally, employers were asked what percentage of their employees lived within the District. The responses indicated that only a quarter of employees at 24 of the companies responding lived within the District, 10 stated that between 26-50% of employees lived within the District and that over 75% at 13 companies lived within the District.

6.24 In terms of method of transport for work trips by far the most common mode of transport used by employees was the car, with over 40 companies stating that the majority of their workers access work by car. Only 2 companies stated that less than 25% of staff used car transport for work.

6.25 The question of whether improvements to public transport would make any difference in attracting employees away from use of cars for work trips resulted in 36 of the companies responding saying no and only 16 companies believed that better public transport would reduce reliance on car trips. A number of reasons were given for lack of use of the public transport system by employees, including inadequate services in respect of shift workers and poor bus services from areas outside of the District.

Recruitment

6.26 Not all respondents completed this section but of those that did 12 companies indicated that they had difficulties in recruiting qualified or skilled staff or staff of the desired quality.

What this means:

6.27 Whilst this survey only shows the views of a small selection of companies located within the District it does give an indication of the sorts of issues that they are facing.

6.28 In particular it is notable the lack of use of the public transport system and this compounded with the high level of employees who travel in from outside the District is an important issue that needs to be addressed in terms of tackling sustainable community objectives. Again the difficulties that some companies are facing in recruiting the right staff is also a key issue which is likely to impact on the District in terms of economic performance and its ability to attract specialist companies. Access to quality labour and recruitment difficulties are identified as the most constraining factor on businesses surveyed.

6.29 Whilst not surprising, the need of companies to have good access to the highway network, is the key factor in terms of business location. Again the survey shows, on a positive note, good levels in terms of company's aspirations over the short term in terms of plans to expand turnover, employee numbers, activities and size of premises.

6.30 A significant number of the responses indicated that companies have plans to increase turnover, their range of activities and potentially relocate within the District or outside within the next 5 years and this points towards the need to be able to respond to the needs of local businesses within the portfolio of land and premises.

7 The Portfolio of Employment Land

7.1 The consideration in Section 5 of future land requirements for the District showed that a range of methods of predicting need give rise to quite different potential requirements. The emerging Regional Spatial Strategy review is indicating a requirement for a 33 hectares 5 year supply of land and a further 99 hectares for the longer term, together with an office floor space requirement for Lichfield of some 30,000 sq. metres.

7.2 For the identification of the future portfolio of employment land in Lichfield District, it will be important to establish the development vision for the Core Strategy over the next 20 years. Such a development vision will ultimately shape the future land requirements of the District, but they will also be influenced by the scale and location of housing growth. A vision which focuses on the predicted growth of the financial and business sector is likely to require a lower level of general employment land take than a vision which includes a significant element of development in the distribution and warehousing sectors, although it would represent a challenge in finding appropriate locations for office developments because of the limited scale of opportunities likely to be found in Lichfield city centre.

7.3 The current new employment land portfolio is heavily skewed towards Fradley, with smaller sites available on the periphery of Lichfield and Burntwood. In its now withdrawn Allocations of Land Development Plan Document of 2005, the Council identified only Fradley as a regionally significant site, with the Boley Park extension site falling into a sub-regional category, whilst other available sits in the District were categorised as good quality local sites.

7.4 The location of existing sites needs to be considered in the context of spatial development options and so may present sustainable opportunities to relate new housing development to employment growth. A strategy involving major new housing locations that form part of urban expansions would need to consider whether additional employment opportunities would also be necessary to create sustainable settlements.

7.5 Employment provision in the District needs to consider both the supply of new land and the future of existing employment locations, including their ability to continue to be successful over the longer term. The appraisal of existing sites shows that nearly all sites are well occupied and operating successfully, although it is also true that some sites include difficult to let units. The general picture of existing sites is that they form the most valuable contribution to the portfolio of employment opportunities within the District and there is no significant case for releasing industrial estates out of employment uses. There may however be a case for considering whether certain existing employment sites in appropriate locations could be identified to meet future office floor space needs, or other employment or community related uses.

7.6 Since the financial and business sector is forecast to see by far the largest increase in jobs over the next 20 years the potential to encourage growth in this sector is strong, particularly in relation to Lichfield as the strategic centre with a high quality image and with a potential skilled workforce across the District. Existing constraints within Lichfield and Burntwood have meant that over recent years the majority of new office development has been located outside centres, on employment sites such as Burntwood Business Park Zone 1, Greenhough Road, Fradley Park and Wall Island. The Core Strategy should therefore consider where there are opportunities to free up land to meet office floor space needs.

Appendix 1 Future Land Estimation Technical Report

1.1 The Current Employment Land Supply Situation

Table 1.1 Employment Land Supply at April 2006 (Hectares)

	Completions	Under Construction	Land Availability			Planning Status			Total Land Available
			Readily Available	Within 5 years	Beyond 5 years	Full	Outline	None	
New Land	6.00	4.84	14.20	105.27	0.00	10.70	82.31	31.30	124.31
Redevelopment Land	0	0.74	4.81	1.48	1.46	5.55	2.94	0	8.49
Total Land	6.00	5.58	19.01	106.75	1.46	16.25	85.25	31.30	132.80

Source: Staffordshire Employment Land Survey 2006

As of April 2006, a total of 101.5 hectares of employment land was committed by planning permission with a further 31.30 hectares identified in the Local Plan. As at April 2006 a total of 5.58 hectares of committed employment land was under construction in Lichfield District.

The land supply considers both new employment land (which has never been developed, or vacant for a long time) and redevelopment land (which has been redeveloped from another use). The outgoing Staffordshire and Stoke-on-Trent Structure Plan 1996-2011 identifies new and redevelopment land separately. For the purposes of this project, consideration will only be given to total employment land.

Of the total employment land supply in Lichfield District, some 19.01 hectares (14% of the total stock) is classed as being readily available, with 106.75 hectares (80% of the total stock) classed as being available within the next 5 years, and 1.46 hectares (1% of the total stock) identified as being available for development beyond 5 years. The remaining 5.58 hectares of land (4% of the land stock) was classed as being under construction at April 2006.

The majority of the District's land supply has the benefit of planning consent (101.5 hectares), however only 12.2% (16.25 hectares) of the total supply has detailed planning consent which includes land under construction (5.58 hectares) at April 2006. Of the supply of employment land, 31.3 hectares (24% of the total stock) does not have planning permission, although all of this land was identified in an adopted Local Plan.

Lichfield District’s employment land portfolio is spread across a range of sites, however the majority of the identified land is located in Fradley with 94.59 hectares spread across four phases which equates to 71% of the total supply in the District. There are a number of smaller sites identified in the District of less than 2 hectares in size which are mainly redevelopment sites. The current land portfolio does not include many sites between 2 and 10 hectares in size, and this may be an issue to examine when addressing the future supply of employment land in the District.

The majority of the employment land stock in Lichfield District (116.62 hectares) is classified as being suitable for a mixture of uses (B1/B2/B8 use). In addition, 12.12 hectares is available for B8 use, while B1 and B2 uses accounted for only 4.06 hectares of the identified employment land in the District.

If recent development trends are continued, it is possible that a significant element of the land supply which is classed as a mixture of uses will be developed as B8 type distribution and warehousing use, as businesses are keen to capitalise on the strategic transportation links offered in the District. However, employment forecasts which are examined in further detail later in this report will be important towards informing the future types of employment land required in the District.

1.2 Continuation of Past Development Trends Approach

Step 1 – Identify the amount of employment land developed over the past 10 years

Using data from the Staffordshire Employment Land Survey over the past 10 years, consideration is taken of the total amount of employment land that has been completed in Lichfield District (the sum of the levels of new land and redevelopment land).

Table 1.2 Employment Land Completions 1996/1997 to 2005/06 (Hectares)

	1996/ 1997	1997/ 1998	1998/ 1999	1999/ 2000	2000/ 2001	2001/ 2002	2002/ 2003	2003/ 2004	2004/ 2005	2005/ 2006
New Land	3.06	3.63	9.33	7.83	4.12	3.83	11.32	10.22	4.54	6.00
Redevelopment Land	0.00	0.26	0.00	1.00	0.00	0.00	1.50	0.00	0.00	0.00
Total Land	**3.06**	**3.89**	**9.33**	**8.83**	**4.12**	**3.83**	**12.82**	**10.22**	**4.54**	**6.00**

Source: Staffordshire Employment Land Survey 2006

Step 2 – Calculate the average levels of employment land completions

Having taken account of employment land completions for each of the past 10 years, mean average annual employment land completion rates are calculated for the periods of the past 10 years and the past 5 years. These offer an average build rate which will go on to form the overall basis for the calculation of future requirements.

Table 1.3 Average Building Rates - Past 5 year and past 10 year averages (Hectares)

	2001-2006	Average Build Rate (5 years)	1996-2006	Average Build Rate (10 years)
New Land	35.91	7.18	63.88	6.39
Redevelopment Land	1.50	0.30	2.76	0.28
Total Land	**37.41**	**7.48**	**66.64**	**6.66**

Source: Staffordshire Employment Land Survey 2006

Step 3 – Translating average employment land completions to future requirements

The average annual building rates for both the past 5 years, and the past 10 years are then translated into potential land requirements by multiplying the relevant average annual building rates by a factor of 20 – this provides a potential figure for the 20-year period between 2006-2026 based on build rates from the past 5 years and 10 years.

The potential land requirements are set out in Table 1.4 below.

Table 1.4 Potential Land Required - based on past 5 year and past 10 year averages (Hectares)

	Average Build Rate (5 years)	Land Supply 2006-26 (based on 5 year build rate)	Average Build Rate (10 years)	Land Supply 2006-26 (based on 10 year build rate)
New Land	7.18	143.60	6.39	127.80
Redevelopment Land	0.30	6.00	0.28	5.60
Total Land	**7.48**	**149.60**	**6.66**	**133.28**

Source: Staffordshire Employment Land Survey 2006

These potential land requirements are likely to be towards the upper end of estimates of need for future employment land in the District.

It is very possible that the requirements are potentially skewed upwards by the recent high levels of land taken in the B8 distribution and warehousing sector in Lichfield, which tends to be a much more “land hungry” use than other use classes. In the last 5 years, 37.41 hectares of employment land has been developed in Lichfield with a high proportion of the developed land being for B8 uses, some of which has been solely for B8 use rather than a mixed B use development.

The continuation of past trends method of forecasting future land requirements is one of the less sophisticated approaches of identifying future employment land. It does however provide a useful at-a-glance indication of how requirements might be shaped into the future, if the economy follows the patterns of development that have been characteristic of recent years. It is also the basis on which indicative land requirements at the District Council level have been calculated in the Phase 2 Policy Options consultation of the review of the West Midlands Regional Spatial Strategy.

An issue for consideration when using the continuation of past trends approach is that future economic conditions will not necessarily mirror those that have taken place in the recent past. Employment forecasts (which will be examined in further detail in this report) suggest that the growth in the distribution and warehousing (B8) sector is likely to decrease in growth from recent trends, and that industries requiring B1 type accommodation are likely to become much more important into the future.

1.3 Labour Demand Approach

Step 1 – Identify employment forecasts for employment change

Table 1.5 below highlights the forecasted levels of employment in total terms, and by broad industrial sector over the period between 2001 and 2026. The employment forecast data has been sourced from Cambridge Econometrics Local Economy Forecasting Model – a well respected source of employment forecasting data nationally, and is used widely for both the purposes of economic forecasting and as one factor for employment land estimation. The Cambridge Econometrics Local Economy Forecasting Model is a trend based model and takes no account of local or regional policy.

The base year of the employment forecast is 2004, so any data beyond this year is forecast data and should be treated with some element of caution accordingly. Indeed a forecast is only an indicative estimate of how the economy may change into the future and as such, any land requirements generated as a result of economic forecasts should only be classed as estimates, and as an initial starting point for the further analysis of land for employment requirements.

Table 1.5 highlights the forecasted number of jobs in each of the main employment sectors for 5-year periods between 2001 and 2026, these being the total number of jobs in Lichfield District rather than the total number of residents in employment. Table 1.6 highlights the forecasted changes in employment between the 5-year periods, and for the periods 2001-26 and 2006-26 (the period over which land requirement estimations will be required). The employment change figures will form one part of the basis for the calculation of land required through the labour demand approach.

Table 1.5 Employment Forecasts 2001-26 (absolute jobs)

	2001	2006	2011	2016	2021	2026
1 Primary and Utility	546	539	463	384	325	276
2 Manufacturing	8,882	7,400	7,107	6,793	6,496	6,202
3 Construction	2,612	3,552	3,649	3,728	3,906	4,118
4 Retailing	4,034	3,576	3,714	3,795	3,912	4,039
5 Distribution NES	3,318	2,783	2,974	3,048	3,135	3,222
6 Hotels and Catering	3,195	3,584	3,623	3,664	3,679	3,688
7 Transport	1,439	1,881	1,658	1,451	1,261	1,099
8 Communications	548	577	557	536	529	524
9 Financial and Business	5,608	7,109	8,139	9,308	10,745	12,383
10 Public Administration	1,250	1,389	1,410	1,426	1,440	1,455
11 Health and Education	7,991	7,653	8,217	8,485	8,722	8,940
12 Waste Treatment and Other Service Activities	2,321	2,906	2,828	2,697	2,570	2,448
Total	**41,743**	**42,948**	**44,338**	**45,315**	**46,721**	**48,394**

Source: Cambridge Econometrics

Table 1.6 Employment Forecasts 2001-26 (change in absolute jobs)

	2001-2006 change	2006-2011 change	2011-16 change	2016-2021 change	2021-2026 change	2001-26 change	2006-2026 change
1 Primary and Utility	-7	-76	-78	-59	-49	-270	-262
2 Manufacturing	-1,481	-294	-314	-297	-294	-2,679	-1,198
3 Construction	940	96	80	178	212	1,505	565
4 Retailing	-457	138	81	117	127	5	463
5 Distribution NES	-536	192	74	87	87	-96	439
6 Hotels and Catering	389	38	41	15	9	493	104
7 Transport	442	-223	-208	-189	-163	-340	-783
8 Communications	29	-20	-21	-7	-5	-23	-52
9 Financial and Business	1,501	1,030	1,168	1,437	1,638	6,775	5,274
10 Public Administration	139	21	16	14	15	205	66
11 Health and Education	-339	564	268	237	218	948	1,287
12 Waste Treatment and Other Service Activities	585	-78	-131	-127	-122	127	-458
Total	**1,205**	**1,390**	**977**	**1,406**	**1,673**	**6,650**	**5,445**

Source: Cambridge Econometrics

Step 2 – Identify employment densities and relevant plot ratios for translation to land requirements

In order to translate forecasted employment change into a potential floor space requirement, account is taken of the amount of floor space that the differing employment sectors will need.

Primarily a best fit approach was used to estimate which use class is the most appropriate to each of the economic forecasting sectors (the best fit to use classes will be used later in the process, as this study will only take account of the need for B class use employment land).

Table 1.7 below highlights the potential floor space requirements of the different sectors identified by the employment forecasts above. Floor space requirements vary substantially from the lowest levels (and highest job densities) in the hotels and catering sector, up to the highest levels (and lowest job densities) such as those traditionally found in the distribution sector. For example 100 new jobs in the manufacturing industry would be calculated by multiplying 100 x 30 (the floor space per manufacturing job). This would yield a floor space requirement of 3000 sq m.

In addition to floor space, a "plot ratio" factor is also required. The plot ratio factor provides a basis on which to translate floor space into an overall area of employment land. For example, a plot ratio of 0.4 suggests that floor space for jobs will only account for around 40% of the total employment land needed for a certain plot. The plot ratio factor allows this to be factored up accordingly. Further details on the floor space density and plot ratios will be examined later in the report.

Table 1.7 Employment density and plot ratio factors

Employment by Industry	Use Class (Best Fit)	Floor space density (sqm required per job)	Plot ratios (factor of additional land required to accommodate floorspace)
1 Primary and Utility	B2	Unknown	0.4
2 Manufacturing	B2	30	0.4
3 Construction	B2	30	0.4
4 Retailing	A1 or Sui Generis	20	0.4
5 Distribution NES	B8	65	0.4
6 Hotels and Catering	C1	15	
7 Transport	B1 or Sui Generis	20	0.6
8 Communications	B1(c)	20	0.4
9 Financial and Business	B1(a)	20	0.6
10 Public Administration	B1(a)	20	0.6
11 Health and Education	D1 and B1(a)	20	0.6

Employment by Industry	Use Class (Best Fit)	Floor space density (sqm required per job)	Plot ratios (factor of additional land required to accommodate floorspace)
12 Waste Treatment and Other Service Activities	B2	20	0.4

Source: Densities - English Partnerships, Plot Ratios - Atkins Staffordshire Moorlands Employment Land Study. Densities have been extracted and interpreted from the English Partnerships publication - "Employment Densities - A Simple Guide". This publication identifies data generated fro the average densities nationally. Employment Densities calculated by the Research Business unit from surveys of local industrial estates and business parks developed by Staffordshire County Council suggest that local densities are lower than those reported nationally meaning that locally more land could be necessary.

Step 3 – Identify possible assumed levels of employment taken on B class land

Firstly, a refinement of the employment forecasts in Tables 1.5 and 1.6 is undertaken. This identifies those sectors that will require B class employment land being taken. The relevant sectors requiring B class employment land are highlighted in Table 1.8 below.

For the purposes of this piece of work a range of different scenarios have been taken into account for the identification of employment land requirements using the labour demand modelling approach.

The different scenarios take account of the different ways in which the employment forecast information can be interpreted. The preferred approach, which is worked through in this methodology, is to use a scenario where:

- Negative employment change is excluded;
- An assumption is made of the different proportions of the forecasted increase in employment that is likely to require B Class land (see Table 2.8 below)
- An assumption is made for potential relocation for manufacturing employment. A proportion of 10% of the total manufacturing employment in each of the 5-year periods of the employment forecasts has been suggested for manufacturing employment relocation. For example in 2006, 740 jobs, in 2011, 710 jobs and so on.

The assumptions on the proportion of forecasted employment likely to require B class land has been taken from survey work undertaken by the Research Unit – the proportions have been calculated based on occupation of industrial estates in Staffordshire.

Table 1.8 Assumed levels of land to be taken on B Class land following changes to local economic base from employment projections

Sector	Use Class	Assumed level of employment which will be accommodated on B Class Land
2 Manufacturing	B2	10%
3 Construction	B2	10%
5 Distribution NES	B8	100%
7 Transport	B1 or Sui Generis	80%
8 Communications	B1(a)	20%
9 Financial and Business	B1(a)	15%
10 Public Administration	B1(a)	10%
11 Health and Education	D1 and B1(a)	10%
12 Waste Treatment and Other Service Activities	B2	10%

Step 4 – Convert labour demand from assumed forecasted employment change into a floor space requirement

The conversion of labour demand into potential employment floor space is a relatively straightforward process.

Firstly, the employment change figures identified in Table 1.6 are multiplied by the relevant density factors as set out in Table 1.7 – these yield the floor space figures as set out in Table 1.9 below. Although manufacturing employment is expected to generate a negative change throughout the period of interest, the incorporation of 10% of the annual employment in manufacturing for relocations, as highlighted above, explains the generation of land requirements for that sector.

For the purposes of this method, employment change which yields a negative change is discounted from the calculations.

Table 1.9 Potential floor space requirements using employment density above and assumed proportions of employment taking B Class Land

	2001-06 floorspace (sq m)	2006-11 floorspace (sq m)	2011-16 floorspace (sq m)	2016-21 floorspace (sq m)	2021-26 floorspace (sq m)
2 Manufacturing	22,201	21,320	20,379	19,488	18,606

	2001-06 floorspace (sq m)	2006-11 floorspace (sq m)	2011-16 floorspace (sq m)	2016-21 floorspace (sq m)	2021-26 floorspace (sq m)
3 Construction	2,820	289	239	533	635
5 Distribution NES	Neg	12,448	4,830	5,635	5,647
7 Transport	7,074	Neg	Neg	Neg	Neg
8 Communications	116	Neg	Neg	Neg	Neg
9 Financial and Business	4,502	3,091	3,505	4,312	4,914
10 Public Administration	278	42	32	27	30
11 Health and Education	Neg	1,128	536	474	437
12 Waste Treatment and Other Service Activities	1,170	Neg	Neg	Neg	Neg
Total (Sq M)	**38,161**	**38,316**	**29,521**	**30,468**	**30,269**

Source: Cambridge Econometrics and Research Unit

Step 5 – Use plot ratios to convert floor space requirement into employment land requirements

In order to translate forecasted floor space requirements into an overall employment land requirement “plot ratios” have been used and are specified alongside the relevant employment densities in Table 1.7.

For example a plot ratio of 0.4 (as used when considering most B1 type development) suggests that floor space for jobs will only account for around 40% of the total employment land needed for a certain plot.

Table 1.10 applies the relevant B class plot ratio to floor space requirements set out in Table 1.9 to calculate an overall land requirement. The land requirement in sq. metres is divided by 10,000 to provide an overall requirement in hectares.

Table 1.10 Potential land required (NET) excluding negative change

	2006-06 land/plot ratio	2006-11 land/plot ratio	2011-16 land/plot ratio	2016-21 land/plot ratio	2021-26 land/plot ratio
2 Manufacturing	55,502	53,299	50,947	48,720	46,515
3 Construction	7,049	722	599	1,331	1,588
5 Distribution NES		31,119	12,074	14,088	14,118
7 Transport	11,789				
8 Communications	291				
9 Financial and Business	7,504	5,152	5,842	7,186	8,190
10 Public Administration	464	70	53	45	50
11 Health and Education		1,879	894	790	728
12 Waste Treatment and Other Service Activities	2,924				
Total (Sq M)	**85,523**	**92,241**	**70,408**	**72,160**	**71,190**
Total (HA)	**8.55**	**9.22**	**7.04**	**7.22**	**7.12**

Using the above methodology and assumptions:

Between 2001-26: 39.15 Hectares of B Class land will be required

(A requirement for the period 2001 to 2026 has been calculated to enable comparison with other technical work being over this period)

Between 2006-26: 30.6 Hectares of B Class land will be required

(The period 2006 to 2026 is the overall period of interest for the Stafford Borough Council Employment Land Study)

TESTING AGAINST OTHER SCENARIOS

- In addition to the preferred methodology outlined in steps 1 to 5 above, a range of alternative approaches have been used to identify what impact these would have on estimated land requirements.
- To test the different ways in which land could be required, labour demand based employment land requirements have been recalculated using the following range of alternative scenarios:

1. Not taking into account the assumptions related to the potential levels of employment likely to be accommodated on new B Class land (therefore all forecasted employment change in identified sectors will be going to B class land – the proportion factors in Table 1.8 would be set to 100%), excluding negative change, and excluding relocations for manufacturing.
2. Not taking into account the assumptions related to the potential levels of employment likely to be accommodated on new B Class land (therefore all forecasted employment change in identified sectors will be going to B class land – the proportion factors in Table 1.8 would be set to 100%), excluding negative change, including relocations for manufacturing.
3. Not taking into account the assumptions related to the potential levels of employment likely to be accommodated on new B Class land (therefore all forecasted employment change in identified sectors will be going to B class land), including negative change, and without relocations for manufacturing (this is the most unrealistic approach as the negative employment change in some sectors included under the approach can yield negative land requirements).

These three scenarios generated the following land requirements:

1.

- Between 2001-26: 50.5 hectares of land required
- Between 2006-26: 33.5 hectares of land required

2.

- Between 2001-26: 76 hectares of land required
- Between 2006-26: 53.4 hectares of land required

(this is seen as an "upper end" employment land requirement using a labour demand approach, as it assumes that all forecasted B class use employment growth in the identified sectors will be accommodated on new employment land and also assumes that there will be some element of land required due to manufacturing relocations).

3.

- Between 2001-26: 15.4 hectares of land required
- Between 2006-26: 19.3 hectares of land required

1.4 Labour Supply Approach

The "Labour Supply" approach to land estimation uses forecasted changes in the local labour force (labour supply) to suggest the potential levels of employment land that may be required to service such labour force growth.

A key benefit of the labour supply approach in comparison to other methods of employment land estimation is that it allows an element of policy led growth scenarios to be tested rather than being purely reliant on historical development patterns, or purely trend based models. This is an important implication in Lichfield District which has been identified as having the potential to support quite significant additional levels of housing growth under the current review of the West Midlands Regional Spatial Strategy. It is important that alongside any proposed growth in housing levels, the potential need for new employment land is also examined to promote the sustainability of local communities into the future.

In the Lichfield District case there are two scenarios which could determine labour force growth. These are driven by the spatial options of housing distribution set out in the current West Midlands Regional Spatial Strategy review. The growth scenarios include:

- RSS Housing Option 2 – 11,000 dwellings to be built in the period 2001 to 2026
- RSS Housing Option 3 – 16,000 dwellings to be built in the period 2001 to 2026

* Note – The RSS Housing Option 1 (6,500 dwellings between 2001 and 2026) yields a negative change in labour force between 2006 – 26 which would not translate to further employment land needing to be identified. For this reason, the Option 1 scenario has not been included in the further calculations of land required under the various labour force scenarios.

Step 1 – Developing a Labour Force Projection

The first step in the labour supply approach is to create a labour force projection for the area of interest and for the range of development scenarios.

A population projection was initially produced using the POPGROUP population projections model. These population projections have been run to account for each of the potential growth scenarios outlined above.

The population projections were then input to the LABGROUP labour force projections model. Local economic activity rates and other factors are then used to develop the relevant labour force projections into the future. A key controlling element of the Labour Force Projection are economic activity rates. In this piece of work, the forecasted economic activity rates at a national level have been adjusted by using a set of local correctional factors (based on the difference between local and national economic activity rates among the different age groups at the time of the 2001 Census of Population).

Variations in the economic activity rate have the potential to significantly impact on the labour force (and resultantly land requirements generated from the labour force). These will be considered in greater detail as part of an investigation of the further factors of influence to the Lichfield District employment land study main report.

Step 2 – Taking into account commuting

In addition to the base labour force projection, there is a need to take account of the impacts of commuting on the local labour force. In Lichfield District there is evidence to suggest that the District has fewer local jobs than residents of working age. It is therefore possible that there is likely to be an overall pattern of net out-commuting from the District to surrounding areas to satisfy the needs of the labour market. The commuting dynamics are not so simple though, as a significant number of people travel into the District for employment.

These commuting patterns are likely to influence the future labour demand quite considerably, as the labour force coming into the District will operate as an important element of the labour supply, while people commuting out will also have a significant effect on the local labour market dynamics. Factors of commuting will be examined in greater detail as part of the further factors of influence to the Lichfield District employment land supply in the body of the main report. For the purposes of the calculation of employment land requirements, generated through labour supply, three different commuting scenarios have been applied to each of the labour force projections:

1. Using only the labour force projection, with no account taken of any commuting factors (the base projection).
2. Using the labour force projection with account taken of out commuting from the District (the most up to date reliable source of journey to work data is from the 2001 Census of Population – this suggests that 50.8% of the working age population in 2001 travelled out of the District to work).
3. Using the labour force projection with account taken of the net commuting patterns in the District (data from the 2001 Census of Population suggests that the net commuting factor into the District is a negative factor of -8.2% - that is greater numbers of people are travelling out of the District for work than those commuting in).

The commuting factors are then applied to the labour force projection to give adjusted figures of “labour supply” on which to base the further calculations.

Step 3 – Applying future economic patterns to the labour force

In order to translate the labour force changes to a future land requirement, an assumption needs to be made as to which industrial sectors will require the development of B class employment land into the future.

Further to this, it is important to establish the likely proportions of the projected labour supply that will help to service each of these sectors.

Using the Cambridge Econometric Employment Forecasts, a factor has been calculated for each of the periods 2006,11,16,21 and 26 identifying the proportion of expected employment at each of these periods in the different economic sectors. These proportions have then been applied to the labour force projections to suggest a potential labour force cohort in each of these industrial sectors across the five periods of interest. The proportions are highlighted in Table 1.11 below.

Step 4 – Translating labour force sectors into employment land requirements

The element of labour force in each of the relevant B sectors which require the use of B use land is then multiplied by the floor space densities as highlighted in Table 1.7 of the "labour demand" approach to calculate the required floor space to accommodate the expected labour force change by each sector.

The relevant "plot ratios" are then factored to these floor space requirements, translating the forecasted floor space requirements into an overall employment land requirement. The same plot ratio factors as used in the labour demand approach have been used - these are specified, as well as the relevant employment densities in Table 1.7 above.

The sum of the total land required identified for accommodating the forecasted levels of employment growth under each of the labour force projections is then divided by 10,000 to provide a required land element in hectares.

The proportion of forecasted employment for each of the industrial sectors is highlighted in Table 1.11. Those sectors in bold are the ones in which it expected B Class employment land will be required.

Tables 1.12 to 1.15 below set out the labour force projections under each of the growth scenarios, and the associated levels of land take that each of these are forecast to generate.

Forecasted Employment Proportions - 2006, 2011, 2016, 2021 & 2026

Table 1.11 Forecasted proportion of overall employment (%) between 2006-2026

Employment Proportions	2006	2011	2016	2021	2026
1 Primary and Utility	1.3%	1.3%	1.0%	0.8%	0.7%
2 Manufacturing	**21.3%**	**17.2%**	**16.0%**	**15.0%**	**13.9%**
3 Construction	**6.3%**	**8.3%**	**8.2%**	**8.2%**	**8.4%**
4 Retailing	9.7%	8.3%	8.4%	8.4%	8.4%
5 Distribution NES	**7.9%**	**6.5%**	**6.7%**	**6.7%**	**6.7%**
6 Hotels and Catering	7.7%	8.3%	8.2%	8.1%	7.9%
7 Transport	**3.4%**	**4.4%**	**3.7%**	**3.2%**	**2.7%**
8 Communications	**1.3%**	**1.3%**	**1.3%**	**1.2%**	**1.1%**

Employment Proportions	2006	2011	2016	2021	2026
9 Financial and Business	**13.4%**	**16.6%**	**18.4%**	**20.5%**	**23.0%**
10 Public Administration	**3.0%**	**3.2%**	**3.2%**	**3.1%**	**3.1%**
11 Health and Education	**19.1%**	**17.8%**	**18.5%**	**18.7%**	**18.7%**
12 Waste Treatment and Other Service Activities	**5.6%**	**6.8%**	**6.4%**	**6.0%**	**5.5%**
Total	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Cambridge Econometrics. Sectors highlighted in **BOLD** have been summed to calculate the total levels of employment land required for each of the relevant periods.

Table 1.12 Labour Force Projection using RSS Option 2 (11,000 houses between 2001-2026) - numbers of people

Age Group	2001-06	2006-11	2011-16	2016-21	2021-26	2001-26	2006-26
16 non-students	0	-7	-10	8	-12	**-21**	**-21**
16 students	4	-26	-32	20	-32	**-66**	**-70**
17 non-students	-1	-24	-16	-2	-14	**-57**	**-56**
17 students	5	-31	-24	-11	-16	**-77**	**-82**
18 non-students	101	-23	-11	17	-43	**41**	**-60**
18 students	83	9	3	16	-34	**77**	**-6**
19 non-students	153	54	-23	-80	38	**142**	**-11**
19 students	39	22	1	-19	10	**53**	**14**
20-24 non-students	221	438	-43	-79	202	**739**	**518**
20-24 students	16	33	7	-1	10	**65**	**49**
25-29	-725	153	563	117	122	**230**	**955**
30-34	-941	-936	170	694	305	**-708**	**233**
35-39	-71	-1214	-1020	246	903	**-1156**	**-1085**
40-44	987	-212	-1289	-1036	365	**-1185**	**-2172**
45-49	307	964	-191	-1294	-1030	**-1244**	**-1551**
50-54	-522	286	1078	-105	-1257	**-520**	**2**
55-59	563	-449	333	997	-67	**1377**	**814**

Age Group	2001-06	2006-11	2011-16	2016-21	2021-26	2001-26	2006-26
60-64	817	406	-84	282	712	**2133**	**1316**
65-69	360	320	181	-104	83	**840**	**480**
70+	72	62	75	81	45	**335**	**263**
Labour Force - No commuting	**1468**	**-175**	**-332**	**-253**	**290**	**998**	**-470**
Labour Force - Out commuting	**722**	**-86**	**-163**	**-124**	**143**	**491**	**-231**
Labour Force - Net Commuting	**1258**	**-150**	**-285**	**-217**	**249**	**855**	**-403**

Table 1.13 Land required using RSS Option 2 (Hectares)

	2001-2026	2006-2026
Base Projection	5.09	-2.25
With Out Commuting	2.51	-1.11
With Net Commuting	4.36	-1.93

Table 1.14 Labour Force Projection using RSS Option 3 (16,000 houses between 2001-2026) - (numbers of people)

Age Group	2001-06	2006-11	2011-16	2016-21	2021-26	2001-26	2006-26
16 non-students	0	-6	-8	12	-8	**-10**	**-10**
16 students	4	-21	-26	32	-24	**-35**	**-39**
17 non-students	-1	-20	-10	6	-3	**-28**	**-27**
17 students	5	-26	-16	0	-4	**-41**	**-46**
18 non-students	101	-16	0	33	-23	**95**	**-6**
18 students	83	15	12	30	-19	**121**	**38**
19 non-students	153	71	-7	-64	75	**228**	**75**
19 students	39	26	6	-16	20	**75**	**36**
20-24 non-students	221	630	42	18	361	**1272**	**1051**
20-24 students	16	44	12	4	20	**96**	**80**

Age Group	2001-06	2006-11	2011-16	2016-21	2021-26	2001-26	2006-26
25-29	-725	435	812	200	221	**943**	**1668**
30-34	-941	-678	465	976	379	**201**	**1142**
35-39	-71	-960	-811	564	1227	**-51**	**20**
40-44	987	19	-1087	-857	712	**-226**	**-1213**
45-49	307	1126	26	-1124	-868	**-533**	**-840**
50-54	-522	396	1241	95	-1110	**100**	**622**
55-69	563	-377	430	1148	105	**1869**	**1306**
60-64	817	449	-39	346	819	**2392**	**1575**
65-69	360	337	198	-92	104	**907**	**547**
70+	72	71	82	89	48	**362**	**290**
Labour Force - No Commuting	**1468**	**1515**	**1322**	**1400**	**2032**	**7737**	**6269**
Labour Force - Out Commuting	**722**	**745**	**650**	**689**	**1000**	**3807**	**3084**
Labour Force - Net Commuting	**1258**	**1298**	**1133**	**1200**	**1741**	**6631**	**5373**

Table 1.15 Land required using RSS Option 3 (Hectares)

	2001-2026	2006-2026
Base Projection	36.94	29.6
With Out Commuting	18.18	14.56
With Net Commuting	31.66	25.37

1.5 Conclusions

The three different approaches of future employment land estimation in Lichfield District have yielded very different results of the potential levels of employment land required over the next 20 years. The resultant land requirements from the three approaches should be treated as an indicative level of land, rather than a prescriptive level of land to be identified.

These conclusions should be read alongside the 'Further Issues to be Taken Into Account' section of the Summary Report.

Past Trends Approach

The continuation of past development trends approach yields by some margin the greatest potential levels of employment land requirements between 2006–2026.

Using average development levels taken from the last 10 years, around 133 hectares of employment land would be required, while taking into account development levels from the past 5 years, around 150 hectares of employment land would be required.

These land requirements are likely to be skewed towards the upper end of the “expected” levels of land requirement in Lichfield District over the next 20 year period, and would be the result of rapid growth levels in the area’s economy.

Past trends development in Lichfield District has been relatively buoyant over recent years. Employment forecasts suggest that such buoyant levels of local development, particularly in the B8 sector will lessen into the medium and longer term future. This may mean that a more accurate reflection of employment land requirements could fall somewhere below these figures.

The past trends approach should be seen as a suggestion of potential land requirements under some of the higher levels of employment growth, particularly where growth may be concentrated in the B8 distribution and warehousing sector

Labour Demand Approach

The labour demand approach uses forecasted employment change to identify potential future land requirements in the District.

The labour demand approach identifies increases in overall employment between 2001 and 2006, which are mainly due to a significant increase in employment in the finance and business sector. For the period of the employment land study 2006 – 2026, employment is forecasted to increase, with by far the greatest increases being expected in the financial and business and health and education sectors.

Under the different scenarios and assumptions tested in the labour demand approach, the preferred approach yields an employment land requirement of 30.6 hectares in the period 2006 to 2026. An “upper end” approach which would see all B class employment provided on new B class land, as well as an element of relocation for manufacturing, suggests an employment land requirement of around 53 hectares.

Labour demand approaches are useful for identifying the land requirements of expected, trend based employment change.

The labour demand approach should be seen as a prediction of land requirements under expected economic growth conditions. It does not offer a prediction of the land requirements that may be driven through planning policy led growth. In addition, a step change to the nature of the local economy (for example the introduction of a major new firm intensifying local supply chains, or a major firm closing down can have significant impacts on the local economy, and subsequently potential employment land levels).

Labour Supply Approach

The labour supply approach is based primarily around labour force projections which suggest the amount of labour which will be available to serve the economy over future years.

A key advantage of the labour supply approach is that it allows policy led inputs to be incorporated into the land requirement calculation. For the purposes of calculations in this project the most realistic growth scenario is likely to be that under house building Option 2 or 3 of the review of the West Midlands Regional Spatial Strategy. Option 3 would generate a need for a minimum of 15 hectares of new employment land in the period between 2006 and 2026.

For the purposes of this project the labour supply approach was calculated solely on the basis of the labour force projection, with a factor for commuting. No further assumptions, such as those made for the relocation of manufacturing in the labour demand approach, have been applied to the labour supply approach.

The labour supply approach provides a more realistic approach of identifying land requirements through their relation to planning policy inputs.

1.6 Summary

Over the period 2006 to 2026, new employment land requirements in Lichfield District are likely to be at the very minimum around 15 hectares, and as a maximum around 150 hectares.

It is very difficult to prescribe with any confidence a suggested amount of land for the employment development needs of the area but a figure in the middle of this range, of around 80 hectares, would seem to be appropriate.

The 'Further Issues' section of the Summary Report will identify other factors which are not necessarily borne out by hard quantitative evidence but could pose to be significant contributory factors in an employment land study and an employment land identification exercise.

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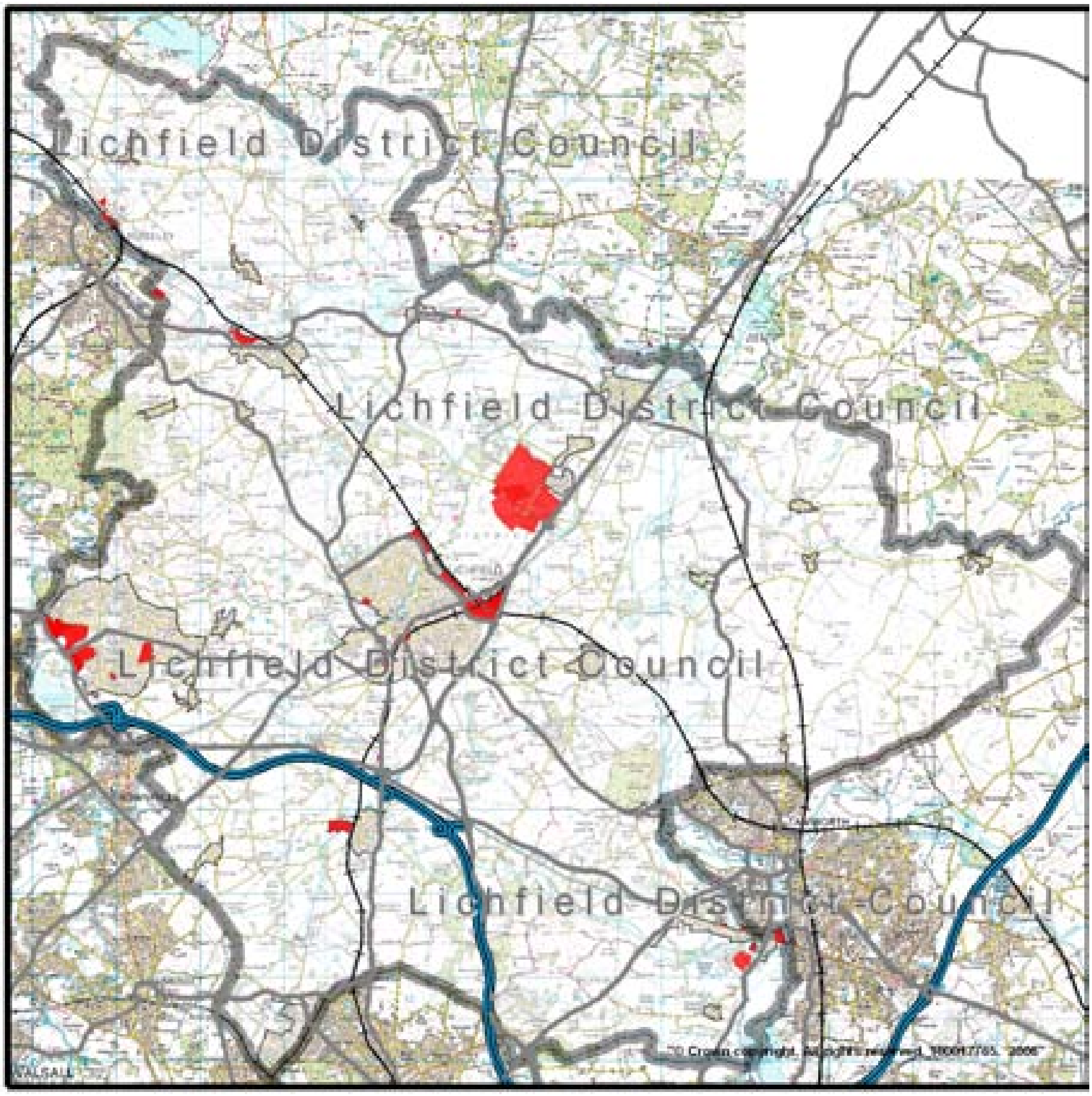
Appendix 2 Employment Site Locations



Map 2.1 Employment Locations in the District

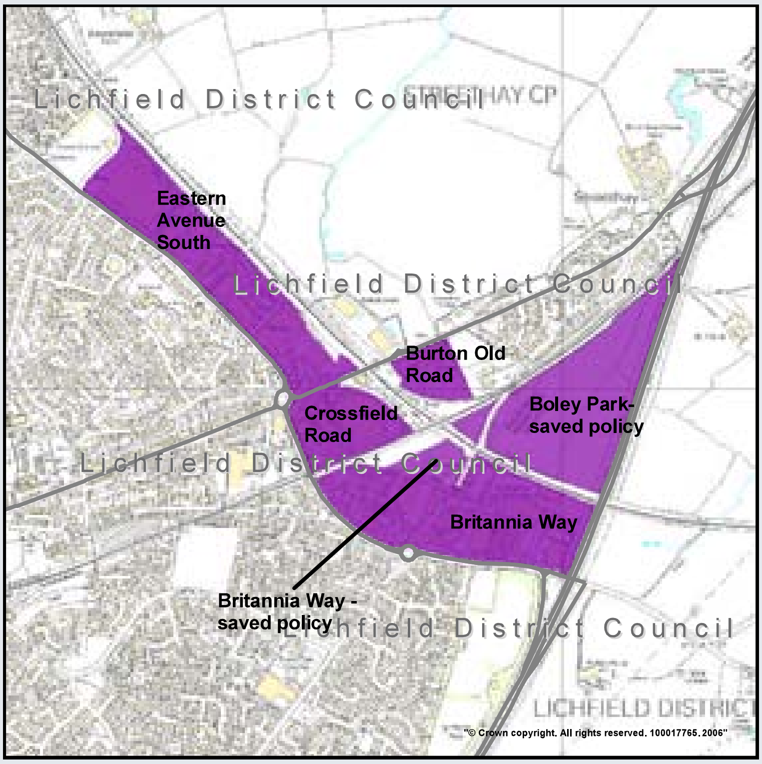
Appendix 3 Site Assessment Schedules

Lichfield

Employment Site	Crossfield Road Industrial Estate - Crossfield Road, Lichfield
0. Base Information	
0.1 Site area in hectares	5.0
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	whilst no sites were marketed in 2007, a number of units were marketed between 2003-2006
0.4 Potential development plots	None - redevelopment only
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Varies
1.2 Noise and other obvious pollutants	Intermittent noise from railway
1.3 State of the external areas and public realm	Reasonable - no apparent or obvious problems
1.4 Parking	Certain busy times can lead to parking problems
1.5 Internal circulation & servicing	Congestion between cars and commercial vehicles at certain times
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Reasonable
2.3 Local Facilities for workforce	Poor
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Issues related to visibility splay onto immediate highway which but otherwise very good - Access to A38 and other strategic roads
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good - suffers from dated specification of access
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	-
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	Many units are freehold
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints- (new development)	

Employment Site	Crossfield Road Industrial Estate - Crossfield Road, Lichfield
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Good access to frequent bus and rail transport
8. Location of Site	**Lichfield City**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Several other industrial estates located nearby
9.2 Deprivation in local communities	Some pockets of deprivation within some of the north Lichfield wards
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	None - limited due to adjacent employment-industrial and transport uses
10.2 Other material policy considerations	None
Summary	
Crossfield Industrial Estate is located to the north of Lichfield within an industrial belt between Britannia Way and Eastern Avenue Industrial Estates. It has good access to both Trent Valley Rail Station and is within reach of the City Centre bus station and City rail station. It is well placed to access the strategic highway network via Trent Valley Road and A38. There are a variety of unit sizes within the estate including 23 small units. As with some other estates within Lichfield the vehicular access into the site is dated and there is congestion within the site at certain times from both employee parking and commercial goods vehicles. However, due to the level of freehold ownerships within the site it is unlikely that an easy solution to access problems could be sought. This site accommodates a number of small units, unlike other estates, and therefore there is high demand for them but as with other sites rental increases etc can lead to units remaining on the market for longer periods (as seen in the property bulletins 2003-2006) than previously seen. At July 2007 no premises were being marketed through the Property Bulletin. One single large industrial unit lies to the north of Crossfield Road, GKN Ltd, an application has been withdrawn for bulky goods retail. A further application has been submitted for 3 car dealerships on the same site, this application was approved in May 2007. At July 2007 the site remains vacant.	

Employment Site	Crossfield Road Industrial Estate - Crossfield Road, Lichfield



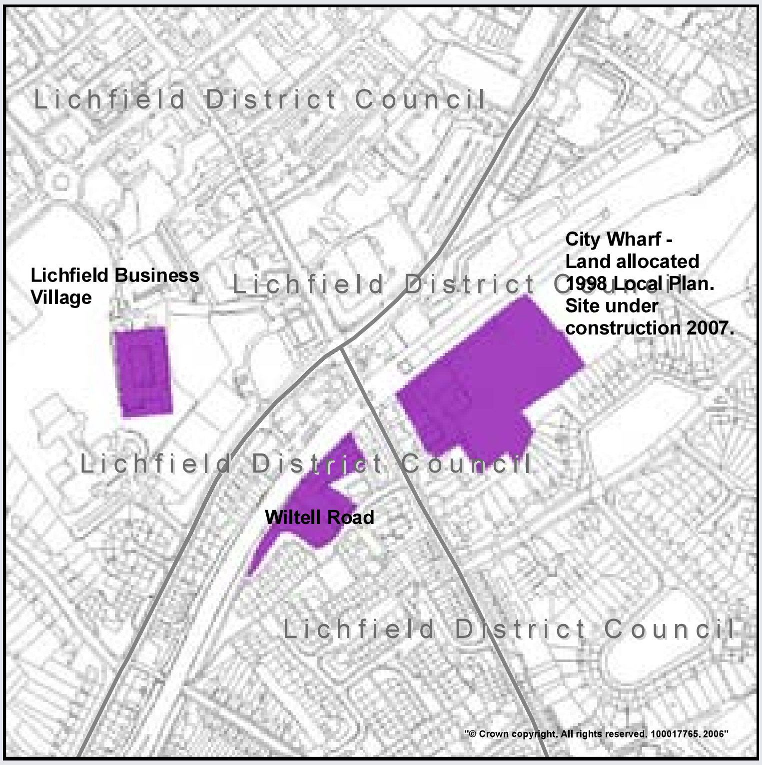
Map 3.1 Britannia Way Industrial Estate

Table 3.1 Employment

Employment Site	Wiltell Industrial Estate - Upper St. John Street - Lichfield
0. Base Information	
0.1 Site area in hectares	0.4
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	None
0.4 Potential development plots	None - redevelopment only
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Buildings are dated
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	Average
1.4 Parking	Whilst there appears to be little formal parking it is adequate for the current uses on the site.
1.5 Internal circulation & servicing	Internal circulation is hampered by dated road layout.
2. Quality of the wider environment	

Employment Site	Wiltell Industrial Estate - Upper St. John Street - Lichfield
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Satisfactory.
2.3 Local Facilities for workforce	Good - within walking distance of Lichfield City
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Access is to the site is not ideal off one of the main roads into the City. Access to more strategic roads is less than ideal via St.John Street (including low bridge) which is often busy with both traffic and pedestrians.
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Site fully let. As suggested earlier due to the dated nature of this site, its lettablility may be sensitive to any rental increases.
4.2 Recent market activity on site	None
4.3 Likely market demand and viability of development	May become less attractive over time as the units become less attractive to modern day requirements.
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	7 companies operating within the 8 units
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Good - close to both bus and rail stations
8. Location of Site	**Lichfield City**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	City centre and other Lichfield industrial estates
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding	No

Employment Site	Wiltell Industrial Estate - Upper St. John Street - Lichfield
9.5 Ability of site to support particular economic development priority?	No- potential for redevelopment for office type uses given proximity to city centre - less industrial type uses
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Residential
10.2 Other material policy considerations	No
Summary	
This site is located close to the City centre off St.John Street within access of both bus and train stations and within wlaking distance of Lichfield City centre. One view of a local agent is that this estate is now considered to be of an age where major redevelopment or refurbishment will be needed in the near future. The internal road layout is dated and not ideal for modern requirements. It is envisaged that this estate will continue to be viable as long as the cost of renting units is competitive in comparison to similar units on newer sites.	



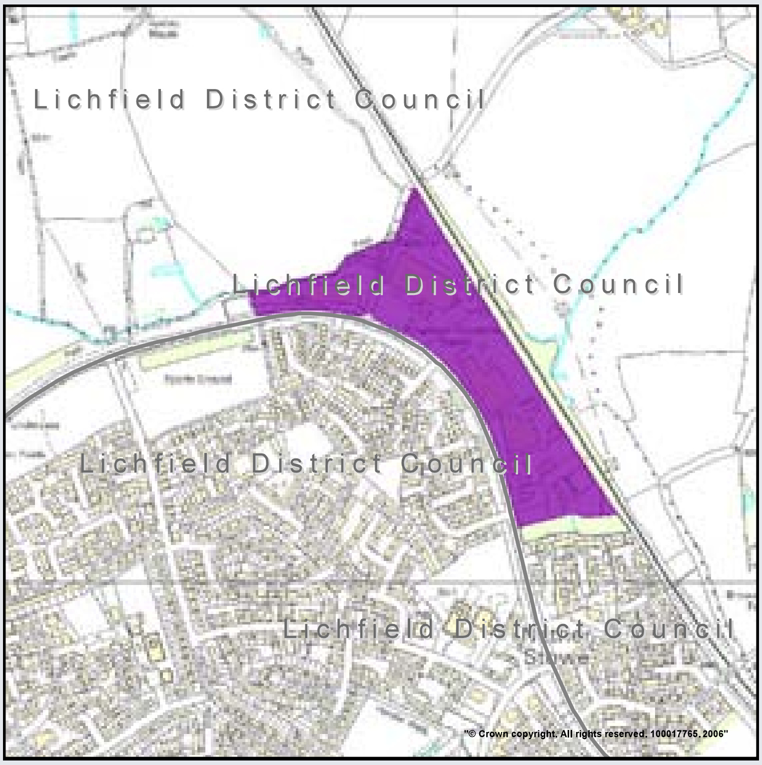
Map 3.2 Wiltell Industrial Estate

Employment Site	Eastern Avenue North Industrial Estate (incorporating Ringway Industrial Estate) - Eastern Avenue - Lichfield
0. Base Information	
0.1 Site area in hectares	9.8
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-

Employment Site	Eastern Avenue North Industrial Estate (incorporating Ringway Industrial Estate) - Eastern Avenue - Lichfield
0.4 Potential development plots	redevelopment only
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Generally well maintained buildings of varying ages
1.2 Noise and other obvious pollutants	Intermittent noise from railway
1.3 State of the external areas and public real	External areas maintained to a reasonable standard
1.4 Parking	Parking areas appear to be sufficient
1.5 Internal circulation & servicing	Both internal circulation and servicing appear to be good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	Residential and railway impact
2.2 Perception of the wider environmental quality	Generally well maintained
2.3 Local Facilities for workforce	Poor - nearest shop is some distance away
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good - Access to A38 and other strategic roads via Eastern Avenue
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	Limited
4.3 Likely market demand and viability of development	Good
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield City

Employment Site	Eastern Avenue North Industrial Estate (incorporating Ringway Industrial Estate) - Eastern Avenue - Lichfield
7.2 Access by public transport	Bus links from within Lichfield City by bus - unsure how usable the bus services are for shift type work patterns
8. Location of Site	**Northern edge of Lichfield City**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Other industrial estates located within and on the edge of Lichfield City and Fradley
9.2 Deprivation in local communities	Some pockets of deprivation within some of the Cities northern wards
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Pressure for alternative uses are likely to involve residential or retail.
10.2 Other material policy considerations	None
Summary	
This site is located to the north of the City. Access by public transport to this site is limited to bus services from Lichfield only and access to retail and other services for employees are poor. Generally the site appears well maintained the majority of the units are occupied. However a large unit (formerly Hepworths) is now vacant as of July 2007. There is potential for redevelopment of other such large sites.	

Employment Site	Eastern Avenue North Industrial Estate (incorporating Ringway Industrial Estate) - Eastern Avenue - Lichfield



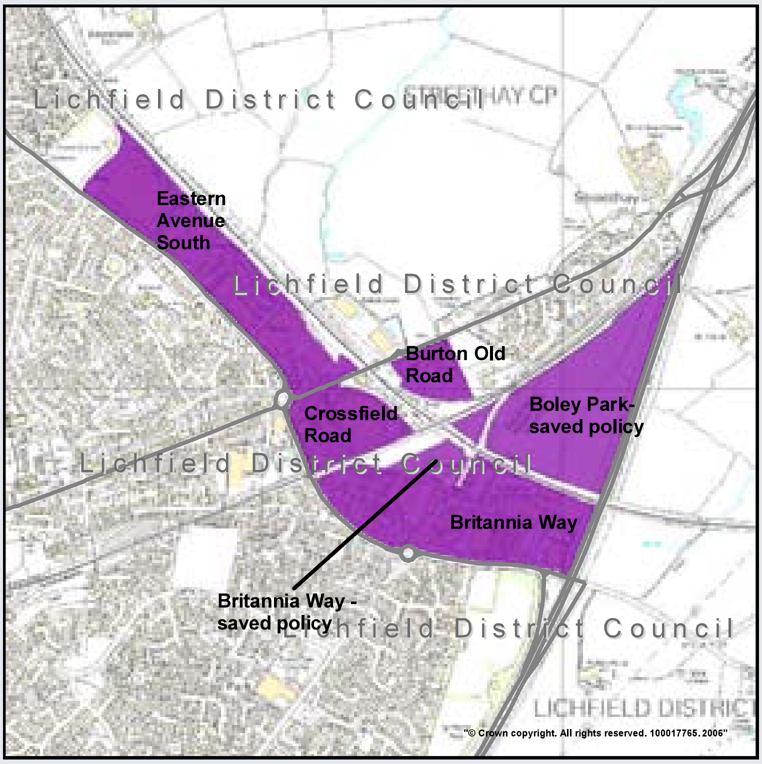
Map 3.3 Eastern Avenue North Industrial Site

Employment Site	Eastern Avenue South Industrial Estate (incorporating Hermes Road and Vulcan Road) - Eastern Avenue - Lichfield
0. Base Information	
0.1 Site area in hectares	18.9
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	-
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Various aged buildings some with more recent extensions. Quality of existing buildings is generally good.
1.2 Noise and other obvious pollutants	Very little noise and no obvious pollutants
1.3 State of the external areas and public realm	Reasonable
1.4 Parking	Adequate
1.5 Internal circulation & servicing	Adequate - however some areas with narrow access points
2. Quality of the wider environment	

Employment Site	Eastern Avenue South Industrial Estate (incorporating Hermes Road and Vulcan Road) - Eastern Avenue - Lichfield
2.1 Adjacent land uses constraining operations	Industrial uses to the north of Cappers Lane with residential to the south.
2.2 Perception of the wider environmental quality	Varies within the different parts of the site
2.3 Local Facilities for workforce	Poor - nearest shop is located at Eastern Avenue some distance away from these estates.
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good - Access to A38 and other strategic roads
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	Good
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Access from Lichfield City by bus and access to city rail stations close by. Pedestrian access to individual locations within the area varies in terms of direct routes from public transport.
8. Location of Site	**Located on the northern edge of the city**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Nearby industrial estates within Lichfield and Fradley
9.2 Deprivation in local communities	Pockets of deprivation within some of the Cities northern wards
9.3 Priority regeneration designation	None

Employment Site	Eastern Avenue South Industrial Estate (incorporating Hermes Road and Vulcan Road) - Eastern Avenue - Lichfield
9.4 Potential availability of 'gap' funding	None
9.5 Ability of site to support particular economic development priority?	
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Potential for alternative uses limited to certain areas - alternative uses due to location of are likely to involve retail, offices and to a lesser extent residential
10.2 Other material policy considerations	The southern most part of this site has been subject to pressure and planning applications for change of use to retail development - specifically bulky goods
Summary	

This area contains some large industrial companies including , IMI Norgen, and ROM. Some change is proposed within this area as redevelopment has been granted permission for bulky goods retail. It is likely that further pressure will be seen within this area. Unlike the employment land further north up Eastern Avenue, land within this area is within walking distance of Trent Valley Station and along Eastern Avenue there are frequent buses into Lichfield City. This site also benefits from good access to the strategic highway via Eastern Avenue and Cappers Lane to the A38 and strategic highway and motorway network.
Due to the accessibility of this area within Lichfield, and the lack of other available land for development within Lichfield, there is likely to be pressure for redevelopment of land and premises for employment uses.



Map 3.4 Eastern Avenue Industrial Estate South

Employment Site	Shires Industrial Estate - Birmingham Road, Lichfield
0. Base Information	

Employment Site	Shires Industrial Estate - Birmingham Road, Lichfield
0.1 Site area in hectares	2.9
0.2 Floorspace in use	not available - site fully let/occupied
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	None available since 2005
0.4 Potential development plots	None
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Various ages- check planning permission
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	Satisfactory
1.4 Parking	Adequate - no obvious signs of any problems
1.5 Internal circulation & servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	Railway and residential
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Poor, however Lichfield City Centre is a short walk
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good - some restrictions may occur for high sided vehicles due to railway bridges along Birmingham Road. M6 Toll and A38 nearby.
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Occupancy high with only a handful of premises being available to let over the last 5 years
4.2 Recent market activity on site	None
4.3 Likely market demand and viability of development	Appears good - site fully occupied for last few years
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	none known
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-

Employment Site	Shires Industrial Estate - Birmingham Road, Lichfield
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Good - within walking distance of train and bus stations
8. Location of Site	**Lichfield City**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Limited to sites on the northern edge of Lichfield City
9.2 Deprivation in local communities	None
9.3 Priority regeneration designation	None
9.4 Potential availability of 'gap' funding	None
9.5 Ability of site to support particular economic development priority?	This site houses a variety of uses within the site. Potential office location.
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Within urban area where redevelopment for residential would be acceptable and the site also has potential for redevelopment for mixed residential/office uses
10.2 Other material policy considerations	Listed Building within site

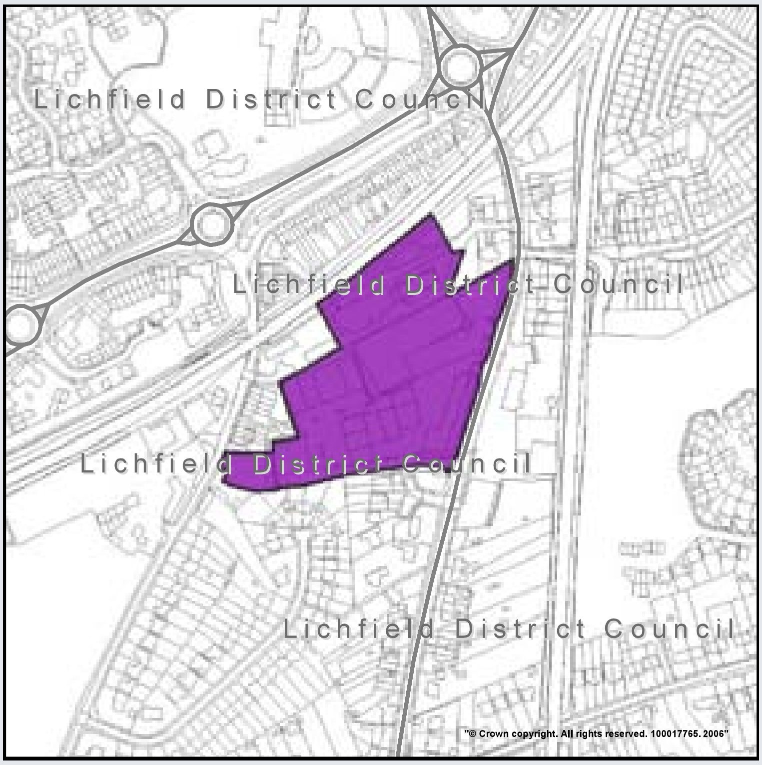
Summary

This site located outside the main town centre accommodates 14 units and is one of only a few employment sites located to the south of the city within walking distance of the both train and bus stations. The site lies within a predominantly residential area, bordered to the north by the former Walsall Railway and accessed via the A5127 Birmingham Road. It includes a redundant former maltings in a listed building and a retail unit.

One view of a local agent is that this estate is now considered to be of an age where major redevelopment or refurbishment will be needed in the near future. The internal road layout is dated and not ideal for modern requirements. It is envisaged that this estate will continue to be viable as long as the cost of renting units is competitive in comparison to similar units on new sites. With this in mind however, at July 2007 the site is fully let.

Due to its location within Lichfield, in an area of high residential land values, the site may come under pressure for redevelopment and in recent years enquiries have been made on certain parts of the site.

Employment Site	Shires Industrial Estate - Birmingham Road, Lichfield

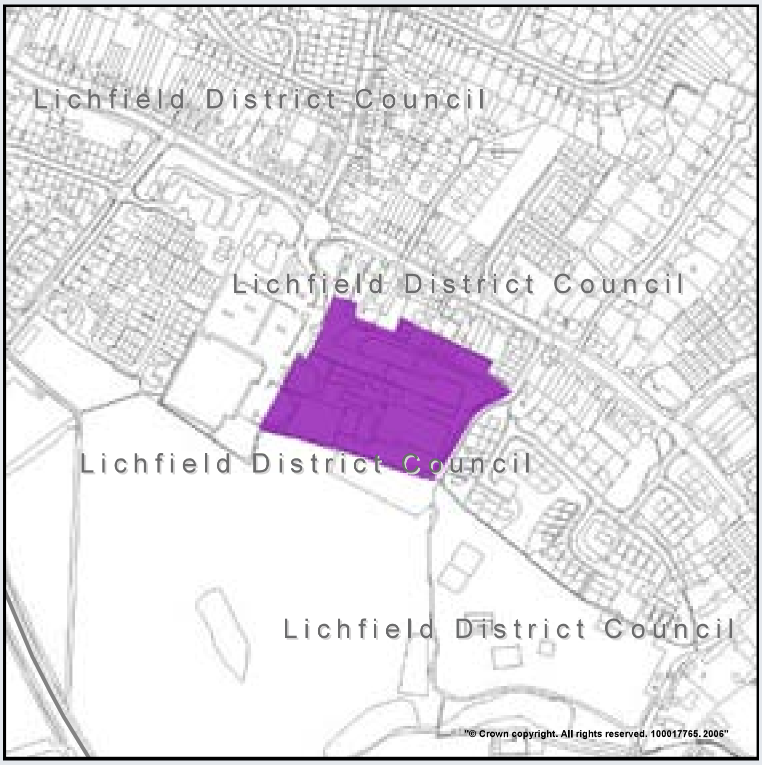


Map 3.5 Shires Industrial Estate

Employment Site	Greenhough Road Industrial Estate - Greenhough Road - Lichfield
0. Base Information	
0.1 Site area in hectares	2.14
0.2 Floorspace in use	Fully occupied - part of site being redeveloped for offices
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	At 2007 - 826 sqm was being marketed fro employment
0.4 Potential development plots	Part of the site is being redeveloped for offices. Potential for further development limited to redevelopment of existing buildings and associated land within the site
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Buildings generally look old and some in need of repair
1.2 Noise and other obvious pollutants	No obvious noise or pollutants
1.3 State of the external areas and public real	Overall external areas appear reasonable although there are pockets of visually poor areas
1.4 Parking	Parking appears adequate
1.5 Internal circulation & servicing	Reasonable although some area are narrow and could cause difficulties in manoeuvring within the site.

Employment Site	Greenhough Road Industrial Estate - Greenhough Road - Lichfield
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	The site is bounded by Beacon Park, existing residential areas and Morrison Supermarket.
2.2 Perception of the wider environmental quality	Overall appearance appears reasonable although within the site there are pockets of visually lower quality areas.
2.3 Local Facilities for workforce	Good facilities in terms of location adjacent to major supermarket and recreational area. the site is also within walking distance of Lichfield City.
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Poor. the main negative aspect to this site is access from the site to the main highway. Greenhough Road is for the most part single carriageway not conducive to HGV movements and this added to the fact that this road is also a vehicular access to Beacon park car Park as well as residential access road results in difficulties in terms of traffic movements. In addition, Beacon Street passes through one of the most historic parts of the city and is also a key route for local traffic with parked cars and high pedestrian movements, again not ideal for industrial traffic.
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	no units have been marketed through the Property Bulletin since 2005
4.3 Likely market demand and viability of development	High - largely due to the location of the site
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	Vehicular access to the site is not ideal particularly for HGVs.
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Frequent bus route along main road which links Lichfield City and Stafford via Rugeley.
8. Location of Site	**Edge of Lichfield City**
9. Social and Regeneration Policy	

Employment Site	Greenhough Road Industrial Estate - Greenhough Road - Lichfield
9.1 Availability of other jobs locally	Other employment areas exist within Lichfield.
9.2 Deprivation in local communities	Some pockets of deprivation within some of the Cities northern wards
9.3 Priority regeneration designation	None
9.4 Potential availability of 'gap' funding	None
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Current for redevelopment of part of the site for office uses. Potential for residential development
10.2 Other material policy considerations	-
Summary	
This site is located outside of the City centre off Beacon Street. Over the last few years no sites have been marketed through the Property Bulletin, and most of the site is occupied. Work has recently commenced on the construction of a new office development within this site. This site is considered to be dated and its current viability is likely to reflect the slightly lower rental levels than newer similar units elsewhere in the district. There are some difficulties in terms of its location within a predominantly residential area and poor vehicular access (particularly for commercial vehicles) to the site via historic Beacon Street and a narrow Greenhough Road.	



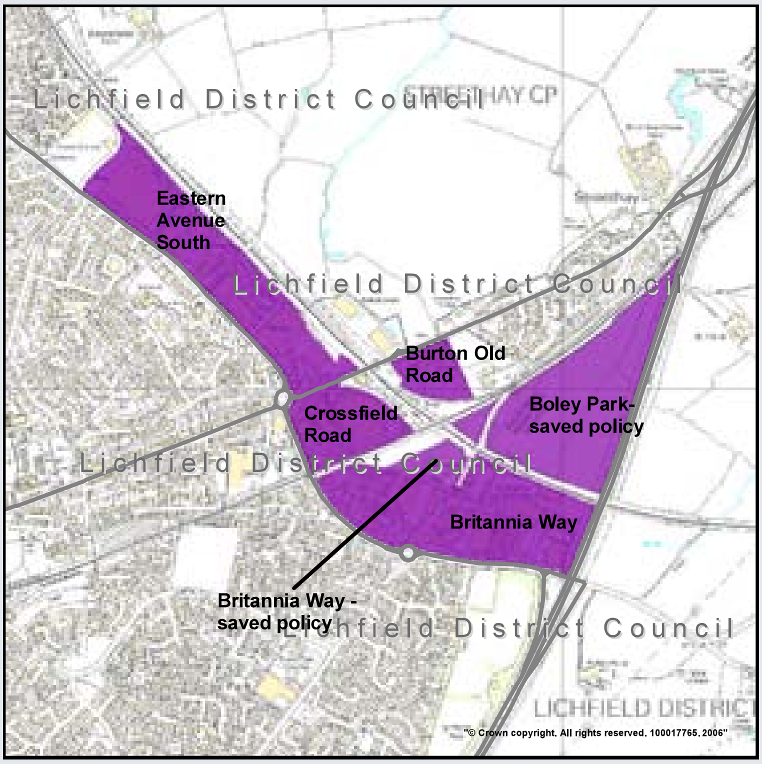
Map 3.6 Greenhough Road Industrial Estate

Employment Site	Britannia Way Industrial Estate - Britannia Way - Lichfield
0. Base Information	

Employment Site	Britannia Way Industrial Estate - Britannia Way - Lichfield
0.1 Site area in hectares	15.2
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	None
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Modern units varying in size
1.2 Noise and other obvious pollutants	Little - intermittent noise from railway and low level background noise from A38
1.3 State of the external areas and public realm	Overall good
1.4 Parking	Individual car parks generally well used, however there appears to be many cars parked along the internal roads making access difficult particularly for HGV.
1.5 Internal circulation & servicing	Good - some difficulties in circulation due to on street parking
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Limited - No permanent local facilities within walking distance
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good -Access to strategic highway network and motorways
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	Good
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-

Employment Site	Britannia Way Industrial Estate - Britannia Way - Lichfield
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Limited - bus services do not penetrate the site and may not be conducive to shift patterns. Access to Trent Valley Rail Station nearby
8. Location of Site	**North Eastern edge of Lichfield**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Other jobs locally include industrial estates at Eastern Avenue and future industrial development proposed on land to the north as well as nearby Fradley Park
9.2 Deprivation in local communities	None
9.3 Priority regeneration designation	None
9.4 Potential availability of 'gap' funding	None
9.5 Ability of site to support particular economic development priority?	General employment
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Retail - Mixed use
10.2 Other material policy considerations	-
Summary	
This site is slightly different to other employment sites in that it does not support wholly traditional B use class development. There appears to be a large number of firms that are semi- retail in use, that are open to the general public, typically, buildings merchants, household/office goods - including furniture, computer software. This site on the whole is well occupied by various types of employment uses. there appears much activity on the site with higher than average traffic flows in and out of the site than other similar industrial estates largely due to the presence of retail type uses.	

Employment Site	Britannia Way Industrial Estate - Britannia Way - Lichfield

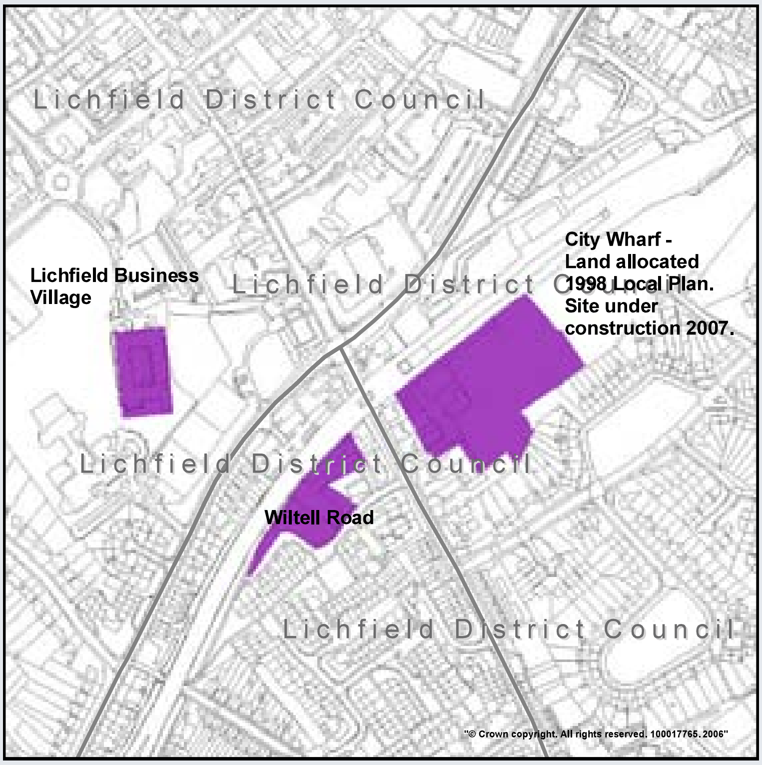


Map 3.7 Britannia Way Industrial Estate

Employment Site	Lichfield Business Village
0. Base Information	
0.1 Site area in hectares	0.39 * included within university buildings
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	-
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	New
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	High quality
1.4 Parking, Internal circulation & Servicing	Good – shared car parking with Lichfield University
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	High quality
2.3 Local Facilities for workforce	Good- within walking distance of Lichfield City Centre

Employment Site	Lichfield Business Village
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good
3.2 Proximity to rail freight	n/a
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	Good
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	18 units within building
5.3 Ransom strips or other known ownership constraints on development	None
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Good – within walking distance of both rail and bus stations
8. Location of Site	**Lichfield City**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Industrial estates within Lichfield, existing offices within Lichfield City
9.2 Deprivation in local communities	None
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	No
9.5 Ability of site to support particular economic development priority?	Office uses only
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	education
10.2 Other material policy considerations	-

Employment Site	Lichfield Business Village
Summary	
Lichfield Business Village operates within and in conjunction with the University. In total there are 18 small office units which are able to accommodate 1-4 persons each. This type of development has proved particularly successful within this city centre.	

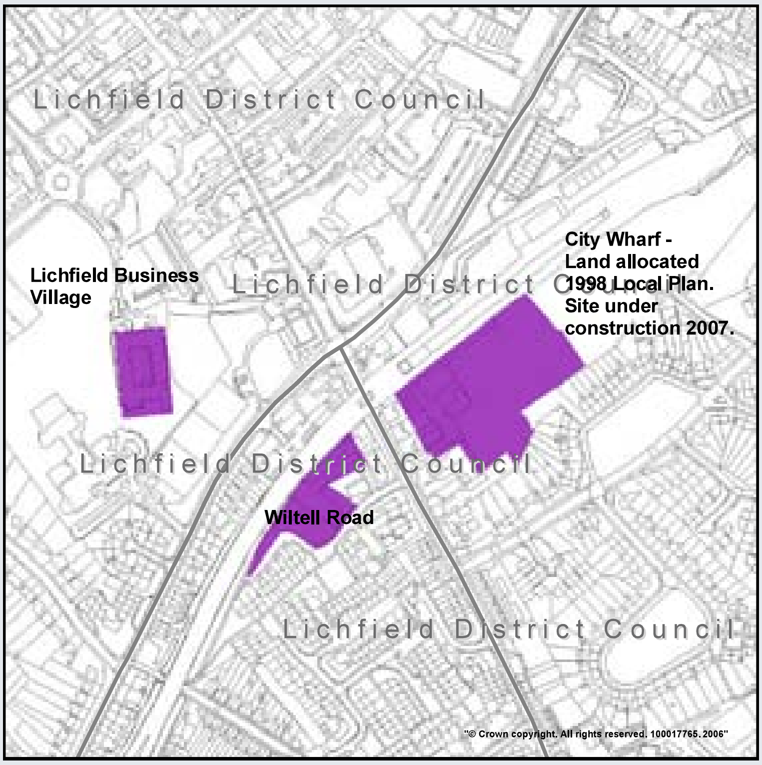


Map 3.8 Lichfield Business Village

Employment Site	City Wharf- Lichfield
0. Base Information	
0.1 Site area in hectares	(4,700 sqm office space)
0.2 Floorspace in use	
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	Development under construction
0.4 Potential development plots	Yes
1 Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	New
1.2 Noise and other obvious pollutants	Railway
1.3 State of the external areas and public realm	Site under construction
1.4 Parking, Internal circulation & Servicing	-
2. Quality of the wider environment	

Employment Site	City Wharf- Lichfield
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Envisaged to be high quality
2.3 Local Facilities for workforce	Good – accessible to Lichfield City
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good- although Upper St John Street is often busy
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Unknown – assumed demand for new modern office tyoe development
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	Good
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Good – Close to city Centre rail and bus stations
8. Location of Site	**Lichfield City**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Lichfield City and Industrial estates
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-

Employment Site	City Wharf- Lichfield
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	-
10.2 Other material policy considerations	-
Summary	
This site has been allocated for many years for employment and residential development. Construction on the site is now underway . in total there is planning permission for 4,700 sqm of office space within the site. This site is well located in relation to the city centre and its services and facilities. In addition the site benefits from its proximity to both bus and rail stations.	

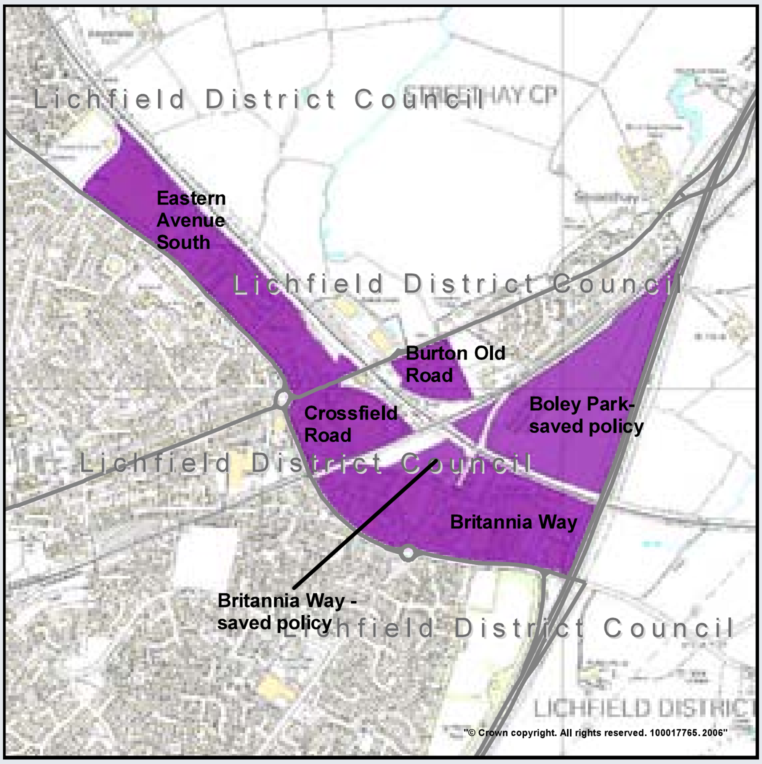


Map 3.9 City Wharf, Lichfield

Employment Site	Britannia Way- extension
0. Base Information	
0.1 Site area in hectares	2.4
0.2 Floorspace in use	none
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	none
0.4 Potential development plots	2.4 ha
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	n/a

Employment Site	Britannia Way- extension
1.2 Noise and other obvious pollutants	n/a
1.3 State of the external areas and public realm	
1.4 Parking, Internal circulation & Servicing	n/a
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good - industrial
2.3 Local Facilities for workforce	Poor
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good – access via local roads to strategic highway network and motorways
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Assume similar to adjacent sites - good
4.2 Recent market activity on site	none
4.3 Likely market demand and viability of development	good
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	1
5.2 Identify of leasehold or other occupiers, lease length etc	n/a
5.3 Ransom strips or other known ownership constraints on development	Access issues being investigated
6. Site development Constraints – New development)	
6.1 Site access	Good – access issues being investigated
6.2 Topography, size and shape	Flat
6.3 Utilities	present
6.4 On-site environmental (conservation, trees, landscape)	No significant structures apparent
6.5 Contamination/land stability/on-site structures	None known
6.6 Amenity of adjacent occupiers	good
7. Accessibility	
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Close to Trent Valley Station and local bus connections to Lichfield
8. Location of Site	**Lichfield**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Lichfield Industrial Estates

Employment Site	Britannia Way- extension
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Part of the site has been identified as the most suitable location for a car park as part of a study into rail parking along the Cross City line.
10.2 Other material policy considerations	no
Summary	
This site has been identified for many years for employment development as the remaining parcel within the Britannia Way area, however due to issues relating to ownership and access the site remains undeveloped. It is envisaged that this site will come forward within the near future for employment. Alternative uses for this site are limited by its location within a predominantly industrial area.	

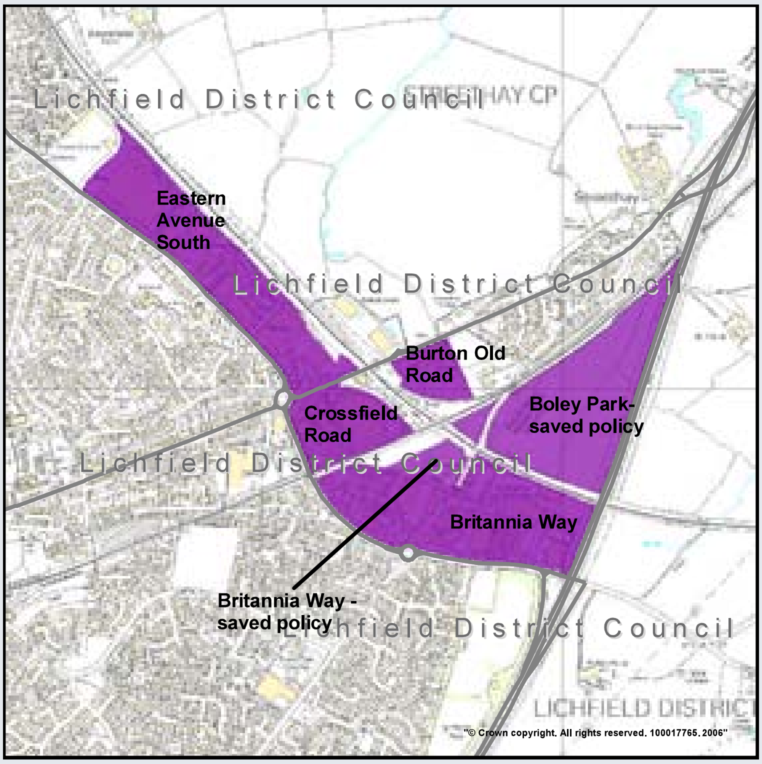


Map 3.10 Britannia Way Extension

Employment Site	(Triangle) ay - extension
0. Base Information	
0.1 Site area in hectares	0.7
0.2 Floorspace in use	-

Employment Site	(Triangle) ay - extension
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	0.7
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	-
1.2 Noise and other obvious pollutants	-
1.3 State of the external areas and public realm	-
1.4 Parking, Internal circulation & Servicing	-
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Industrial/ railway
2.3 Local Facilities for workforce	poor
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good- access to the strategic highway and connecting motorways
3.2 Proximity to rail freight	poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good – although size of site and surrounding rail infrastructure may limit its marketability.
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	size of site and surrounding rail infrastructure may limit its marketability.
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	Good
6.2 Topography, size and shape	Flat
6.3 Utilities	Assumed present
6.4 On-site environmental (conservation, trees, landscape)	None known
6.5 Contamination/land stability/on-site structures	Surrounded by rail infrastructure – potential contamination not known
6.6 Amenity of adjacent occupiers	good
7. Accessibility	

Employment Site	(Triangle) ay - extension
7.1 Workforce catchment	Lichfield
7.2 Access by public transport	Good – close to Trent Valley Station
8. Location of Site	**Lichfield north**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Lichfield industrial estates
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	No
9.5 Ability of site to support particular economic development priority?	no
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	This is a relatively small site largely land locked by rail infrastructure and surrounded by existing industrial estates – limited alternative uses –could include office, car park, agricultural
10.2 Other material policy considerations	none
Summary	
This small site is relatively land locked by existing rail infrastructure. Its development and marketability may be more difficult than other sites. The site has been allocated for car park use in previous years; however more recent studies have shown that there are more suitable sites for car parking.	

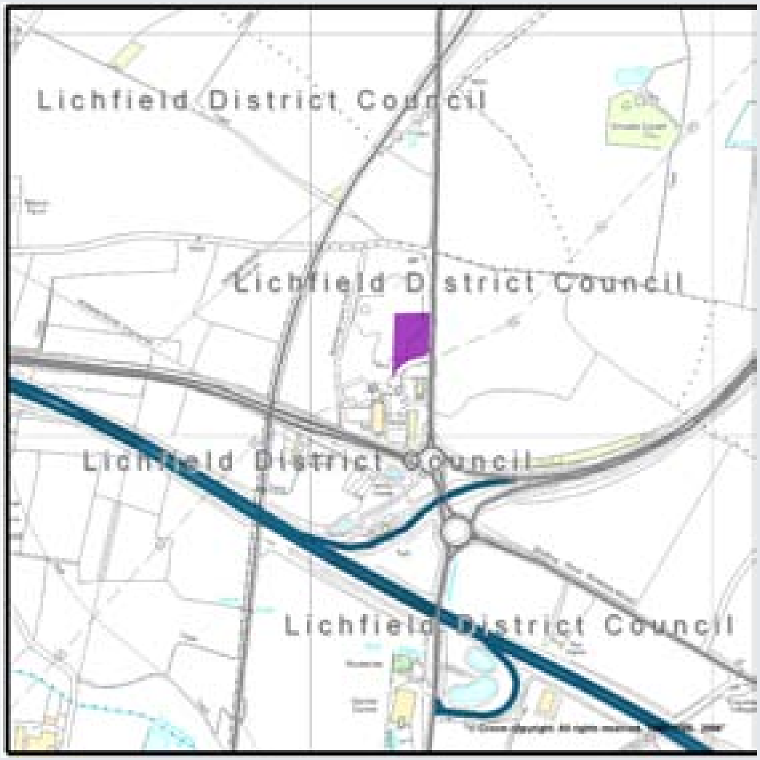


Map 3.11 Burton Old Road (Triangle)

Employment Site	Lichfield South
0. Base Information	
0.1 Site area in hectares	1.2
0.2 Floorspace in use	3 buildings totalling 4,000 sq m – all three buildings are let
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	none
0.4 Potential development plots	none
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	new
1.2 Noise and other obvious pollutants	Limited road noise
1.3 State of the external areas and public realm	Good – site still under construction
1.4 Parking, Internal circulation & Servicing	good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	No
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Limited
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good – direct access to A, close to A38 and within easy reach of nearby motorways
3.2 Proximity to rail freight	poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	high
4.2 Recent market activity on site	3 new units recently occupied
4.3 Likely market demand and viability of development	high
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	3 let to - NextiraOne, Parker and Skipton Building Society
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	none
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-

Employment Site	Lichfield South
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Wide catchment – Birmingham, Lichfield
7.2 Access by public transport	Limited - bus
8. Location of Site	**Rural – north of Wall Island**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Lichfield, Burntwood, Tamworth, Birmingham
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	-
10.2 Other material policy considerations	Green belt
Summary	
This site is almost complete and comprises of three modern office buildings situated close to the junction with the A5. It is well placed to benefit from good transport links to nearby motorways. The site originated from an allocation within the Local Plan 1998 and subsequent planning permission which has now resulted in Leisure, restaurant, hotel and office development. This site has proved very successful and has now been fully let.	

Employment Site	Lichfield South



Map 3.12 Lichfield South

Burntwood

Employment Site	Burntwood Business Park Zone 1 - Burntwood
0. Base Information	
0.1 Site area in hectares	14.7
0.2 Floorspace in use	Site almost fully occupied
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	Whilst the majority of the site appears occupied there are several pockets where speculative units are available for let.
0.4 Potential development plots	Only 1 small plot remains available for development.
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	New of high quality
1.2 Noise and other obvious pollutants	None apparent
1.3 State of the external areas and public realm	Generally average and variable within the site - some landscaping schemes have yet to become established.
1.4 Parking	Good
1.5 Internal circulation & servicing	Good
2. Quality of the wider environment	

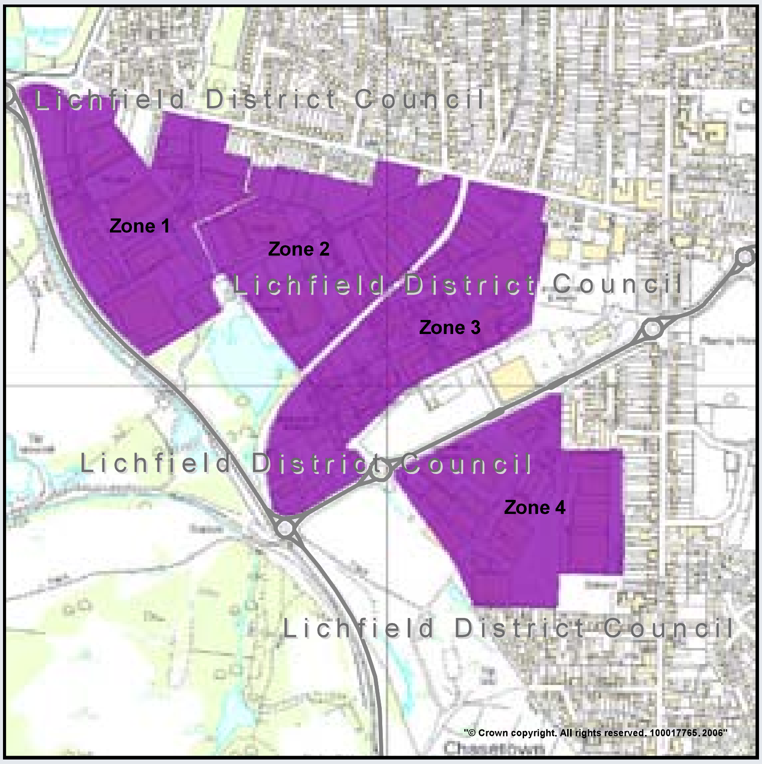
Employment Site	Burntwood Business Park Zone 1 - Burntwood
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Poor. Nearest facilities are at Sankeys Corner.
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good. Following completion of the Burntwood Western Bypass
3.2 Proximity to rail freight	None
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Very strong
4.2 Recent market activity on site	Site is now complete and the majority of units are let. Some recent speculative units to let.
4.3 Likely market demand and viability of development	High market demand.
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	None
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Burntwood and adjacent areas of Walsall, Cannock.
7.2 Access by public transport	
8. Location of Site	**West Burntwood**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Adjacent to established existing employment estates
9.2 Deprivation in local communities	Pockets of higher unemployment in Chasetown ward
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	

Employment Site	Burntwood Business Park Zone 1 - Burntwood
10.1 Alternative uses if no longer protected for employment	No
10.2 Other material policy considerations	No
Summary	

This site was originally occupied by British Coal Workshops and became derelict. The site has been redeveloped by Staffordshire County Council.

This site has only recently been completed with only a few small parcels of land remaining. There are a variety of users within the site through the B Class uses including several purpose built office suites (12 new units of 6,000 sq ft currently being marketed off Cannock Road). The site has recently benefited from the completion of the Burntwood Western Bypass and access to the M6 Toll and strategic highway network making its location very attractive to companies looking for nw premises/land.

Zone 1 has been very successful as an employment site within Burntwood. Access to the site by bus is limited and is some distance from any local facilities for workforce.



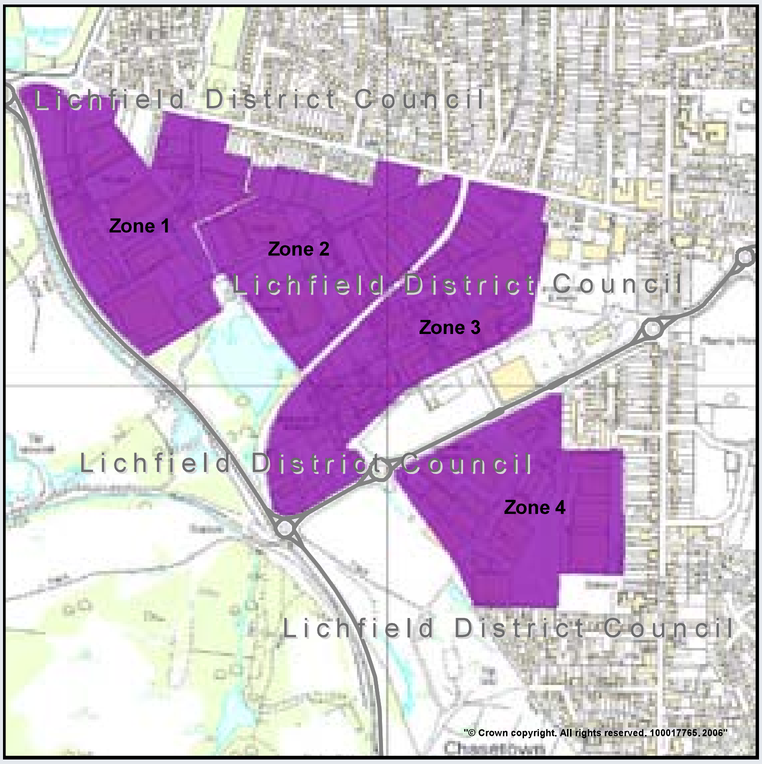
Map 3.13 Burntwood Business Park

Employment Site	Burntwood Business Park Zone 2 - Burntwood
0. Base Information	
0.1 Site area in hectares	12.89
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-

Employment Site	Burntwood Business Park Zone 2 - Burntwood
0.4 Potential development plots	None
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Varies however the majority appear in good condition
1.2 Noise and other obvious pollutants	None apparent
1.3 State of the external areas and public real	Good
1.4 Parking	Good
1.5 Internal circulation & servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Accessibility to shops and services will vary dependant on location within the site in relation to Sankeys Corner and Morrisons.Poor.
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good. Following completion of the Burntwood Western Bypass and M6Toll
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good - units available to let
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	-
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	Numerous
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	None
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Burntwood, Cannock, Walsall

Employment Site	Burntwood Business Park Zone 2 - Burntwood
7.2 Access by public transport	Buses operate to Burntwood from Walsall and Lichfield- Limited access to this site
8. Location of Site	**Burntwood**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Burntwood Business Park, Other industrial estates in Burntwood and adjacent Walsall and Cannock.
9.2 Deprivation in local communities	Chasetown - higher unemployment levels than rest of the district
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	No - area is surrounded by other employment estates
10.2 Other material policy considerations	No
Summary	
This site is located between Burntwood Business Park 3 and the recently completed Burntwood Business Park Zone 1 (Chasewater Heaths). Overall the site is generally well maintained and the majority of units occupied, with only a few units available to let including. In recent years, there has been some restructuring of some of the larger companies within the site which has resulted in a number of sites being marketed over recent years. Units have remained to let on Plant Lane possibly due to uncertainty over adopted roads. This site, due to its location within a predominantly industrial and commercial area, and now having the benefit of improved access to the strategic highway network, is well placed to continue as a viable employment site. There is potential for further redevelopment within the site to modernise buildings, make better use of land and improve layout.	

Employment Site	Burntwood Business Park Zone 2 - Burntwood

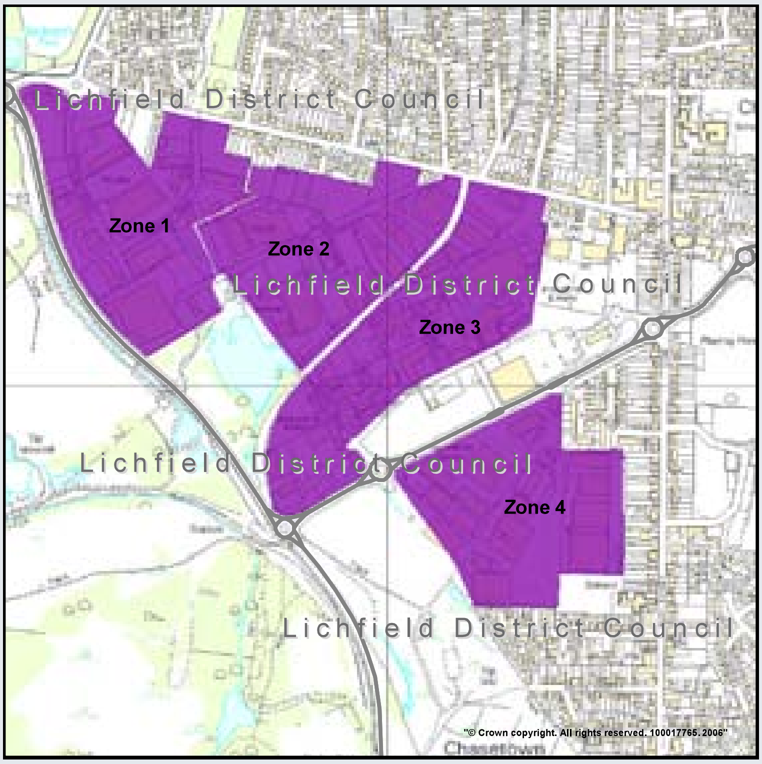


Map 3.14 Burntwood Business Park

Employment Site	Burntwood Business Park Zone 3 - Burntwood
0. Base Information	
0.1 Site area in hectares	14.9
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	Various units for let - ranging from 300 - 2200 sqm
0.4 Potential development plots	potential redevelopment of existing units.
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Various - some dated units as well as new build
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	Good
1.4 Parking	Good - no visible on street parking
1.5 Internal circulation & servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good

Employment Site	Burntwood Business Park Zone 3 - Burntwood
2.3 Local Facilities for workforce	Good -access to adjacent retail store and town centre within walking distance
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good. Following completion of the Burntwood Western Bypass and M6Toll
3.2 Proximity to rail freight	None
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	New build available to le- several existing units also available to let of various sizes
4.3 Likely market demand and viability of development	New developments on Chasewater Heaths nearby have proved successful and there may be potential for redevelopment of some areas within this Zone which are considered to be difficult to let.
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	Major landowner LCP
5.2 Identify of leasehold or other occupiers, lease length etc	Not known
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Burntwood, Cannock, Walsall
7.2 Access by public transport	Buses operate to Burntwood from Walsall and Lichfield- Limited access to this site
8. Location of Site	**Burntwood**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Other Business Parks and Industrial estates within Burntwood and adjacent within the conurbation
9.2 Deprivation in local communities	Some wards within Burntwood have higher than the district average unemployment levels.
9.3 Priority regeneration designation	None
9.4 Potential availability of 'gap' funding	None

Employment Site	Burntwood Business Park Zone 3 - Burntwood
9.5 Ability of site to support particular economic development priority?	None
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Potential for parts of the site for town centre type uses or office development/residential
10.2 Other material policy considerations	Town centre development on adjacent land.
Summary	
This site lies adjacent to Zone 2 and a large retail store just outside Burntwood town centre at Sankeys Corner. The site is bounded by Ring Road and Robins Road. there a many units within the site of varying sizes. At 2007 there were several units available for let by LCP ranging from 300-2200 sqm. A new modern development - Paget 12 has been completed and is being marketed at 2007. The site has improved its profile since the completion of the Burntwood Bypass and the M6Toll. In terms of accessibility by public transport, bus routes to the site are limited and tend to focus on accessing the adjacent superstore. However, of the 4 existing Burntwood Business Park Zones, the northern part of this zone is close to Sankeys Corner and potential alternative uses within the this zone may be influenced by this.	



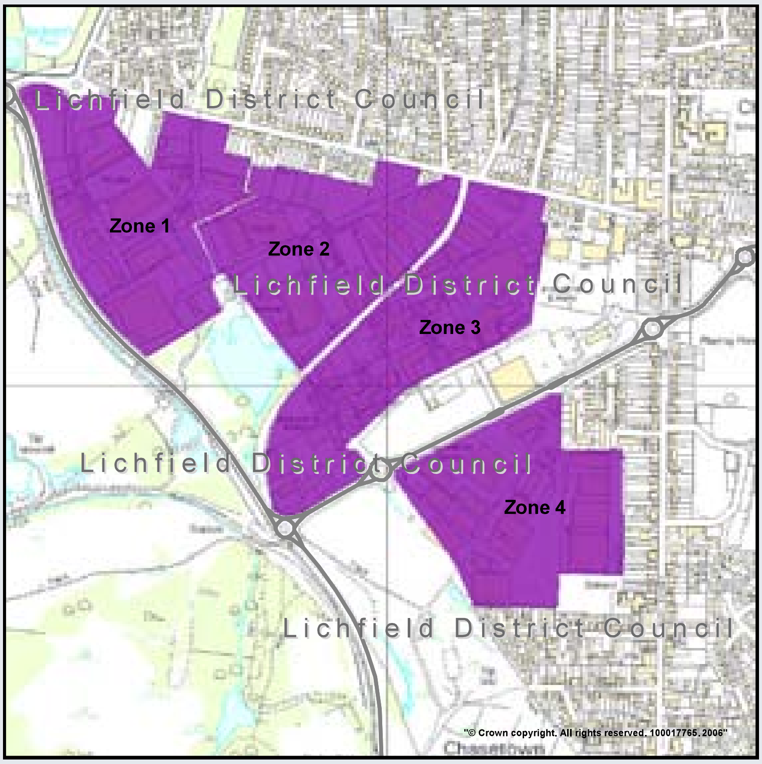
Map 3.15 Burntwood Business Park

Employment Site	Burntwood Business Park Zone 4 - Burntwood
0. Base Information	
0.1 Site area in hectares	13.6
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	1000 +sqm at Newlands Court

Employment Site	Burntwood Business Park Zone 4 - Burntwood
0.4 Potential development plots	None
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Various - some old hanger style units have been refurbished internally.
1.2 Noise and other obvious pollutants	none
1.3 State of the external areas and public real	generally good - wide internal roads with adjacent open areas
1.4 Parking	General parking provision appears sufficient for existing uses. Roadside parking can create circulation difficulties for larger commercial vehicles although such parking is limited.
1.5 Internal circulation & servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Good - within walking distance of local shops
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good. Following completion of the Burntwood Western Bypass and M6 Toll
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	Little activity through the property market bulletin
4.3 Likely market demand and viability of development	Site owned by LCP - demand fro hangers has historically been less than for modern buildings
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	Major landowner LCP
5.2 Identify of leasehold or other occupiers, lease length etc	25 units some of which have been subdivided
5.3 Ransom strips or other known ownership constraints on development	none known
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	

Employment Site	Burntwood Business Park Zone 4 - Burntwood
7.1 Workforce catchment	Burntwood, Cannock, Walsall
7.2 Access by public transport	Buses operate to Burntwood from Walsall and Lichfield- Limited access to this site
8. Location of Site	**Burntwood**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Other Business Parks and Industrial estates within Burntwood and adjacent within the conurbation
9.2 Deprivation in local communities	Some wards within Burntwood have higher than the district average unemployment levels.
9.3 Priority regeneration designation	None
9.4 Potential availability of 'gap' funding	None
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Site lies close to potential town centre and alternative uses would be affected by or would be impacted upon by other adjacent land use proposals
10.2 Other material policy considerations	-
Summary	
This site is occupied by a mixture of buildings from 'hanger' style to new modern and refurbished units. Investment in the building fabric of some of the units over recent years is evident. Wide roads and open spaces between buildings give this site spacious appearance. However, the internal internal road layout is dated and some of the older buildings lend themselves towards redevelopment or refurbishment. Overall the site is well occupied with ample parking for existing users, however movement of large commercial vehicles are hampered by occasional cars parked on roadsides.	

Employment Site	Burntwood Business Park Zone 4 - Burntwood

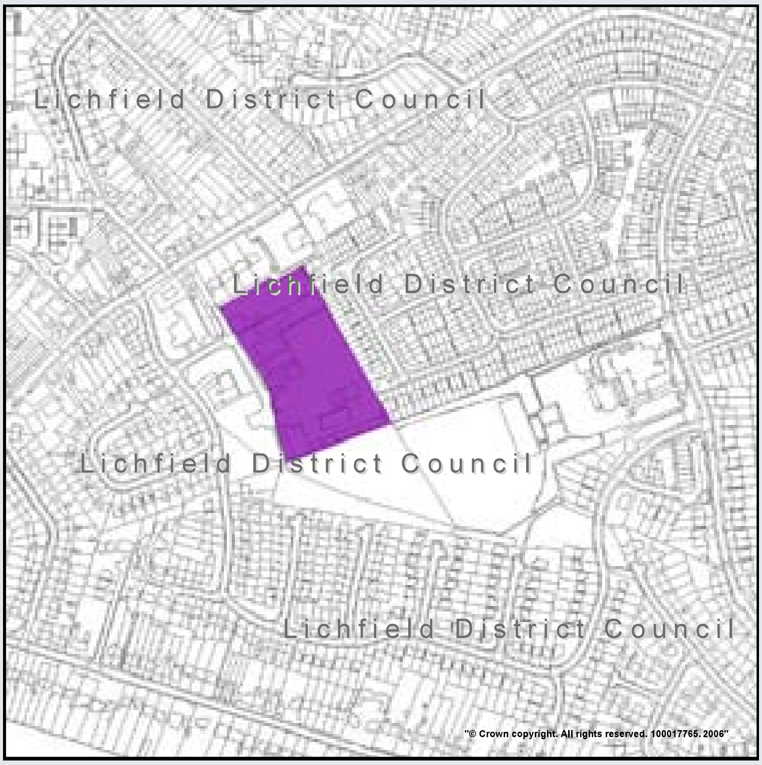


Map 3.16 Burntwood Business Park

Employment Site	Queen Street Industrial Estate- Queen Street - Burntwood
0. Base Information	
0.1 Site area in hectares	0.4
0.2 Floorspace in use	Fully occupied
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	None
0.4 Potential development plots	Open outdoor areas currently used for storage could accommodate additional small buildings
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	-
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	Poor
1.4 Parking	Limited informal
1.5 Internal circulation & servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	Located within a residential area

Employment Site	Queen Street Industrial Estate- Queen Street - Burntwood
2.2 Perception of the wider environmental quality	Average
2.3 Local Facilities for workforce	Good - within walking distance of Chasetown High Street
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Poor - via residential streets
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Good - includes small builders and timber merchants, window, grass cutting, paving and vehicle repairs.
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	Appears to be viable and fully occupied
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	8 companies occupying the site
5.2 Identify of leasehold or other occupiers, lease length etc	unknown
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints- (new development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Burntwood, Walsall, Cannock
7.2 Access by public transport	Close to frequent bus route from Burntwood
8. Location of Site	**Chasetown - Burntwood**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Other Business Parks and Industrial estates within Burntwood and adjacent within the conurbation
9.2 Deprivation in local communities	Pockets of high unemployment in Chasetown and Chase Terrace
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	

Employment Site	Queen Street Industrial Estate- Queen Street - Burntwood
10.1 Alternative uses if no longer protected for employment	Residential is an obvious alternative use given its location and adjacent uses
10.2 Other material policy considerations	None
Summary	
Whilst the uses within this site are not typical of an industrial estate, this small site is fully occupied. Companies located within the site such as builders/timber merchants are open to the public and there is therefore an element of retail trade. There are limited locations within Burntwood for such uses, the site appears to operate well within this predominantly residential location.	



Map 3.17 Queen Street Industrial Estate

Employment Site	Mount Road - Industrial Estate - Burntwood
0. Base Information	
0.1 Site area in hectares	13.44
0.2 Floorspace in use	Unknown, varies within the site – some derelict premises, new build and refurbished premises.
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	A number of premises of various sizes are advertised for let/sale throughout the site. They include derelict, new build and refurbished units.
0.4 Potential development plots	Redevelopment plots only
1. Quality of existing portfolio and internal environment	

Employment Site	Mount Road - Industrial Estate - Burntwood
1.1 Age and Quality of Buildings	This site is made up of predominantly older buildings some of which has been refurbished over recent years. Quality varies widely from building to building.
1.2 Noise and other obvious pollutants	Audible engineering noises – dependant on location within site.
1.3 State of the external areas and public realm	The dated nature of the buildings and unsatisfactory road layout and general lack of landscaping result in an overall poor visual appearance.
1.4 Parking, Internal circulation & Servicing	Poor. Whilst some premises have dedicated parking there is an element of on street parking which creates difficulties in internal circulation.
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	The biggest constraint to this site is its location within and access through a typical residential neighbourhood, poor quality of buildings and internal layout.
2.2 Perception of the wider environmental quality	Visual perception of this area is average, however views into the industrial estate from nearby roads and residential areas are poor .
2.3 Local Facilities for workforce	10 minutes walk to Sankeys corner
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	2 accesses into the estate, off Chase Road via Mount Road and off New Road via Prospect Road. Both entrances to the site are via residential areas. Access to the strategic highway network is not ideal.
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Varies. Whilst this site suffers from poor quality of a large proportion of premises and a general run down appearance it does have the benefit of freehold. It is still likely that this site will not be easily regenerated as and when buildings reach the end of their economic life. There still remains a number of premises for sale/let. Over 40 premises on the site and at 2006 and 4 were identified as vacant by SCC survey. Plot 10 has remained vacant for a number of years with developers seeking residential development on the site.
4.2 Recent market activity on site	Unknown.
4.3 Likely market demand and viability of development	Difficult to predict. Opportunities available to redevelop freehold premises, but poor internal layout, location within residential area and less than ideal access to the strategic highway network will still be prove difficult to regenerate this area.
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	Unknown – Majority of units are Freehold.
5.2 Identify of leasehold or other occupiers, lease length etc	Unknown
5.3 Ransom strips or other known ownership constraints on development	Overall comprehensive redevelopment of the site would be difficult given the number of freeholders within the site.
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-

Employment Site	Mount Road - Industrial Estate - Burntwood
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Burntwood, Cannock and conurbation including Walsall, Aldridge, Brownhills
7.2 Access by public transport	Limited. Hourly bus service along Chase Road from Burntwood.
8. Location of Site	**Burntwood**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Other employment estates within West Burntwood. Adjacent conurbation
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	None
9.5 Ability of site to support particular economic development priority?	None- although potential conflicts have and could continue between existing employment and residential. Cleaner type uses may be more appropriate.
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Obvious us would be a mixed use – residential development
10.2 Other material policy considerations	None
Summary	

This employment site located to the east of Burntwood and covers some 13.5 hectares. In terms of access this site is not best placed located within a predominantly residential area, access to the strategic highway network is through residential estates and roads.

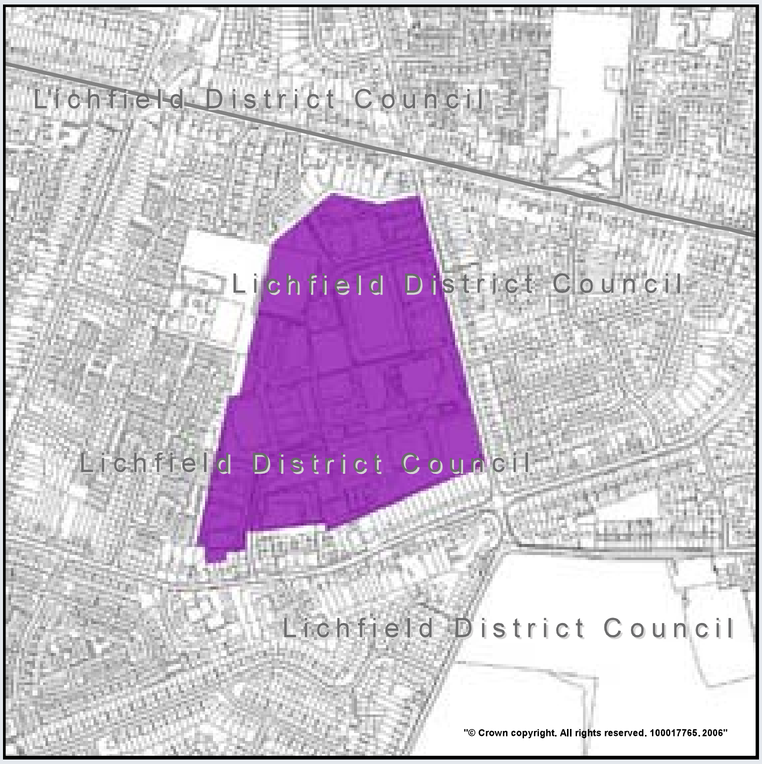
The site is divided into two, accessed off Prospect Road and Mount Road along with several units having direct access off New Road. There is a wide variety of sizes of premises; the state of the buildings also varies from derelict and semi-derelict, in need of refurbishment, refurbished and new units. This site benefits from the availability of freehold premises which has resulted in some recent investment in refurbishment of buildings. However, the overall appearance of the site is of a lower quality industrial estate with a dated and unsatisfactory local road network and therefore it is likely that there will continue to be limited demand.

The two areas which make up this estate also vary, with Mount Road appearing to have a poorer visual appearance, typically lower quality premises, more apparent vacant units and units in a semi- derelict state. In terms of types of industries occupying this site, it is predominantly manufacturing with a number of premises involved in traditional heavy industry. As with similar sites there is the likelihood of contaminated land within the site.

To the south of Mizkan there remains part of the site for sale/let which has remained vacant for many years (some buildings used for storage) on which developers have been actively seeking change of use to include residential.

Any changes to the future of this site is likely to be complex and any potential change to the use of the whole site is likely to be difficult given the mix of leasehold and freehold premises occupying the site. In the short term it is possible that individual units will continue to be refurbished on an ad hoc basis and that the large vacant part of the site off New Road will continue to be put forward by developers through the Local Development Framework for residential development.

Employment Site	Mount Road - Industrial Estate - Burntwood

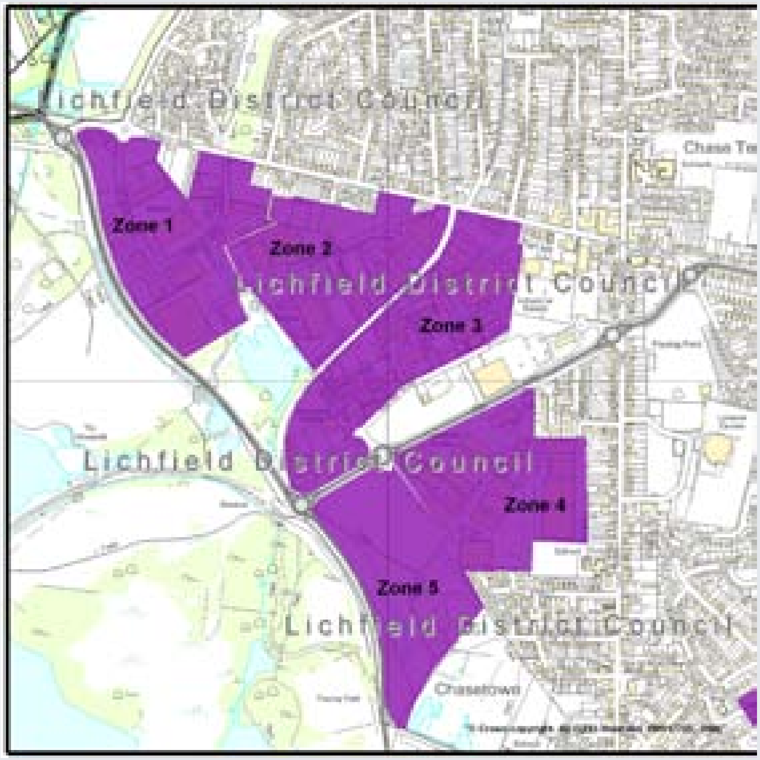


Map 3.18 Mount Road Industrial Estate

Employment Site	Burntwood Zone 5
0. Base Information	
0.1 Site area in hectares	11.2
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	11.2
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	-
1.2 Noise and other obvious pollutants	-
1.3 State of the external areas and public realm	-
1.4 Parking, Internal circulation & Servicing	-
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good - Chasewater Country Park, Industrial
2.3 Local Facilities for workforce	Poor - Chasetown High Street nearest facility

Employment Site	Burntwood Zone 5
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good - Burntwood bypass links to A5 and M6 Toll
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good - following on from success of Zone 1
4.2 Recent market activity on site	Assumed high
4.3 Likely market demand and viability of development	Assumed high
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	1 (LCP)
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	Good
6.2 Topography, size and shape	Flat - rectangular
6.3 Utilities	Available
6.4 On-site environmental (conservation, trees, landscape)	Require site survey to assess any existing environmental assets exist
6.5 Contamination/land stability/on-site structures	Unknown
6.6 Amenity of adjacent occupiers	Good
7. Accessibility	
7.1 Workforce catchment	Burntwood/Cannock
7.2 Access by public transport	None present - could be accessed at later date
8. Location of Site	**Burntwood**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Burntwood Estates, cannock
9.2 Deprivation in local communities	Chasetown - pockets of high unemployment
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Various - residential/local community facilities/leisure etc
10.2 Other material policy considerations	Ecological site of significance - potential

Employment Site	Burntwood Zone 5
Summary	
This site is allocated for B1, B2, B8 employment in the Local Plan (1998). The recent completion of the Burntwood Western Bypass significantly improves accessibility of this site. An application for mixed use factory outlet shopping centre and leisure development on the northern part of the site was refused in 2002 following a public inquiry. The site will need to be subject to an ecological survey prior to any development because of its emerging ecological potential.	

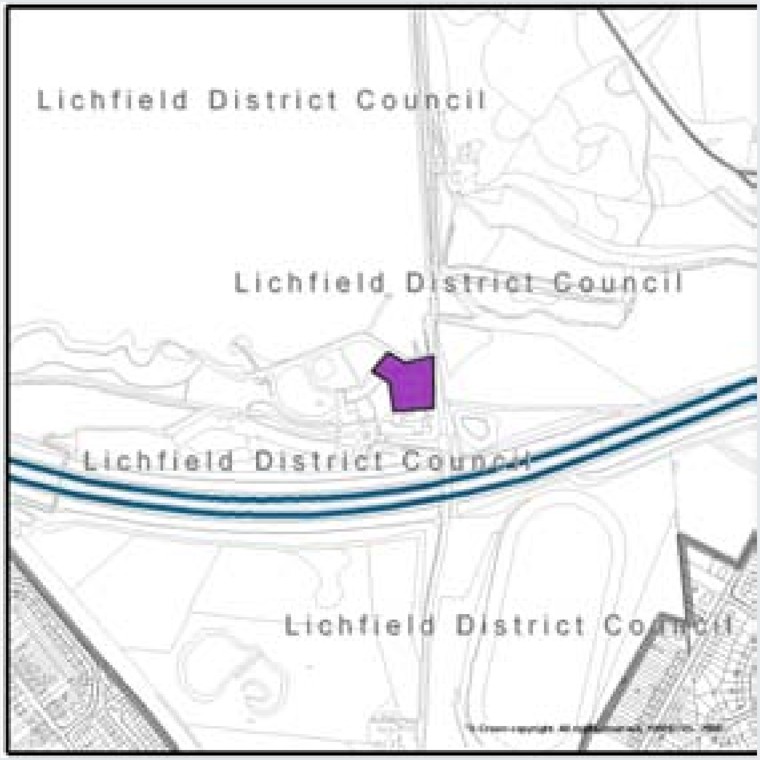


Map 3.19 Burntwood Business Park Zone 5

Employment Site	Forest of Mercia Innovation Centre - Business Units
0. Base Information	
0.1 Site area in hectares	0.39
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	-
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Buit in 2000
1.2 Noise and other obvious pollutants	Limited noise - M6 Toll
1.3 State of the external areas and public realm	Goog
1.4 Parking, Internal circulation & Servicing	Good

Employment Site	Forest of Mercia Innovation Centre - Business Units
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	None - limited to Innovation Centre
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good - close to M6 Toll, accessed via A5
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	-
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	10 units in total
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Burntwood, Walsall
7.2 Access by public transport	None
8. Location of Site	**Burntwood - south of**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Burntwood, Walsall
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-

Employment Site	Forest of Mercia Innovation Centre - Business Units
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	None
10.2 Other material policy considerations	Green Belt
Summary	
This small site is located within the green belt adjacent to the Forest of Mercia Innovation Centre at Chasewater. This location and the nature of these unita units has attracted small business which incorporate an element of retail/tourist trade.	



Map 3.20 Forest of Mercia Innovation Centre

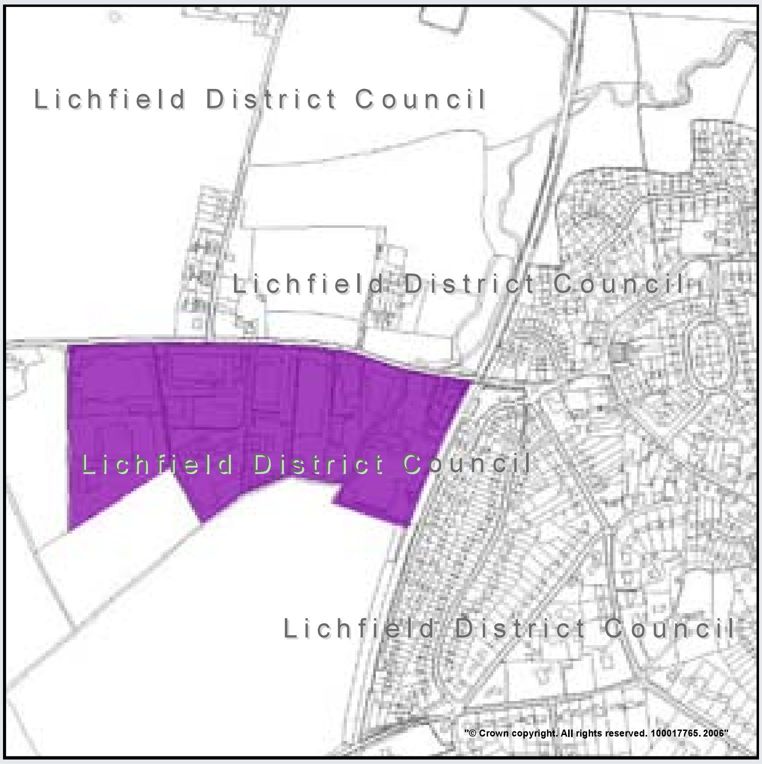
Shenstone

Employment Site	Shenstone Industrial Estate (incorporating South Staffs Freight Terminal, Birchbrook Industrial Estate and Shenstone Business Park) - Lynn Lane - Shenstone
0. Base Information	
0.1 Site area in hectares	11.5
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-

Employment Site	Shenstone Industrial Estate (incorporating South Staffs Freight Terminal, Birchbrook Industrial Estate and Shenstone Business Park) - Lynn Lane - Shenstone
0.4 Potential development plots	No undeveloped land available - any development limited to redevelopment of existing buildings and land
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Varies throughout the site. Shenstone Business Park comprises of modern office and industrial buildings. Other areas contain older buildings of varying states of repair.
1.2 Noise and other obvious pollutants	Intermittent noise from railway
1.3 State of the external areas and public realm	Varies within the site. Shenstone Business Park with its existing mature landscaping and open spaces whereas , external areas within the rest of the site are typical of older industrial estates - reasonable to poor hard surfacing dominates. Overall appearance of external areas is average.
1.4 Parking	Good
1.5 Internal circulation & servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Limited to small local centre within Shenstone village - although within reasonable walking distance pedestrian access is made difficult by lack of footpaths from the Estate.
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Poor. The site access via Lynn Lane requires all vehicle movements to pass through the village and its historic core before then access the A38, A5 and M6T. however once through the village the site is close to several major strategic roads.
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	Overall the site appears to be fully occupied with only a few units being marketed. Previous years Shenstone Business park was being actively marketed - but car park appears full and no units are currently being marketed.
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	Good
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	None - however issues relating to access and conflicts that may arise form HGV movements may deter some users. The site is tightly constrained by the green belt - there is no potential for extension to the site.
6. Site development Constraints- (new development)	

Employment Site	Shenstone Industrial Estate (incorporating South Staffs Freight Terminal, Birchbrook Industrial Estate and Shenstone Business Park) - Lynn Lane - Shenstone
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination -land stability and on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Shenstone, Lichfield and West Midlands conurbation
7.2 Access by public transport	Good. Shenstone is the only rural settlement that has a station on the busy cross city line linking Lichfield City and the West Midlands. Access to buses is limited.
8. Location of Site	**Shenstone**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	None
9.2 Deprivation in local communities	None
9.3 Priority regeneration designation	None
9.4 Potential availability of 'gap' funding	none
9.5 Ability of site to support particular economic development priority?	Potential for redevelopment for offices and other employment uses- moving away from those employment classes that generate frequent trips by HGV and HGV.
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Changing the use to to residential would require a major change in policy to breach the railway line that separate the two uses.
10.2 Other material policy considerations	Current tensions exist between the impact on residential areas within Shenstone and the commercial users on this site - this largely relates to the impact and issues surrounding traffic from the industrial estate.
Summary	
This site represents one of only a few industrial sites located within the south of the district. It is the only site to benefit from access to the Cross City Line via Shenstone Station within the rural area. In terms of local facilities the village centre is a short walk away, however there appears to be little pedestrian movement between the village centre and the Industrial estate. The main issue relating to this site involve problems associated with commercial traffic accessing the industrial estate through the village and the impact that has on the amenity and safety of local residents. -this has in part due to the nature of certain haulage businesses which operate from the site. Another issue has been the pressure for change of use of Shenstone Business Park (former Phillip Harris site) in particular for residential use. Despite access difficulties this site has historically proved popular in particularly in relation to the smaller units. Given its ideal location in relation to nearby strategic roads and motorways it is potentially a very attractive location, however given the absence of suitable practicable access solution, large firms in particularly those reliant on high levels of HGVs must consider this a fairly big obstacle which may result in them locating elsewhere.	

Employment Site	Shenstone Industrial Estate (incorporating South Staffs Freight Terminal, Birchbrook Industrial Estate and Shenstone Business Park) - Lynn Lane - Shenstone
This sustainable site is accessible by public transport and therefore a good site for employment. Addressing the issue of traffic and transportation problems would in the absence of a viable highway solution rely on changing the nature of employment on the site through policy. There is a possibility that in time the needs of modern business reliant on HGV trips my decide that this is not a suitable location and the change on the site will occur naturally. Pressure is likely to continue for alternative uses such as residential on parts of the site.	



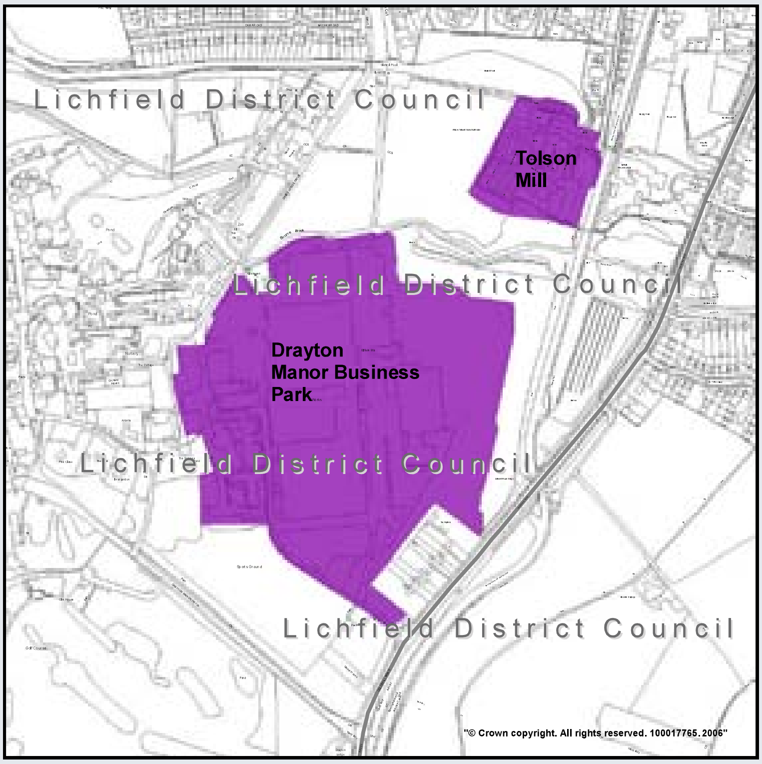
Map 3.21 Shenstone Industrial Estate

Fazeley

Employment Site	Drayton Manor Business Park - Fazeley
0. Base Information	
0.1 Site area in hectares	14
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	various sized units
0.4 Potential development plots	Various - including redevelopment of some existing units granted under planning permission 05/00239/OUTM.
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Various- generally majority of buildings look in reasonable condition

Employment Site	Drayton Manor Business Park - Fazeley
1.2 Noise and other obvious pollutants	Drayton Manor Theme Park
1.3 State of the external areas and public realm	Good. The green open aspect to the entrance into the site gives an open and spacious appearance to the site.
1.4 Parking	Good
1.5 Internal circulation & servicing	Good - entrance gates are manned
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	none - site lies within the green belt
2.2 Perception of the wider environmental quality	High quality
2.3 Local Facilities for workforce	Tamworth, North Warwickshire
3. Strategic Access	
3.1 Ease of access to main road network & proximity to strategic highway network	Good - Close to A5 with access to A38 and M42
3.2 Proximity to rail freight	Poor
4. Market Conditions - Perceptions and demand	
4.1 Strength of local demand in segment	-
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	-
5. Ownership and user constraints on development or redevelopment	
5.1 Identify and number freehold numbers	HSI UK Active Property Fund
5.2 Identify of leasehold or other occupiers, lease length etc	Various
5.3 Ransom strips or other known ownership constraints on development	Green Belt
6. Site development Constraints- (new development)	
6.1 Site access	Good
6.2 Topography, size and shape	Flat - soft edges
6.3 Utilities	Accessible
6.4 On-site environmental (conservation, trees, landscape)	Due to its rural location and soft edges the site has a lot of tree cover. Adjacent to Fazeley Conservation Area
6.5 Contamination -land stability and on-site structures	Potential Contamination
6.6 Amenity of adjacent occupiers	Residential properties along Coleshill Road
7. Accessibility	
7.1 Workforce catchment	Tamworth/North Warwickshire
7.2 Access by public transport	None
8. Location of Site	**South of Fazeley**
9. Social and Regeneration Policy	

Employment Site	Drayton Manor Business Park - Fazeley
9.1 Availability of other jobs locally	Fazeley and Tamworth Industrial Estates
9.2 Deprivation in local communities	some pockets in nearby Fazeley
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	As a major developed site in the green belt the redevelopment of the site is restricted to redevelopment for employment purposes. Change of use to residential would be resisted due to its rural location detached from the main settlement and its poor accessibility by sustainable methods of transport.
10.2 Other material policy considerations	Green Belt. Conservation Area. Major developed Site in the Green Belt
Summary	
This site was identified in the 1998 Local Plan as a Major Developed Site in the Green Belt. Through policy Emp. 4 redevelopment is allowed within the boundary. The site was originally in single ownership and use, however has since changed ownership This Business park was created from 520.000 sq ft of industrial and office accommodation on a large 19 Ha site. Initial tenants Foseco/Foroc have been joined by office occupiers, manufacturers, haulage contractors and distributors in letting totaling 105,000 sq ft, with another 100,000 sq ft under offer. In 2005 a planning application for the re-development of surplus elements of the site was approved. Whilst this application only proposed an additional 2000 sqm, it proposed that some units be demolished and new units erected. There does appear to be parcels of land within the site which remain as green spaces which could come under pressure for further development. This site lies within confirmed green belt and is not accessible by public transport but represents a potentially large employment site within this arae.	



Map 3.22 Drayton Manor Business Park

Employment Site	William Tolson Industrial Estate - Fazeley
0. Base Information	
0.1 Site area in hectares	1.9 ha
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	No sites marketed through the Property Bulletin since 2004
0.4 Potential development plots	none
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Various
1.2 Noise and other obvious pollutants	None apparent
1.3 State of the external areas and public realm	Average
1.4 Parking, Internal circulation & Servicing	Internal circulation is not ideal, no formal road layout and parking whilst appears adequate is also largely informal and adhoc.
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	Site lies abutting green belt , Birmingham and Fazeley Canal and conservation area
2.2 Perception of the wider environmental quality	Good, open parkland, wooded areas and canal .
2.3 Local Facilities for workforce	Poor – some distance by foot to local shops
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Access to site from former A5 is poor via Mill Lane. Access from Fazeley to strategic highway network is good once out of Fazeley with A5, A38 and M6Toll and M42 close by.
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	Demand in newer units has been good, less so for some of the older units. No sites have been advertised through the Property Bulletin since 2004
4.3 Likely market demand and viability of development	Good- viability of site could be improved if vehicular access to the site was improved.
5. Ownership and user constraints on development/redevelopment	
5.1 Identity and number freehold	-
5.2 Identity of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	

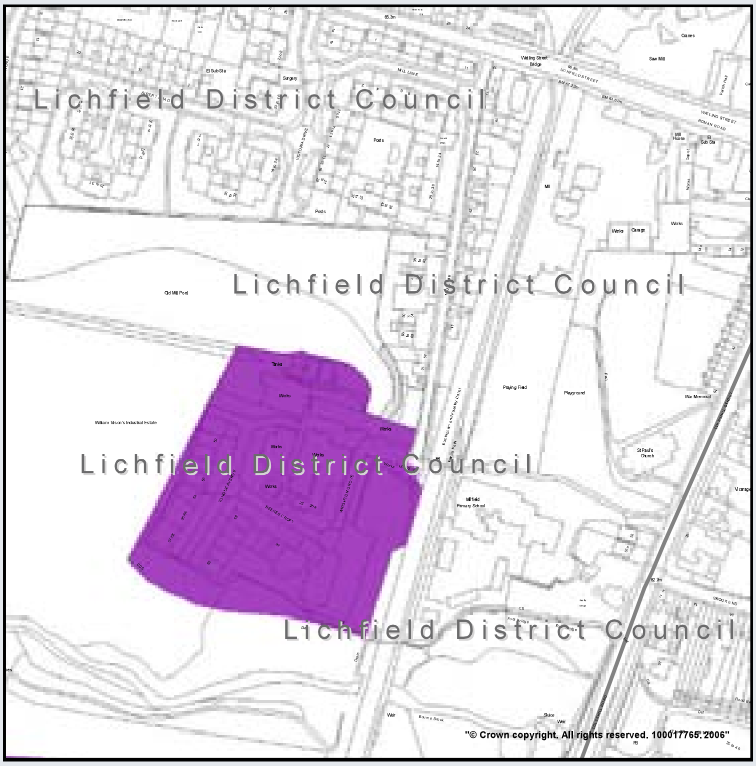
Employment Site	William Tolson Industrial Estate - Fazeley
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Fazeley and Tamworth
7.2 Access by public transport	Poor to site – access to Fazeley is good from Tamworth and is located on a frequent bus route.
8. Location of Site	**Fazeley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Other small industrial estates within Fazeley and larger estates within Tamworth. Drayton Manor Business Park located a few hundred meters to the south of this estate
9.2 Deprivation in local communities	Pockets of high unemployment nearby.
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Residential is the most likely use given its location in relation to the existing settlement.
10.2 Other material policy considerations	Conservation area, green belt, access
Summary	

This small site is somewhat hidden on the south side of Fazeley and is accessed of Lichfield Street via Mill Lane. As the access to this estate, Mill Lane is less than ideal and this could potentially limit interest in this site from potential businesses looking to locate in this area.

Visual appearance within the site is average with a mixture of both historic and new buildings. At present the site continues to support typically light industrial businesses. The site lies very close to the recently created Drayton Manor Business Park and as this site develops further small units it may impact on the viability of this site, offering more modern buildings with better access.

Fazeley in general is well located in relation to workforce particularly Tamworth which it is linked via a regular bus service.

Employment Site	William Tolson Industrial Estate - Fazeley

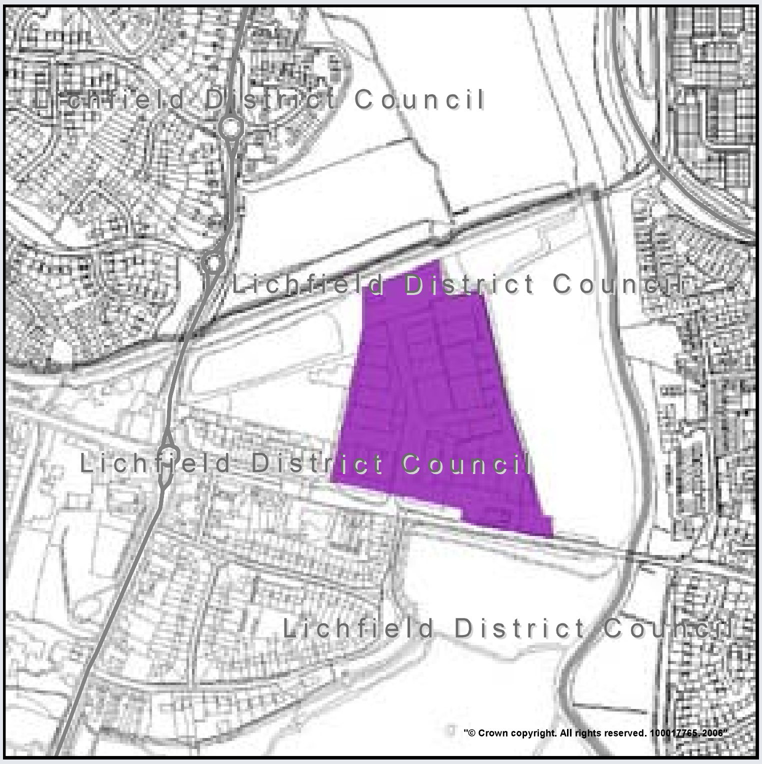


Map 3.23 Tolson Mill

Employment Site	Riverside Industrial Estate - Fazeley
0. Base Information	
0.1 Site area in hectares	5
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	One unit being marketed at 2007
0.4 Potential development plots	Limited to redevelopment of open areas currently used for storage
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Varies, mainly modern buildings some appear dated. Overall quality of buildings seem good.
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	Cluttered – various skip type structures, informal parking and hard surfaced areas of different quality etc
1.4 Parking, Internal circulation & Servicing	Appears to be sufficient car parking albeit largely informal. Internal circulation is good with wide roads. Servicing good.
2. Quality of the wider environment	

Employment Site	Riverside Industrial Estate - Fazeley
2.1 Adjacent land uses constraining operations	No land uses that would constrain activities on the site. Green belt, canal and park area.
2.2 Perception of the wider environmental quality	Good. Open and general green appearance of immediate local environment.
2.3 Local Facilities for workforce	Good – short walking distance to local shops. Petrol Station on edge of site.
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good access via former A5 to new A5 dual Carriageway, A38 and M42 nearby.
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	Good. Well placed in terms of accessibility to strategic highway network and to draw from local labour market.
5. Ownership and user constraints on development/redevelopment	
5.1 Identity and number freehold	Unknown
5.2 Identity of leasehold or other occupiers, lease length etc	Unknown
5.3 Ransom strips or other known ownership constraints on development	None known
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Fazeley and Tamworth
7.2 Access by public transport	Good – but limited to routes between Fazeley with Tamworth
8. Location of Site	**Fazeley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Other small industrial estates within Fazeley and larger estates within Tamworth. Drayton Manor Business Park located a few hundred meters to the south of this estate
9.2 Deprivation in local communities	Some pockets of high unemployment nearby

Employment Site	Riverside Industrial Estate - Fazeley
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	None
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Mixed use residential/commercial
10.2 Other material policy considerations	-
Summary	
This site is located on the eastern edge of Fazeley just south of the administrative border with Tamworth. On plan the site is separated from the main settlement by open green belt and parkland. The site itself is informally laid out in terms of internal circulation, however movement within the site does appear to be detrimentally effected. The site has a wide road frontage onto Lichfield Street, this has potentially contributed to the number of retail based units open to the public. In all the site appears to be almost fully occupied.	



Map 3.24 Riverside Industrial Estate

Employment Sites	Bonehill Mews
0. Base Information	
0.1 Site area in hectares	0.56
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-

Employment Sites	Bonehill Mews
0.4 Potential development plots	-
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Varies - listed buildings and new modern offices
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	Good
1.4 Parking, Internal circulation & Servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None - Green Belt designation
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Good - local facilities nearby
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good via former A5 to new dual carriageway (A5) - access to strategic highway and motorway network
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	New units built
4.3 Likely market demand and viability of development	Appears good - new units occupied
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	-
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Fazeley / Tamworth
7.2 Access by public transport	Good - bus access to Tamworth

Employment Sites	Bonehill Mews
8. Location of Site	**Near Tamworth**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Drayton Manor Business Park, Fazeley Industrial Estte and Tamworth
9.2 Deprivation in local communities	Pockets of high unemployment
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Residential
10.2 Other material policy considerations	Listed Buildings, Green Belt designation
Summary	
This site has recently been redeveloped in part and is now occupied by small modern office type buildings. At the entrance to the site are two listed buildings which are as yet (2007) unconverted. Fazeley has good bus links to Tamworth and good highway links to the strategic road network. This small site is constrained in terms of further development potential by Green Belt.	

Map 3.25 Bonehill Mews

Armitage with Handsacre

Employment Site	Armitage Shanks – Armitage with Handsacre
0. Base Information	
0.1 Site area in hectares	10.2
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	Site is wholly used by single occupier – Ideal Standard (formerly Armitage Shanks)
0.4 Potential development plots	Potential within the site for additional built development
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Varies – new investment in recent years
1.2 Noise and other obvious pollutants	No odour – noise apparent within certain parts of the site (breaking pottery and lorry loading)
1.3 State of the external areas and public realm	No public access within are used for employment
1.4 Parking, Internal circulation & Servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	Residential properties located around the southern part of the main site
2.2 Perception of the wider environmental quality	Good
2.3 Local Facilities for workforce	Good - Limited to local shops
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Average. Access from the A513 via the A51. Some distance from strategic highway network
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Single site occupant
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	-
5. Ownership and user constraints on development/redevelopment	
5.1 Identity and number freehold	One – Ideal Standard
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	None known – potential difficulties in terms of additional access to the site in terms of visibility
6. Site development Constraints – New development)	
6.1 Site access	-

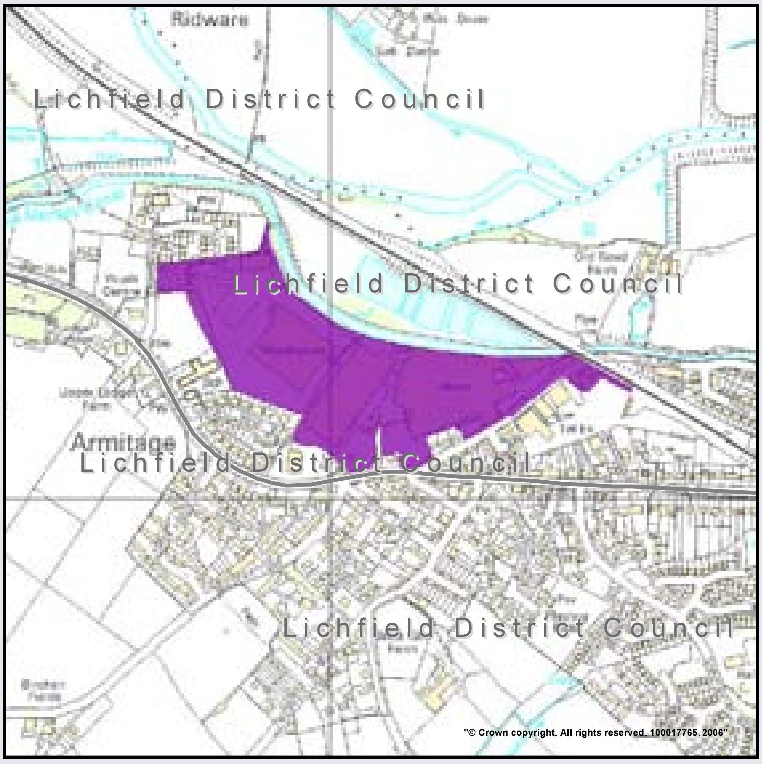
Employment Site	Armitage Shanks – Armitage with Handsacre
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Armitage with Handsacre, Rugeley, Cannock, Lichfield
7.2 Access by public transport	Site is located on a frequent bus route between Lichfield and Stafford.
8. Location of Site	**Armitage**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	No major employers elsewhere within settlement, however, The Towers Business Park is located nearby on the edge of Rugeley
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Potential uses include other employment, residential and or mixed uses. Ideal Standard is a major, historic and valuable employer within the district.
10.2 Other material policy considerations	Canal conservation area located to the rear of the site along the Trent and Mersey Canal.
Summary	

Armitage Shanks (now owned by Ideal Standard) has a long history with this settlement and whilst its owners have changed over the years and practices substantially modernised, it still represents one of the districts major employers and the most significant employer within this local area. This site is unique in that it is not typical of an industrial estate in that it has a single user on site but is considered an important employment site. As stated earlier the processes on the site have changed over the years, this has resulted in a number of buildings and certain parts of the site becoming surplus to requirements. Recently a small housing development has been completed and additional land has been identified through the urban housing capacity study as having potential for residential development south of Old Road.

The nature of this site as one of the national distribution centres for Ideal Standard within the UK means that there are frequent HGV movements to and from the site. Access to the strategic highway network is not ideal as other more recent distribution type businesses in that most HGV vehicle movements must exit the site towards the A51 due to the nature of local roads.

The overall visual impact of this site on the surrounding area is minimal due to existing buildings and topography.

Employment Site	Armitage Shanks – Armitage with Handsacre



Map 3.26 Armitage Shanks

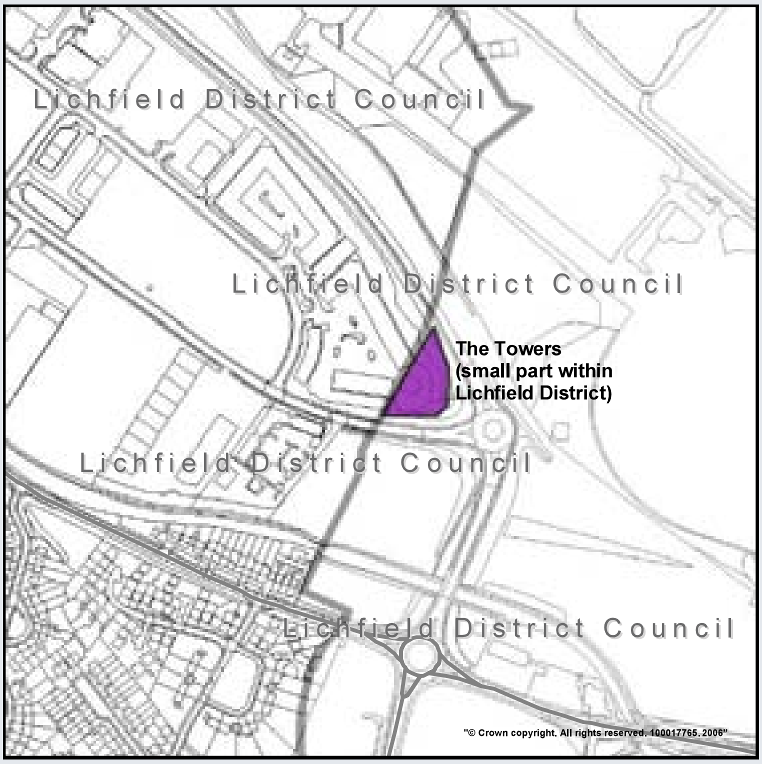
Rugeley

Employment Site	Land at Towers Business Park- Rugeley
0. Base Information	
0.1 Site area in hectares	0.26
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	Office units for let
0.4 Potential development plots	None within Lichfield
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	New offices
1.2 Noise and other obvious pollutants	Adjacent to Power Station – limited noise
1.3 State of the external areas and public realm	Mixed –adjacent premises within the site are new and environment is of high quality, public art outside this office block and well maintained landscaping- area at night is identified by feature lighting
1.4 Parking, Internal circulation & Servicing	Good – modern road layout
2. Quality of the wider environment	

Employment Site	Land at Towers Business Park- Rugeley
2.1 Adjacent land uses constraining operations	Whilst adjacent uses do not constrain operations within this site the overall visual outlook is poorer
2.2 Perception of the wider environmental quality	Varies. Localised environmental perceptions are likely to be influenced by the power station and towers which dominate the landscape immediately adjacent to the site along with a large open area of land allocated for employment development . However this contrasts with the backdrop of Cannock Chase and the remainder of the recently completed part of Towers Business Park.
2.3 Local Facilities for workforce	None within walking distance
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Access to the main road is good being located off a purpose built road which since 2007 now links through to the Rugeley Bypass. Access to the strategic highway is poor. Rugeley as a location is not well placed to easily access the nearest dual carriageways or motorways
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Limited. Only the multi storey office development is located within the administrative boundary of Lichfield and since its completion it remained empty for a number of years. However in the last year some of the office units within this block are now occupied. A number of office units still remain vacant to let.
4.2 Recent market activity on site	Whilst the majority of office units still remain vacant to let - some units are now occupied.
4.3 Likely market demand and viability of development	Difficult to assess, after a slow start a number of adjacent units (within Cannock Chase) are now occupied and speculative units are still being constructed. Similarly a large parcel of land allocated for employment use remains undeveloped. This site is not ideally placed in relation to access to the strategic highway and in addition may have access to a limited skilled workforce which may deter businesses from locating within this general area. There is currently no public transport accessibility to this site or locally accessible facilities.
5. Ownership and user constraints on development/redevelopment	
5.1 Identity and number freehold	Not known
5.2 Identity of leasehold or other occupiers, lease length etc	Not known
5.3 Ransom strips or other known ownership constraints on development	None
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-

Employment Site	Land at Towers Business Park- Rugeley
7. Accessibility	
7.1 Workforce catchment	Rugeley, Lichfield, Cannock and Stafford
7.2 Access by public transport	None
8. Location of Site	**Rugeley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Limited industrial provision locally, a number of areas appear to show signs of decline.
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	No
10.2 Other material policy considerations	None
Summary	
Only a small parcel of this Towers Business Park lies within Lichfield District on which is built an office block. This building remained empty for a long time before more recently a couple of units have been let and are now occupied. The majority of the building remains available to let. Due to the size of this site within Lichfield and the presence of a new office block, this site will remain in this use for some considerable time. The key issues relating to this and adjacent site need to be considered - in that it appears to be a difficult site to let for a number of reasons, access to labour, access to local facilities, poor public transport and poor location in relation to strategic highway network given the needs of modern industry. After a slow start this employment site is now becoming more fully occupied but still appears to struggle.	

Employment Site	Land at Towers Business Park- Rugeley



Map 3.27 Towers Business Park

Employment Site	Land adjacent to Rugeley Power Station
0. Base Information	
0.1 Site area in hectares	3.8
0.2 Floorspace in use	None
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	None
0.4 Potential development plots	Yes – part of the planning permission by Persimmon Homes to build residential units on land north of Rugeley Road
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	n/a
1.2 Noise and other obvious pollutants	Power Station – limited noise. Potential particulate pollution (ash…)form Ash Pits and lagoons.
1.3 State of the external areas and public realm	Poor- within shadow of cooling towers and opposite vacant employment land
1.4 Parking, Internal circulation & Servicing	n/a
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None – although quality of location may deter certain businesses

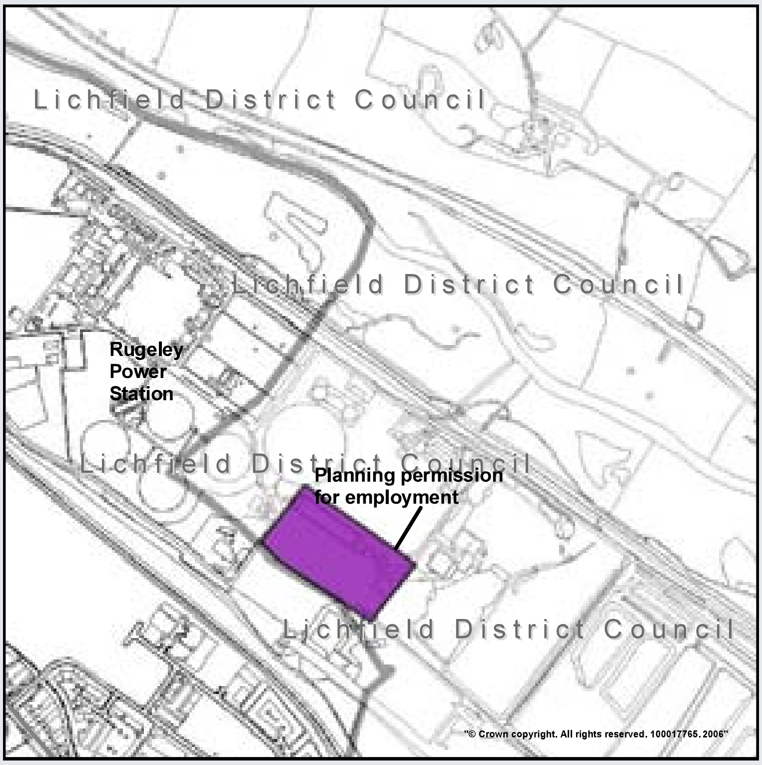
Employment Site	Land adjacent to Rugeley Power Station
2.2 Perception of the wider environmental quality	Poor
2.3 Local Facilities for workforce	Poor – none within walking distance
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Access to the main road is good being located off a purpose built road which since 2007 now links through to the Rugeley Bypass. Access to the strategic highway is poor. Rugeley as a location is not well placed to easily access the nearest dual carriageways or motorways
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Not known – but adjacent developments have struggled
4.2 Recent market activity on site	n/a
4.3 Likely market demand and viability of development	Not known – but this is a small site and its location and adjacent land uses and immediate visual environment could result in this site being difficult to let in the short term.
5. Ownership and user constraints on development/redevelopment	
5.1 Identity and number freehold	n/a
5.2 Identity of leasehold or other occupiers, lease length etc	n/a
5.3 Ransom strips or other known ownership constraints on development	n/a
6. Site development Constraints – New development)	
6.1 Site access	Good – direct off new Rugeley Bypass (completed in 2007)
6.2 Topography, size and shape	This sit is small and flat
6.3 Utilities	No issues likely to arise in the provision of utility services
6.4 On-site environmental (conservation, trees, landscape)	None
6.5 Contamination/land stability/on-site structures	Potential contamination
6.6 Amenity of adjacent occupiers	n/a
7. Accessibility	
7.1 Workforce catchment	Rugeley, Lichfield, Cannock and Stafford
7.2 Access by public transport	None
8. Location of Site	**Rugeley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Limited industrial provision locally, a number of areas appear to show signs of decline.
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	No

Employment Site	Land adjacent to Rugeley Power Station
9.4 Potential availability of 'gap' funding to develop	None
9.5 Ability of site to support particular economic development priority?	None
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Difficult site to develop for alternative uses given the immediate adjacent uses. Potential for limited residential as part of the permission for residential to the east of this site.
10.2 Other material policy considerations	-
Summary	

This site of around 6 ha is split in 2 by the administrative boundaries of Lichfield and Cannock. Only around 3 ha lies within Lichfield District. This open hard surfaced site is currently disused. Its location at the foot of one of the power station cooling towers and surrounding visually poor quality land, struggling Tower Business Park opposite and generally poor location in relation to public transport and strategic highway network all currently place this site at a disadvantage. However, the planning permission to reuse land to the south for residential development could have a positive impact on this site. The type of employment envisaged for this site is still not clear. As part of the residential permission this parcel of land has permission for B Class uses including offices.

The state of the site in terms of any contamination is also unclear.

Timescale for the redevelopment of this site is not clear and its future may need to be reviewed in due course as the futre of the power station unfold and as the residential development takes place.

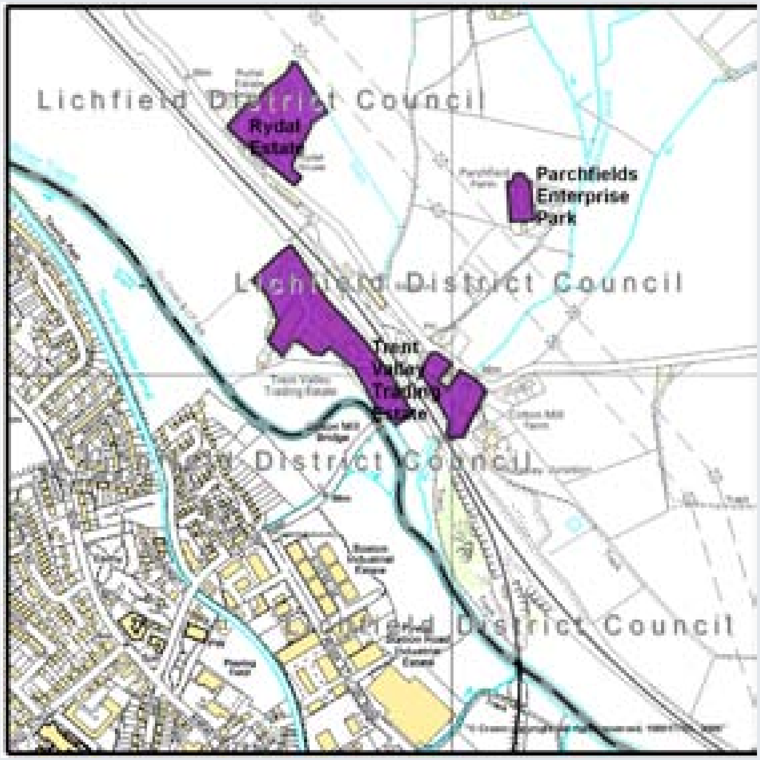


Map 3.28 Rugeley Power Station

Employment Site	Parchfields Enterprise Park - Near Rugeley
0. Base Information	
0.1 Site area in hectares	0.34
0.2 Floorspace in use	Fully occupied
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	-
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Various
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	n/a
1.4 Parking, Internal circulation & Servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Rural
2.3 Local Facilities for workforce	None
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Access via Blithbury Road to new Rugeley Bypass. Rugeley is not ideally placed in terms of access to the motorway network
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	-
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	5 companies present on site
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-

Employment Site	Parchfields Enterprise Park - Near Rugeley
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Rugeley
7.2 Access by public transport	Poor - accessible via Rugeley Trent Valley Station
8. Location of Site	**Near Rugeley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Rugeley
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Agricultural
10.2 Other material policy considerations	Rural site
Summary	
This rural site has been developed with 5 companies operating out of 3/4 buildings. The site is not well located in relation to accessibility to the main strategic highway and motorway network however, the site is small and appears to have been fully occupied over recent years. As with other sites nearby no facilities exists for workers and public transport is very limited.	

Employment Site	Parchfields Enterprise Park - Near Rugeley

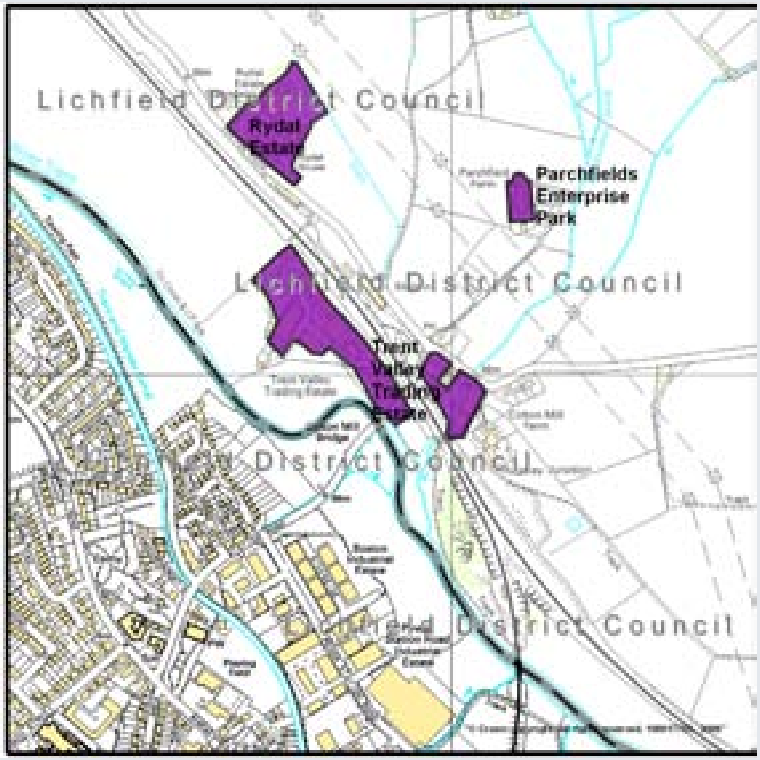


Map 3.29 Parchfields

Employment Site	Rydal Estate
0. Base Information	
0.1 Site area in hectares	2
0.2 Floorspace in use	All
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	-
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	-
1.2 Noise and other obvious pollutants	Railway noise - limited
1.3 State of the external areas and public realm	Good
1.4 Parking, Internal circulation & Servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	-
2.2 Perception of the wider environmental quality	Good - rural
2.3 Local Facilities for workforce	Poor

Employment Site	Rydal Estate
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Via Blithbury Road to Rugeley Bypass. This site is not ideally located in relation to accessing strategic highway and motorway network.
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	-
4.2 Recent market activity on site	9 units with 6 business operations
4.3 Likely market demand and viability of development	At 2006, 2 small units were vacant
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	6 businesses operating from site
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Rugeley
7.2 Access by public transport	Poor - access to Rugeley Trent Valley Station - limited services. Bus access - very limited service
8. Location of Site	**Rugeley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Rugeley
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	No

Employment Site	Rydal Estate
10.2 Other material policy considerations	Rural location, not accessible by frequent public transport service
Summary	
This site located along Blithbury Road is one of 3 parcels of land in employment use. The site has been developed over the last 10 years and appears to be well maintained with fairly modern industrial estate, despite its rural location and problems in terms of access via public transport or access to strategic motorway network.	

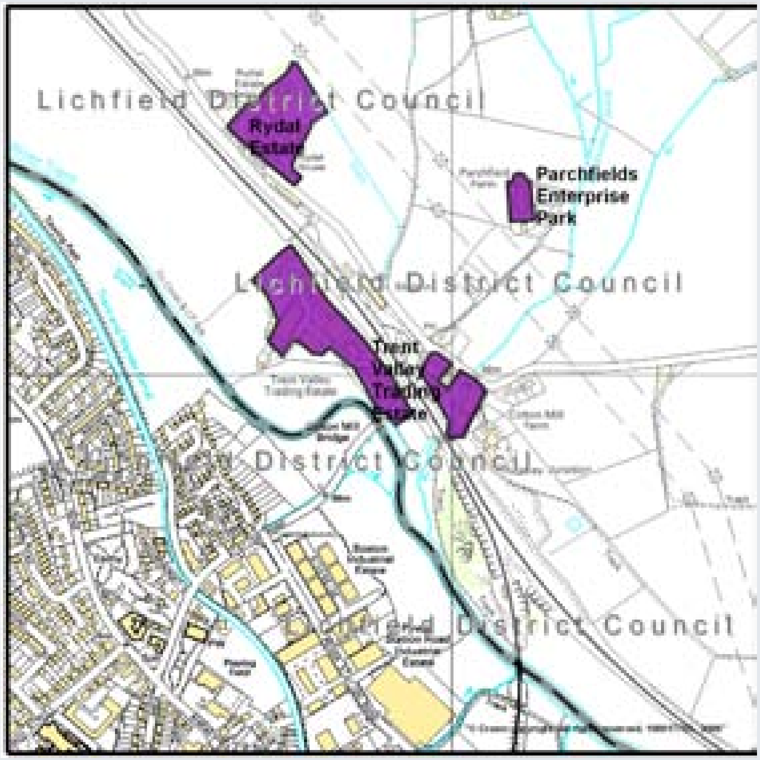


Map 3.30 Rydal

Employment Site	Trent Valley Trading Estate - Rugeley
0. Base Information	
0.1 Site area in hectares	2.8
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	-
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Various - mainly refurbished and older units
1.2 Noise and other obvious pollutants	Railway noise
1.3 State of the external areas and public realm	Varies
1.4 Parking, Internal circulation & Servicing	Adequate parking - internal road layout is informal

Employment Site	Trent Valley Trading Estate - Rugeley
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	-
2.2 Perception of the wider environmental quality	Good - impact of railway
2.3 Local Facilities for workforce	None
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Via Blithbury Road to Rugeley Bypass is not ideally placed to gain quick/easy access to motorway network
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Appears good - most units occupied
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	-
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	2006 - 24 units on site and all occupied
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Rugeley
7.2 Access by public transport	Poor - access to Rugeley Trent Valley Station - limited services and no frequent bus service
8. Location of Site	**Rugeley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Rugeley, Towers Business Park
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-

Employment Site	Trent Valley Trading Estate - Rugeley
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	None
10.2 Other material policy considerations	Flood plain to River Trent
Summary	
Trent Valley Trading Estate runs parallel to the existing railway and is located to the east of Rugeley off the recently completed Rugeley Bypass. The site has 19 units located within a number of buildings. The majority of the buildings are large and have been in use for many years however, like other small sites nearby it appears to be fully occupied. Access to the site from the main strategic highway network is not ideal, however access has improved following the completion of the Rugeley Bypass. Similarly to other nearby sites, this area whilst accessible by train from Rugeley Trent Valley Station, services are limited in frequency and destination and buses run infrequently.	



Map 3.31 Trent Valley Trading Estate

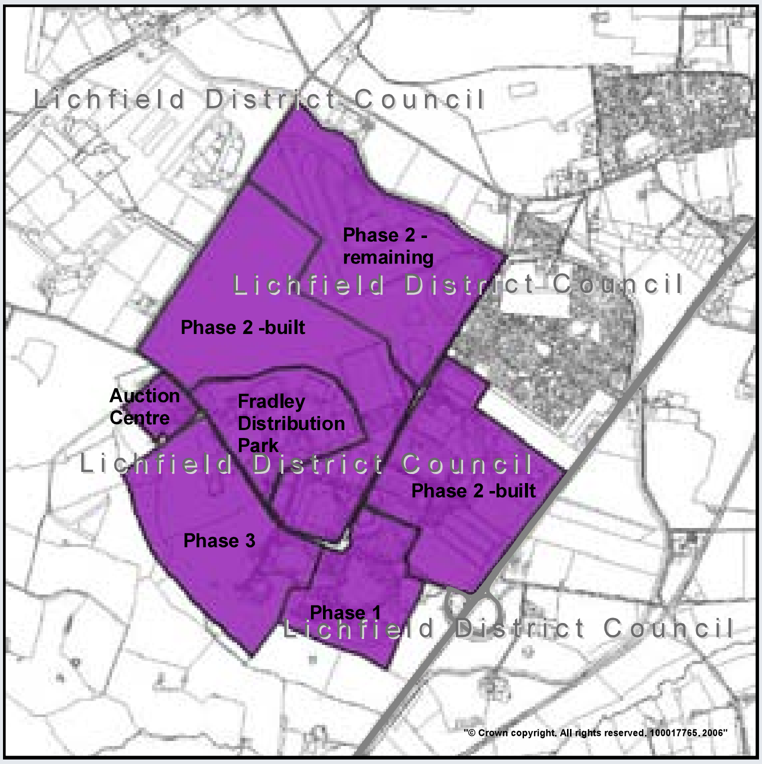
Fradley

Employment Site	Fradley Phase 1
0. Base Information	
0.1 Site area in hectares	19.7
0.2 Floorspace in use	-

Employment Site	Fradley Phase 1
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	Existing units available to let and marketed through property bulletin
0.4 Potential development plots	Parcels of land available for new office development
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	The majority of the buildings constructed on this site were built during the 1990's. The quality of these buildings is very good
1.2 Noise and other obvious pollutants	Intermittent noise from A38 – no odour r other visible pollutants.
1.3 State of the external areas and public realm	Good – Landscaping is well established and spaces between buildings/plots are well maintained
1.4 Parking, Internal circulation & Servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good – changing in terms of new development on the north side of Woodend Lane
2.3 Local Facilities for workforce	Poor – within walking distance of café at Fradley Business Centre
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good – almost direct access to the A38 and motorways that connect this and A5
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Variable – for the most part the site appears occupied albeit for a few units, however certain parcels of land have remained available for development for many years,
4.2 Recent market activity on site	Little activity through the Property Market Bulletin
4.3 Likely market demand and viability of development	Good – although some areas remain undeveloped for many years
5. Ownership and user constraints on development/redevelopment	
5.1 Identity and number freehold	Unknown
5.2 Identity of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	None known
6. Site development Constraints – New development)	
6.1 Site access	Good
6.2 Topography, size and shape	Generally flat
6.3 Utilities	All present
6.4 On-site environmental (conservation, trees, landscape)	None known

Employment Site	Fradley Phase 1
6.5 Contamination/land stability/on-site structures	Stable – extent of contamination unknown on areas left to develop, anticipated that no significant contaminants are present due to recent new development elsewhere on the site.
6.6 Amenity of adjacent occupiers	Within existing industrial and commercial development
7. Accessibility	
7.1 Workforce catchment	Lichfield – outside of the district
7.2 Access by public transport	Limited – bus route is present but limitations in respect of usability in relation to shift patterns and of point of origin.
8. Location of Site	**Fradley – to the north of Lichfield City**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Adjacent development within Fradley area
9.2 Deprivation in local communities	None
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	None- areas which remain available for development are located within Phase 1 and are surrounded by established employment.
10.2 Other material policy considerations	None
Summary	
This site was one of the first to be developed at Fradley , located to the south of Woodend Lane the majority of the site is accessed off Wellington Crescent and includes general light industry, small distribution and large office complexes. The site appears to be of good quality with well established landscaping, this together with wide spaces between buildings has resulted in an attractive employment site. Very little activity in terms of new buildings has occurred on this site in recent years despite the availability of development plots. The undeveloped areas within this site remain available for development and currently have the benefit of permission for B1, B2 and B8 uses.	

Employment Site	Fradley Phase 1



Map 3.32 Fradley Park

Employment Site	Fradley Phase 2
0. Base Information	
0.1 Site area in hectares	140 (includes framework open space)
0.2 Floorspace in use	Unknown
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	Units have been marketed over the years – majority of the units are occupied.
0.4 Potential development plots	Area marketed as phase 4 (est. 46.5ha)
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Recent built over the last 10 years
1.2 Noise and other obvious pollutants	A38 traffic noise.
1.3 State of the external areas and public realm	Good – landscaping varies in quality largely due to length of time it has had to establish.
1.4 Parking, Internal circulation & Servicing	Good
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Good

Employment Site	Fradley Phase 2
2.3 Local Facilities for workforce	Poor
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Excellent
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	High
4.2 Recent market activity on site	Tesco unit of almost 1 million sqm has recently been completed.
4.3 Likely market demand and viability of development	High – possibly limited by lack of availability of freehold land
5. Ownership and user constraints on development/redevelopment	
5.1 Identity and number freehold	Evans of Leeds
5.2 Identity of leasehold or other occupiers, lease length etc	Various
5.3 Ransom strips or other known ownership constraints on development	None
6. Site development Constraints – New development)	
6.1 Site access	Good
6.2 Topography, size and shape	Flat
6.3 Utilities	Available
6.4 On-site environmental (conservation, trees, landscape)	None known
6.5 Contamination/land stability/on-site structures	Stable site with no inhibiting structures – contamination potential unknown
6.6 Amenity of adjacent occupiers	Good
7. Accessibility	
7.1 Workforce catchment	Lichfield, Burton and further a field
7.2 Access by public transport	Limited – hour service between Lichfield and Burton on Trent
8. Location of Site	**North of Lichfield - Fradley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Lichfield and Burton
9.2 Deprivation in local communities	none
9.3 Priority regeneration designation	No
9.4 Potential availability of 'gap' funding to develop	No
9.5 Ability of site to support particular economic development priority?	No
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Residential, mixed use, leisure

Employment Site	Fradley Phase 2
10.2 Other material policy considerations	no
Summary	

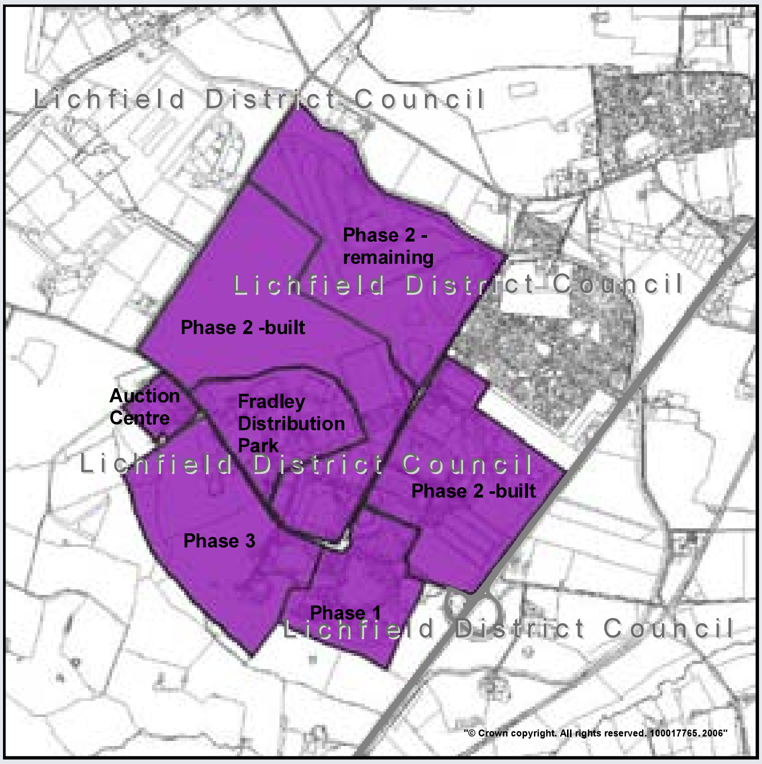
Phase 2 Fradley Park comprises of the majority of the former Airfield between Common Lane and Gorse Lane. A large majority of this site is now complete. The original permission was granted in 1996 for 4 million sq ft. At 2006 just under 70 ha remain available for development (known as Phase 4). The site located on the A38 has excellent links to the strategic highway and motorway network. Within the site there is a mix of unit types and sizes including the largest warehouse and distribution units within the district – Tescos. Whilst there remains 70 ha to develop within this Phase there is concern that should land be taken by the larger type of units seen in recent years then the land available could be reduced substantially and within a few years.

This site together with the remaining land available on adjacent phases results in the single largest location with available land for employment development within the district.

In terms of accessibility by public transport the site is served by an hourly service which runs between Lichfield and Burton on Trent, this type of service is not ideal for typical work patterns and serves only those embarking on this, a fairly limited route. Issues which have also arisen over the years as development has been completed and occupied has been the effect and impact on the existing and future capacity of the A38.

Other issues include the lack of local facilities for both residents and workers within the Fradley area but the outline permission for the development makes provision for a local centre to be built which has not yet been implemented..

Overall the site has been very successful attracting many large and international companies to the district.



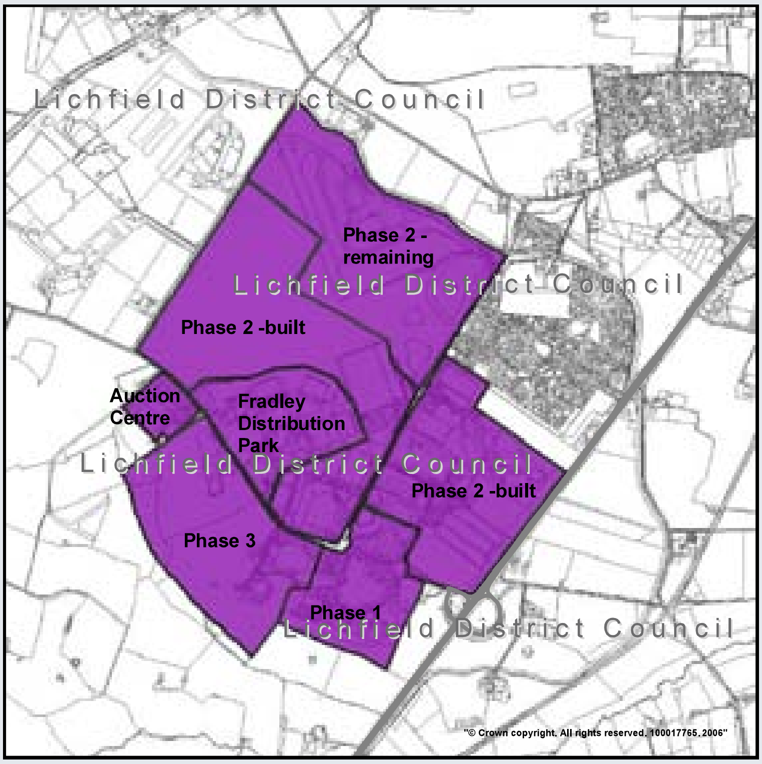
Map 3.33 Fradley Park

Employment Site	Fradley Phase 3
0. Base Information	

Employment Site	Fradley Phase 3
0.1 Site area in hectares	35
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	No permission as yet – site allocated
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	-
1.2 Noise and other obvious pollutants	-
1.3 State of the external areas and public realm	-
1.4 Parking, Internal circulation & Servicing	-
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	-
2.2 Perception of the wider environmental quality	-
2.3 Local Facilities for workforce	-
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Excellent
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	-
4.2 Recent market activity on site	-
4.3 Likely market demand and viability of development	It is anticipated that this site would be popular given the success of Phase 2
5. Ownership and user constraints on development/redevelopment	
5.1 Identity and number freehold	-
5.2 Identity of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	Good
6.2 Topography, size and shape	Flat – gentle slope
6.3 Utilities	Present
6.4 On-site environmental (conservation, trees, landscape)	Limited – no significant/obvious environmental constraints
6.5 Contamination/land stability/on-site structures	unknown
6.6 Amenity of adjacent occupiers	-

Employment Site	Fradley Phase 3
7. Accessibility	
7.1 Workforce catchment	Lichfield, Burton on Trent and further a field
7.2 Access by public transport	Limited – hour service between Lichfield and Burton on Trent
8. Location of Site	**Fradley – north of Lichfield City**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Lichfield and Burton
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	Agricultural
10.2 Other material policy considerations	-
Summary	
This site located to the south-side of Woodend Lane has been identified within the Local Plan (1998) as within the boundary of the site identified for employment. No permission on this site has been approved to date. It is envisaged that the site would be similarly popular as other nearby phases in this location.	

Employment Site	Fradley Phase 3

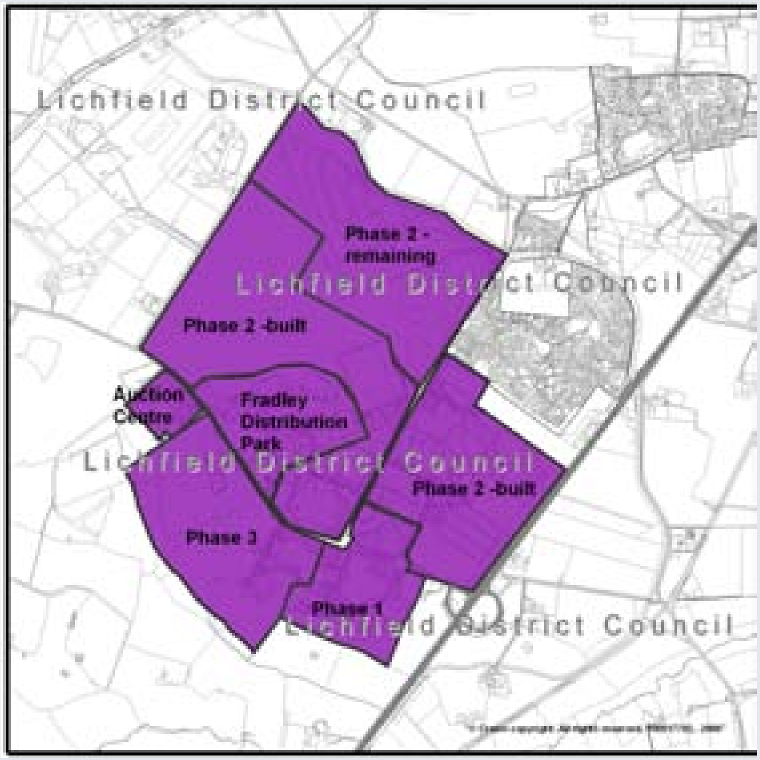


Map 3.34 Fradley Park

Employment SIte	Fradley Distribution Park
0. Base Information	
0.1 Site area in hectares	19.4
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	-
0.4 Potential development plots	-
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Varies - older units, new units and refurbished units
1.2 Noise and other obvious pollutants	Limited - traffic noise A38
1.3 State of the external areas and public realm	
1.4 Parking, Internal circulation & Servicing	Variable - improved in recent years
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	-
2.2 Perception of the wider environmental quality	Good - industrial
2.3 Local Facilities for workforce	Poor

Employment SIte	Fradley Distribution Park
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good - direct access to A38 and strategic highway and motorway network
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Good
4.2 Recent market activity on site	Various applications over recent years including demolition and rebuild of older units
4.3 Likely market demand and viability of development	Good
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	2006 - 9 units on site
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Lichfield, Burntwood, Burton on Trent - and wider catchment
7.2 Access by public transport	Limited - access by bus via Lichfield to Burton service is hourly and may not serve to provide public transport for employees at Fradley
8. Location of Site	**Fradley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	Fradley Park
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	None

Employment SIte	Fradley Distribution Park
10.2 Other material policy considerations	
Summary	
This site is surrounded by proposed and existing employment on the site of the former airfield. This site formerly known as, and operated by, Lucas, has been progressively improved over recent years, with demolition and rebuild of some of the older units which existed on the site. The site is well located in relation to accessibility to the strategic highway and motorway network. As with other sites in this location, facilities for the workforce are poor and access by public transport is not ideal with an hourly service between Lichfield and Burton.	



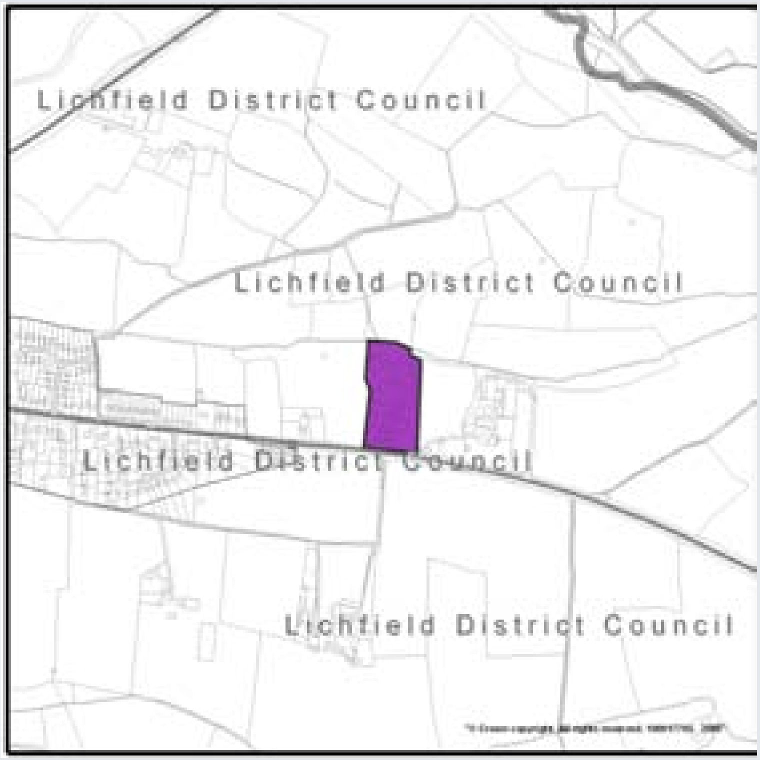
Map 3.35 Fradley Distribution Park

Rural Areas

Employment Site	Archers
0. Base Information	
0.1 Site area in hectares	1.8
0.2 Floorspace in use	-
0.3 Floorspace for sale and vacant via Lichfield District Commercial Bulletin	None marketed
0.4 Potential development plots	None
1. Quality of existing portfolio and internal environment	
1.1 Age and Quality of Buildings	Varies - typically old large units that have been subdivided

Employment Site	Archers
1.2 Noise and other obvious pollutants	None
1.3 State of the external areas and public realm	Varies - generally good
1.4 Parking, Internal circulation & Servicing	Good - although not up to modern standards
2. Quality of the wider environment	
2.1 Adjacent land uses constraining operations	None
2.2 Perception of the wider environmental quality	Rural
2.3 Local Facilities for workforce	None
3. Strategic Access	
3.1 Ease of access to main road network and proximity to strategic highway network	Good - access via A513 to A38
3.2 Proximity to rail freight	Poor
4. Market conditions/Perceptions and demand	
4.1 Strength of local demand in segment	Varies
4.2 Recent market activity on site	At 2006, 6 of the 18 units were vacant
4.3 Likely market demand and viability of development	Variable
5. Ownership and user constraints on development/redevelopment	
5.1 Identify and number freehold numbers	18 units within site
5.2 Identify of leasehold or other occupiers, lease length etc	-
5.3 Ransom strips or other known ownership constraints on development	-
6. Site development Constraints – New development)	
6.1 Site access	-
6.2 Topography, size and shape	-
6.3 Utilities	-
6.4 On-site environmental (conservation, trees, landscape)	-
6.5 Contamination/land stability/on-site structures	-
6.6 Amenity of adjacent occupiers	-
7. Accessibility	
7.1 Workforce catchment	Wide - given rural location
7.2 Access by public transport	Poor - limited bus service
8. Location of Site	**Kings Bromley**
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	None - Fradley Park nearby

Employment Site	Archers
9.2 Deprivation in local communities	-
9.3 Priority regeneration designation	-
9.4 Potential availability of 'gap' funding to develop	-
9.5 Ability of site to support particular economic development priority?	-
10. Other policy conditions	
10.1 Alternative uses if no longer protected for employment	None - agricultural
10.2 Other material policy considerations	-
Summary	
This site is located within the countryside outside the settlement of Kings Bromley. Formerly an agricultural operation this site comprises of a number of large buildings which have been subdivided into 18 units. Occupancy rates would appear to fluctuate. As a rural, older estate, this site is difficult to market.	



Map 3.36 Archers

Appendix 4 Results from Stakeholders - Views on Existing Stock, Provision & Future Trends

Summary of Questionnaires sent to Employers

Site	Location	Responses	Protected Site in Local Plan	No. of Premises listed 2006 (SCC)	No. of Units Vacant /To Let (SCC)
TrentValley Trading Estate	Rugeley	0		23	0
ParchfieldsEnterprisePark	Rugeley	0		5	0
Rydal Estate	Rugeley	1		10	2
Burntwood Business Park Zones 1, 2, 3, 4	Burntwood	14	yes	45 43 41 38	17 5 3 12
Mount Road Industrial Estate (inc New Rd)	Burntwood	2	Yes	40	4
Queen Street Industrial Estate	Burntwood	1		9	0
Forest of Mercia Innovation Centre	Burntwood	1		10	1
Shenstone Industrial Estate (inc South Staffs Freight Terminal, Birchbrook)	Shenstone	3	Yes	67	5
The Shires Industrial Estate	Lichfield	2	Yes	14	1
Wiltell Road Industrial Estate	Lichfield	1	Yes	8	
LichfieldBusinessVillage	Lichfield	1		18	7

Site	Location	Responses	Protected Site in Local Plan	No. of Premises listed 2006 (SCC)	No. of Units Vacant /To Let (SCC)
Greenhough Road Industrial Estate	Lichfield	0	Yes	14	1
TrentValley Industrial Estate (inc Ringway and Trent Park)	Lichfield	3	Yes	45	1
Crossfield Road Industrial Estate	Lichfield	4	Yes	29	4
BritanniaBusinessPark	Lichfield	6	Yes	130	10
FradleyPark (inc Fradley Distribution Centre and Business Centre)	Fradley	8	Yes/No	72	5 (inc recently built to let)
Archers	Kings Bromley	0		17	6
Station Yard Industrial Estate	Alrewas	1		8	2
LakesideIndustrial Park	Fazeley	1	Yes	5	0
Bonehill Mews	Fazeley	1		6	0
Tolson Mill -	Fazeley	0	yes	36	5
DraytonManorBusinessPark	Fazeley	1	Yes	Na	Na
Riverside Industrial Estate	Fazeley	2	yes	23	1

Table 4.1 List of Employment Estates sent Questionnaires

Total Employees	1-2	3-10	11-50	51-100	101-250	251-500
Full Time	4	14	22	7	5	1
Part Time	16	11	3	1		

Table 4.2 Employee Size Range of Respondents

35 companies were operating as individual companies (not part of another company)

Number of Years Established in Lichfield District	0-5	6-10	11-20	21-50	51+
Number of Companies	15	14	14	9	2

Table 4.3 Presence in the District

No. that have moved base of Operations within District	No. Considering extending within 10 yrs	No. that own Premises	No. that rent Premises
37 – No 16 - yes	27 – No 24 - yes	18	37

Table 4.4 Mobility

Business development Next 20 Years	Still on Same Site	Elsewhere in Lichfield	Out of District within 10 miles	Elsewhere in Midlands	Ceased Trading	Not known
Number of Responses	11	8	2	4	1	25

Table 4.5 Aspirations

Expansion Plans			
	Next 5 years	**Next 6-10 years**	**Next 11-20 years**
Business Turnover	37	2	11
Employees Numbers	33	3	8
Increase range of activities	20	7	6
Premises	14	8	5

Table 4.6 Expansion Plans

	0-25%	26-50%	51-75%	76-100%
No. responses for employees live in District	24	10	7	13
No. responses for employees travel to work by car	2	4	8	40

Table 4.7 Workforce Residence & Travel

Views on Local Business Influences

Factors having the most positive impact on your business													
Importance	**Accessibility & Quality of labour**	**Affordability of Local Housing**	**Affordability of suitable land & Premises**	**Availability of suitable land & premises**	**Gap/Niche in Market**	**Quality of Business Park/Estate**	**Quality of Local Amenity/retail**	**Quality of Local Housing**	**Quality of local environment**	**Parking Facilities for Employees**	**Proximity to similar or suppliers**	**Reputation of Lichfield**	**Access to good Transport Links**
1	6		4	3	3	3			1	2	3		19
2	5		1	6	1	6		1	1	5	2	2	13
3	2	3	3	7	2	3			2	5	1	1	9
yes	2	1	3	1	1	4	1			2	2	1	5
No. reps	15	4	11	17	7	16	1	1	4	14	8	4	46

Table 4.8 Positive Local Business Influences

Factors that constrain your business													
Importance	**Accessibility & Quality of labour**	**Affordability of Local Housing**	**Affordability of suitable land & Premises**	**Availability of suitable land & premises**	**Gap/Niche in Market**	**Quality of Business Park/Estate**	**Quality of Local Amenity/retail**	**Quality of Local Housing**	**Quality of Local Schools**	**Parking Facilities for Employees**	**Proximity to similar or suppliers**	**Reputation of Lichfield**	**Access to good Transport Links**
1	8	2	5	6	1	1	3	1		6	2		
2	6	4	8	2	1	5			2	2	3		
3	6	2	4	6	1	2	2	1	1	1	2	2	1
yes	1	1	1	1	1		1			1	1		1
No. reps					4								

Table 4.9 Local Business Constraints

Views on Public Transport

Would improved PT result in fewer car trips	Would improved PT result in fewer car trips	Reasons for recruitment problems
16 companies said yes 36 companies said no	16 companies said yes 36 companies said no	12 companies specified lack of local skills required cost of green transport plan and restriction on cars at Fradley

Table 4.10 Public Transport Views

Suggested Improvements to Public Transport:

- Bus stop in estate
- Regular Bus Services throughout district catering all shift patterns
- Direct Bus service to Eastern Avenue form train Station
- Better rail links
- Bus service do not operate early enough
- More buses
- Better public transport
- None known direct to Fradley
- Need regular bus services from Lichfield, Tamworth, Burton at the right times to cater for business hours/shift pattterns
- difficult to accommodate shift workers to use buses
- regular bus route

Agents Response

Industrial /Warehousing

- In terms of local markets there is demand across the main employment areas of the district for up to 3000 sq ft and in recent years there has been demand for freehold premises arising from low interest rates and stable economy - this demand has not been met largely due to the lack of available land within the district.
- By far the biggest are of enquiry has been from companies seeking to build there own premises but during that same time period undeveloped land was largest held by developers whose interest was in constructing premises speculatively or to end user requirements, but not to sell freehold parcels of land. Demand for smaller industrial units on freehold basis has remained unresolved.
- The distribution warehousing and third party logistics market has been very strong and to a large extent Fradley. Fradley Park will continue to attract distribution and warehousing

companies. In light of the increased sizes of such units now sought there is concern that land that remains undeveloped could potentially be taken up faster if there are more enquiries from from those looking for 500,000 sq ft - 1,000,000 sq ft.

- Lichfield has been affected by the lack of continuous supply of small speculative industrial/warehousing floor space for many years and whilst Britannia Business Park has proved successful, companies looking to expand have generally been forced to leave the district.
- Land at Lichfield park is critical to providing an ongoing supply of accommodation, there is however , potentially more demand in the market place.

Offices

- Office demand in Lichfield has historically relied on a very slow and steady supply of second hand premises largely matched by a slow and steady demand. Changes has been seen recently in the completion of Lichfield South and the commencement of City Wharf.
- At Burntwood speculative development by Gladman Developments has been built and albeit apart from the large 10,000 sq ft unit, all the accommodation has been sold/let and is occupied. Similar smaller scaled developments at Cobbett Road have also been sold.
- Interest in offices within Southern Staffordshire has increased following the completion of the M6Toll where there is now demand for small scale and large design and build schemes -as seen by the success of the development at Lichfield South. Lichfield is extremely well placed to respond to office enquires. The availability of land up to 2026 for such development is considered to be critical.

Other Uses

- Non-Food retail is considered a sector which need policy address. Lichfield has very little in the way of such development. Consideration needs to be given to allocating an area for development. Land around the Trent Valley/Eastern Avenue area needs to be encouraged.

Skills/Labour

- Companies have not as yet found it difficult to recruit labour within the office/professional services sector - even if this means importing labour using the cross city line.
- Concern over high house prices in relation to wages from those working in the third party logistics sector - meaning that companies locating in the area have to look further a filed for labour. provision of affordable housing is seen as critical to the continued success of Lichfield District in terms of attracting major third party logistics.
- Other large industrial/warehousing development on the edge of the district such as Kingswood Lakeside and Gazeley will also compete for labour with areas within the district such as Fradley Park. It is essential that new labour is attracted to the district and be able to afford housing.

Existing Employment Estates

Burntwood

- Burntwood Business Park has been very attractive in securing premises. Given the proximity of the M6 Toll it is considered that there is room for further modern developments in this area and to a large degree this is dependant on a few key land owners.
- **Mount Road Industrial Estate, New Road Industrial Estate and Queen Street Industrial Estate**- benefited from interest in freehold premises. Refurbishment of existing buildings and subsequent sale of freehold have proved successful, but the dated nature of the buildings and unsatisfactory road network will always act to limit demand. Mount Road Estate will be difficult to regenerate as and when old buildings reach the end of their economic life.
- **Shenstone** - Shenstone has proved popular especially the smaller units on Lynn Lane but suffers from access problems through the village. Subject to a fairly radical solution in relation to the local road network, Shenstone could be a very attractive proposition for end users due to the proximity of the M6Toll, A5 and A38.

Lichfield

- **Lichfield** - **Shires Industrial Estate -** at an age where refurbishment or redevelopment will be needed within the LDF period. The specification, road layout of the development is unsatisfactory to a number of modern requirements. Shires Industrial estate will only continue to succeed as long as rental remain competitive.
- **Wiltell Road and Greenhough Road-** both are likely to suffer similarly to Shires Estate
- **Eastern Avenue and Trent Valley** - offers excellent opportunities for potential redevelopment of older buildings - former Hepworth buildings has attracted much interest. It is anticipated that other premises will come onto the market and that consideration should be given to future uses such as offices, small scale industry and non-food retail.
- **Crossfield Road Estate -** suffers from dated specification of access and substantial congestion problems arise in terms of car parking and commercial goods access. The number of freeholders on this estate may make a solution difficult.
- **Lichfield Business Village -** highly successful concept

Fradley Park

- Fradley Park is a major success however whilst there is considerable land available at Fradley, uncertainty exists over how much land will be available in the long term if more larger end users are attracted to the site requiring large plats - land may be taken up quickly.