



Employment Land Review 2005 August 2005

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1 Introduction

This employment land review forms part of the evidence gathering required for the production of the Borough of Telford & Wrekin Local Development Framework (LDF). The approach taken is based on the ODPM Employment Land Reviews Guidance Note produced in December 2004. The guidance sets out a three stage process;

- Stage 1 Taking stock of the existing situation
- Stage 2 Creating a picture of future requirements
- Stage 3 Identifying a 'new' portfolio of sites

This broad approach has been used but adapted to suit local circumstances .

The aim of the review is to help create a 'balanced' employment land portfolio. It must meet the needs of the market, help deliver our sustainability objectives and fulfil the strategic policy requirements for the Borough. The new portfolio must provide sufficient land in an appropriate form and location to meet the needs of industry and commerce. It must make best use of land resources without breaching sustainable capacity and take into account the wider strategic and local policies related to employment land.

2 Current Employment Land Portfolio

The employment land supply in the Borough in 2005 is 195.43 ha (Annual Land Statement 2005). These are B Class sites, not started. This is made up of 51 sites ranging from windfall sites of 225 m² to single sites of over 20ha.

Ninety eight percent of the employment land supply in the Borough is in Telford and of this supply 97% is in the ownership of English Partnerships. The distribution of the land in the town reflects Telford’s new town origins. The town has a high segregation of land uses with a number of designated industrial areas and large stand alone ‘campus’ sites. Table 1 shows the locational distribution of the current supply.

Table 1 :

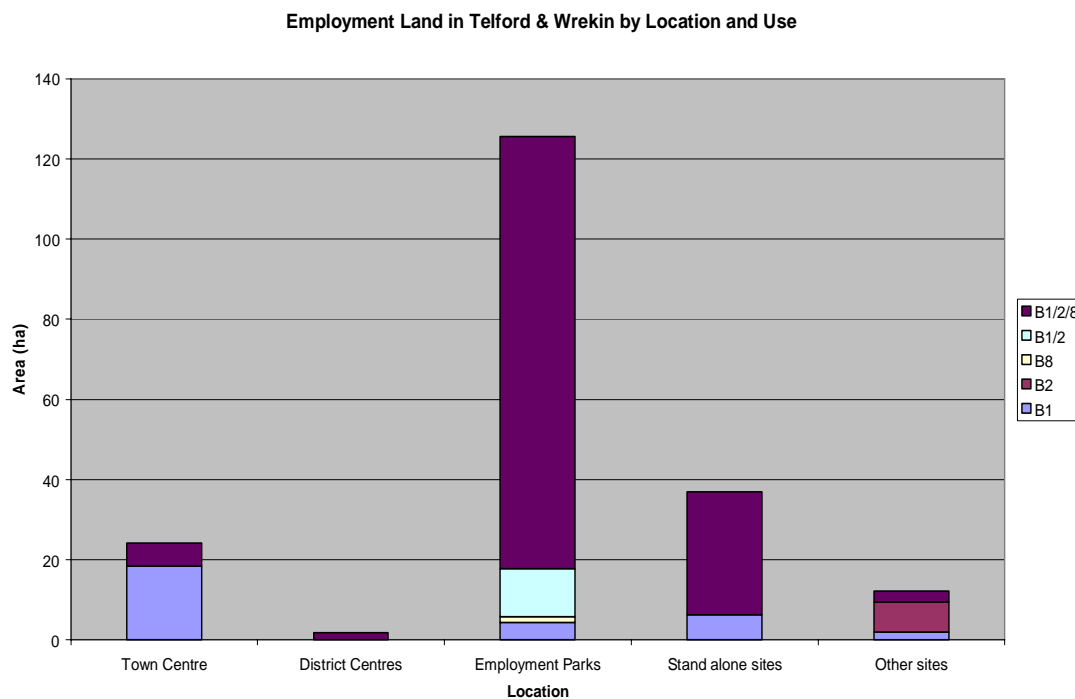
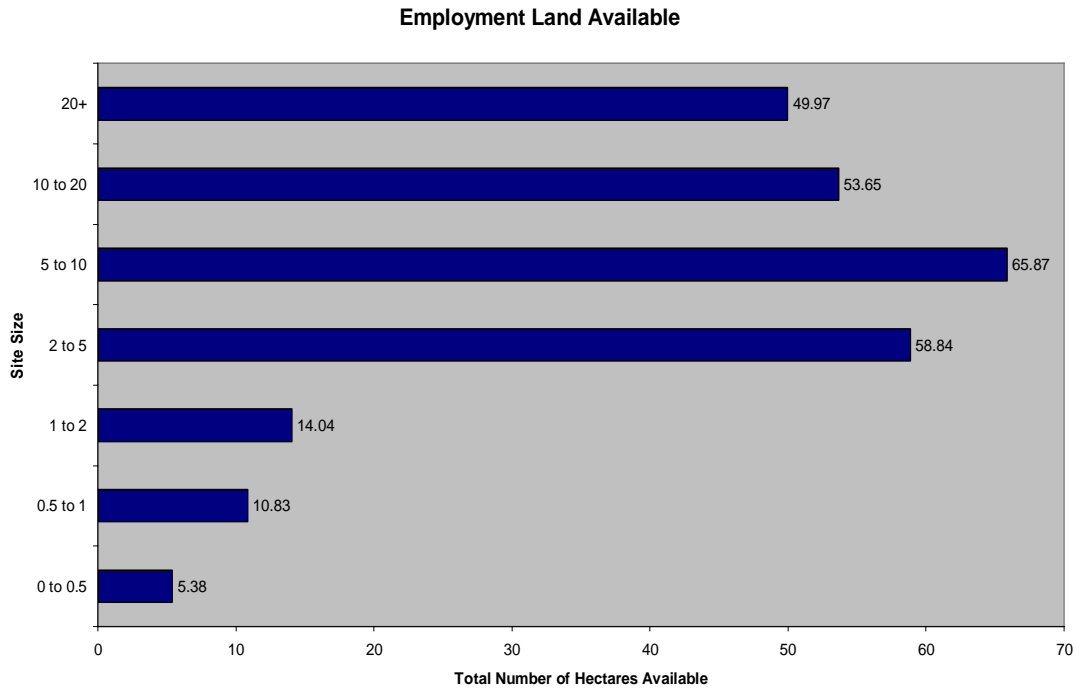


Table 1 clearly shows the extent to which the current supply is located in designated and established employment parks. There are three major employment parks in the town at Hortonwood, Halesfield and Stafford Park. Hortonwood and Halesfield account for most of this element of the supply as Stafford Park is mostly developed. In developing these sites it has been practice to provide the main infrastructure and offer a range of sites in varying sizes across the parks to meet developer’s requirements. This has led to a random distribution of development within the parks with the remaining vacant sites distributed across their area limiting their development potential for alternative uses.

Table 2 shows the structure of the current portfolio by size. Sites over 2 ha account for over 90% of the land supply. This again reflects Telford’s new

town origins. The portfolio was constructed to attract large scale, mainly manufacturing inward investment. For this purpose 65% of the portfolio is greenfield.

Table 2



A feature of the employment land supply in Telford is the availability of employment expansion or capacity land within the town. The main employment areas in the town have historically been developed at low densities leaving large areas within the curtilage of individual sites for future expansion by the original business or the option for the development of an entirely separate business. This potential capacity has been assessed as being over 50ha. Further work will be undertaken on this subject.

In 2003 Babties Group Ltd were commissioned to undertake a review of the Boroughs' employment land supply. The review identified that 95% of the sites that make up the supply are 'long standing sites' ie have been available for development for over 5 years. Also in 2003 the West Midlands Employment Land Advisory Group commissioned GVA Grimley to undertake a regional review of Longstanding Employment Sites. A total of five sites, in Telford and Newport, listed on the regional employment land database, were surveyed to establish why they had not been developed. The report concluded :

'The sampled sites in Telford & Wrekin reflect a significant oversupply of land as a result of past allocations (originally put in place to facilitate high growth and investment) 'inherited' by English Partnerships. Although many of these sites are under review, the higher quality greenfield sites such as the science park at Nedge Hill are likely to remain important inward investment sites.

Telford suffers from a lack of financial incentives available to large footloose investor and generally land in this area is taken up by indigenous Telford Companies wishing to expand their business or re-locate from sites elsewhere in the sub-region. Take-up is likely to remain slow in the foreseeable future.'

Land ownership has been identified as an issue directly related to the low demand for employment land in the Borough. The majority of the employment sites in the current portfolio are in the ownership of English Partnerships (EP). Most of these sites are available and marketed by EP (the exceptions being 2 stand alone sites which are considered to be strategic regional sites).

EP is required to operate within pre-set financial regulations. As a result it is their practice to deal only with 'end-users' when disposing of sites thereby limiting the opportunity for speculative development. To overcome this issue, as a pilot, EP is releasing two sites to the market on an expression of interest basis to gauge demand. Again to meet financial requirements it has been past practice to achieve best price on the sale of land. This has now been reviewed and best value is now required determined on a wider range of criteria.

Telford & Wrekin is perceived as a low demand area for employment development, this could in part be the result of particular land release factors outlined above. These will have impacted on the past take up of employment land in the Borough and have potentially distorted the local market and the demand for and take up of sites masking the true level of demand. Addressing these issues has the potential to stimulate future market interest in the sites available.

The creation of an appropriate and balanced employment land supply is critical for the economic well being of the Borough. As well as meeting the needs of the market and satisfying our sustainability objectives another key consideration is the need to have a portfolio that will satisfy regional and local policy needs.

The Regional Spatial Strategy (RSS) sets the policy context for the future development of the Borough. The strategy and specific policies requires :

- balanced growth in the period to 2021 ie jobs being provided for the new growth in population.
- Telford to be a sub regional focus for growth
- Telford to be a development 'node' within the Wolverhampton & Telford High Technology Corridor
- Telford to provide be a Regional Logistics Centre.

At the Local level the Boroughs' recent Economic Development Strategy identified the need for :

- diversification of the Boroughs economic base
- more, smaller units to accommodate start-up and incubation enterprises.

- development /regeneration of Telford, Newport and the District Centres

These policy considerations will have a direct impact in shaping the extent and form of the new employment land portfolio for the Borough.

3. Employment Land review

In 2004 the ODPM published an Employment Land Review Guidance Note. The objective of the guidance is to

‘ provide planning authorities with effective tools with which to assess the demand for and supply of land for employment. In particular, sites allocated for employment need to reflect the changing requirements of businesses and the local economies..... help authorities assess the suitability of sites for employment development, safeguard the best sites in the face of competition from other higher value uses and help identify those which are no longer suitable for employment development which should be made available for other uses. ‘

The Guidance Note sets out a three stage approach to assessing employment land need. This approach has been used as the basis for the appraisal in this report.

STAGE 1 : Taking Stock of the Existing Situation

Stage 1 of the employment land review involves an evaluation of B class land use sites over 0.25 hectares in the present stock of employment land with the aim of identifying which sites are still suitable for employment use and should be kept and protected and which sites should be released for alternative uses.

The review of Telford & Wrekin’s stock of employment land by Babtie Group Ltd in 2003 forms the baseline information for this report. The information in the Babtie report has been updated by BT&W officers to maintain an up to date data base.

In the original survey Babtie took the 2002 Annual Land Statement (ALS) and surveyed all the sites listed. For the purposes of this report only B class sites, not started, and over 0.25ha have been assessed. These sites are listed in Appendix 1. A number of the sites listed in the ALS over 0.25ha are extensions / development within curtilage and have not been assessed in this report.

Each of the sites listed in Appendix 1 were appraised on a number of criteria to establish which site met our sustainability objectives, market and policy requirements and therefore should be retained in our portfolio. The criteria set out in Table 3 were used to analyse the sites.

Table 3 : Employment land Assessment Criteria.

Portfolio requirement	Criterion *
Sustainability	<ul style="list-style-type: none"> ▪ Surrounding uses ▪ Access to a Quality Bus Route ▪ Access to a rail network ▪ Brownfield/ Greenfield
Market Attractiveness	<ul style="list-style-type: none"> ▪ Availability ▪ Ownership ▪ Actively Marketed ▪ Road Frontage ▪ Access to Primary road network
Policy requirement	<ul style="list-style-type: none"> ▪ Regional employment site ▪ Regional logistics site ▪ High Technology Corridor ▪ Site within an Action Area Plan ▪ Bad neighbour use ▪ Waste treatment ▪ Rail Freight Activities

* these criteria are defined Appendix 2

SITE ANALYSIS

The sites appraised fall into three broad categories : Established Industrial Areas, Stand Alone Sites and sites within Action Plan Area (Table 4). Analysis of the sites appraised is presented in these categories.

Table 4 : Sites Appraised by Category

Established Industrial Areas		Stand Alone Sites		Within an Action Plan Area	
Area	Ha	Sites	Ha	Sites	
Halesfield	16.75	Granville	15.72	Central Telford Area	23.18
Hortonwood	48.21	North		South Telford Area	4.51
Hadley Park	7.92	Shawbirch	22.3		
Granville	12.69	Campus			
Business Park		Hadley Park	7.35		
Nedge Hill	24.37	West			
Audley Avenue	3.05	Jiggers Bank	6.27		
	113.02		51.64		27.69
TOTAL : 192.49 Ha					

ESTABLISHED INDUSTRIAL AREAS

Key factors

- All of these sites (with the exception of Audley Avenue) are in EP ownership and are actively marketed.
- They are well served by a good road network
- 74% of the land is greenfield
- 85% has designation for B12&8 uses
- All of the sites are immediately available.
- Hadley Park and Granville are adjacent to Quality Bus routes. Hortonwood and Halesfield are served by limited peak hour services.
- Hortonwood area will benefit from the development of the rail freight terminal along its southern edge. This area will provide the land required to support the operation of the terminal. This will be the focus for Telfords' regional logistics centre.
- Nedge Hill site has the potential to fulfil a role supporting the regional High Technology Corridor.
- As established industrial areas both Hortonwood and Halesfield are considered suitable locations for waste transfer facilities and potential bad neighbour uses.
- The Audley Avenue site in Newport fulfils a vital role within the local area.

Appraisal

These sites are in established and serviced employment areas. While a significant proportion of the total land area is greenfield, non development of these sites would not serve as the best use of this land. The potential for the release of these sites for alternative uses is limited. The sites would not be appropriate locations for new residential development and it would be contrary to the new development strategy to release this land for leisure or other commercial uses unless alternative sites in the town and district centres are unavailable.

Recommendation :

All sites to be retained as part of the portfolio

STAND ALONE SITES

Key Factors

- All of the sites are owned by EP.
- Only the land north of Granville Road is actively marketed.
- 44% of the land is immediately available.
- 58% of the land area is greenfield.
- All sites have good road connections
- All sites with the exception of Jiggers Bank are accessible by a Quality Bus Route.

- Shawburch Campus site and Hadley Park West have the potential to fulfil sub regional employment site roles.
- None of the sites has the potential to accommodate bad neighbour of waste treatment facilities.

Appraisal

- Both Shawburch campus and Hadley Park West sites have the potential to perform as sub-regional employment sites and could accommodate strategic and large scale local development. The land to the north of Granville Road is a major brownfield site. Remediation work has been carried out to a standard that would support an employment end use. This site has the potential to compliment.
- Jiggers Bank site is peripheral within the town and has major ground condition issues. The site will not meet market demands and it development would not meet sustainability nor policy requirements.

Recommendation :

- Granville North, Shawburch Campus, Hadley Park West to be retained in the new portfolio.
- Jiggers Bank to be released.

SITES WITHIN AN ACTION PLAN AREA

The LDF for the Borough will contain two Area Action Plans covering the Central Telford Area and South Telford.

South Telford (work on this Area Action Plan will start 2006)

Key Factors

- The two sites considered (Cuckoo Oak and South West Telford) are brownfield sites.
- Both are in EP ownership
- Neither sites are actively marketed
- The site at Lightmoor is adjacent to a Quality Bus Route.
- Neither site fulfils specific strategic or local policy requirements.

Appraisal

Both of these sites while, not fulfilling strategic or currently defined local policy objectives have been actively considered for alternative uses in Woodside regeneration work.

Recommendation

The sites at Cuckoo Oak and South West Telford should be released from the current land supply and reallocated for an alternative use to accord with the South Telford Area Action Plan.

Central Telford Area :

Key Factors

- All sites are in EP Ownership
- Only two of the sites are immediately available
- Only the site at Rampart Way is being actively marketed – reflecting the on-going town centre master plan work.
- All sites have good accessibility
- 66% of the land area is brownfield.

Appraisal

The Central Telford Area will experience major change in the coming years. It will be the focus for major employment development including the creation of areas of mixed use development. There is a need to introduce more residential development into the centre and as part of the strategic planning for the centre the Old Park area is proposed for housing development.

Recommendations

- Old Park Campus site be released for residential development.
- Other employment areas in the current portfolio be retained for an employment or mixed use subject to further master planning work.

Table 5 : Retained Employment Land Supply

Areas	Ha retained	Ha released
Established Industrial Areas	113.02	
Stand Alone Sites	45.37	6.27
Sites within Action Plan Areas	10.35	17.34
Total	168.74	23.61

Appendix 1 sets out the site by site appraisal.

STAGE 2 : Creating a Picture of Future Requirements

The aim of this report is to create a portfolio that will provide sufficient land in an appropriate form and location to meet the future needs of industry and commerce as well as delivering our local and strategic policy requirements.

To identify future requirements for employment land in the Borough our approach has been :

1. to identify a quantum land requirement by establishing a potential range of need using two differing forecasting techniques and identifying a target figure within this range.
2. to identify the type of site required within the new portfolio based on an assessment of future market and policy needs

1. QUANTITY

The calculation of a figure for employment land need is not a precise science. There are inherent weaknesses of the various methodologies that could be used and these must be recognised when forecasting employment land need. In addition, to any forecast calculation a flexibility allowance is often factored in to enable a choice of sites to be made available.

This survey assesses B Class land uses over 0.25ha. Our Economic Development Strategy and LDF Core Development Strategy focuses on the need to diversify our economic base, improving access to employment opportunities and creating areas of mixed use. Small scale employment uses on sites and in premises outside the current supply will come forward during the plan period. In the Town Centre in particular there are proposals for significant areas of mixed use development. These 'windfall sites' will add to the overall employment land supply in the Borough.

Taking these factors into account it is considered that the most appropriate approach to identifying a land supply figure is to establish a range of need and a target figure within this range. This figure will be based on the forecast of larger (0.25ha+) sites and an allowance for windfall employment development.

Two methodologies have been used in this report to establish a range of land need. These are projecting historic take-up rates and a labour supply forecast.

Historic Levels of Take-up Projected Forward

The data is based on the historic rate of employment completions supplied by the Telford and Wrekin Annual Land Statements. The 10 year rolling average approach has been used to smooth out any effects associated with economic and development cycles.

A number of sites included in the data are not applicable to this study as they are a change of use from one B class to another B class use or fall into another use class order. In 2002, 91% of the total employment completions were new build B class developments, in 2003 the figure was 57% and in 2004 the figure was 65%. As this information is not available before 2002 71%, an average of these percentages, has been applied to the historic data.

Table 6 : Yearly Employment Completion Totals (site areas)

Year	Total Employment Completions (ha)	New Build B Class Employment Completions (ha)
1994	17	12.07
1995	13	9.23
1996	6.31	4.48
1997	19.27	13.68
1998	9.29	6.6
1999	24.16	17.15
2000	17.33	12.3
2001	18.2	12.92
2002	33.6	30.58
2003	19.99	11.39
2004	8.37	5.44
2005	13.23	12.25

Table 7 : Average Per Year for each 10 Year Period

10 Year Period	Average (ha)
1994-03	13.04
1995-04	12.38
1996-05	12.68
Average per year	12.7
Total for plan period	190.5

The total land required to 2021 using this method is 190.5 hectares.

Since 2001 there have been 47.54 hectares of completions of B class employment land. Overall there has been a gain in B class employment (i.e. 'new' employment development; not including conversions or change of use from one B class use to another B class use) of 47.28 hectares across the Borough over the last three years.

Table 8 : Total B Class Completions by Area and Type

LOCATION	CHANGE OF USE / CONVERSIONS	NEW BUILD EMPLOYMENT LAND	TOTAL EMPLOYMENT DEVELOPMENT
Telford	0.17	45.28	45.45
Newport	0.09	0.06	0.15
Rural Area	0	1.94	1.94
Total	0.26	47.28	47.54

If this trend continues then 236.4 hectares (47.28 multiplied by 5) will be required for the plan period.

Labour Supply Forecast

This methodology utilises workforce projections produced by Telford and Wrekin Council. The workforce projections have been calculated on the assumption that new housing will be delivered at the annual average rate specified in the Regional Spatial Strategy. An economically active rate of 65% has been applied. The projected workforce has then been adjusted to account for the rate of double jobbing, the unemployment rate and net migration.

Table 9 : Projected Workforce Total based on RSS Housing Allocations

Year	Total Workforce	Double Jobbing 5% ⁰¹	Unemployment 5.2% ⁰²	Net Migration 10% ⁰³	Adjusted Workforce	Total Increase
2004	109272	10927	2404	11067	128861	3540
2005	111368	11137	2450	11261	131316	2455
2006	113453	11345	2496	11455	133757	2441
2007	115526	11553	2542	11648	136185	2427
2008	117586	11759	2587	11839	138597	2412
2009	119633	11963	2632	12029	140994	2397
2010	121667	12167	2677	12218	143376	2382
2011	123689	12369	2721	12406	145743	2367
2012	124746	12475	2744	12504	146980	1238
2013	125796	12580	2768	12602	148210	1230
2014	126841	12684	2791	12699	149434	1223
2015	127879	12788	2813	12796	150650	1216
2016	128912	12891	2836	12891	151858	1209
2017	129938	12994	2859	12987	153060	1201
2018	130959	13096	2881	13082	154255	1196
2019	131976	13198	2903	13176	155446	1191
2020	132988	13299	2926	13270	156631	1185
2021	133995	13400	2948	13364	157811	1180
					Total	32490

¹ Annual RSS Monitoring Report

² Telford Workforce 2003-2004

³ Telford and Wrekin Economic Development Strategy, February 2005

Telford's latent workforce is estimated to be 10,000 (Telford Workforce 2003-2004). It is assumed therefore that approximately 42,500 jobs will need to be provided in Telford and Wrekin Borough between 2004 and 2021.

It has been assumed that Telford and Wrekin's economy would move towards a structure similar to that of the West Midlands in translating the employment statistics into land requirements. In 2003 18% of employees in the West Midlands were employed in manufacturing, 18.3% of employees were

employed in financial and business services and 7.5% were employed in distribution.

Table 10 : Workforce divided according to West Midlands 2003 Employment Structure

	B1	B2	B8
Proportion Employed	18.30%	18%	7.50%
Total No. People	7777.5	7650	3187.5
Density (sq m)	17.9	29.7	40.1
Land required (sq m)	139217	227205	127819
Plot Ratio	0.25	0.35	0.4
Land required (ha)	55.69	64.92	31.95

The total land required using this methodology is 153 hectare

Comparison

A comparison of the result can be made using the summary table below.

Table 11 : Table of Results

	Take-up trend based projection	Labour based forecast
B1 (ha)	-	55.69
B2 (ha)	-	64.92
B3 (ha)	-	31.95
Total (ha)	190.5 to 236.4	153

The forecast range of land need is 153 – 236ha. The retained employment land supply of 169 ha falls within this range and will be supplemented by a sqm allowance for mixed use development.

To identify a target figure within this range the limitations of the two techniques should be considered and new policy requirements must be taken into account.

- The forecast based on historic take up rates will reflect the market at that time not necessarily what the demand will be in the future.
- The labour supply forecast relates directly to land take up by employee based on worker density ratios. The ability to offer a realistic choice of sites should be factored into the calculation of need therefore this

- forecast should be taken as a minimum figure. Also a flexibility allowance for choice should be included when identifying the target figure.
- This methodology also assumes that the Borough will achieve the regional employment average in the time period. Telford has benefited from inward investment by a number of high-tech manufacturing firms well able to compete in the global market. Development of a similar nature is encouraged in the EDS and RES. This will impact on the calculation of the land required as B2 development requires significantly more operational space.
- The RSS identifies Telford as a location for a Regional Logistics Site. This policy requires a minimum of 50ha to support the facility. This requirement for land is over and above the 32ha forecast for B8 use.
- The forecast based on the historic take up of land will be influenced by past employment policies and land release practices. These will directly influence the level of take up.

Taking these factors into account the target figure for the employment land supply is set at a mid range point in the region of 200ha.

2. MARKET SECTOR AND POLICY NEEDS

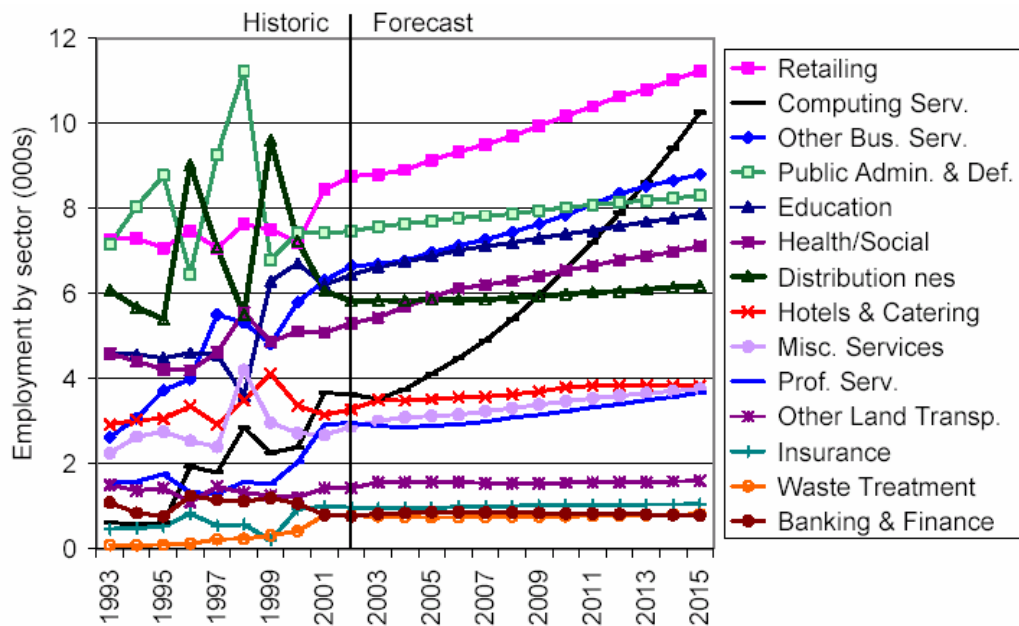
Making sufficient land available is not enough to ensure its development. The land must be of the right type and in the right location to meet the local circumstances and to help deliver our development objectives. Our approach has been to identify sectoral and policy requirements that the Boroughs new employment land portfolio will need to satisfy and assess their particular development needs. These sectors are :

- Growing market sectors in the Borough
- Target business clusters to 2021
- Regional and Local Planning and Economic Policy

Growing market sectors in the Borough

The employment prospects by industry sector within the Borough were assessed in the Economic Development Strategy (EDS). These sectors were classified as 'Expanders/ Adjusters & Shrinkers'. Table 12 shows the historic and projected employment in the Borough for the expanding industries sectors. Table 13 lists the B class uses within these sectors that were assessed.

Table 12 : Historic and projected employment in BT&W by Expanding Sectors



Target business clusters to 2021

The Economic Development Strategy sets out our long term strategy and action plan for the next ten years. In this period our economic focus and resources will be on supporting eight priority clusters in the Borough. These sectors are identified as having maximum long term economic impact for the Borough. This approach will help deliver the Regional Economic Strategy (RES) and will be supported by Advantage West Midlands. The eight key clusters for the Borough are listed below in Table13.

Regional and Local Policy

The new employment land portfolio must take account of regional and local economic and development objectives and must provide sites to satisfy their policies and strategies. The relevant policies are drawn from the Regional Spatial Strategy and the Boroughs’ Economic Development Strategy and set out in Table 13 below

Table 13 : Market Sector and Policy Requirements for the new Employment Land Portfolio.

Market sector	Priority Regional Clusters	Policy requirements
Computer Services	Advanced Engineering	Regional Logistics Site
Other Business Services	Polymers	High Technology Corridor node
Public Administration	Tourism & leisure	Sub Regional Centre
Distribution	ICT	Inward investment
Miscellaneous services	Specialist Business & professional services	Start up and micro enterprises
Professional services	Food and Drink	Create areas of mixed development
Insurance	Building Technologies	
Waste Treatment	Logistics	
Banking & Finance		

Each of the categories in Table 13 has been appraised to identify its particular development needs focusing on the type of development form that will best suit their form of operation. The results of this appraisal are set out in Appendix 3. Analysis of the results identified the need for an employment land portfolio in the Borough comprising of :

- Established or potential office locations :
- High quality business parks
- Research and technology /science parks
- Incubator / SME cluster sites
- Warehouse / distribution parks
- General industrial / business areas
- Heavy / specialist industrial sites
- Specialist freight terminals
- Sites for specific occupiers
- Recycling / environmental industries sites.
- Sites of regional significance
- Sites for start up / micro businesses.
- Mixed use areas

STAGE 3 : IDENTIFYING A NEW PORTFOLIO OF SITES

Stage 1 in this process reviewed the existing employment land supply in the borough and appraised it in terms of market and sustainability objectives to identify a retained employment land supply.

Stage 2 identified a target figure for the amount of employment land that is required in the Borough to 2021 and the type and form of development that is required to meet the needs of the key market sectors in the Borough, the

priority business clusters and the sites required to help deliver regional and local economic policy.

Stage 3 is to assess the retained employment land supply against the site needs identified in Step 2 and identify gaps in the retained portfolio that will require land allocations. This appraisal is set out in Appendix 3.

Analysis of this work revealed :

1. A lack of sites for :

- Research and technology /science parks
- Incubator / SME cluster sites
- Sites for start up / micro businesses.
- Specialist freight terminals
- Areas of mixed use

These gaps in the portfolio will be covered by a combination of specific new land allocations and criteria based policy to deal with smaller scale development. It is proposed to allocate :

- the 'Celestica' site adjacent to the University at Priorslee to accommodate R&D and incubation units. It will also accommodate SME cluster sites. This site will become the focus for the High Technology Corridor development in the Borough. While the site will be allocated for mixed use, employment developments will be the major users on the site.
- The land at Hortonwood to be use for B8 and B2 uses to support the new rail freight terminal at Donnington.
- A greater mix of uses to be achieved through the allocation of specific mixed use areas within the Borough eg Celestica, Town Centre and at Hadley and through the use of criteria based windfall policies to deal with a mix of uses on smaller sites. It is intended that these polices will help to create accommodation for small and start up businesses in mixed use areas.

2. A limited range of :

- Established or potential office locations :
- High quality business parks

The Telford Central Area is the preferred location for this form of development to deliver a thriving and successful centre as envisaged in the Boroughs' development strategy. This will consolidate the Town Centres borough wide and sub regional role.

3. Sites with potential for :

- Warehouse / distribution parks
- General industrial / business areas
- Heavy / specialist industrial sites
- Sites for specific occupiers
- Recycling / environmental industries sites.
- Sites of regional significance

The Borough's significant employment land supply has the potential to accommodate these forms of development. The Land Allocations DPD will list the sites proposed for allocation. Each site has been appraised for its potential to accommodate a range of development. The preferred use for each site has been listed by Use Class Order and business cluster.

4. CONCLUSION

The aim of this review has been to help create a 'balanced' employment land portfolio to meet the needs of the market, help deliver our sustainability objectives and fulfil the strategic policy requirements for the Borough.

An appraisal of the existing land supply (sites in Bclass Use over 0.25ha) identified a 'retained' land supply of 169 ha. This is land in the existing supply which met a number of market, policy and sustainability criteria and is considered appropriate for reallocation for future employment use. The appraisal identified 23.6ha of land considered not to be appropriate for employment use and to be 'released' from the current portfolio.

In the region of 200ha of land is identified as required for future employment development in the Borough. This figure falls within a forecast range of need based on historic take up rates and labour supply forecast. This is a target figure to be made up of allocated sites and windfall development.

Windfall development will become an increasingly important element of the employment land supply in the Borough as creating service sector jobs and developing knowledge based industries is a key objective of economic policy. Small and micro enterprises that characterise these sectors can be accommodated on windfall sites within existing built areas. In Telford in particular with a high level of segregation of land uses within the town creating a greater mix of uses providing localised employment opportunities is a key policy objective. These factors will need to be taken into consideration in future employment land reviews.

This study has focused on the currently undeveloped/vacant employment areas of in the Borough. The existing established areas also offer the opportunity for development either through redevelopment of sites or as a result of expansion within curtilage in these areas. This issue has not been addressed in this report but the potential for this form of development should be considered in future reviews.

The development needs of the local growing market sectors, target business clusters have been identified and listed with strategic and local policy needs. Analysis of the existing retained employment land portfolio matched against these future portfolio needs identified a need for sites to accommodate :

- research and technology/science parks
- incubator / SME cluster sites

- sites for start up / micro businesses
- rail freight related / distribution parks
- areas for mixed use development

These will be delivered through a combination of specific site allocations and windfall policies. Details of new site proposals are set out in Appendix3.

RECOMMENDATIONS for future reports

This report focuses on identifying sites appropriate for allocation to give the Borough an employment land portfolio that will help its economic and development objectives.

While this land will make up the greater proportion of the employment land supply a number of other issues related to creating a robust and realistic portfolio should be considered in future reports :

- Employment development in mixed use areas will be a major feature of future job markets and the need to be taken into account.
- Small scale and windfall development will also play an increasingly important role in job creation in the borough and this should be monitored and accounted for in the calculation of land take up and need in future employment land reviews.
- This study has focused on undeveloped employment sites in the Borough. The existing and established employment areas should also be more closely monitored to establish their long term viability and suitability for employment use.
- The employment areas in Telford have been developed at a low density offering the potential for expansion by existing businesses on site or the sale by those businesses of surplus land in their ownership. This form of development and/or any recycling of surplus land should be monitored.

Appendix 1

An appraisal of Employment Land in Telford & Wrekin

Sites : B Class Use over 0.25ha

Appendix A : EXPLANATORY NOTE

MAPS

The larger employment sites (over 0.25ah) in the Borough are mostly located in a number of established employment areas or large stand alone sites. The sites surveyed are set out in these broad areas and each site is numbered relating to the accompanying tables.

Site Maps :

- Halesfield
- Hortonwood
- Hadley Park
- Donnington wood
- Nedge Hill
- Telford Town Centre
- Other sites

TABLES

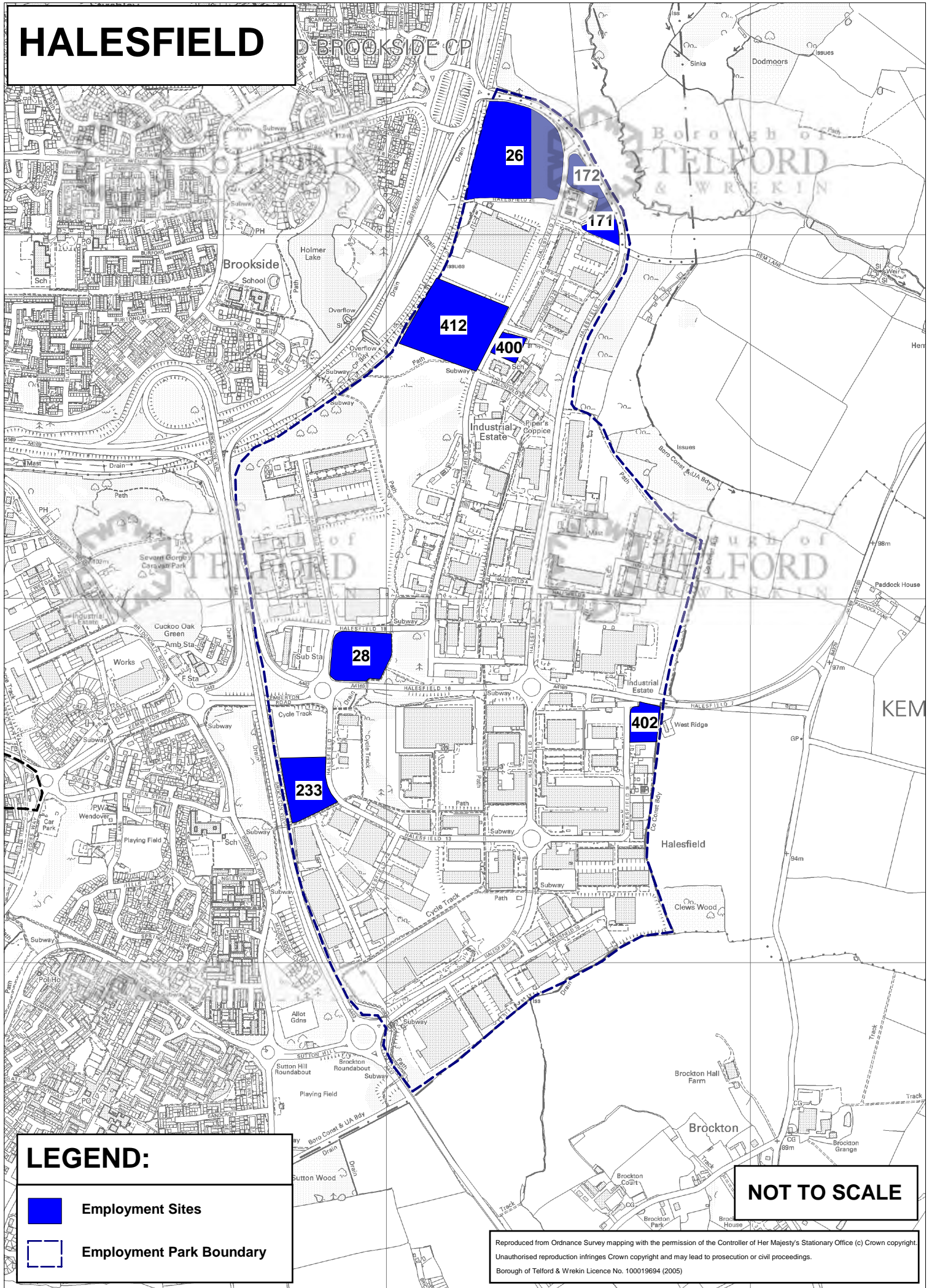
- Employment Land Use Class Order

Use Class Order	Use
A1	Shops
A2	Financial and Professional Services
A3	Restaurants and Cafes
A4	Drinking Establishments
A5	Hot food Takeaway
B1	Business
B2	General Industry
B8	Storage or Distribution
C1	Hotels
C2	Residential Institutions
C3	Dwelling Houses
D1	Non Residential – Institutions
D2	Assembly & Leisure
Sui Generis	

- Ownership : EP – English Partnerships
- Road Frontage : RF- Road Frontage; SRF Service Road Frontage
- Availability

Classification A	Services and immediately available
Classification B	Site is available but requires preparation
Classification C	Site is constrained eg contamination

HALESFIELD



LEGEND:



Employment Sites

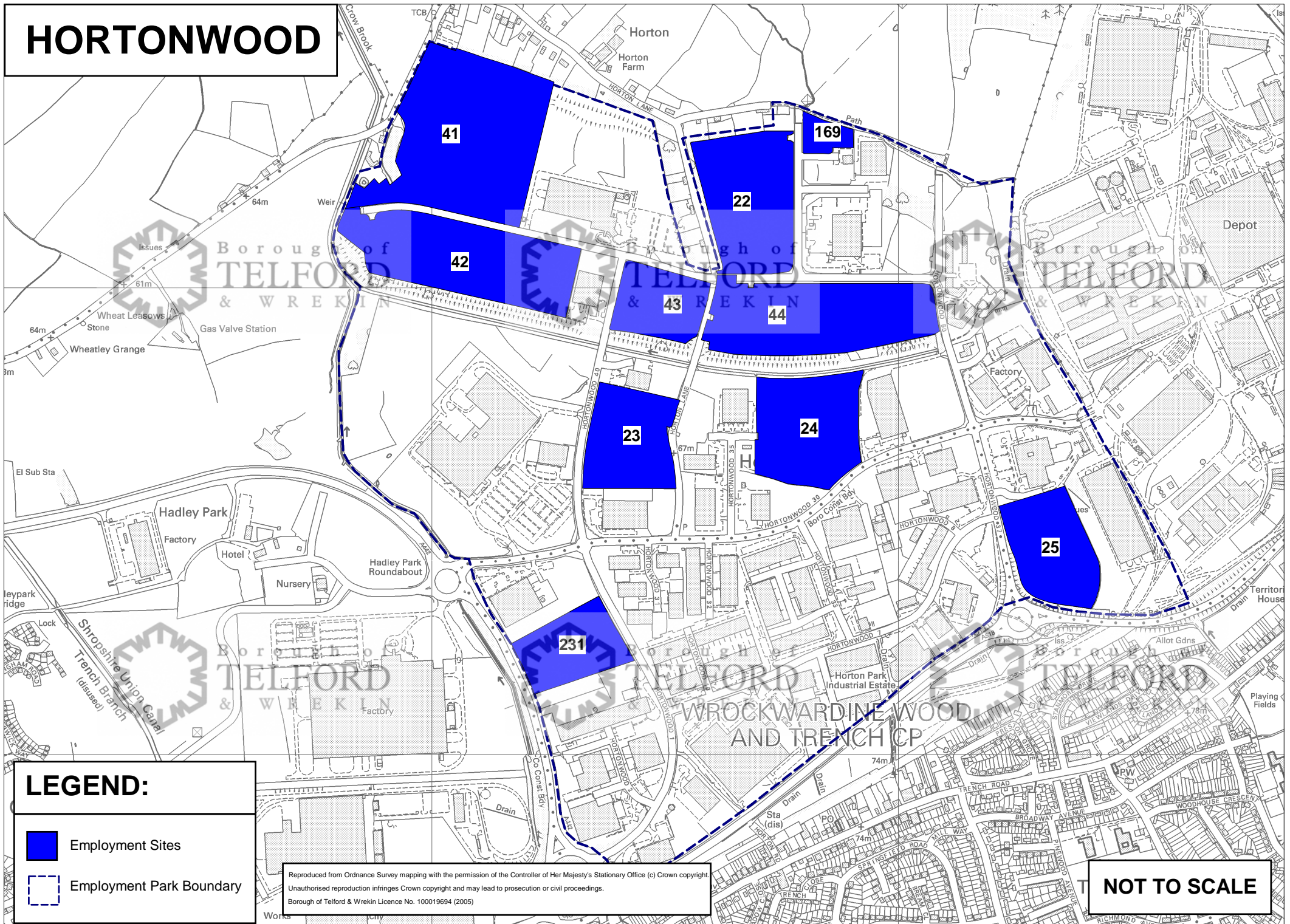


Employment Park Boundary

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HORTONWOOD



LEGEND:

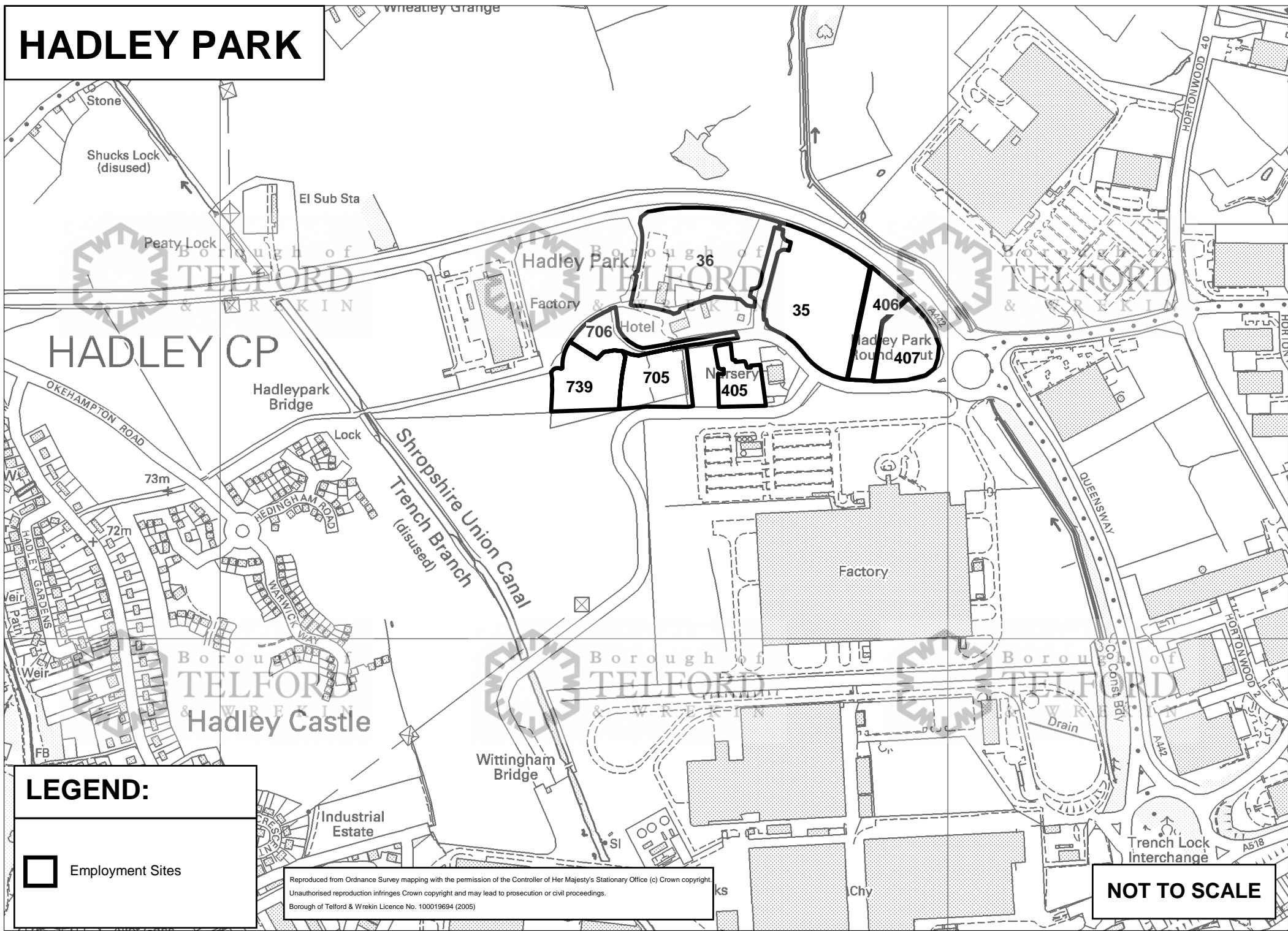
 Employment Sites

 Employment Park Boundary

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HADLEY PARK



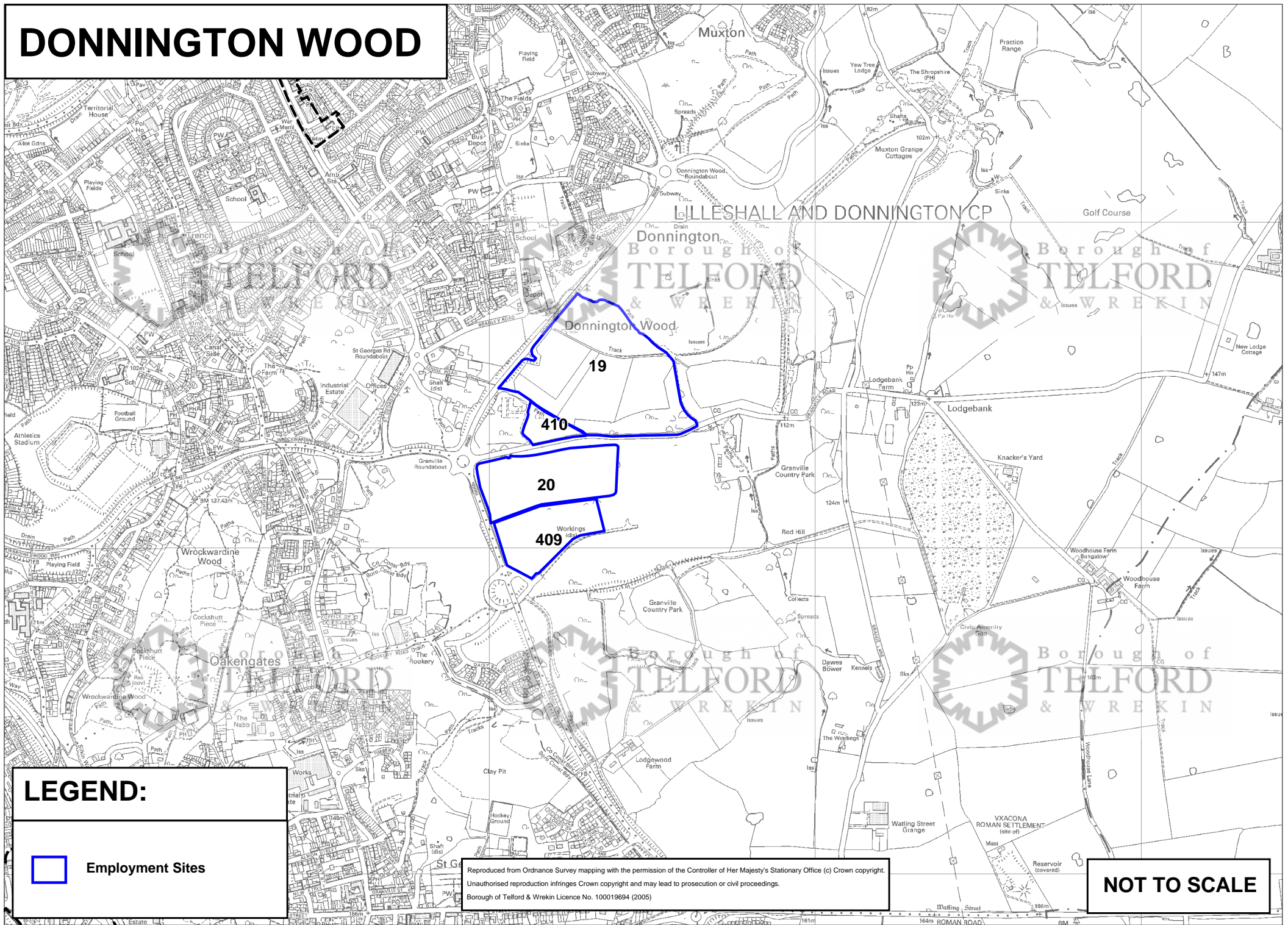
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DONNINGTON WOOD



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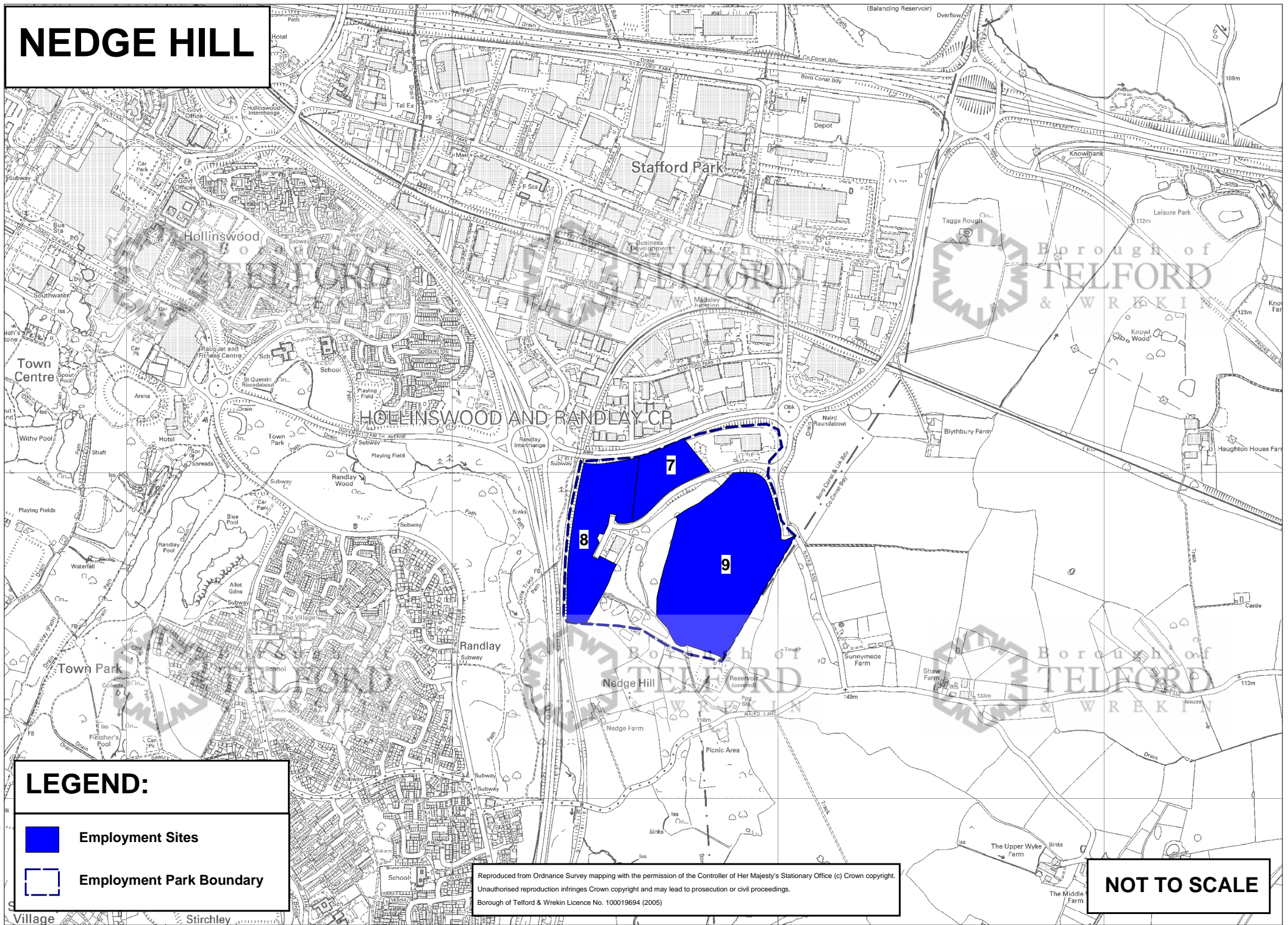
Employment Sites

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NOT TO SCALE

Site Details	Site Ref	410	409	20	19
	Area	Donnington	Donnington	Donnington	Donnington
	Location	Donnington Granville Road	Donnington Business Park 2	Land South of Granville Road	Land North of Granville Road
	Site Area	1.24	4.65	6.8	15.7
	Permitted Use	B1, B2, B8	B1, B2, B8	B1, B2, B8	B1, B2, B8
Sustainability	Quality Bus Route	Yes	Yes	Yes	Yes
	Surrounding Uses	Trees to W, Employment Land to N, S & E	Employment Land to N, Residential to W, Employment to E & S	Residential to W, Employment Land to N & S, Employment to E	Residential to W, Open Land to N & E, Employment to S
	Access to Rail Network	No	No	No	No
	Greenfield or Brownfield	B	B	B	B
Market Factors	Ownership	EP	EP	EP	EP
	Road Frontage	RF	RF	RF	RF
	Access to Primary Road Network	Good	Good	Good	Good
	Availability	B/C	B/C	B/C	B/C
	Actively Marketed	Yes	Yes	Yes	Yes
Policy Issues	Waste Site Option	Yes	No	No	Yes
	Site within Action Plan Area	No	No	No	No
	Bad Neighbour Activity	Yes	No	No	Yes
	Rail Freight Activities	No	No	No	No
	High Technology Corridor	No	No	No	No
	Regional Logistics Site	No	No	No	No
	Regionally Significant	No	No	No	No

NEDGE HILL



LEGEND:



Employment Sites



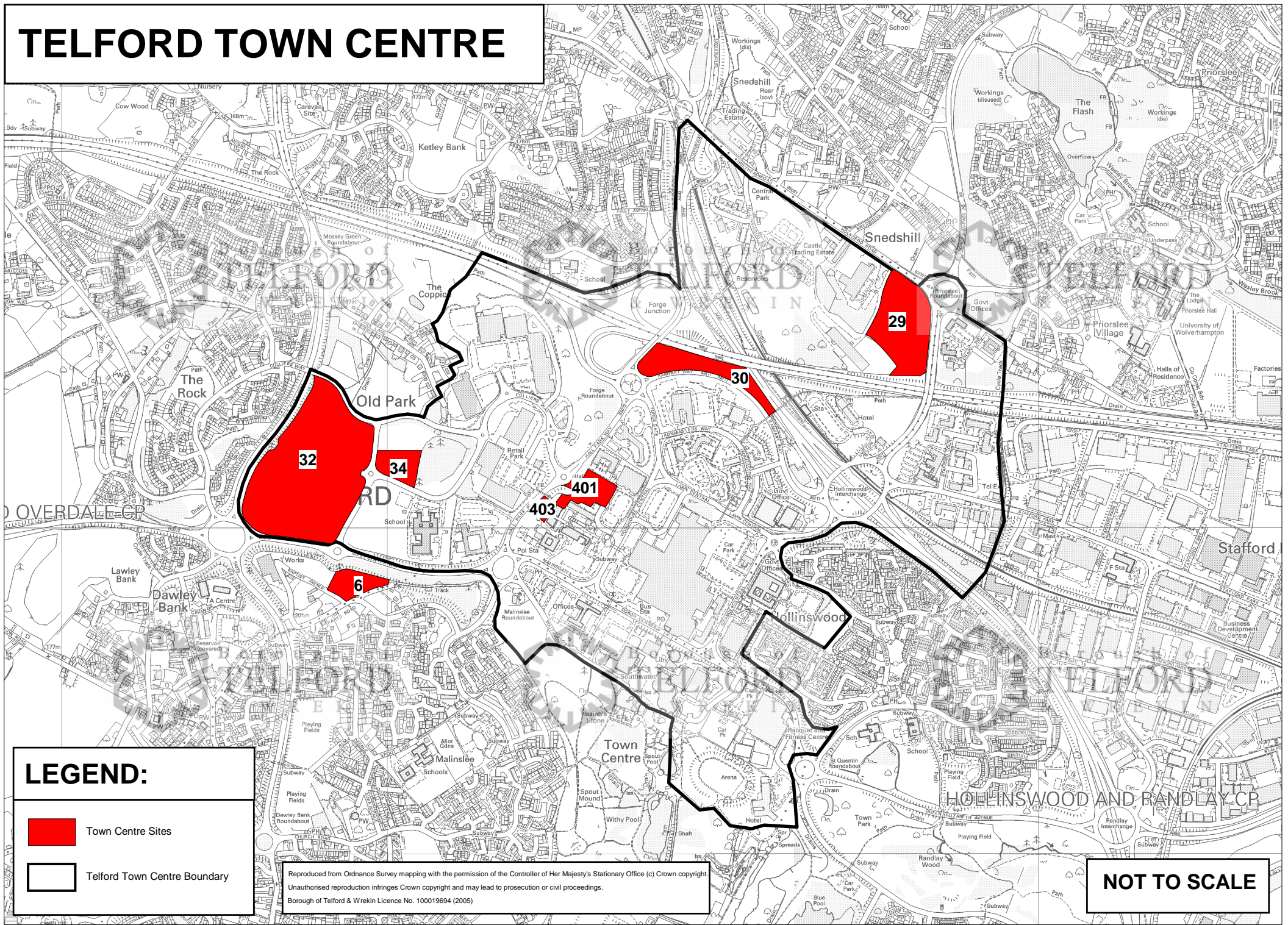
Employment Park Boundary

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NOT TO SCALE


Site Details	Site Ref	7	8	9
	Area	Nedge Hill West (MITAC)	Nedge Hill West (PT)	Nedge Hill East
	Location	Telford Science and Technology Park	Telford Science and Technology Park	Telford Science and Technology Park
	Site Area	2.93	6.54	14.9
	Permitted Use	B1, B2, B8	B1, B2, B8	B1, B2, B8
Sustainability Issues	Quality Bus Route	Yes	Yes	Yes
	Surrounding Uses	Employment to N, W & E, Employment Land to S	Employment Land to N, Residential to W, Employment to E & S	Residential to W, Employment Land to N & S, Employment to E
	Access to Rail Network	No	No	No
	Greenfield or Brownfield	G	G	G
Market Factors	Ownership	EP	EP	EP
	Road Frontage	SRF	SRF	SRF
	Access to Primary Road Network	Direct	Direct	Direct
	Availability	A	A	A
	Actively Marketed	Yes	Yes	Yes
Policy Issues	Waste Site Option	No	No	No
	Site within Action Plan Area	No	No	No
	Bad Neighbour Activity	No	No	No
	Rail Freight Activities	No	No	No
	High Technology Corridor	Yes	Yes	Yes
	Regional Logistics Site	No	No	No
	Regionally Significant	Yes	Yes	Yes

TELFORD TOWN CENTRE



LEGEND:

 Town Centre Sites

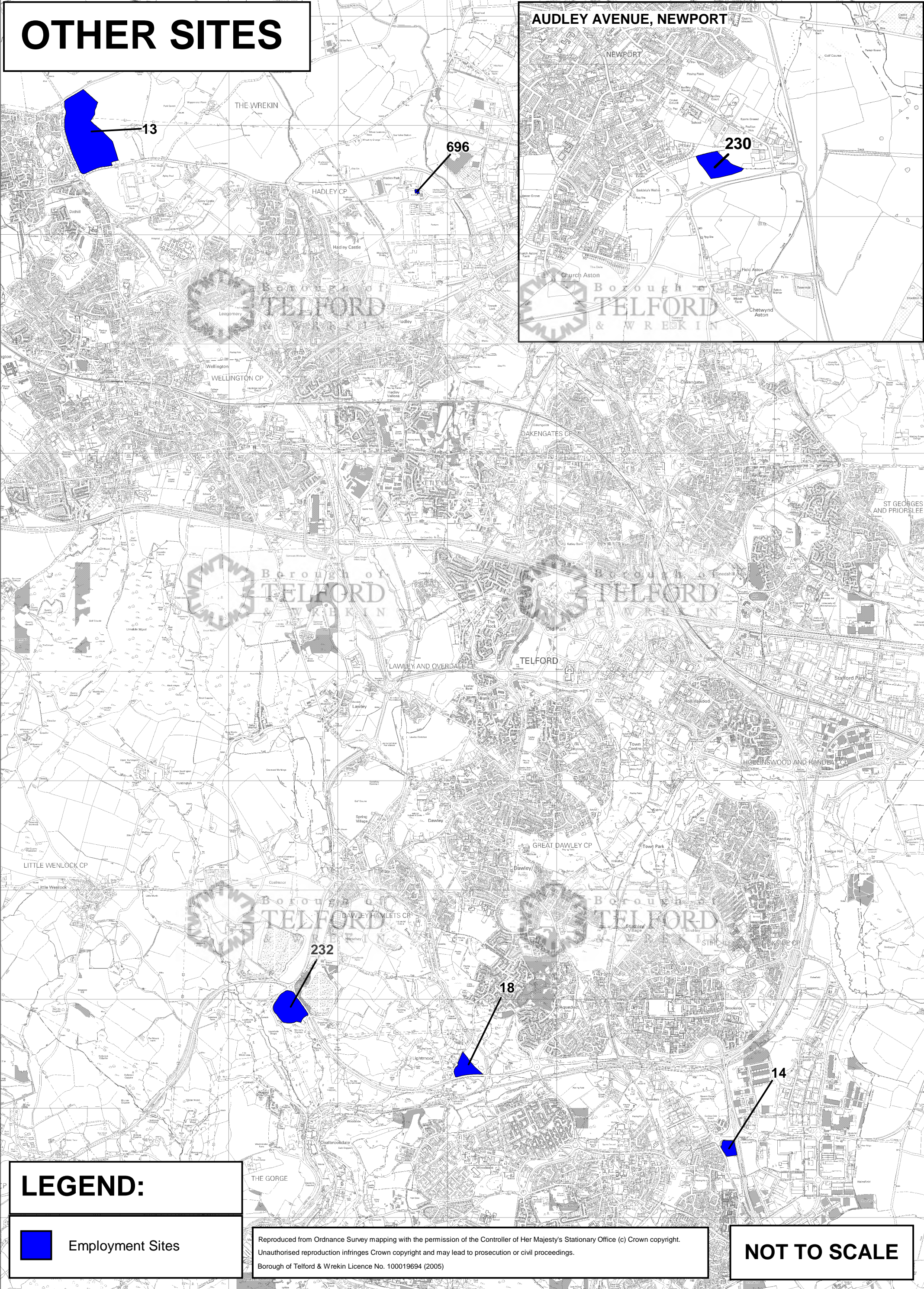
 Telford Town Centre Boundary

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NOT TO SCALE

OTHER SITES

AUDLEY AVENUE, NEWPORT



LEGEND:

 Employment Sites

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NOT TO SCALE

Site Details	Site Ref	14	18	232	13	230	168
	Area	S Telford	Woodside	SW Telford	Shawbirch	Newport	Hadley
	Location	Cuckoo Oak	South West Telford (Lightmoor)	Jiggers Bank, Lightmoor	Shawbirch Campus	Audley Avenue Industrial Estate	Hadley Castle West
	Site Area	1.65	2.86	6.27	22.3	3.05	7.35
	Permitted Use	C1 Hotel	B1, B2, B8, C3, D2	B1, A3, C1	B1, B2, B8	B1, B2, B8	B1, B2, B8
Sustainability	Quality Bus Route	No	Yes	No	Yes	No	Yes
	Surrounding Uses	Residential to N, S & W, Employment to E	Open Countryside to E, W & S, Residential to N	Open Countryside to N, S, E & W	Residential to W, Employment to S, Open Countryside to N & E	Open Countryside to E, W & S, Employment to N.	Open Countryside to N & E, Residential to S & W
	Access to Rail Network	No	No	No	No	No	No
	Greenfield or Brownfield	B	B	B	G	G	G
Market Factors	Ownership	EP	EP	EP	EP	EP	EP
	Road Frontage	RF	RF	RF	RF	RF	RF
	Access to Primary Road Network	Reasonable	Reasonable	Reasonable	Direct	Good	Direct
	Availability	A	A	B	A	B	A
	Actively Marketed	No	No	No	No	No	No
Policy Issues	Waste Site Option	No	No	No	No	No	No
	Site within Action Plan Area	Yes	Yes	No	No	No	No
	Bad Neighbour Activity	No	No	No	No	No	No
	Rail Freight Activities	No	No	No	No	No	No
	High Technology Corridor	No	No	No	No	No	No
	Regional Logistics Site	No	No	No	No	No	No
	Regionally Significant	No	No	No	Yes	No	Yes

Appendix 2

Employment Land Assessment Criteria.

SUSTAINABLE DEVELOPMENT

- Surrounding uses

Consideration of the land uses immediately adjacent to the sites to assess potential impact from change of use / limiting factors for the release of the site for an alternative use.

- Access to quality bus route

The 'Bus Network Map and Guide' produced by Telford Travelink defines the quality bus route network. Sites within 800m of these services have been considered to be accessible.

- Access to rail network

Potential to access the rail network

- Greenfield or Brownfield

Development status of the site : undeveloped or previously developed land.

MARKET ATTRACTIVENESS

- Availability

The availability of a site can be affected by the presence of services such as gas and electricity, access issues and the presence of contamination.

- 'A' represents a site which is serviced with gas and electricity, has a dedicated access point, has no known constraints and is immediately available for development.
- 'B' represents sites which require servicing and access to be provided but apart from this it is available for development.
- 'C' represents sites which are constrained, for example it is contaminated, has poor gradient, is landlocked or is difficult to access and is therefore not immediately available for development.

- Ownership

Identification of ownership to establish if there are any potential release issues

- Actively marketed

A site which is actively marketed will be more readily available to the market.

- Road frontage

Good road access to a site would make the site more attractive to the market. Sites with a service road frontage are usually the most accessible

- Access to primary road network

Close proximity to the A442 or the M54 may be a marketing strong point for certain businesses.

POLICY REQUIREMENTS

- Regionally significant

The Regional Spatial Strategy identifies the need for a portfolio of sites, regionally significant sites such as regional logistics sites and attractive high quality sub-regional employment sites of 10 to 20 hectares. This criterion identifies whether a site has the potential to fulfil a regional policy requirement.

- Regional logistics site

Sites suitable as a location for a regional logistics site.

- High technology corridor

Telford is a development node within the Telford-Wolverhampton High Technology Corridor. Sites have been appraised to establish their suitability for this form of development.

- Site within Action Plan Area

Sites within an Action Plan Area have been / will be appraised for their local strategic importance.

- Waste treatment

There is a need for sites to accommodate waste treatment facilities in the Borough. These facilities have specific operational needs and can only be located in certain locations. Sites have been appraised to establish their suitability for this form of development

- Bad neighbour

Sites may have the potential to fulfil a particular role within the borough such as the need for a bad neighbour activity sites. Sites have been appraised to establish their suitability for this form of development

- Rail freight activities

The criteria identifies whether a site is suitable for rail freight activities.

APPENDIX 3 :

Identification of Sites proposed for Allocation

Market sector	Development site required	Existing Developed / Retained Portfolio	Sites proposed for allocation
Computer Services	<ul style="list-style-type: none"> Established or potential office locations : 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> Research and technology /science parks 	Nedge Hill	Celestica site
	<ul style="list-style-type: none"> Incubator / SME cluster sites 		Celestica site
Other Business Services	<ul style="list-style-type: none"> Established or potential office locations : 	Town Centres Newport District Centres	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> Incubator / SME cluster sites 	Newport District Centres Nedge Hill	Celestica site
Public Administration	<ul style="list-style-type: none"> High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> Mixed use areas 	Town Centre Newport District Centres	Town Centre areas in accordance with the CTA Action Plan
Distribution	<ul style="list-style-type: none"> Warehouse / distribution parks 		Land adjacent to new Donnington Rail Freight terminal
	<ul style="list-style-type: none"> General industrial / business areas 	Hortonwood Halesfield Donnington wood	Land adjacent to new Donnington Rail Freight terminal
	<ul style="list-style-type: none"> Specialist freight terminals 	Rail freight terminal Donnington	

	<ul style="list-style-type: none"> ▪ Sites of regional significance 		Land adjacent to new Donnington Rail Freight terminal
Miscellaneous services	<ul style="list-style-type: none"> ▪ High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 	Newport District Centres Nedge Hill	
	<ul style="list-style-type: none"> ▪ General industrial / business areas 	Halesfield Donnington Wood Nedge Hill	
	<ul style="list-style-type: none"> ▪ Heavy / specialist industrial sites 	Halesfield Donnington Wood	
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Newport District Centre	
	<ul style="list-style-type: none"> ▪ Mixed use areas 	Newport District Centre	
Professional services	<ul style="list-style-type: none"> ▪ High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Research and technology /science parks 	Nedge Hill	
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 	Newport District Centres	
	<ul style="list-style-type: none"> ▪ Mixed use areas 	Newport District Centres	
Insurance	<ul style="list-style-type: none"> ▪ High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Mixed use areas 	Newport District Centres	
Waste Treatment	<ul style="list-style-type: none"> ▪ General industrial / business areas 	Hortonwood* Halesfield* Donnington Wood*	Granville*

* these site are potential alternatives for this use	<ul style="list-style-type: none"> ▪ Heavy / specialist industrial sites 	Hortonwood* Halesfield* Donnington Wood*	Granville*
	<ul style="list-style-type: none"> ▪ Recycling / environmental industries sites. 	Hortonwood* Halesfield* Donnington Wood*	Granville *
Banking & Finance	<ul style="list-style-type: none"> ▪ High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Newport District Centres	
	<ul style="list-style-type: none"> ▪ Mixed use areas 	Newport District Centres	
Priority Regional Clusters			
Advanced Engineering	<ul style="list-style-type: none"> ▪ Research and technology /science parks 	Nedge Hill	Celestica site
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 	Newport District Centres	Celestica site
	<ul style="list-style-type: none"> ▪ General industrial / business areas 	Halesfield Donnington Wood	
	<ul style="list-style-type: none"> ▪ Heavy / specialist industrial sites 	Halesfield Donnington Wood	
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Newport District Centres	Celestica site
	<ul style="list-style-type: none"> ▪ Mixed use areas 	Newport District Centres	Celestica site
Polymers	<ul style="list-style-type: none"> ▪ Research and technology /science parks 	Nedge Hill	Celestica site
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 		Celestica site
	<ul style="list-style-type: none"> ▪ General industrial / business areas 	Halesfield Donnington Wood	
	<ul style="list-style-type: none"> ▪ Sites for start up / micro 	Newport District Centres	Celestica site

	businesses.		
ICT	<ul style="list-style-type: none"> ▪ High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Research and technology /science parks 		Celestica site
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 		Celestica site
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Newport District Centres	Celestica site
	<ul style="list-style-type: none"> ▪ Mixed use areas 	Newport District Centre	Celestica site
Specialist Business & professional services	<ul style="list-style-type: none"> ▪ High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Research and technology /science parks 	Nedge Hill	Celestica site
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 	Newport District Centres	Celestica site
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Newport District Centres	
	<ul style="list-style-type: none"> ▪ Mixed use areas 	Newport District Centres	
Food and Drink	<ul style="list-style-type: none"> ▪ Research and technology /science parks 		Additional land at Audley Avenue
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 	Newport	Additional land at Audley Avenue
	<ul style="list-style-type: none"> ▪ General industrial / business areas 	Newport Halesfield Donnington Wood	Additional land at Audley Avenue
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Newport District Centres	Additional land at Audley Avenue

Building Technologies	<ul style="list-style-type: none"> ▪ General industrial / business areas 	Halesfield Donnington Wood	
	<ul style="list-style-type: none"> ▪ Heavy / specialist industrial sites 	Halesfield Donnington Wood	
Logistics	<ul style="list-style-type: none"> ▪ Warehouse / distribution parks 	Donnington	Land adjacent to new Donnington Rail Freight terminal
	<ul style="list-style-type: none"> ▪ Specialist freight terminals 	Donnington	
Policy requirements			
Regional Logistics Site	<ul style="list-style-type: none"> ▪ Warehouse / distribution parks 	Donnington	Land adjacent to new Donnington Rail Freight terminal
	<ul style="list-style-type: none"> ▪ Specialist freight terminals 	Donnington	
High Technology Corridor node	<ul style="list-style-type: none"> ▪ Research and technology /science parks 	Nedge Hill	Celestica site
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 	Nedge Hill	Celestica site
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Nedge Hill	Celestica site
Sub Regional Centre	<ul style="list-style-type: none"> ▪ High quality business parks ▪ 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Mixed use areas 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action Plan
Inward investment	<ul style="list-style-type: none"> ▪ High quality business parks 	Existing areas in the Town Centre	Further Town Centre areas in accordance with the CTA Action

			Plan
▪ Research and technology /science parks	Nedge Hill		Celestica site
▪ Incubator / SME cluster sites			Celestica site
▪ Warehouse / distribution parks			Land adjacent to new Donnington Rail Freight terminal
▪ General industrial / business areas	Newport Halesfield Nedge		
▪ Heavy / specialist industrial sites	Halesfield Donnington wood		
▪ Specialist freight terminals	Donnington		
▪ Sites for specific occupiers	Shawbirch Hadley Park West		
▪ Recycling / environmental industries sites.	Hortonwood* Halesfield* Donnington Wood*		Granville* * these site are potential alternatives for this use
▪ Sites of regional significance	Shawbirch Hadley Park West		Celestica site
▪ Sites for start up / micro businesses.	Existing areas in the Town Centre Newport District Centres		Further Town Centre areas in accordance with the CTA Action Plan
▪ Mixed use areas	Existing areas in the Town Centre Newport District Centres		Celestica site
▪ Research and technology /science park			Celestica site
▪ Incubator / SME cluster sites			Celestica site
▪ Mixed use areas	Existing areas in the Town Centre Newport		

		District Centres	
Start up and micro enterprises	<ul style="list-style-type: none"> ▪ Mixed use areas 	Newport District Centres	
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Newport District Centres	Celestica site
Create areas of mixed development	<ul style="list-style-type: none"> ▪ High quality business parks 	Existing areas in the Town Centre Newport District Centres	Further Town Centre areas in accordance with the CTA Action Plan
	<ul style="list-style-type: none"> ▪ Research and technology /science parks 		Celestica site
	<ul style="list-style-type: none"> ▪ Sites for start up / micro businesses. 	Existing areas in the Town Centre Newport District Centres	
	<ul style="list-style-type: none"> ▪ Incubator / SME cluster sites 		Celestica site
	<ul style="list-style-type: none"> ▪ Mixed use areas 		