

Stafford Borough Local Development Framework

PLANNING for our FUTURE

Employment Land Review



Stafford
BOROUGH COUNCIL

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APPENDIX

**STAFFORD BOROUGH COUNCIL
EMPLOYMENT LAND STUDY
FUTURE LAND ESTIMATION
SUMMARY REPORT & TECHNICAL APPENDIX REPORT**

(please refer to associated documentation)

1 BACKGROUND

1.1 The Government is committed, as demonstrated in Planning Policy Statement 1 (PPS 1) (Issued in 2005) to promoting a strong, stable productive and competitive economy. The planning system is seen as having a very important role to play in facilitating and delivering this. In this respect, Local Planning Authorities are seen as needing to:-

“... have regard to the importance of encouraging industrial, commercial and retail development so that the economy can prosper and provide for improved productivity, choice and competition, particularly when requirements of modern business are changing rapidly...”

1.2 Planning Policy Guidance 4 (PPG4) Industrial and Commercial Development and Small Firms (DoE, 1992) states that one of the Government’s key aim’s is to encourage continued economic development in a way which is compatible with its stated environmental objectives and that up to date and relevant plans are essential if the needs of commerce and industry are to be met, and reconciled with demands for other forms of development and for the protection of the environment.

1.3 Planning Policy Statement 3 (PPS3) (DCLG, 2006) includes the following statement for the effective use of land in terms of assessing existing employment land:

“44. In developing their previously-developed land strategies, Local Planning Authorities should consider a range of incentives or interventions that could help to ensure that previously-developed land is developed in line with the trajectory/ies. This should include:

- Considering whether sites that are currently allocated for industrial or commercial use could be more appropriately re-allocated for housing development. (Guidance on reviewing employment land is set out in *Employment Land Reviews: Guidance Note, ODPM, 2004*)”

1.4 It is clear then from the wording of paragraph 44 of PPS3 that the existence of up -to-date reviews of employment will be crucial in the consideration of planning applications proposing the use of employment sites for non-employment related uses

1.5 In the light of the national planning policy context as outlined above, the Office of the Deputy Prime Minister published (in December 2004) guidance to Local Authorities on how to undertake such review of employment land in their area entitled “Employment Land Reviews: Guidance Note” (referred to henceforth as “The Guidance”) and it is this guidance which has influenced the way Stafford Borough Council has undertaken Stage 1 of its Employment Land Review. The objective of The Guidance (which is intended to complement established and emerging practice) is to ensure that local authorities review their portfolios of employment sites and in so doing apply up to date and sensible criteria in terms of market realism and sustainable development.

- 1.6 Having done so, Local Planning Authorities are encouraged to then be able to identify a robust and defensible portfolio of both strategic and locally important employment sites in their Local Development Frameworks (LDFs) and, where appropriate, to then be able to afford strong policy protection to both new and existing employment areas for employment rather than other uses to ensure that such sites are adequately safeguarded.
- 1.7 In this respect, therefore, the Study has a crucial role to play through being an integral part of the “gathering evidence” stage and facilitating the LDF by:
- identifying sustainable sites that are capable of attracting inward investment; and
 - identifying and facilitating the protection from other forms of development those existing sites that are sustainable and that are deemed to be suitable for development, or continuing in use, for employment purposes.

2 POLICY CONTEXT

National Policy

- 2.1 The Government sets out national policy in Planning Policy Guidance Notes (PPGs) which are currently being replaced by Planning Policy Statements (PPSs). The Government also produce Circulars and Best Practice Guides in order to provide advice to local planning authorities, to encourage a consistent approach to planning across the country.
- 2.2 The following Government and other publications contain policy guidance and information relevant to economic development:

Planning Policy Guidance Note 4: Industrial, commercial development and small firms (1992) states the Government's key aim of encouraging continued economic development which is compatible with environmental objectives through specific guidelines. Therefore Development Plans should provide the policy framework, weighing the importance of industrial and commercial development with that of maintaining and improving environmental quality.

Planning Policy Statement 1: Delivering Sustainable Development (2005) states that the Government is committed to promoting a strong, stable and productive economy that aims to bring jobs and prosperity for all. Planning authorities should:

- (i) recognise that economic development can deliver environmental and social benefits;
- (ii) recognise the wider sub-regional, regional or national benefits of economic development and consider these alongside any adverse local impacts;
- (iii) ensure that suitable locations are available for industrial, commercial, retail, public sector (eg health and education) tourism and leisure developments, so that the economy can prosper;
- (iv) provide for improved productivity, choice and competition, particularly when technological and other requirements of modern business are changing rapidly;
- (v) recognise that all local economies are subject to change - planning authorities should be sensitive to these changes and the implications for development and growth;
- (vi) actively promote and facilitate good quality development, which is sustainable and consistent with their plans; and

- (vii) identify opportunities for future investment to deliver economic objectives.

Planning Policy Statement 7: Sustainable Development in Rural Areas (2004) sets out a number of key objectives for rural areas including raising the quality of life through sustainable economic growth and diversification as well as promoting sustainable, diverse and adaptable agricultural sectors. In particular Local Planning Authorities should:

- (i) identify suitable sites for future economic development where there is a need for employment creation and economic regeneration; and
- (ii) set out the criteria for permitting economic development in different locations, including the future expansion of business premises, to facilitate healthy and diverse economic activity in rural areas.

Further information on national economic development policy is available at the following website: www.communities.gov.uk

Regional Policy

2.3 In June 2004 Regional Planning Guidance for the West Midlands (RPG11) was adopted and published. Following commencement of Part 1 of the Planning and Compulsory Purchase Act 2004 Regional Planning Guidance has now become part of the statutory development plan and is known as the Regional Spatial Strategy (RSS). The RSS provides the regional spatial framework within which Local Development Documents of the Stafford Borough Local Development Framework (LDF) will be prepared. The RSS forms part of the statutory development plan alongside the Development Plan Documents of the LDF. The West Midlands Economic Strategy is a delivery vehicle for many aspects of the Regional Spatial Strategy.

2.4 The following spatial strategy objectives relating to economic development are contained within the Regional Spatial Strategy:

- **To secure the regeneration of the rural areas of the Region; and**
- **To 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.**

2.5 The following regional policies relating to economic development are contained in the Prosperity for All chapter of the Regional Spatial Strategy:

- **Policy PA1: Prosperity for All**
- **Policy PA5: Employment Areas in Need of Modernisation and Renewal**
- **Policy PA6: Portfolio of Employment Land**
- **Policy PA14: Economic Development and the Rural Economy**

Further information and to view the Regional Spatial Strategy please refer to the following websites: www.to-wm.gov.uk/RPG and www.wmra.gov.uk/regional_planning.htm

- 2.6 The Regional Spatial Strategy Phase Two Revision is currently taking place. The process will be finalised in 2009 and will provide new District level provisions for housing and employment land from 2001 to 2026. The current regional spatial approach within the Regional Spatial Strategy is not being amended as part of the Phase Two Revision process.

Up-date on the Regional Spatial Strategy Phase Two Revision

- 2.7 The final Preferred Option was signed off by the Regional Planning Partnership on 22nd October 2007 and will be submitted to the Secretary of State in December 2007 (this will be followed by a 12 week formal consultation period and an Examination in Public thereafter which is likely to take place in September 2008).
- 2.8 The Regional Spatial Strategy Phase Two Revision provides that the forecast household growth will need to be accompanied by appropriate opportunities for employment growth across the region at both the sub-regional and local level; accordingly, the Preferred Option sets out emerging policy guidance on the level and distribution of employment land provision in order to assist the preparation of Core Strategies and related Local Development Documents (and to adequately reflect the priorities as set out in the emerging Regional Economic Strategy).
- 2.9 The employment land figures in the Preferred Option are based on a 5 year reservoir of land, with indicative longer term requirements over a 15 year period, the overall approach taken being to ensure the continuing provision of an appropriate portfolio of sustainably located employment sites appropriate to market needs.
- 2.10 In so far as Stafford Borough is concerned, the Preferred Option provides the following figures:

Five year Reservoir (in hectares)	40
Indicative Long Term requirements (in hectares) (i.e. 2006 – 2021)	120

- 2.11 In recognising that employment land is a valuable resource to the economy of an area, the Preferred Option incorporates a policy that states that such land should be protected from competing uses where it can be demonstrated that it makes an important contribution to the portfolio of sites within a Local Authority's area

County Policy

- 2.12 The Staffordshire and Stoke on Trent Structure Plan 1996-2011 provides a broad planning framework for Stafford Borough over the period 1996-2011 through a comprehensive, sustainable strategy relating to land use, transportation and the environment. The following planning policies from the Structure Plan relate to economic development:-

- E1 Employment Land Provision and Distribution**
- E2 Increasing the Choice of Sites**
- E3 Locational Factors for New Sites**
- E6 Implementation and Programming**
- E7 Existing Industries**
- E8 Loss of Employment Land and Buildings**
- E9 The Rural Economy**

2.13 It should be noted that following commencement of the Planning and Compulsory Purchase Act 2004 the new development plan will be made up of the Regional Spatial Strategy and Development Plan Documents within the Local Development Framework. As part of the existing development plan the Staffordshire and Stoke on Trent Structure Plan 1996-2011 is not due to be saved beyond September 2007.

To view the Staffordshire and Stoke on Trent Structure Plan 1996-2011 and access further information please refer to the following website:
www.staffordshire.gov.uk

Local Policy

- 2.14 Currently the Stafford Borough Local Plan 2001, covering the period 1986 to 2001 and the Staffordshire and Stoke on Trent Structure Plan 1996-2011 make up the adopted development plan for the area. However this Development Plan now needs to be reviewed and updated, which will take place through the process of preparing the new Local Development Framework and the associated Development Plan Documents.
- 2.15 Following commencement of Part 2 of the Planning and Compulsory Purchase Act the Local Plan element of the development plan will be replaced by Development Plan Documents within the Local Development Framework along with the Regional Spatial Strategy. The following planning policies from the adopted Stafford Borough Local Plan 2001 relate to economic development:-

Policy EMP1	Protection of Employment Land
Policy EMP2	Development within Recognised Industrial Estates
Policy EMP3	Expansion of Existing Industrial Uses
Policy EMP4	Potential 'Nuisance' Industrial Activities
Policy EMP6	B1 Uses in Primarily Residential Areas
Policy EMP7	Re-use of Existing Buildings
Policy EMP9	Design and Landscaping
Policy EMP10	Implementation of Landscaping Schemes

2.16 It should be noted that following commencement of the Planning and Compulsory Purchase Act 2004 the new development plan will be made up of the Regional Spatial Strategy and Development Plan Documents within the Local Development Framework. The Borough Council is currently in the process of preparing Development Plan Documents for the Local Development Framework.

3 INTRODUCTION TO THE STUDY

- 3.1 The Guidance places great emphasis on planning authorities undertaking employment studies in consultation with neighbouring authorities, county councils, sub-regional groups, the regional planning body, the development industry and property agents and representatives of local business interests (particularly in respect of marketability and viability matters, in expressing property needs and in “road testing” of any new portfolio of sites).
- 3.2 The reaction by the Borough Council to this imperative was to facilitate a corporate and collaborative exercise by creating a small team, comprising of Officers from the Forward Planning Section of the Planning and Engineering Service and the Economic Development Section of the Regeneration Service to undertake the Study. Moreover, dedicated in-puts from other public and private sector agencies have been sought and will likewise be sought as the Study progresses through Stages 2 and 3 (see Section 4 in respect of Methodology).
- 3.3 Following the publication of the Guidance in December 2004, a detailed Brief, consistent with the advice contained within the Guidance, was formulated and has been utilised thereafter to guide the undertaking of Stage 1 of the Study.
- 3.4 The primary purpose of the Study is to assess the demand for, and the supply of, land for employment use. In particular, the Study considers whether sites that have been identified as being suitable for employment development, by way of planning permission or allocation or otherwise identified, reflect and are capable of satisfying the changing requirements of businesses and the local economy, and also whether the sites so identified are in sustainable locations.
- 3.5 In assessing the overall development capacity/opportunities available for development as against the perceived level of requirement for employment land, the main aim of the study is to “shake out” those sites that are no longer deemed to be suitable for employment purposes on the grounds of market realism, sustainability or other relevant considerations. The associated aims of the Study are to ensure the protection of the best employment sites in the face of competition from higher value uses, particularly housing, and enable other uses (as appropriate) to take place on those sites that are considered to be obsolete insofar as use for employment purposes is concerned.

4 METHODOLOGY FOR STAGES 1, 2 AND 3

4.1 The Guidance introduces a robust, three stage approach to employment land reviews, adaptable for use by planning bodies operating at different spatial levels and facing different development pressures (and at different stages in the plan preparation process). The approach reflects the underlying principles of the new planning system, with its greater emphasis on sustainability and proactive management of development wherein both regional and local spatial strategies are to be more widely based than existing development plans, extending beyond land use planning to reflect broader economic, social and environmental considerations.

4.2 The three stage approach formalises what is an iterative approach to the review of the need for and allocation of land for employment and those three stages are:-

- **Stage 1** - take stock of the existing situation, including an initial assessment of “fitness for purpose” of existing allocated employment sites.
- **Stage 2** - assess, by a variety of means (ie economic forecasting, consideration of recent trends and/or assessment of local property market circumstances) of the scale and nature of likely demand for employment land and the available supply in quantitative terms.
- **Stage 3** - identify and designate (if appropriate) specific new employment sites in order to create a balanced local employment land portfolio.

4.3 The Guidance then highlights objectives and perceived/intended outcomes for each of those three distinct stages:

Stage 1: Taking Stock of the Existing Situation

OBJECTIVES

4.4 The main objective of Stage 1 is a simple assessment of the “fitness for purpose” of the existing employment land portfolio, principally in order to identify the “best” employment sites to be retained and protected and to identify sites that could possibly be released for other uses; maintaining employment designation on sites that could be released to other uses adds little to the effective supply of employment land and merely distorts statistical analysis of the supply. Stage 1 is also the preliminary to Stages 2 and 3, thereby giving the Authority the opportunity to review its understanding of the local economic and employment land issues.

Objectives

- To identify the “best” employment sites to be protected
- To identify employment sites to be released
- To prepare an effective brief for Stages 2 and 3 of the review

OUTCOMES

- 4.5 The principal outcome of Stage 1 will be the identification and protection of the “best” employment sites, and the identification and potential release of those existing or allocated employment sites which it is felt do not meet sustainable development criteria, are unlikely to meet future market requirements or are otherwise unsuitable. The other key outcome is an effective Brief for Stages 2 and 3

Outcomes

- An understanding of key employment land supply issues
- A portfolio of potential employment sites to take forward for more detailed review
- An effective Brief for Stages 2 and 3 of the review

Stage 2: Creating a Picture of Future Requirements

- 4.6 Stage 2 of the Review involves the assessment of future requirements for employment land (and premises), which is compiled using a range of complementary techniques to provide a full picture at the regional, sub-regional and local scales. The Guidance identifies the Regional Planning Bodies (RPBs) as needing to take the lead in co-ordinating and delivering key elements of the assessment of requirements, in consultation with constituent authorities. In this respect reference is made elsewhere in this Study to the employment land reviews that are currently being undertaken by both the West Midlands Region and Staffordshire County Council.

OBJECTIVES

- 4.7 The main objective of this stage is to quantify the amount of employment land required across the main business sectors within the study area during the plan period. This is to be achieved by assessing both demand and supply elements, and assessing how they can be met by the combination of allocated sites and existing sites and premises.

- 4.8 This stage recognises that any quantitative assessment of employment land requirements, particularly for individual authorities, needs to be informed by the use of forecasts and surveys. These need to be interpreted taking account of the best available indications of future change in local economies and business requirements as well as wider regional or local economic and spatial objectives. There are some formal techniques to help bring these together (referred to below in Step 10 as “scenario testing”) but the assessment of requirements and the means of meeting these depends on professional judgement and local interpretation - and is to be the subject of further work in Stage 3.

Objectives

To understand the future quantity of land requirement across the main business sectors

To provide a breakdown of that analysis in terms of quality and location

To provide an indication of “gaps” in supply.

OUTCOMES

- 4.9 The product of Stage 2 will be a quantitative assessment of future demands for and supply of employment land for the plan period. First, there is a need to undertake a quantitative assessment of the total future demand for employment land across the main sectors. The second element is to undertake a quantitative assessment of suitable employment land stock or supply remaining from Stage 1. The two outcomes will then need to be compared to identify gaps in provision and any areas of over or under-supply.

Outcomes

Broad quantitative employment land requirements across the principal market segments covering the plan period

An analysis of the likely “gap” in supply to be filled.

Stage 3: Identifying a “New” Portfolio of Sites

- 4.10 Stage 3 in the review process represents the detailed site assessment and search element. The process of assessing future requirements in Stage 2 provides a context within which the existing portfolio of sites can be appraised. In essence, Stage 3 of the review will be to confirm which sites are likely to respond well to the expectations of occupiers and property developers and also meet sustainability criteria. The results of Stage 2, together with the site-appraisal to be undertaken under Stage 3, should provide a robust justification for allocations for employment land and development of a policy regime that reflects it.

OBJECTIVES

- 4.11 The main objective will be to undertake a review of the existing portfolio of employment sites, against defined site assessment criteria, in order to identify those sites which should be retained and protected and those which could be released for other uses. Where there are identified gaps in provision, a site search will be required where potential new sites are subjected to rigorous assessment in order to create a “balanced” portfolio.

Objectives

To undertake a qualitative review of all significant sites (and premises) in the existing employment site portfolio

To confirm which of them are unsuitable for/unlikely to continue in employment use

To establish the extent of “gaps” in the portfolio

If necessary, identify additional sites to be allocated or safeguarded

OUTCOME

- 4.12 The outcome should be a portfolio of sites that will meet local (and strategic) planning objectives whilst serving the requirements of businesses and developers.

Outcome

Completion of the employment land review, to be taken forward in the development plan

4.13 The Guidance identifies the following detailed steps to be undertaken within the three respective stages of a Land Review:

The Steps Involved in the Three Stages of the Employment Land Review	
Stage 1: Taking stock of the existing situation	<p>Step 1: Devise brief for Stage 1</p> <p>Step 2: Collate data on land stock and revealed demand</p> <p>Step 3: Devise and apply site appraisal criteria</p> <p>Step 4: Undertake preliminary site appraisal</p> <p>Step 5: Confirming the brief for Stages 2 and 3</p>
Stage 2: Creating a picture of future requirements	<p>Step 6: Understand market areas and segments</p> <p>Step 7: Select and apply suitable forecast model/demand analysis</p> <p>Step 8: Quantify employment land supply</p> <p>Step 9: Translate employment forecasts to land requirements</p> <p>Step 10: Scenario testing</p>
Stage 3: Identifying a “New” Portfolio of Sites	<p>Step 11: Devise qualitative site appraisal criteria</p> <p>Step 12: Confirm existing sites to be retained or released and define gaps in portfolio</p> <p>Step 13: Identify additional sites to be brought forward</p> <p>Step 14: Complete and present the employment land review</p>

5 STAGE 1 - TAKING STOCK OF THE EXISTING SITUATION

5.1 The Guidance identifies the main objective of this stage as being the “fitness for purpose” assessment of the existing employment land portfolio. In so doing, the Guidance advocates that Stage 1 of the process needs to consider and fully address those Issues and Tasks as set out below (the Borough’s response as to how these issues have been/will be addressed is given in brackets thereafter):

5.2 Issues

- **Consultation with the Regional Planning Board (RPB) and sub-regional partners about the scope and timescale of employment land review** (The timescale for undertaking the review will be determined by particular milestones within the LDF process and outputs from the RPB and Staffordshire County Council (SCC) who are both undertaking studies into the demand for and supply of employment land which are intended to feed into the more detailed studies to be undertaken by Districts; from the initiation of the Study, continuous consultation has taken place with the RPD and SCC and this will continue.)
- **Key elements of the strategic planning vision and objectives** (It is envisaged that these will be set out in the preamble to the regional and County studies as referred to above)
- **The relevance of previous economic and employment land studies** (See “Step 2” for detailed references to those economic/employment studies that have been drawn upon as part of this Study).
- **The availability of local monitoring information on site availability and supply** (Again, see “Step 2” in relation to the type of information and its use)
- **The best way to “tap into” the experience and knowledge of key staff and stakeholders about individual sites and requirements** (Stage 1 of the Study has been undertaken as a corporate and collaborative exercise as a result of joint working between the Planning and Regeneration Services. Consultation with stakeholders will take place.)
- **The availability of in-house skills and resources and any decision to outsource some or all of the main review** (The collaborative approach has enabled the utilisation of in-house skills. At this point within the overall Study, it has not been necessary to consider “out-sourcing” any of the work done to date.)
- **The timescale for implementation of Stage 1 of the Review** (Timescales for distinct elements within the Stage 1 process were incorporated within the Brief for that stage; Stage 1 was prepared and completed between February and June 2005.)

5.3 Tasks

- **Consult with RPB's, neighbouring authorities and business community to establish scope of employment land review** (Whilst there will be a high level of consultation with these bodies concerning the undertaking of and inputs to this Study, it was not considered to be necessary to consult with those bodies regarding the **scope** of the Study which has followed the approach set out in Government Guidance.)
- **Review available information on employment land stock, supply and demand** (See "Step 2")
- **Site Appraisal to identify "best" employment sites and allocations to be retained and those to (potentially) be released** (See "Step 4")
- **Input for Stages 2 and 3 of Employment Land Review** (See "Step 5")

5.4 Steps

The following five steps have been identified as being required to be followed to ensure a satisfactory outcome for Stage 1 of the Study

Step No	Process
1	Prepare Brief
2	Collect and collate data on supply of and demand for employment land
3	Devise and apply site appraisal criteria
4	Undertake preliminary site appraisal
5	Provide input to Stages 2 and 3

Each of these steps is now considered separately:

Step 1 - Devise Brief for Stage 1

5.5 The purpose of this section is to set out the context for and, very importantly, the parameters governing the production of the Brief that was prepared to guide the ensuing four steps of Stage 1 of the Study:

- the main purpose of Stage 1 is simply to identify those sites - when set against current aspirations of **OCCUPIERS AND DEVELOPERS** - that should definitely be retained and those which **could** be released
- this preliminary appraisal of the existing portfolio will not, and should not attempt to, identify every employment site to be released but rather will highlight the most acute examples eg long-standing employment sites (Brownfield and/or Greenfield) where clearly no new development has materialised despite their continual “availability”
- this stage does **not** include consideration of existing premises - the future of poor quality existing premises, particularly if they are occupied, is best addressed as part of Stage 3 of the process
- furthermore, neither does Stage 1 concern itself with **potential** sites as these will be considered within Stages 2 and 3
- whilst there may be contact with private sector land **agents** within Stage 1, it is not envisaged that there will necessarily be direct contact with either landowners or developers. Again, this is more likely to take place within subsequent stages (particularly Stage 3).

Step 2 - Collate Data on Land Stock and Revealed Demand

- 5.6 The principal information to be derived relates to the overall stocks of employment land, together with the take-up of sites and premises to indicate the “revealed demand” for sites.

Consequently the main components of this step in Stage 1 are:-

- (a) review existing and compile a new, composite database based on existing sources (eg Stafford Borough sites and Premises Register, Employment Sites Database maintained by Staffordshire County Council (Development Services))
- (b) monitor planning permissions granted for employment based uses, including sites being taken out of employment use
- (c) interrogate available property market appraisals, including transactions and assessments of future demand and supply
- (d) confirm the likely business needs and future market requirements, following consultation with selected consultees

(a) Compiling the Database

Requirements suggested in the Guidance

- the database will comprise of recording the principal existing general employment areas, together with proposed employment areas which are allocated or safeguarded in the local plan (NB: in order to conduct a full employment land review, a more comprehensive database encompassing both **existing and potential sites and premises** will be necessary, for Stages 2 and 3, but these are **NOT** to be considered at Stage 1)
- the minimum site characteristics to be recorded are:-
 - Location
 - Remaining developable area
 - Ownership (or presumed ownership)
 - Market segment/employment uses for which the site is allocated/would be suitable
 - Known constraints affecting/infrastructure required for development to employment uses
 - Site Threshold : 0.25 ha
 - Mapping : All sites need to be mapped, preferably GIS

Sources:

- Existing database sources held by Planning and Engineering and Regeneration (Economic Development Unit) Services
- OS Mapping (supplemented with aerial photographs)
- Business Directories
- Business Rates Records
- Property Transactions
- Site Visits

5.7 Borough Council's Response

Site Entries

- the database is largely based upon the listing of sites as at March 2006 which was formulated by the County Council (in conjunction with the Borough Council) and is the basis for this Borough's figures within the County Council's "Staffordshire Employment and Availability Survey 2006". In so doing this encompasses both allocated land and sites which have (or formerly had) planning permission for employment development which are either under construction or are yet to be developed
- in addition, a print- out of available sites over 0.4 ha (this is the site area cut-off point as used by InStaffs) was obtained from "InStaffs" and checked for inclusion within the database
- the database that is utilised within the Study extends beyond the scope of the Guidance by enabling the consideration of all committed employment sites, rather than being restricted to the inclusion of only allocated sites where there has been no activity on undeveloped plots/sites within existing employment areas
- the database for Stage 1 does not consider the role of **existing** industrial estates/business parks as these are evaluated within Stage 2
- for the avoidance of doubt, the database for Stage 1 of the Study does not incorporate vacant **premises** (that are large, free-standing and have been unoccupied for a long period) which are not assessed until later stages within the process

Database Fields

- the site characteristics to be recorded were formulated by combining the requisite minimum characteristics as set out in the Guidance, together with the data-fields as utilised in the County Council's Employment Land Monitoring system; these fields were endorsed by both the Planning and Regeneration Services of the Borough Council

Site Visits

- All sites incorporated with the database have been visited by Officers of the Borough Council, and by a representative from the County Council.

(b) Planning Permissions

Requirements suggested in the Guidance

- the collation of information on the recent pattern of employment land supply in terms of:-
 - data on planning permissions granted
 - the rates of take-up of those permissions
 - the granting and implementation of permissions for other uses on sites that were either actively or formerly in employment use

5.8 Borough Council's Response

- the County Council in order to produce its annual Employment Land Availability report, monitors all planning applications with potential employment implications which are submitted to the Borough Council during the twelve month period under consideration (ie the immediately preceding "financial year")
- all such planning applications which are granted are then incorporated within the revised database and that then constitutes the database appertaining at the end of March of the base-date year
- for example, during the year 2004/05 the Borough Council granted planning permission for (inter alia) the following employment related proposals and these were then incorporated within the accordingly revised database:

"B" Class Use related

- Redevelopment of a B2 Use site for B1, B2 and B8 purposes on Astonfields Industrial Estate, Stafford
- B8 Unit on a 0.45 ha site adjacent to Beacon Business Park, Stafford
- Car Valeting Unit on 0.78 ha site at Moss Pit, Stafford
- Two B8 Units on a site of 18.33 ha at Prime Point 14, Stafford
- B2 Unit on a 0.21 ha site at Whitebridge Lane, Stone
- Two B1 Units on a 1.00 ha site at Staffordshire Technology Park, Stafford
- Office Units on two sites of 1.81 ha and 0.65 ha at Staffordshire Technology Park, Stafford
- B8 Units on a 1.61 ha site at Stone Business Park
- B8 Unit on a 0.44 ha site at Tollgate Business Park, Stafford

Non “B” Class Use related

- Nursing Home for the Elderly at Stone
 - GP Surgery and Pharmacy at Gnosall
 - Car Dealership at Tollgate Business Park, Stafford
 - Tourist/Visitor Attraction at Trentham Gardens
- details on the floor space proposed, and the status (ie under construction or not) of these and other schemes are given, where known, in the database
- whilst the granting of a non B Class Use on a designated site (eg for a car dealership at Tollgate Business Park, Stafford) equates to the granting of permission for “other use on a site that was in or formerly in employment use”, the use thereby granted would not necessarily generate fewer jobs than a pure “B” Class Use - indeed, potentially, the opposite could be the case

5.9 This Study utilises a sites database that has been updated to reflect the situation appertaining at the end of March 2006.

(c) Demand and Supply of Employment Land

Requirements suggested in the Guidance

- this aspect of the Study involves abstracting the information that the Borough Council already holds on the supply and take-up of business premises, through the maintenance of its land/sites and Premises Register and from recorded inquiries for employment sites

5.10 The Borough Council’s Response

The following reports constitute the most up-to-date background information in respect of the demand for and supply of employment land:

(1) **Staffordshire Employment Land Survey 2006**

- The latest analysis in terms of the supply and take-up of employment land and premises in the Borough at the time of preparation of this Study is to be found in the Staffordshire Employment Land Availability Survey **2006** which considers the situation during the immediately preceding year, the main finding of which insofar as Stafford Borough is concerned are reproduced below:

“INDUSTRIAL” EMPLOYMENT LAND

NEW LAND

At 31 March 2006 the supply of new industrial land available being identified for industrial development in Stafford Borough totalled 76.38 hectares, an increase of 0.87 hectare over the preceding twelve months. Readily available land has however shown a decrease of 11.13 hectares over the same period due to a significant increase in the hectareage under construction.

58.26 hectares of the new available land had the benefit of planning permission, an increase of 5.76 hectares over the previous year. Full planning permission was granted on 52.41 hectares, an increase of 5.76 hectares with new development already progressing upon 23.49 hectares at the time the Study was carried out.

Completions at 31 March 2006 totalled 0.21 hectares, a decrease of 3.61 hectares compared to the previous year's survey. Land take in Stafford Borough averaged 4.53 hectares during the first ten years of the 1996-2011 Structure Plan period.

Of the new industrial land Greenfield sites totalled 61.17 hectares (80.1%) with 15.21 hectares (19.9%) being on Brownfield sites. The Greenfield figure would decrease to 55.3% and the Brownfield figure increase to 44.7% if the 34.22 hectares of redevelopment land (referred to below) was included in the Brownfield figure.

REDEVELOPMENT LAND

At 31 March 2006 the supply of redevelopment industrial land being identified for redevelopment in Stafford Borough totalled 34.22 hectares, a decrease of 8.99 hectares compared to the previous twelve months. Readily available land also showed a decrease of 0.21 hectares.

Full planning permission was granted on 0.21 hectare, which is identical compared to the previous year's survey, with 0.21 hectare recorded as under construction.

Completions at 31 March 2006 totalled 0.00 hectare, which was also identical to the previous year's survey.

“OTHER” EMPLOYMENT LAND

NEW LAND

At 31st March 2006 an additional 4.24 hectares of new land was available in Stafford Borough for “other” employment development (not B Use Classes), an increase of 0.85 hectare over the past twelve months. 2.64 hectares of the land is allocated within use class D2 (Assembly and leisure), and 1.60 hectares for mixed uses.

Full planning permission was granted on 2.64 hectares of the “other” employment available land, an increase of 1.45 hectares over the previous year’s survey, with no new development progressing.

There was 0.46 ha recorded completions at 31st March 2006 compared to the 2.09 hectares recorded for the previous year’s survey.

Brownfield sites account for 0.00 hectare and Greenfield sites account for 4.24 hectares of the other employment land. The Brownfield figure would increase by 0.78 hectare if the redevelopment land was included in the Brownfield figure.

REDEVELOPMENT LAND

At 31 March 2006 Stafford Borough had 0.78 hectares of “other” employment redevelopment land available for redevelopment for other employment uses, an increase of 0.60 hectare on the figure recorded for the previous year’s survey. The redevelopment land falls within the following employment use classes: C2 (0.09 hectare), D2 (0.60 hectare) and “Sui Generis” (ie no Use Class) (0.09 hectare).

Full planning permission was granted on 0.09 hectare, outline consent was granted on 0.09 hectare whilst the remaining 0.60 hectare of all redevelopment land for “other” development had no status.

At 31 March 2006 there were no completions recorded on other employment redevelopment land, no change on the figure recorded for the previous year’s survey, and likewise there was no redevelopment land under construction at the end of the survey period.

- 5.11 The Guidance advocates that those sites which were either developed for specialist uses or were inward investments/relocations that were unlikely to be repeated in the future should be extracted from the analysis of recent take-up of employment land. For the avoidance of any doubt, the above analysis does **not** include any such sites.

5.12 The Guidance further advocates that the analysis of the take-up of sites will provide a view on the underlying requirements in the Borough (for light industry, general industry and warehousing sites) and that when this is compared with the overall stock of employment sites, it could then be possible to express that supply in terms of the number of years available for each market segment; this would mean that, as at March 2006, based on the amount of land that was readily available (ie with full planning permission for employment development) at that time and the total amount of completions that took place during the preceding year that the Borough Council had a considerable supply of land across all employment use classes. However, this is not a particularly reliable method of calculation as shown by the fact that whilst there was only 0.21 hectare of completions on new employment land between 2005/2006 there was by contrast 23.49 hectares under construction as at 31 March 2006.

(2) **Land Enquiries Received by InStaffs for Stafford Borough (including county-wide enquiries)**

5.13 This Stage 1 report has evaluated those enquiries which have been made to InStaffs from 1997 onwards, related to a minimum requirement of 0.4 ha and which have **specifically referred to Stafford Borough as a stipulated** (though not necessarily preferred) **choice of location**.

5.14 Whilst the information includes enquiries for all types of land-use, it is evident that those relating to employment based uses covered a wide range, from land required for a lorry trailer park to offices, warehouse and manufacturing units - the sizes of which varied considerably from 2,000 to 200,000 sq ft.

5.15 Further detailed information in respect of the anticipated demand for land for industrial and office development has been provided by In Staffs for Stage 2 of this Study.

(3) **“Property Market Trends April - September 2006” (InStaffs)**

This is a digest of enquiries made to InStaffs for land/premises within Staffordshire and in so doing provides data on all the eight Staffordshire Districts.

5.16 The following is a brief summary of the most recent publication (September 2006) of this report insofar as certain references to the situation in Stafford Borough are concerned:

- Between April and September 2006, Stafford Borough was the third highest requested location of enquirers after Stoke City (1) and Newcastle Borough (2) Councils
- Local enquiries account for the majority (70%) of enquiries relating to the Borough, by origin of enquiry
- Industrial units are the most requested type of property by both traditional and internet sources in all districts within Staffordshire, with Stafford Borough being no exception to this situation

- As at September 2006, there was marginally more vacant industrial floor space than land, with offices having the lowest percentage (by type) of vacant floor space within the Borough
- There was a 50% decrease in vacant land and office space between April and September 2006, and approximately 20% reduction in vacant industrial during the same period
- Stafford Borough has seen an increase in industrial land values, rising from £4.50/sq ft in March 2005 to £4.80/ sq ft in September 2006 (it should be borne in mind however that fluctuations in prices can be governed by the quality of property both entering and leaving the market within a given time period)
- Overall office values have fallen in the Borough, with prices decreasing from £9.81 per sq ft in March 2005 to £9.28 per sq ft in September 2006 (this compares favourably with a county-wide average of £9.35 as at September 2006)
- The latest data for the Borough for the price of employment land indicated that at September 2006, the price was £182,678 per acre which was well below the then county-wide average of £508,960 per acre
- During the period April - September 2006, enquirers were made aware of the availability of sites/premises at the following locations within the Borough:
 - Stone Business Park, Whitebridge Lane, Stone
 - Staffordshire Technology Park, Stafford (Business Innovation Centre and Anson Court Business Centre)
 - Tollgate Park, Stafford
 - The Moathouse, Newport Road, Stafford

(4) **Economic Futures Study, Southern Staffordshire Partnership (December 2004)**

5.17 This report was commissioned to provide an understanding of the long-term potential of the Southern Staffordshire sub-regional economy (of which Stafford Borough is a part) and the actions that are needed to be taken by the partners to facilitate the development of that potential - particularly in relation to the identification of key business clusters

5.18 The analysis of the economy within this Economic Futures Study highlights the following key issues for the Partnership:

- the need to develop higher quality employment
- the need to influence development of sites to provide a mix of employment opportunities relevant to the skills and aspirations of the population
- decline in manufacturing employment will require diversification and skills transfer
- unemployment per se is not the major issue (although still important in certain pockets)

5.19 The Study describes the current and forecast economy of Stafford Borough as follows:

Current

Stafford is the largest of the districts that make up Southern Staffordshire. It has a higher employment rate than both the West Midlands and the UK and a lower unemployment rate. Stafford has a high proportion of jobs per resident, indicating that net inward commuting is important. The district has a relatively high proportion of employment in manufacturing, with Electrical and Optical Equipment and Machinery important sectors. In services, Distribution, Education and Health, and Financial and Business Services are all large sectors.

Forecast

Stafford's working age population is expected to grow by around 4,200 between 2002 and 2020. The number of jobs in the district is expected to rise by 4,200 over the same period, with output growth expected to be broadly similar to UK average. Expansion in the service sector is forecast to be the biggest generator of new jobs, with Financial and Business Services, Health and Education and Distribution and Hotels showing significant increases.

5.20 Stafford is recognised as being an employment “hot spot” at district level, meaning that it has employment concentrations over 250% of the UK average - in the case of Stafford, these are in “environmental technologies” and “high value added consumer products” (HVACP)

5.21 The study observes that whilst both of these sectors yield high quality jobs, they possess weak “clustering” capability and that Partnership (Southern Staffordshire Partnership) Intervention will, consequently, be low priority

5.22 However, the study suggests that low priority cluster/sector development could, nonetheless, be developed at district level where local employment concentrations are apparent, such as in respect of HVACP and Defence within Stafford Borough

5.23 The Study concludes by identifying five high priority initiatives, which are key proposals for flagship projects to support development of the local economy and individual districts in Southern Staffordshire up to 2020. Insofar as Stafford Borough is concerned, the following is one of those five projects so identified:

“..... Proposal	-	Hi-growth Business Villages
Lead Organisation	-	Staffordshire University
Objective	-	Development of a network of Business Villages across Southern Staffordshire providing high quality workspace for university spinouts and growth businesses limited to businesses and IT support

.....”

(5) County and Regional Studies of Demand and Supply of Employment Land

These studies are considered in Stage 2 of this Study.

(d) Consultation with Consultees

Requirements suggested in the Guidance

5.24 Recent policy and practice reforms have placed greater emphasis on consultation and partnership with wider interest groups, including engaging with the business sector

5.25 The understanding of private sector aspirations and market realities by the Borough Council when developing the “evidence base” for policies to be included within the Local Development Framework is considered to be extremely important, particularly given that deliverability is (along with other policy objectives) an integral part of the overall development process

5.26 Accordingly, it is recommended in the Guidance that this part of the study should seek to draw on the following matters:

- market knowledge, through discussions with development agencies and local property agents
- information collated by other regional or sub-regional bodies on requirements for employment land and premises (NB: this will encompass, inter alia, the Employment Studies that are currently being undertaken separately by both the Regional Planning Body and the County as referred to previously)
- information held by other public sector bodies and utilities in relation to infrastructure constraints

- any recent survey(s) of business needs or soundings from local and/or regional business and economic forums
- 5.27 Having undertaken such consultation the aim would be to have obtained information on (inter alia) significant demands that may arise in the future and for this information, together with the analysis of the take up of planning permission for employment development, to provide the necessary context for appraising individual sites (see step 4 below)

Borough Council's Response

- 5.28 The Borough Council has sought and obtained information from local development agencies to inform this step in the Study (see synopsis of reports in section (c) of step 2). The Draft Employment Land Review document was consulted upon in May and June 2006 and amendments made to the final version of the Employment Land Review in light of these responses.
- 5.29 The discussions which take place on an ongoing basis with agencies ("InStaffs" being a particular case in point) have helped to inform the information provided in step 4 of this initial stage of the Study
- 5.30 Furthermore, it is the Borough Council's intention that, upon the completion of Stages 1 and 2, this study will be the subject of full consultation in its capacity as a background document to the forthcoming Allocations and Site-specific Policies DPD (so as to aid the robustness and, consequently, soundness of the evidence base underpinning that particular DPD)

Step 3 - Devise And Apply Site Appraisal Criteria

- 5.31 Whilst the identification of sites that could potentially be released for the development of uses other than employment is one of the main purposes of this Study, it is also important, given the situation that particular pressures are being exerted on the Borough Council's stock of employment land through applications for redevelopment, that the Stage 1 analysis should confirm the selection of those sites which should be safeguarded for future employment use. In particular, this latter exercise is justified and valuable in seeking to defend those sites against unwanted/unwarranted applications for redevelopment as and until the whole portfolio of sites has been reviewed and confirmed through the LDF process.
- 5.32 The Guidance advocates that the appraisal of sites should be undertaken based on the following groups of factors:
- Market Attractiveness
 - Sustainable Development
 - Strategic Planning
- 5.33 The Guidance incorporates lists of criteria for sites to be released/retained and, in so doing, comments that those criteria should be regarded as being indicative of the issues to be considered rather than being a precise and detailed checklist which must be slavishly followed. However, it will clearly aid the soundness and robustness of this step in the Study if as many as possible of those criteria (as set out below) are fully addressed and it is on this basis that the Borough Council has undertaken Step 4 (as set out in full hereafter)

Criteria to be Used to assess Release/Retention of Employment Sites:

1: Market Attractiveness Factors

- 1.1: Has the site been formally identified for employment for at least 10 years?
- 1.2: Has there been any recent development activity, within the last 5 years? (This could include works on site but also new or revised planning applications/building regulations applications.)
- 1.3: Is the site being actively marketed as an employment site?
- 1.4: Is the site owned by a development or another agency known to undertake employment development?
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?
- 1.6: Is there a valid permission for employment development, likely to meet market requirements? Or for an alternative use?

1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?

2: Sustainable Development Factors

2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and Brown/Greenfield considerations)?

2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?

3: Strategic Planning Factors

3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?

3.2: Is the site identified or likely to be required for a specific user or specialist use?

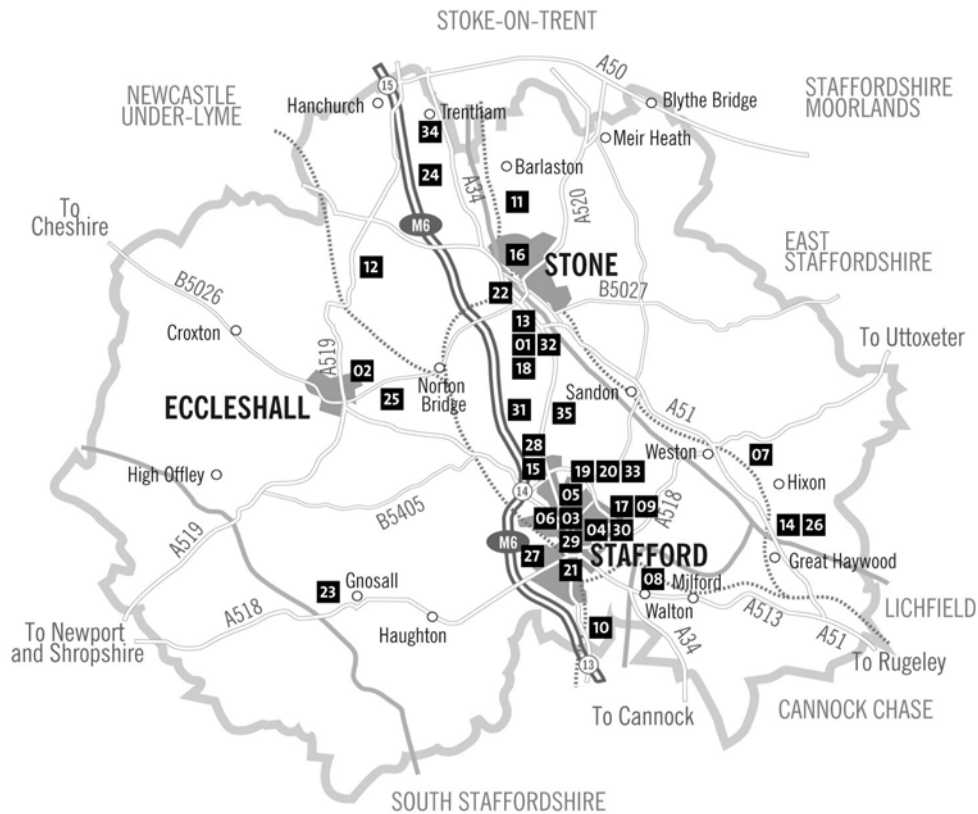
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?

3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?

3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

Step 4 - Undertake Preliminary Site Appraisal

- 5.34 The preceding steps in the Stage 1 review have revealed the levels of supply of employment land, together with analysis of the take-up (between 2005-2006) of land for employment use.
- 5.35 In order to reach a view about which of the sites that have been identified as constituting the Stage 1 supply should be retained within the overall portfolio and those that could (possibly) be “released”, it is necessary to undertake a balanced appraisal of all the individual sites against the “market attractiveness”, “sustainable development” and “strategic planning factors” that are set out in Step 3.
- 5.36 The detailed responses for every site considered are set out in full at the end of this Stage 1 report.
- 5.37 The outcome from this assessment is a matrix in which the sites are graded as to whether the site concerned is proposed is to be retained, the subject of further appraisal or potentially released.



Sites Assessed in Stage 1 Analysis

- | | | |
|--|--|---|
| 01 Adjacent to Stone House Hotel | 13 North of Walton Lane Industrial Estate | 25 Adjacent to Hilcote Hall, Near Eccleshall |
| 02 Adjacent to Raleigh Hall Industrial Estate | 14 Pasturefields Enterprise Park, Hixon | 26 Land at Mill Lane, Great Haywood |
| 03 Astonfields Industrial Estate | 15 Primepoint 14 Business Park | 27 Land off Brunswick Street, Stafford |
| 04 St George's Former Hospital Site, Stafford | 16 South of Whitebridge Lane, Stone | 28 Parts of Primepoint 14 |
| 05 Common Road Industrial Estate | 17 Staffordshire Technology Park | 29 Silkmore Garage, Silkmore Lane |
| 06 Greyfriars Industrial Estate | 18 Stone Business Park Extension | 30 St George's Hospital |
| 07 Hixon Airfield Industrial Estate | 19 Tollgate Industrial Estate | 31 Stafford Motorway Services (Southbound) |
| 08 Holliford Road, Milford | 20 Tollgate | 32 Stone House Hotel, Stone |
| 09 Adjacent to Beacon Business Park | 21 14 and 14A Newport Road, Stafford | 33 Tollgate Business Park, Marston Brook |
| 10 Land at Mosspit | 22 Autumn House Nursing Home, Stone | 34 Trentham Gardens, Trentham |
| 11 Meaford Power Station | 23 Brookhouse Road, Gnosall | 35 Yarlet Bank Garage, Yarlet |
| 12 Moorfields Industrial Estate | 24 Groundslow Grange, Tittensor | |

Retain	✓
Release	

Site No: 1 Adjacent to Stone House Hotel, Stone

1: Market Attractiveness Factors

Comment

- | | | |
|------|---|--|
| 1.1: | Has the site been formally identified for employment for at least 10 years? | • Yes - last planning consent (full) granted on 21/08/1996 |
| 1.2: | Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | • No - and neither is there any activity taking place on the site at present |
| 1.3: | Is the site being actively marketed as an employment site? | • It is not listed on the InStaffs database, nor is there an agent's board on the site |
| 1.4: | Is the site owned by a developer or another agency known to undertake employment development? | • Not known |
| 1.5: | Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? | • Not known but considered to be unlikely |
| 1.6: | Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? | • Permission last granted has expired and not been renewed |
| 1.7: | Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? | • Yes - as the site is adjoined by existing employment units |

2: Sustainable Development Factors

- | | | |
|------|---|---|
| 2.1: | Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Yes - primarily because it is surrounded on all sides by existing development |
| 2.2: | Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? | • No - as a result of the nature of the surroundings/adjacent land - use |

3: Strategic Planning Factors

- | | | |
|------|--|------------------|
| 3.1: | Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? | • No |
| 3.2: | Is the site identified or likely to be required for a specific user or specialist use? | • No |
| 3.3: | Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? | • No |
| 3.4: | Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | • Not applicable |
| 3.5: | Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? | • No |

Retain	✓
Release	

Site No: 2 Adjacent to Raleigh Hall Industrial Estate, Eccleshall

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - full planning permission granted on 29/10/2003 for 'Bio-Mass' Fuel Power Plant
1.3: Is the site being actively marketed as an employment site?	• Yes - ongoing and extensive promotion of Eccleshall Power Plant through the Biomass and Renewable Energy Project and through "Biecc"
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• Yes - Raleigh Hall Properties Ltd
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• No - will definitely go ahead because of funding provided by AWM
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• Yes - see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Unlikely
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• Yes
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• Yes - for the construction of the power plant for the Eccleshall Biomass project
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	• Public funding is not required to overcome on-site constraints; however, the project has received approximately £950,000 from AWM for construction of the plant for this project
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• Yes - the project to build this plant has become one of national significance

Retain	✓
Release	

Site No: 3 Astonfields Industrial Estate, Stafford

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	<ul style="list-style-type: none"> • Site has probably been <u>in-use</u> for employment for at least the last 10 years
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	<ul style="list-style-type: none"> • Yes - full planning permission for B1, B2 & B8 granted on 25/11/2004 (Existing unit at the front of the site occupied by GT Auto Electricals)
1.3: Is the site being actively marketed as an employment site?	<ul style="list-style-type: none"> • No
1.4: Is the site owned by a developer or another agency known to undertake employment development?	<ul style="list-style-type: none"> • Not known
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	<ul style="list-style-type: none"> • Unlikely
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	<ul style="list-style-type: none"> • Yes - see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	<ul style="list-style-type: none"> • Yes (as indicated by the fact that there are already existing employment uses on the site)
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	<ul style="list-style-type: none"> • Yes
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	<ul style="list-style-type: none"> • Yes
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	<ul style="list-style-type: none"> • No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	<ul style="list-style-type: none"> • No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	<ul style="list-style-type: none"> • No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	<ul style="list-style-type: none"> • Not applicable
3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	<ul style="list-style-type: none"> • No

Retain	✓
Release	

Site No: 4 St George's former Hospital Site, Stafford

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	<ul style="list-style-type: none"> • Site was formerly in use as a hospital
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	<ul style="list-style-type: none"> • Long standing aim to utilise the site as a major tourist attraction aka "The Great British Kitchen" has been abandoned • Site was purchased in Spring 2005 by Pritchard Holdings and Chaseregen plc and a full planning application for a mixed use scheme is currently being considered
1.3: Is the site being actively marketed as an employment site?	<ul style="list-style-type: none"> • Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?	<ul style="list-style-type: none"> • Yes
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	<ul style="list-style-type: none"> • No - site is now vested in a company that is very committed to its development (as evidenced by the submission of the planning application referred to above)
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	<ul style="list-style-type: none"> • No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	<ul style="list-style-type: none"> • Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	<ul style="list-style-type: none"> • Allocation would more likely to be for mixed - use development rather than solely for employment
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	<ul style="list-style-type: none"> • No - see response to 1.2
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	<ul style="list-style-type: none"> • No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	<ul style="list-style-type: none"> • This was definitely the intention originally but is no longer so
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	<ul style="list-style-type: none"> • No - it is a "self-contained" regeneration proposal in its own right
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	<ul style="list-style-type: none"> • No - it does not appear to be required to make development viable but funding may be provided to assist with the provision of infrastructure
3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	<ul style="list-style-type: none"> • No

Retain	✓
Release	

Site No: 5 Common Road Industrial Estate, Stafford

1:	Market Attractiveness Factors	Comment
1.1:	Has the site been formally identified for employment for at least 10 years?	• No
1.2:	Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - full planning permission for a thermal recycling centre was granted on 20/07/2000
1.3:	Is the site being actively marketed as an employment site?	• No
1.4:	Is the site owned by a developer or another agency known to undertake employment development?	• Prospective developer responsible for the submission of the application was a specialist heating company
1.5:	Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• No
1.6:	Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• Yes - see 1.2 above
1.7:	Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes
2:	Sustainable Development Factors	
2.1:	Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Yes
2.2:	Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• Yes - owing to nature of adjoining uses
3:	Strategic Planning Factors	
3.1:	Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2:	Is the site identified or likely to be required for a specific user or specialist use?	• Yes - on the basis of the nature of the planning permission previously granted but now lapsed
3.3:	Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• No
3.4:	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	• Not applicable
3.5:	Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• No

Retain	✓
Release	

Site No: 6 Greyfriars Industrial Estate, Stafford

1: Market Attractiveness Factors

- 1.1: Has the site been formally identified for employment for at least 10 years?
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications
- 1.3: Is the site being actively marketed as an employment site?
- 1.4: Is the site owned by a developer or another agency known to undertake employment development?
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?

Comment

- Yes
- Yes - full planning permission for two office blocks granted on 31/08/2000 and application to renew that permission approved
- Yes - by A J Phillips as a 0.58 ha freehold site
- Applicant who submitted application referred to in 1.2 above was a known development company
- No - as shown by submission of recent application for renewal of planning permission, and the fact that the site is currently being marketed
- Yes see 1.2 above
- Yes - in that it is adjacent to existing employment sites

2: Sustainable Development Factors

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?

- Yes
- Yes - but could certainly be in a mixed - development format combining B1 & possibly some retail

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

- No
- No (Greyfriars Industrial Estate itself accommodates a variety of uses varying from A1 & B1 to B2)
- No
- No
- No

Retain	✓
Release	

Site No: 7 Hixon Airfield Industrial Estate, Hixon

1: Market Attractiveness Factors

- | | Comment |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years? | • Not formally identified but a long standing 'proposal' |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | • The site contains an existing unit occupied by "D M Construction Ltd"; the remainder is used for vehicle and machinery storage |
| 1.3: Is the site being actively marketed as an employment site? | • Not to the knowledge of the Borough Council's Inward Investment Officer |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development? | • It would appear so due to the uses currently on the site |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? | • Not known |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? | • Consent granted on 07/07/1999 for an industrial unit, which expired in July 2004 |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? | • Yes (It would appear there are no obvious constraints to development due to the uses currently operating on the site) |

2: Sustainable Development Factors

- | | |
|--|--|
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Taking all these factors into consideration, probably would be allocated as an employment site |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? | • Yes |

3: Strategic Planning Factors

- | | |
|---|-----------|
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? | • No |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use? | • Unknown |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? | • No |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | • No |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? | • No |

Retain	
Release	√

Site No: 8 Holdiford Road, Milford

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - outline planning permission granted on 06/12/05 for five terraced houses
1.3: Is the site being actively marketed as an employment site?	• No
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• Not known
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• Very doubtful
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• Yes - see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• No
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• No
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• Yes - the existing planning approval is unrelated to employment use, and it now seems highly unlikely that this site will be developed for employment use
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site	• Not applicable
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• No

Retain	✓
Release	

Site No: 9 Adjacent to Beacon Business Park, Stafford

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	<ul style="list-style-type: none"> • No-but adjacent 'Beacon Business Park' is shown on the local plan as an existing site
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	<ul style="list-style-type: none"> • Yes-outline planning permission granted on 15/12/2004 for a B8 unit; earth - mounding has taken place, but no excavations/groundworks have been undertaken
1.3: Is the site being actively marketed as an employment site?	<ul style="list-style-type: none"> • Not known but no evidence on-site
1.4: Is the site owned by a developer or another agency known to undertake employment development?	<ul style="list-style-type: none"> • Not known
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	<ul style="list-style-type: none"> • Unlikely
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	<ul style="list-style-type: none"> • Yes-see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	<ul style="list-style-type: none"> • Yes - there are no obvious constraints to development, and there are established business parks in the vicinity of this land
 2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	<ul style="list-style-type: none"> • As a residual area adjoining an existing site, yes
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	<ul style="list-style-type: none"> • Yes
 3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	<ul style="list-style-type: none"> • No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	<ul style="list-style-type: none"> • Unknown
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	<ul style="list-style-type: none"> • No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	<ul style="list-style-type: none"> • No
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	<ul style="list-style-type: none"> • No

Retain	✓
Release	

Site No: 10 Land at Moss Pit, Stafford

1: Market Attractiveness Factors

- | | Comment |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years? | • No |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | • Yes - full planning permission granted on 14/12/2004 for a valet building in 2 workshop bays; waste skips are currently located on the site |
| 1.3: Is the site being actively marketed as an employment site? | • Not known, but unlikely given the fact that the site has the benefit of a very specific consent for a car valeting operation for Holdcroft Motors (who operate from a nearby garage premises). |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development? | • No |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? | • No particularly in that the site has the benefit of a valid full planning approval for a specific activity |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? | • Yes - see 1.2 above |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? | • Yes |

2: Sustainable Development Factors

- | | |
|--|------------|
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Possibly |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? | • No |

3: Strategic Planning Factors

- | | |
|---|---|
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? | • No |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use? | • Yes - for a car valeting operation for Holdcroft Motors |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? | • No |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | • No |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? | • No |

Retain	✓
Release	

Site No: 11 Meaford Power Station, Stone

1: Market Attractiveness Factors

- | 1: | Market Attractiveness Factors | Comment |
|-----------|---|--|
| 1.1: | Has the site been formally identified for employment for at least 10 years? | <ul style="list-style-type: none"> Likely to have been identified (albeit informally) during gestation of adopted local plan |
| 1.2: | Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | <ul style="list-style-type: none"> Yes - initial works have taken place on - site following its acquisition by St Modwen in 2005 |
| 1.3: | Is the site being actively marketed as an employment site? | <ul style="list-style-type: none"> Yes |
| 1.4: | Is the site owned by a developer or another agency known to undertake employment development? | <ul style="list-style-type: none"> Yes |
| 1.5: | Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? | <ul style="list-style-type: none"> No |
| 1.6: | Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? | <ul style="list-style-type: none"> An in - principle approval exists because the associated 106 Agreement has never been signed <ul style="list-style-type: none"> - more likely to receive a new application |
| 1.7: | Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? | <ul style="list-style-type: none"> Yes |

2: Sustainable Development Factors

- | | | |
|------|---|--|
| 2.1: | Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> Given the fact that this is a major Brownfield redevelopment opportunity, probably yes |
| 2.2: | Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? | <ul style="list-style-type: none"> Not necessarily - Owner's stated intent for the site is as a major employment park with potential leisure use of canalside areas |

3: Strategic Planning Factors

- | | | |
|------|--|--|
| 3.1: | Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? | <ul style="list-style-type: none"> No |
| 3.2: | Is the site identified or likely to be required for a specific user or specialist use? | <ul style="list-style-type: none"> Owner has stated intent to develop for B1, B2 & B8 uses (see 2.2 above) |
| 3.3: | Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? | <ul style="list-style-type: none"> Yes - it is a major regeneration proposal in its own right |
| 3.4: | Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | <ul style="list-style-type: none"> No - this does not appear to be required |
| 3.5: | Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? | <ul style="list-style-type: none"> Yes - this site represents a strategic opportunity to secure the beneficial re-use of a large previously used site |

Retain	✓
Release	

Site No: 12 Moorfields Industrial Estate, Cotes Heath

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	<ul style="list-style-type: none"> • The industrial estate on which this site is within has been in use for that time
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	<ul style="list-style-type: none"> • No
1.3: Is the site being actively marketed as an employment site?	<ul style="list-style-type: none"> • Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?	<ul style="list-style-type: none"> • Yes - the site is owned by Moorfields Estates
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	<ul style="list-style-type: none"> • Not known
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	<ul style="list-style-type: none"> • No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	<ul style="list-style-type: none"> • Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	<ul style="list-style-type: none"> • Yes, as Brownfield residual land within an existing post-war industrial estate
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	<ul style="list-style-type: none"> • Yes
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	<ul style="list-style-type: none"> • No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	<ul style="list-style-type: none"> • No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	<ul style="list-style-type: none"> • No (the site is however a part of an existing industrial estate)
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	<ul style="list-style-type: none"> • No - this does not appear to be required
3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	<ul style="list-style-type: none"> • No

Retain	✓
Release	

Site No: 13 North of Walton Lane Industrial Estate, Stone

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• No
1.3: Is the site being actively marketed as an employment site?	• Not known but no board on - site
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• Not known
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• Not known but considered to be unlikely
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• No
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Yes
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• No
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	• Not applicable
3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• No

Retain	✓
Release	

Site No: 14 Pasturefields Enterprise Park, Hixon

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - full planning permission granted on 29/09/2003 for B8 unit; other than a display board being erected to advertise the site several years ago, there do not appear to have been any further works on the site
1.3: Is the site being actively marketed as an employment site?	• Yes - there is a display board on the site
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• Yes - the site is owned by Ed Weetman (Haulage & Storage) Ltd
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• No
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• Yes - see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes - given the development of the adjacent site by Ed Weetman
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Unlikely
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• Yes
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• Likely to be for B8, given the nature of the valid planning permission and the fact that the majority of the Pasturefields Enterprise Parks is in use for B8 purposes
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	• No - this does not appear to be required
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• No

Site No: 15**Primepoint 14 Business Park, Stafford**

Retain	✓
Release	

1: Market Attractiveness Factors**Comment**

- | | | |
|------|---|---|
| 1.1: | Has the site been formally identified for employment for at least 10 years? | • Yes - through gestation of adopted local plan |
| 1.2: | Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | <ul style="list-style-type: none"> • Yes - high rate of submission of planning applications, particularly recently • Two units (190,000 sq ft & 215,000 sq ft) erected for B2/B8 use • Further four units being provided |
| 1.3: | Is the site being actively marketed as an employment site? | • Yes |
| 1.4: | Is the site owned by a developer or another agency known to undertake employment development? | • Yes - Prologis and Inglewood Investments |
| 1.5: | Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? | • No |
| 1.6: | Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? | • Yes - permissions have been granted on the site for alternative non B use class uses eg hotels, car sales |
| 1.7: | Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? | • Yes |

2: Sustainable Development Factors

- | | | |
|------|---|--|
| 2.1: | Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • Yes - given its proximity to junction 14 of the M6 |
| 2.2: | Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? | • Yes |

3: Strategic Planning Factors

- | | | |
|------|--|--|
| 3.1: | Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? | • No |
| 3.2: | Is the site identified or likely to be required for a specific user or specialist use? | • Prologis is targeting B2 & B8 users; applications submitted in respect of other uses |
| 3.3: | Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? | • Aspirations to develop Primepoint have been in existence for approximately 17 years |
| 3.4: | Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | • No - this does not appear to be required |
| 3.5: | Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? | • No |

Retain	✓
Release	

Site No: 16 **South of Whitebridge Lane, Stone**

1: Market Attractiveness Factors

Comment

- 1.1: Has the site been formally identified for employment for at least 10 years? • No
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications • Yes - unit under construction 2005/2006 and adjacent unit completed 2005/2006
- 1.3: Is the site being actively marketed as an employment site? • No evidence on-site
- 1.4: Is the site owned by a developer or another agency known to undertake employment development? • Yes - Whitebridge Estates
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? • No
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? • Yes - see 1.2 above (site is suitable to accommodate a building even though the most recent approval does not involve such)
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? • Yes

2: Sustainable Development Factors

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? • Yes
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? • Yes

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? • No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use? • Not known
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? • No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? • No public funding committed to this site
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? • No

Retain	✓
Release	

Site No: 17 **Staffordshire Technology Park, Stafford**

1:	Market Attractiveness Factors	Comment
1.1:	Has the site been formally identified for employment for at least 10 years?	<ul style="list-style-type: none"> • Yes-through the gestation of the adopted local plan • Recent Developments: The Black Country Innovation Centre, and Staffordshire University have built “Staffordshire Business Village” on land adjacent to the University
1.2:	Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	<ul style="list-style-type: none"> • Yes-planning applications have been submitted by both current developers (Gladman & Pritchard) for the remaining Phase 1 and all of the Phase 2 land • Also - one plot in the centre of the development owned by Mass Developments
1.3:	Is the site being actively marketed as an employment site?	<ul style="list-style-type: none"> • Units are being marketed
1.4:	Is the site owned by a developer or another agency known to undertake employment development?	<ul style="list-style-type: none"> • Yes-both developers involved are known for undertaking employment development
1.5:	Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	<ul style="list-style-type: none"> • The one piece of the site which may be delayed in development is that owned by Mass Developments - there is no date set for the development of that site, in contrast to the remainder of the site which has a development date built in as part of the purchase agreement
1.6:	Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	<ul style="list-style-type: none"> • Yes
1.7:	Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	<ul style="list-style-type: none"> • Yes
2:	Sustainable Development Factors	
2.1:	Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	<ul style="list-style-type: none"> • Possibly
2.2:	Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	<ul style="list-style-type: none"> • Yes

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- The park was originally designed to be occupied by specialist “technology” end-users; however, the tenants of the parks do not all fall into that category
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- No - this does not appear to be required
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?
- No

Retain	✓
Release	

Site No: 18 Stone Business Park Extension, Stone

1: Market Attractiveness Factors

- 1.1: Has the site been formally identified for employment for at least 10 years?
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications
- 1.3: Is the site being actively marketed as an employment site?
- 1.4: Is the site owned by a developer or another agency known to undertake employment development?
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?

Comment

- Yes - through adopted local plan
- Yes - full planning permission for bakery on 31/10/2003 and for B8 unit on 22/04/05; both of these being implemented
- Two sites are currently under construction leaving small area at rear of site to be developed - one of these is being marketed as several industrial units, whilst the other is an extension for the "Delice de France" Bakery
- No (residue area referred to above owned by a Bakery Company)
- No
- No permission exists on the residue area - it is nonetheless allocated for employment development
- Yes

2: Sustainable Development Factors

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?

- Yes
- Yes

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

- No
- Possibly - could be being retained for further bakery expansion
- No
- No public funding committed to this site
- No

Site No: 19 Tollgate Business Park (Marston Brook), Stafford

Retain	✓
Release	

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	<ul style="list-style-type: none"> • Yes - through the gestation of the adopted local plan
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	<ul style="list-style-type: none"> • Yes - • 55,000 sq ft unit for Elster Metering (2004) • 16,000 sq ft unit for Horsleys (2005) Removals • Reserved Matters for B1, B2 & B8 • Application for Car Showroom
1.3: Is the site being actively marketed as an employment site?	<ul style="list-style-type: none"> • Yes
1.4: Is the site owned by a developer or another agency known to undertake employment development?	<ul style="list-style-type: none"> • Yes - Rosemound Developments
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	<ul style="list-style-type: none"> • No (although Rosemound in May 2005 advertised 7.37 acres of Tollgate Park for sale)
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	<ul style="list-style-type: none"> • Yes - see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	<ul style="list-style-type: none"> • Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	<ul style="list-style-type: none"> • Yes
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	<ul style="list-style-type: none"> • Yes
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	<ul style="list-style-type: none"> • No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	<ul style="list-style-type: none"> • No
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	<ul style="list-style-type: none"> • No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	<ul style="list-style-type: none"> • No - this does not appear to be required as extensive development of the site has already been undertaken
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	<ul style="list-style-type: none"> • No

Retain	
Release	✓

Site No: 20 Tollgate Industrial Estate, Stafford

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	•
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications permission for new build industrial units fully implemented and new units in use	• Permission for new build industrial units fully implemented and new units are in use
1.3: Is the site being actively marketed as an employment site?	•
1.4: Is the site owned by a developer or another agency known to undertake employment development?	•
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	•
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	•
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	•
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	•
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	•
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	•
3.2: Is the site identified or likely to be required for a specific user or specialist use?	•
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	•
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	•
3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	•

Retain	√
Release	

Site No: 21 14 & 14a Newport Road, Stafford

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• Yes
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - full planning permission granted on 21/05/2004 for accommodation for the homeless (will not be implemented as site is to be redeveloped)
1.3: Is the site being actively marketed as an employment site?	• No
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• No
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• No
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• Yes - see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• No such constraints affect this site
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Would be suitable for B1 use but would be extremely unlikely to be allocated because of its small size
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• Not necessarily
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• Yes
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	• Not applicable
3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• No

Retain	
Release	✓

Site No: 22 Autumn House Nursing Home, Stone

1: Market Attractiveness Factors

Comment

- 1.1: Has the site been formally identified for employment for at least 10 years? • Not known for how long use of site as a Nursing Home has been operational
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications • Yes - permission for 14 apartments granted on 10/09/04 has been implemented
- 1.3: Is the site being actively marketed as an employment site? •
- 1.4: Is the site owned by a developer or another agency known to undertake employment development? •
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? •
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? •
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? •

2: Sustainable Development Factors

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? •
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? •

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? •
- 3.2: Is the site identified or likely to be required for a specific user or specialist use? •
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? •
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? •
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? •

Site No: 23 Brookhouse Road, Gnosall

Retain	
Release	✓

1: Market Attractiveness Factors

Comment

- 1.1: Has the site been formally identified for employment for at least 10 years? • No
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications • Yes - full planning permission granted on 26/01/2005 for GP Surgery and Pharmacy has been implemented
- 1.3: Is the site being actively marketed as an employment site? • No (not likely to be owing to specialised nature of extract planning approval)
- 1.4: Is the site owned by a developer or another agency known to undertake employment development? • No
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? • No
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? • Yes - see 1.2 above
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? • Yes

2: Sustainable Development Factors

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? • No
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? • The highly specific use approved for this site would be the only employment related use that would be likely to be acceptable

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? • No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use? • Yes - see 1.2 + 2.2 above
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? • No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? • No infrastructure or on-site constraints
- 3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? • Yes - overriding need for facility

Retain	✓
Release	

Site No: 24 Groundslow Grange, Tittensor

1: Market Attractiveness Factors

- | 1: | Market Attractiveness Factors | Comment |
|-----------|---|---|
| 1.1: | Has the site been formally identified for employment for at least 10 years? | <ul style="list-style-type: none"> • Previous employment related uses would extend for that period |
| 1.2: | Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | <ul style="list-style-type: none"> • Yes - planning application for conversion for residential development refused and subsequent appeal dismissed |
| 1.3: | Is the site being actively marketed as an employment site? | <ul style="list-style-type: none"> • Not known but unlikely |
| 1.4: | Is the site owned by a developer or another agency known to undertake employment development? | <ul style="list-style-type: none"> • No |
| 1.5: | Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? | <ul style="list-style-type: none"> • Yes |
| 1.6: | Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? | <ul style="list-style-type: none"> • No - most recent approval for a hotel extension expired on 28/07/2004 |
| 1.7: | Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? | <ul style="list-style-type: none"> • Yes |

2: Sustainable Development Factors

- | | | |
|------|---|---|
| 2.1: | Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | <ul style="list-style-type: none"> • Site would possibly be suitable for small-scale B1 use |
| 2.2: | Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? | <ul style="list-style-type: none"> • In light of the appeal dismissal for residential use, it could be that an employment based use would be the only acceptable use |

3: Strategic Planning Factors

- | | | |
|------|--|--|
| 3.1: | Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? | <ul style="list-style-type: none"> • No |
| 3.2: | Is the site identified or likely to be required for a specific user or specialist use? | <ul style="list-style-type: none"> • No |
| 3.3: | Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? | <ul style="list-style-type: none"> • No |
| 3.4: | Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | <ul style="list-style-type: none"> • Not applicable |
| 3.5: | Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? | <ul style="list-style-type: none"> • No |

Retain	
Release	✓

Site No: 25 Adjacent to Hillcote Hall

1: Market Attractiveness Factors

Comment

- 1.1: Has the site been formally identified for employment for at least 10 years? • Not known for how long use of site as a Nursing Home has been operating
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications • Yes - permission for close care units for the elderly fully implemented and in use
- 1.3: Is the site being actively marketed as an employment site? •
- 1.4: Is the site owned by a developer or another agency known to undertake employment development? •
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? •
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? •
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? •

2: Sustainable Development Factors

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? •
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? •

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? •
- 3.2: Is the site identified or likely to be required for a specific user or specialist use? •
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? •
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? •
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? •

Retain	✓
Release	

Site No: 26 Land at Mill Lane, Great Haywood

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - application to extend period of implementation of consent for marina
1.3: Is the site being actively marketed as an employment site?	• Not known
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• Not known
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• No
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• Planning permission for marina, dry docks, boat hire and visitors centre expired on 12/10/04 and extended period for implementation (to 12/04/06) similarly expired
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes (the site is opposite an existing canal boat marina which would indicate that such type of development would be likely to be viable on this site)
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Not likely to be allocated on an un restricted B1 basis
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• Not necessarily - use of this land for storage of agricultural machinery has previously been allowed on appeal
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• Yes - the site was being marketed as a potential marina development
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	• There is no public funding committed to this site
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• No

Site No: 27 Land off Brunswick Terrace, Stafford

Retain	
Release	✓

- | 1: Market Attractiveness Factors | Comment |
|--|--|
| 1.1: Has the site been formally identified for employment for at least 10 years? | • No |
| 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications | • Yes - full planning permission granted on 13/02/03 for new Childrens Home and this permission was implemented during 2005/2006 |
| 1.3: Is the site being actively marketed as an employment site? | • |
| 1.4: Is the site owned by a developer or another agency known to undertake employment development? | • |
| 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development? | • |
| 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use? | • |
| 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints? | • |
| 2: Sustainable Development Factors | |
| 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)? | • |
| 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)? | • |
| 3: Strategic Planning Factors | |
| 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES? | • |
| 3.2: Is the site identified or likely to be required for a specific user or specialist use? | • |
| 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses? | • |
| 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable? | • |
| 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site? | • |

Site No: 28 Primepoint 14 (Hotels & Pub), Stafford

Retain	
Release	✓

1: Market Attractiveness Factors

Comment

- 1.1: Has the site been formally identified for employment for at least 10 years?
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications
- 1.3: Is the site being actively marketed as an employment site?
- 1.4: Is the site owned by a developer or another agency known to undertake employment development?
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?

- Yes
- Yes - planning permission granted for 60 Bed Travel Inn & Pub-Restaurant (13/11/2003) and for motor dealership (25/03/2004) - both of these permissions have now been implemented
-
-
-
-
-

2: Sustainable Development Factors

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?

-
-

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?

-
-
-
-
-

Retain	✓
Release	

Site No: 29 Silkmore Garage, Silkmore Lane, Stafford

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - outline planning permission granted on 06/06/2002 for a veterinary hospital
1.3: Is the site being actively marketed as an employment site?	• No evidence on site of such
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• At the time of submission of the planning application referred to above the site was owned by Total Fina Gulf Ltd
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• Could possibly be a problem with the availability of the site, given that the outline was granted almost five years ago and has now expired
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• See 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Would be suitable for B1 use but would be extremely unlikely to be allocated because of its very small size
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• No (site is adjoined by a supermarket, meaning that the site could potentially accommodate a retail related use and its location within a primarily residential area means that housing could be a potentially acceptable use
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• Yes - but only in relation to the schemes for a veterinary hospital, the consent for which having now expired
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• No
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	• Not applicable
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• No

Site No: 30 St George's Hospital (Childrens Nursery), Stafford

Retain	✓
Release	

1:	Market Attractiveness Factors	Comment
1.1:	Has the site been formally identified for employment for at least 10 years?	<ul style="list-style-type: none"> Site was formerly in use as a Hospital
1.2:	Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	<ul style="list-style-type: none"> Long standing aim to utilise the site as a major tourist facility has now been abandoned; this small site reflects the owners proposal to accommodate a Childrens Nursery within the overall scheme
1.3:	Is the site being actively marketed as an employment site?	<ul style="list-style-type: none"> Yes
1.4:	Is the site owned by a developer or another agency known to undertake employment development?	<ul style="list-style-type: none"> Yes
1.5:	Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	<ul style="list-style-type: none"> No
1.6:	Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	<ul style="list-style-type: none"> Mixed use development scheme is currently being considered
1.7:	Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	<ul style="list-style-type: none"> No because of the need for major infrastructure works
2:	Sustainable Development Factors	
2.1:	Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	<ul style="list-style-type: none"> Yes - as a mixed development
2.2:	Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	<ul style="list-style-type: none"> No
3:	Strategic Planning Factors	
3.1:	Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	<ul style="list-style-type: none"> No
3.2:	Is the site identified or likely to be required for a specific user or specialist use?	<ul style="list-style-type: none"> No - on the contrary it will be developed as a mixed use site
3.3:	Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	<ul style="list-style-type: none"> This site is a part of a much larger scheme for the St George's site as a whole
3.4:	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site	<ul style="list-style-type: none"> Yes
3.5:	Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	<ul style="list-style-type: none"> No

Retain	✓
Release	

Site No: 31 Stafford Motorway Service Area (Southbound), M6

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• No
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - full planning permission for a 16 bed lodge extension granted on 28/07/2000 (now expired)
1.3: Is the site being actively marketed as an employment site?	• No
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• No
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• No
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• Yes - see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Not applicable
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• The approved use would be the only type of 'employment related' development likely to be sought and consented to
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• Yes - unequivocally
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	•
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	•
3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	•

Retain	✓
Release	

Site No: 32 Stone House Hotel, Stone

1: Market Attractiveness Factors

Comment

- 1.1: Has the site been formally identified for employment for at least 10 years?
 - The overall site has been in employment related use for that period of time
- 1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications
 - No - the most recent planning permission (for a 40 bedroom extension) was granted on 21/04/1999 and has now expired
- 1.3: Is the site being actively marketed as an employment site?
 - No
- 1.4: Is the site owned by a developer or another agency known to undertake employment development?
 - No
- 1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?
 - No
- 1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?
 - No - see 1.2 above
- 1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?
 - Yes

2: Sustainable Development Factors

- 2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?
 - Not applicable in this instance
- 2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?
 - No

3: Strategic Planning Factors

- 3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?
 - No
- 3.2: Is the site identified or likely to be required for a specific user or specialist use?
 - Yes - as per the terms of the previous approval
- 3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?
 - No
- 3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?
 - Not applicable
- 3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?
 - No

Retain	✓
Release	

Site No: 33 Tollgate Business Park, Marston Brook, Stafford

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at least 10 years?	• Yes - through gestation of adopted local plan
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - full planning permission granted on 24/03/2005 for a Motor Trade Dealership and two new units erected
1.3: Is the site being actively marketed as an employment site?	• Likely to be being marketed
1.4: Is the site owned by a developer or another agency known to undertake employment development?	• Yes
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	• No
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	• Yes - see 1.2 above
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	• Yes
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	• Yes
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	• Yes
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	• No
3.2: Is the site identified or likely to be required for a specific user or specialist use?	• Yes - as per the terms of the approved use
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	• Small part of the overall Tollgate development
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	• Not applicable
3.5: Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	• No

Retain	✓
Release	

Site No: 34 Trentham Gardens, Trentham

1:	Market Attractiveness Factors	Comment
1.1:	Has the site been formally identified for employment for at least 10 years?	<ul style="list-style-type: none"> • Yes - as part of the gestation of the adopted local plan
1.2:	Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	<ul style="list-style-type: none"> • Yes - outline planning permission for the whole of the estate granted on 12/11/2001; this has been followed by the submission and approval of specific applications and the implementation of such thereafter (eg garden centre, retail village, monkey park)
1.3:	Is the site being actively marketed as an employment site?	<ul style="list-style-type: none"> • Not known
1.4:	Is the site owned by a developer or another agency known to undertake employment development?	<ul style="list-style-type: none"> • Yes (St Modwen Developments)
1.5:	Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	<ul style="list-style-type: none"> • No - as stated above, the site is vested in the ownership of a developer and the company concerned is very committed to the comprehensive redevelopment of the site
1.6:	Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	<ul style="list-style-type: none"> • Yes - see 1.2 above
1.7:	Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	<ul style="list-style-type: none"> • No (infrastructure related)
2:	Sustainable Development Factors	
2.1:	Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	<ul style="list-style-type: none"> • No - would be identified however in relation to its recreation, tourism and leisure uses
2.2:	Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	<ul style="list-style-type: none"> • No - see 2.1 above
3:	Strategic Planning Factors	
3.1:	Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	<ul style="list-style-type: none"> • Whilst not specifically identified, the site was recognised by the Secretary of State as being of sub-regional significance
3.2:	Is the site identified or likely to be required for a specific user or specialist use?	<ul style="list-style-type: none"> • Yes - major tourist facility and two hotels
3.3:	Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	<ul style="list-style-type: none"> • Yes
3.4:	Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	<ul style="list-style-type: none"> • Yes
3.5:	Are there any other policy considerations, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	<ul style="list-style-type: none"> • Yes - regional significance justifies retention

Retain	
Release	✓

Site No: 35 Yarlet Bank Garage, Yarlet

1: Market Attractiveness Factors	Comment
1.1: Has the site been formally identified for employment for at last 10 years.	• Not known
1.2: Has there been any recent development activity, within the last 5 years? This could include works on site but also new or revised planning applications/building regulations applications	• Yes - full planning permission for Motel and Parking granted on 27/09/2000 and subsequent to that for retailing of lamp-shades
1.3: Is the site being actively marketed as an employment site?	• The consent for use of premises for retailing has now been taken up and so this site is no longer available for employment use
1.4: Is the site owned by a developer or another agency known to undertake employment development?	•
1.5: Is the site in multiple ownership/occupation, or owned by an organisation unlikely to bring it forward for development?	•
1.6: Is there a valid permission for employment development, likely to meet requirements? Or for an alternative use?	•
1.7: Would employment development on this site be viable, without public funding to resolve infrastructure or other on-site constraints?	•
2: Sustainable Development Factors	
2.1: Would the site be allocated today for employment development, measured against present sustainability criteria (including public transport and freight access, environmental impacts and brownfield/greenfield considerations)?	•
2.2: Is employment the only acceptable form of built development on this site (eg because of on-site contamination, adjoining uses or sustainable development reasons)?	•
3: Strategic Planning Factors	
3.1: Is the site within an area identified as of strategic importance to the delivery of the RSS/RES?	•
3.2: Is the site identified or likely to be required for a specific user or specialist use?	•
3.3: Is the site part of a comprehensive or long term development or regeneration proposal, which depends on the site being developed for employment uses?	•
3.4: Is there public funding committed (or likely to be provided) sufficient to overcome infrastructure or on-site constraints to make employment development viable?	•
3.5: Are there any other policy considerations,, such as emerging strategic objectives or spatial vision, which should override any decision to release the site?	•

SITE APPRAISAL MATRIX

Site to be RETAINED:

	Site No *	Site Name
'B' Use Class Related	1	Adjacent to Stone House Hotel
	2	Adjacent to Raleigh Hall Industrial Estate
	3	Astonfields Industrial Estate, Stafford
	4	St George's Former Hospital Site, Stafford
	5	Common Road Industrial Estate, Stafford
	6	Greyfriars Industrial Estate, Stafford
	7	Hixon Airfield Industrial Estate, Hixon
	9	Adjacent to Beacon Business Park, Stafford
	10	Land at Mossnit, Stafford
	11	Meaford Power Station, Stone
	12	Moorfields Industrial Estate, Cotes Heath
	13	North of Walton Lane Industrial Estate, Stone
	14	Pasturefields Enterprise Park, Hixon
	15	Primepoint 14 Business Park, Stafford
	16	South of Whitebridge Lane, Stone
	17	Staffordshire Technology Park, Stafford
	18	Stone Business Park Extension, Stone
	19	Tollgate Industrial Estate, Stafford
	Non 'B' Use Class Related	21
24		Groundslow Grange, Tittensor
26		Land at Mill Lane, Great Haywood
29		Silkmore Garage, Silkmore Lane, Stafford
30		St George's Hospital, Stafford
31		Stafford Motorway Services (Southbound), Stone
32		Stone House Hotel, Stone
33		Tollgate Business Park, Marston Brook, Stafford
34	Trentham Gardens, Trentham	

* Site No's used correspond with those used in preceding 'Site Assessment' Sheets

Sites to be the subject of FURTHER APPRAISAL

NONE

Sites to be DELETED

Site No	Site Name	Reason
8	Holdiford Road, Milford	Marketing Site for Residential Development
20	Tollgate Industrial Estate, Stafford	Built
22	Autumn House Nursing Home	Implemented
23	Brookhouse Road, Gnosall	Implemented
25	Adjacent to Hilcote Hall, Nr Eccleshall	Implemented
27	Land off Brunswick Terrace, Stafford	Implemented
28	Parts of Primepoint 14, Stafford	Built
35	Yarlet Bank Garage, Yarlet	In-use

6 STAGE 2 - CREATING A PICTURE OF FUTURE REQUIREMENTS

- 6.1 This stage of the Employment Land Review encompasses an assessment of future requirements for land and premises for employment use derived from a range of complementary techniques and studies which collectively provide an analysis at the regional, sub-regional and local levels. The Guidance notes that Regional Planning Boards (RPB's) will need to take the lead role in co-ordinating and delivering key elements of the assessment of requirements (the role of the RPB in this matter is considered more fully in the subsequent section "Roles of the Planning Bodies").

Objectives

- 6.2 The main objective of Stage 2 (and its analysis) is identified within the Guidance as being:-

".... to quantify the amount of employment land required across the main business sectors within the study area during the plan period" (to be achieved by assessing both demand and supply elements and assessing how they can be met - in aggregate - by the existing stock of business land and premises, including sites currently in the course of construction and by any allocated sites).

The Guidance observes that any quantitative assessment of employment land requirements (particularly at individual Local Authority level) needs to be informed by the use of forecasts and surveys and that these need to be interpreted (and supplemented) by taking account of the best available indications of future change in local economic and business requirements; this aspect of the Study is considered within the "Understanding Market Areas and Segments" section.

- 6.3 In essence the main objectives for the second stage of the overall Study are to derive:-

- an understanding of the future quantity of land requirements across the main business sectors;
- a breakdown of the "supply" of employment land and premises in terms of its quality and location, and
- an indication of any "gaps" that are evident when the perceived requirements are assessed against the identified supply.

Outcomes

- 6.4 Both of the envisaged outcomes of Stage 2 are quantitatively based and these are:

- (1) an assessment of the total future demand for employment land across the main sectors; and
- (2) an assessment of suitable land stock (supply) to meet that forecast level of demand

- deriving these two outcomes will then enable a comparison to be made between the two so that any “gaps” in provision and any areas of over/under provision will become apparent.

Roles of the Planning Bodies

6.5 The Guidance clearly states that some of the key aspects of the quantitative assessment of future employment land requirements cannot effectively be undertaken by individual local planning authorities in isolation and emphasises the need for Regional Planning Bodies (RPB's) to take the lead in undertaking and co-ordinating regional forecasting and monitoring. The Guidance makes the following additional observations concerning the commissioning/provision of information that is required in order to be able to undertake Stage 2 of the Employment Land Review:-

“... the existing arrangements, where county councils or joint structure plan teams undertake or commission such works, will be the most effective basis for future arrangements. Individual LDF authorities have an important role both in providing monitoring information to inform sub-regional and regional studies and in undertaking their own analysis of requirements and supply, based on local and regional information....”

The table below summarises the key tasks for RPBs and individual local planning authorities in respect of Stage 2.

Table 1: Stage 2 Roles and Responsibilities		
	Regional Planning Bodies	Individual Authorities
1	Consultation with constituent authorities about provision of quantitative land requirements assessments	Agree timetable and scope of sub-regional and local assessments to be provided
2	Commission regional (and/or sub-regional) labour demand and supply forecasts for key sectors	If necessary, undertake labour demand and supply forecasts
3	Commission regional (and/or sub-regional) skills/growth or specialist sector studies	Collate local information on take-up of employment sites and requirements for premises
4	Commission regional (and/or sub-regional) property market studies and consultation with businesses	Undertake local property market assessments and business consultation
5	Review need for regional strategic and/or specialist employment locations	Interpret quantitative land requirements assessed sub-regionally in the light of local information

- 6.6 The following section seeks to provide information about how the above tasks relate to the Employment Land Study that is being undertaken by this Authority, together with an indication of the progress made to date.

Regional Planning Bodies

(a) Study into Future Employment Land Guidance

- 6.7 In September 2004, the Regional Planning Body (RPB) produced a Final Draft Brief for a Study into Future Employment Land Guidance, that Study being a response to the need that the RPB identified to provide guidance to Local Planning Authorities on the quantification for future employment land requirements for their areas (as part of the review of Regional Spatial Strategy); the Brief envisaged the Study comprising six component parts:-

- (1) Scoping and Reviewing Methodologies
- (2) Predictive Modelling at regional and sub-regional levels
- (3) Finalise sub-regional briefs
- (4) Sub-Regional work carried out
- (5) Sub-Regional work reported back to the RPB
- (6) Draft material from the RSS Partial Review/interim guidance provided to Local Planning Authorities.

- 6.8 It was envisaged that the final of the above six steps would be reached in June 2005. Insofar as progress of this piece of work against the Tasks as identified above are concerned, Task Numbers 1-4 are being progressed by the West Midlands Employment Land Advisory Group (WMELAG), and one outcome of Task Number 5 has been the publication of a Study into the provision of Regional Logistics sites within the West Midlands (as commissioned by WMELAG and as referred to below). At the time of preparation of this draft version of the Stafford Borough Employment Land Review, there is no known date for the publication of the draft version of the Study into the Regional Employment Land situation.

(b) Regional Logistics Study

- 6.9 This Study was prepared for the West Midlands Employment Land Advisory Group by MDS Transmodal, Savills and Regeneris Consulting. Its role is to elaborate upon the Regional Logistics Site (RLS) policy as set out in The Regional Spatial Strategy for the West Midlands (Policy PA9).
- 6.10 The Study seeks to provide recommendations as to the scale and character of an RLS, establish locational and site criteria and then to put forward general locations most suitable for such provision.
- 6.11 The Study suggests a revised set of locational criteria, including the requirement for a large area (50 ha + as an "absolute minimum"); good rail access (with adequate capacity and gauge); good highway access; a suitable layout; market demand; isolation from incompatible neighbours (eg. residential) and good access to labour.

6.12 The report sub-divides the region into 15 areas and assesses their suitability as RLS locations. Insofar as Stafford Borough is concerned the following corridors, which are referred to as “Good Regional Logistics Locations”, are relevant:-

- North Staffordshire
Northern Potteries, Stoke to Kidsgrove
Southern Potteries, Stoke to Stone
- Stafford
North West of Stafford, Stafford to Norton Bridge
South of Stafford, Stafford to Penkridge

Sub-Regional Bodies

Staffordshire Employment Land Study (July 2005)

6.13 This report presents an analysis of Staffordshire’s current employment land portfolio and demand situation, on a district by district basis. It focuses on land for “B” type uses as provided for on industrial estates and business parks, looking ahead to assess the adequacy of that supply in terms of future provision. The purpose of this sub-regional study is to stimulate debate and assist sub-regional partnerships in providing advice to both the RPB and to local planning authorities. In particular, the report seeks to provide information on whether additional policy/provision needs to be made in Local Development Documents (LDD’s) either for general or specialist uses. The advice is also intended to feed into the partial review of the Regional Spatial Strategy, which commenced in Autumn 2005.

6.14 The report portrays the County’s economic context as being one which is undergoing restructuring away from manufacturing towards more service orientated employment, suggesting a need to provide both alternative sources to cater for the type of industrial jobs previously lost and to diversify into higher value growth area eg ICT and professional services. Whilst this contextual description applies to the County of Staffordshire as a whole, it is very much the situation that currently exists within Stafford Borough.

6.15 The main “technical” findings of the report are that:-

- an examination of the main sites in each district suggest that, at present supply levels, localised problems exist in **Stafford** and Cannock Chase with site availability, probably becoming apparent by 2010, and that by 2015 estimated site development timelines (relating to those more major sites as considered in each District) suggest that there may well be a more widespread problem
- industrial estate surveys demonstrate that most firms are local to Staffordshire and expansions/relocations are an important source of occupants

- total employment land supply is relatively high but that figure reduces when considering which sites are genuinely readily available
- land-take levels are relatively moderate (facilitating a relatively good forward supply of land) but increasing year-on-year with an expansion of demand for warehouse space
- the identification of an escalating loss of redevelopment land to housing
- major sites often have a lengthy timeline prior to development (Meaford Power Station could be construed as being one such case in point).

6.16 The main issues identified by the report in terms of policy implications are:-

- a continuing need for an adequate and varied land supply (to cater both for local need and to provide opportunities for adjacent areas of need)
- as a first step towards addressing the need for more employment, the undertaking of detailed Employment Land Reviews in all Districts throughout the County
- the allocation of land for any Regional Logistics Site that might be proposed for Staffordshire
- the need for mechanics of a policy so as to identify and retain the best of the existing employment land (in the face of competition from higher valued alternative land uses, most commonly residential)

6.17 Two alternative policy stances are put forward for consideration:-

(1) A Positive Response

- this would involve considering the case for modest, carefully targeted and justified increases in allocation of land for employment use and development; in this way, large sites could be timetabled in and new sites “pulled-in”, as and when necessary to take account of changes in supply and demand
- Stafford Borough is identified as being a potential candidate for such new allocations in the medium term

(2) A Constrained Response

- under this approach, further allocations would not be considered acceptable so that the conservation and maximisation of existing employment land potential would be the primary concern
- this would see a move away from B8 (warehousing) to higher density/higher value B1 (office/light industry) and selected B2 uses

- consequences of this approach for Local Development Documents would be the need to incorporate a positive policy stance which prohibits the use of employment land for “non - B” use class employment providers such as hotels and car showrooms (except in exceptional circumstances)

6.18 Insofar as the findings of the study in respect of Stafford Borough is concerned, the study comments:

“..... **Stafford** has suffered and continues to suffer significant manufacturing employment losses creating a need for replacement Class B type uses. Currently, the area has several large and medium sized sites, but it is possible that these will be completed within 10 years, leaving a large hole in the District’s land portfolio after this date. The development time line of the Meaford Power station site has an element of uncertainty but, due to its location, will probably serve the needs of North Staffordshire more than Stafford. Hixon Airfield is a rural site more likely to attract local and other relatively low profile development.

The supply of small sites, which generally serve very local need, is less substantial than the Staffordshire average. On the positive side, the Alstom redevelopment land, the St George’s Park and other redevelopment sites, which once supported many jobs (now likely to be mixed developments dominated by housing) should provide some non-Class B employment.

Data suggests a potential shortage of major sites within Stafford, post 2010. A moderate targeted increase in supply could avoid this issue. Given Stafford’s designation as a Local Regeneration Area within the Regional Spatial Strategy, the provision of a continuing supply of local opportunities within Stafford may be justifiable, where this does not prejudice prospects for the Major Urban Areas.....”

Local Planning Authority

6.19 The Guidance identifies the following as being the principal difficulties faced by local planning authorities (especially at the district level) when undertaking employment land reviews:-

- building a meaningful picture of the demand for and supply of employment, and
- reconciling the demand and supply estimates that have been derived from different sources and methodologies

6.20 In the light of these identified difficulties, the Guidance concludes that such issues reinforce the need for regional and sub-regional analyses - interpreted locally - to provide a sound basis for policy, and to then be able to identify a balanced portfolio of employment sites.

6.21 The current regional, strategic and local situation in respect of employment land policy has been set out previously in Section 2 of this Study.

6.22 **The Guidance identifies five distinct steps to be undertaken within Stage 2:-**

- (1) Understanding Market Areas and Segments
- (2) Selecting and applying suitable forecast model/demand analysis
- (3) Quantifying employment land supply
- (4) Translating employment forecasts to land requirements
- (5) Testing scenarios

(1) Understanding Market Areas and Segments

6.23 The Guidance stresses the importance, from the outset, of gaining an understanding of the nature of the local commercial property market insofar as both its geography and the constituent market segments are concerned.

6.24 The Guidance advocates that the geography of local commercial markets and employment has to be considered in two ways:-

- the most appropriate boundaries for any aggregate analysis of demand and supply (for practical reasons, these will usually be defined as functional areas (eg travel to work areas) with sub-areas which can then be aggregated to equate to local authority boundaries), and
- the locational and premises requirements of particular types of business and the extent to which one "location" can meet the needs of a mix of types of business.

6.25 This Study addresses these two issues (ie geographical market areas and the businesses that they do/ could encompass) by referring to the corresponding sections of the following four reports which consider, inter alia, these matters (this is based on the premise that the most relevant geographical area to consider for inputs to this Study is that of the area covered by Stafford Borough, augmented by countywide references as appropriate):

- 1 Shaping the Future of Staffordshire 2005-2020
- The Sustainable Strategy for the County
- 2 Economic Futures Study (Southern Staffordshire Partnership
- December 2004)
- 3 Submission by InStaffs regarding potential employment demands within Stafford Borough
- 4 Towards a Prosperous Stafford : A Strategy for Prosperity

1 **Shaping the Future of Staffordshire 2005 - 2020**

- this is a strategy document which will be delivered by the Stoke on Trent and Staffordshire Strategic Partnership
- it is a strategy that is concerned with improving the economic environmental and social well being of Staffordshire
- the vision of this document is that the sustainable growth of the economy and prosperity of Staffordshire is facilitated for the benefit of individuals, employers and communities
- the strategy aims to create a flourishing, diverse and creative local economy and a highly skilled workforce within a County which is well connected with good transport, services and communications - linking people from urban and rural communities to jobs and other services
- the perceived outcome for rural Staffordshire is that it will be more economically diverse and have a modern business infrastructure including a motivated workforce and an accessible, responsive business support service
- by 2020 the strategy aims to have:-
 - attracted more higher added value jobs
 - developed additional quality managed workspace and incubation space
 - promoted the development of the Business and Professional Services, Building Technologies, Food and Drink, Creative and Visitor Economy industry clusters
 - secured resources to bring forward key industrial sites
 - vigorously promoted the case for additional resources to address the economic needs of the larger towns in Staffordshire
 - developed a robust approach to public procurement to promote a green economy
 - increased employment land availability to meet identified needs
 - worked with Advantage West Midlands to deliver the Regional Economic Strategy
 - included economic sustainability as a key factor in development appraisals
 - attracted new businesses into the County by building on its proximity to urban and rural environments.
- and insofar as the rural areas are concerned to have:-
 - Recognised and built on the interdependence between rural and urban communities
 - Developed sustainable land management to enhance the rural environment
 - Promoted economic viability and strengthened rural business support

- Ensured that where changes in land use occur, positive enhancements are included that provide greater value than any existing assets lost.

6.26 In the light of the above stated aims and objectives of the Sustainable Strategy for the County it is evident that the policy approach for employment within the Borough Council's Local Development Framework - which will be based to a large extent on the outcome of Stage 3 of this Employment Land Study - will be set within that context and will seek (as appropriate) to reflect its aspirations.

2 Economic Futures Study

- The quantitative aspects of the Economic Futures Study as relevant to this Borough are summarised below.

Stafford Borough Economy - 2002 forecast - Summary

6.27 An integral part of the Economic Futures Study was a forecast of the anticipated performance of the individual districts to the year 2020. (This is based upon a disaggregation of the Southern Staffordshire forecast model developed by Oxford Economic Forecasting.)

6.28 The following **general economic** factors (to 2020) are extrapolated from this forecast:

- The working age population will increase by 4,200
- The number of jobs will increase by 4,200, in line with the West Midlands average
- Unemployment rate is forecast at 2%
- Income growth is expected to be broadly in line with UK average growth at 2.6% per year, although incomes remain lower than the UK average
- Output per head of population (GDP) is forecast to be roughly equivalent to UK average and slightly ahead of West Midlands average
- Change in structure of employment (in terms of number of jobs) for the major sectors is as follows:

○ Distribution and hotels	+1400
○ Financial and business	+2900
○ Public and defence	no change
○ Health and education	+2600
○ Other services	+ 600
○ Construction	+ 300
○ Manufacturing	-3300

- Output growth is expected to be fastest in financial and business services, other personal services and transport and communications. Shrinkage is expected in agriculture and aspects of manufacturing

•

- Stafford has a range of good quality potential employment sites. However this is characterised by a small number of very large sites (Meaford, Primepoint, Stone Business Park). *Note: Since the time of the report*

significant development has taken place at Stone (completed) and PrimePoint (significant accelerated completion rates)

- Of the Employment Land listed in the 2003 RELS approximately 45% was considered to have significant problems (physical condition or infrastructure) in being brought forward for development.

3 **A study to investigate the demand for, and supply of, land for employment use (InStaffs (UK) Limited)**

6.29 InStaffs (UK) Limited was requested to give an opinion on the anticipated future demand for employment land within Stafford Borough up to the year 2021.

6.30 The approach that InStaffs adopted was to consider:-

- overall trends
- specific trends
- likely demand for office and pseudo office accommodation based on past demand
- likely demand for industrial/warehouse accommodation based on past demand
- overall observations

“.....

Overall Trends

The overall trends are for a continued movement of employment from manufacturing to more service orientated ones. This includes logistics which is a form of employment that is not actively sought but market trends dictate that it will continue to grow as more and more manufacturing, particularly low value, moves to lower cost locations. Any goods manufactured overseas will then need a distribution facility.

A further issue is also whether the trend for increasingly larger logistics facilities will continue. In the short term this is likely to continue but the longer term may see more “regional” logistics facilities being built which would be smaller in nature, say 100,000 sq ft.

The transition to a greater proportion of service orientated activities will also mean a continuing demand for “midtech” type units - B1.5, if it existed, in planning terms.

Specific Trends (based on statistics)

Looking at the enquiries, it can be seen that for both industrial (which includes warehousing) and office space over 50,000 sq ft enquiries concerning Stafford account for at least 50% of all enquiries across the county at this size in most years.

Likely demand for office and pseudo office accommodation based on past demand (Anecdotal)

The up take of office accommodation at the Technology Park is as good a guide as any of likely future needs. The 40 acre Technology Park has taken at least 9 years to reach its current point of development whereby a large proportion of the site is now developed. Even allowing for the development of the St Georges site and other developments including proportion of offices, it is InStaffs' view that at least a further 40-50 acres of land will be required for the period through to 2021. This is particularly true in view of the overall trends discussed at the outset.

Likely demand for industrial/warehouse accommodation based on past demand (Anecdotal)

It is anticipated that Prime Point 14, the main site in Stafford for larger scale development will take up to another five years to fill based on occupancy rates to date. Assuming this is correct and that Meaford will also come on line in the medium term then at least a site the size of Prime Point, possibly larger, will be required. Therefore, a further allocation of (say) 150 acres is likely to be required to meet needs to 2021.

Overall Observations

By definition this exercise is very much "crystal ball gazing", and there remain a number of uncertainties which could influence the need for land.

These include:-

- How the national and international economies fair overall during the period
- What happens to the land at RAF Stafford ie. will it cease to be used by the MOD?
- What happens to some of the major companies currently located in the town such as Areva/Alstom and Perkins engines. Both are externally controlled and, therefore, at risk.
- The future of Stafford as a governmental town
- Land availability in neighbouring areas. At first glance, drawing a line of 20 miles around Stafford points to only two major developments in the foreseeable future, those at i54 and Chatterley Valley....."

4 Towards a Prosperous Stafford : A Strategy for Prosperity (Stafford Borough Council Regeneration Service)

"This document has been developed to represent the strategic response to the Council's vision of leading a community which is prosperous. It is the

mechanism through which we will respond to the challenges that we currently face. Our Mission is to **“lead a community and borough which is prosperous, safe, healthy, clean and green”**. Specifically with respect to prosperity, Stafford Borough Council **“places great importance on ensuring that throughout the Borough its communities and citizens have and maintain the best available prospects for prosperity, choice and quality of life.**

CONTEXT

This strategy therefore represents the synthesis of a number of key policy documents, and its starting point is an understanding of the local economic conditions. The following table provides some key indicators of economic well being:-

Indicator	Stafford Data	Comparator	Comment
Unemployment	2.6%	3.4%	Rank 21st regionally (of 34; highest first)
Wage Levels	£10.14/hour	90.6% of GB average	NOMIS data (West Mids average is 91.4% of GB average)
Economic Activity	82 (Staffordshire) - (£10,310)	100 (national index level) - (£12,548)	(index of GDP per head)
Business Start-up	3.27 per 1000 population	3.39 (West Mids)	Also lower than Staffordshire and UK
House Prices	£118,500	£115,940 (England and Wales)	-
Retail Index Comparison	102	100 (UK average)	Measure of Stafford town
Index of Deprivation	258	Least deprived Staffordshire district	Ranking out of 354 (most deprived first)
Productivity (GVA)	71 (£18,402 per employed)	100 (national index level - £25,858)	Whole economy (excludes farm agriculture)

With earnings, economic activity and business figures below regional and national averages it is suggested that the Stafford economy is lacking in dynamism. An argument can certainly be made that the Stafford economy is in need of a change in gear to equip it for the pace of change anticipated in the

future. There are a number of threats that we were aware of during the development of this strategy:

- The continued decline in the traditional manufacturing sector, and continuing threats to our major employers;
- The legacy of severe impacts (BSE and Foot and Mouth) on our rural communities;
- Massively increased public sector investment in neighbouring areas (North Staffordshire and West Midlands Conurbations), whilst our current funding streams will disappear;
- Limited identified land available for employment development;
- Impacts of potential Government reorganisation and the potential of regional government.

However, there are a multitude of assets and opportunities that we must capitalise on over the next few years. These include:-

- Our strategic location on major national travel routes, and the need to capitalise on ongoing investment (M6 toll road and West Coast Main Line improvements);
- A high quality natural environment;
- An excellent range of housing and service facilities within the Borough;
- The presence of major employment sectors within the Borough (public sector, manufacturing, emerging high tech and environmental technology companies) and the opportunities presented by Advantage West Midland's cluster development programme;
- High quality educational establishments (highlighted by the presence of Staffordshire University and Stafford College).

IDENTIFYING THE KEY STRATEGIC THEMES

It was necessary to define a number of priority actions to be implemented to achieve our vision. Three themes have therefore been developed.

Theme 1: Prosperity through Business Investment

Developing a diverse and dynamic business base is a key theme of the West Midlands Regional Economic Strategy and is an essential element in achieving a prosperous Stafford economy. We must ensure that our community has access to, and adequate provision of, high value added employment opportunities. This can best be achieved through the promoting of a high quality business environment within Stafford Borough.

Positioning: We undertook research to identify the key areas of business growth opportunity both at a local level and sub-regional level both for new businesses and indigenous businesses. We also considered the impact of the regional cluster development agenda. We support, as a priority:-

- Public and professional services (existing - regional and local cluster)
- Information and Communication Technology (developing - regional cluster)
- Manufacturing Services (existing - local cluster)
- Environmental Technologies (new - regional cluster)
- Creative Industries (links to ICT) (new - regional and local cluster)
- Tourism (developing - regional cluster)

Enterprise and growth: New business start-up and survival is the cornerstone of any aspiration to deliver a robust, sustainable local economy. Facilities to support business start-up is strong in Stafford. This support must be sustained. We will, therefore:-

- Develop an “Enterprise Culture” in Stafford
- Assist in securing adequate accommodation infrastructure to support the demand for start-up and follow on business units
- Young Enterprise: we will work with our partner agencies to ensure that our young community are encouraged to develop their entrepreneurial skills

Inward investment: National and international access to Stafford is good, our local natural and built environment, lifestyle opportunities and the local and extended labour market are such that we can seek to attract companies to Stafford. We will:-

- Promote a range of investment site opportunities with good access to the national transport networks and located in areas of high workforce access
- Continue to market Stafford as a location for inward investment

Business Support: Access to such support is vital if our business community is to continue to grow and thrive in increasingly competitive markets. For our part, Stafford Borough Council will:-

- Continue to seek participation in national and regional economic regeneration programmes and initiatives
- Enhance our role in signposting businesses to the appropriate support agencies and act as a co-ordinating point

- To lobby for the retention of our Stafford based local business support agencies

The Visitor Economy: Stafford's location results in it not only being highly accessible as a visitor destination in its own right but also means that it is an excellent base to explore the surrounding areas. We will:-

- Continue to fully support the Trentham Development proposals;
- Work with our local partners to maximise the profile of Stafford and Staffordshire as a visitor destination;
- Maintain an ongoing dialogue with Advantage West Midlands and economic development agencies to ensure that we fully exploit the business and employment opportunities that flow from an increasing tourism profile.

Theme 2: A Prosperous Environment

The West Midlands Regional Economic Strategy places great emphasis on creating the right conditions for business and economic growth. We need to ensure that we secure a high quality of appropriate infrastructure provision that supports our aspiration of a prosperous economy.

Investment Sites: Many of our previously allocated sites are now nearing completion or there is a high expectation that they will reach this stage over the next two years. Stafford will continue to come under pressure to provide additional employment sites, especially due to the ongoing improvement of adjoining transport networks. We will:-

- Work with our sub-regional partners to deliver a range of strategic and local employment site opportunities;
- Ensure the provision of adequate employment sites, primarily identified in locations highly accessible to the transport network and local labour force through the emerging Local Development Framework;
- Proactively market our existing and emerging employment sites.

Transport Infrastructure: The provision of adequate transport networks that provide safe, convenient access is the life blood of our economy. Stafford Borough Council will:-

- Seek to secure a more inclusive partnership with Staffordshire County Council, the Highways Agency and Network Rail, together with the major local transport service providers (Virgin Trains and Arriva Midlands North) to deliver continuous investment in the local and national transport network as it affects Stafford Borough;
- Continue to use its planning powers to secure investment in the local highway network, and help to achieve the objectives of the Staffordshire Local Transport Plan.

Housing Requirements: Housing provision and demand, house values and general housing condition are a good indicator of the general buoyancy of the local economy. The provision and availability of a range of housing opportunities within a locality is becoming increasingly important in the decision making process undertaken by prospective inward investors. To support the local housing market Stafford Borough Council will:-

- Promote housing provision, including affordable housing through the LDF process in locations that give excellent accessibility to services and employment opportunities

The Rural Dimension: With its large rural community, Stafford Borough Council must take a prime role within any partnership seeking to secure local rural recovery. Further, we must use our services to more effectively support the recovery and development of the rural economy. We will therefore:

- Embrace the emerging Rural Planning Policy Statement (PPS7) to promote the diversification of the rural business environment;
- Use our influence to provide financial and operational support to secure investment and diversification;
- Secure access to basic services in all areas of the Borough.

The Town Centres of Stafford and Stone: The town centres of Stafford and Stone provide a focus for many activities provided within the Borough and can be considered as being the heart of our community. They are important business bases, provide the majority of the Borough's retail opportunities and provide a high quality environment which can be considered visitor attractions in their own right. The RSS identifies Stafford as being a strategic centre within the West Midlands. To promote the continued renaissance of Stafford and Stone we will:-

- Deliver the comprehensive redevelopment of the South Eastern quadrant of Stafford town centre;
- Remain committed to delivering the Stafford Town Centre Vision;
- Develop Stone's role as a thriving Market Town.

Theme 3: Accessing Prosperity

Access to prosperity for all of our citizens remains an imperative. Social exclusion, and in this instance economic exclusion, are manifest in Stafford where pockets of deprivation and isolation from basic services are readily identifiable. Overcoming exclusion of any form and providing an equality of opportunity for all of our community is a key factor in the provision of a truly prosperous Borough.

Prosperity for all: We need to ensure that all residents are able to maximise their income. Whether this is achieved through the provision of a wider range of employment opportunities or other sources is irrelevant in this context. We will therefore:-

- Proactively encourage the take up of Housing and Council Tax benefits;
- Maintain the levels of financial advice provided through our Housing Advice Service, maintaining an appropriate level of support to the Stafford and Stone Citizens Advice Bureau;
- Target the provision of support to voluntary and community organisations that actively promote prosperity within the Borough through the Council's Community Grants programme.

Connecting Stafford and Access to Opportunity: Stafford Borough Council must use every opportunity to facilitate improvements to ICT and access to services for its residents. Specifically, we will:-

- Use the planning mechanism and regeneration processes to facilitate the provision of basic services in rural area;
- Fully achieve the requirements of the e-government initiative;
- Fully participate in and support the Staffordshire Broadband roll-out partnership.

The Way Ahead

From these strategic themes a number of evolving actions have been developed to support the provision of a Prosperous Borough.

6.31 (The strategy was adopted in the autumn of 2003 and remains live.)

6.32 The Guidance observes that whilst individual planning authorities need to consider the particular characteristics of the employment sectors within their own areas, there are certain property market segments which exist in all areas (even though others may also be present) - these market segments as seen from a market perspective are set out in the Guidance, and are reproduced below:-

Table 2: Employment Property Market Segments and Types of Site

Code	
(a)	Established or Potential Office Locations. Sites and premises predominately in or on the edge of town and city centres, already recognised by the market as being capable of supporting pure office (or high technology R&D/business) uses.
(b)	High Quality Business Parks. These are likely to be sites, no less than 5ha but more often 20ha or more, already occupied by national or multi-national firms or likely to attract those occupiers. Key characteristics are quality of buildings and public realm and access to main transport networks. Likely to have significant pure office, high office content manufacturing and R&D facilities. Includes “Strategic” inward investment sites.
(c)	Research and Technology/Science Parks. Usually office based developments, which are strongly branded and managed in association with academic and research institutions. they range from incubator units with well developed collective services, usually in highly urban locations with good public transport access to more extensive edge/out of town locations.
(d)	Warehouse/Distribution Parks. Large, often edge/out of town serviced sites located at key transport interchanges.
(e)	General Industrial/Business Areas. Coherent areas of land which are, in terms of environment, road access, location, parking and operating conditions, well suited for retention in industrial use. Often older, more established areas of land and buildings. A mix of ages, qualities and site/building size.
(f)	Heavy/Specialist Industrial Sites. Generally large, poor quality sites already occupied by or close to manufacturing, and processing industries. (Often concentrated around historic hubs such as ports, riverside and docks.)
(g)	Incubator/SME Cluster Sites. Generally modern purpose built, serviced units.
(h)	Specialised Freight Terminals eg aggregates, road, rail, wharves, air. These will be sites specifically identified for either distribution or, in the case of airports, support services. Will include single use terminals eg aggregates.
(i)	Sites for Specific Occupiers. Generally sites adjoining existing established employers and identified by them or the planning authority as principally or entirely intended for their use.
(j)	Recycling/Environmental Industries Sites. Certain users require significant external storage. Many of these uses eg waste recycling plants can, if in modern premises and plant, occupy sites which are otherwise suitable for modern light industry and offices. There are issues of market and resident perceptions of these users. Some sites because of their environment (eg proximity to heavy industry, sewage treatment works etc) may not be marketable for high quality employment uses.

6.33 The analysis of the Borough in terms of the above market segments is carried out subsequently within the section headed “Quantify Employment Land Supply”, by apply the codings in the above table to each of the 27 employment locations as identified in the Borough’s Business Directory. The Guidance advises that certain locations may need to be subdivided into sub-categories because of the nature and variety of uses that exist. It is for this reason therefore that a site may have the benefit of more than one category being

ascribed to it. Furthermore, this reveals which segments are increasing in provision, activity and thereby importance by analysing those same property market segments in terms of recent market activity (this analysis is set out at the end of the Stage 2 Report).

(2) **Selecting and applying suitable forecast model/demand analysis**

6.34 The Guidance describes the three broad methodologies/techniques in use as follows:-

- regional and sub-regional sectoral economic and employment forecasts and projections (ie “labour demand techniques”);
- demographically derived assessment of future employment needs (ie “labour supply techniques”); and
- analyses based on the past take-up of employment land and property and/or future property market requirements.

6.35 The first two techniques are normally undertaken at regional/sub regional/county level (by way of providing background information for the review of the RSS), is concerned, whilst the third technique is that which is normally utilised by the county and local planning authorities together with inward investment agencies such as InStaffs.

6.36 The Guidance notes that few local planning authorities have the expertise/resources to undertake their own modelling and consequently will be looking to the RPB’s, in conjunction with County Councils and joints units, to provide this analysis. Accordingly Staffordshire County Council’s Research Unit has undertaken a future land estimation report for the Stafford Borough area on behalf of the Borough Council in line with the guidance set out in paragraph 6.34 above. For further details refer to Appendix 1.

(3) **Quantify Employment Land Supply**

- Analysis of Stock of Land and Premises

6.37 The Guidance recommends that at the local level this needs to include:-

- a survey database of **existing employment premises** and sites allocated for employment development, and
- an appraisal of each site covering market availability, ownership, physical and environmental constraints, accessibility and the quality/types of business who occupy or will be attracted to occupy each site.

6.38 The Stage 1 analysis evaluated the employment land stock in terms of sites with planning permission for employment development, sites where permissions for employment development were being implemented and sites

which were allocated for employment development. The Stage 2 analysis however very much focuses on an analysis of the **existing** employment sites within the Borough and in so doing is consistent and compliant with Policy PA6 of the RSS which urges local authorities, in reviewing Development Plans, to review all existing employment sites within their area to establish their continued suitability for employment development.

6.39 The approach that has been taken in this Study as a consequence of this has been to:-

- take the list of Business parks and Industrial Trading Estates as set out in the Borough Council's Business Directory 2005-2007 (some 27 sites in total);
- categorise these according to the "market sector" category that they fall within, and
- analyse the sites against the criteria listed above to assess their quality, and whether it would be appropriate for the site concerned to continue in employment use.

6.40 The full analysis on a site by site basis is set out at the end of this Stage 2 Report.

6.41 The Guidance suggests that the analysis may have to be pragmatic by considering only older, traditional manufacturing, warehouse and storage sites in that these are the sites that are likely to be the least suitable insofar as their continued use for employment purposes is concerned. However, this Study has looked at all of the main employment sites in the Borough irrespective of age and type in order to provide a comprehensive analysis of all employment locations and sectors, by focussing on those 27 sites that are listed in the Borough's Business Directory. Whilst the Guidance observes that the database needs to include **all** employment sites (above on agreed size threshold), it is considered that it is neither practical nor feasible to do so within the time constraints within which this Study is governed - rather, there is a general presumption that all the **sites in existing employment use which are not situated within any of the 27 locations evaluated are expected to continue in that use, unless specific overriding circumstances dictate otherwise.**

- **Flow Analysis**

6.42 The monitoring of the take-up of planning permissions for office, industrial and warehouse development - including the monitoring of the "loss" of such sites to other uses - is seen by the Guidance as being important both in giving evidence to justify decisions to protect employment sites, and as one of the bases for projecting future land requirements (acknowledging however that this can only give a picture of the take-up of **new** land/buildings as it does not concern itself with the turnover of businesses within existing premises).

- 6.43 Insofar as the loss of former employment land to other uses, especially to housing, is concerned, examples where this has happened in this Borough include the “Fairey” site at Stone and “Lotus Shoes” and “Alstom” at Stafford. The loss of such sites shows the importance of a vigorous examination (by way of this study) of existing employment sites in terms of their suitability for continuing in that use.
- 6.44 The compilation of data at the local level concerning the supply of premises and land in the form of Business Land and Premises Registers, and the maintenance of sites and premises enquiry records (including the kinds of property sought) by economic development units, is also referred to within the Guidance, as are Business Property Monitors (such as that prepared on a quarterly basis by InStaffs). Insofar as the situation appertaining in this Borough is concerned, all of the information referred to /required by the Guidance as regards the “flow” of employment land is obtained and provided by a combination of the Borough and County Councils and InStaffs. This information has been referred to/set out at appropriate points throughout this Study, in particular within Stage 1.

- **Reconciling Stock and Flow Analyses**

- 6.45 The Guidance concludes that having undertaken an assessment of the supply of employment land - based on a combination of stocks and flow data - an Authority should then be able to draw clear conclusions about the recent pattern of take-up of sites and promises **by market segment**. This analysis has been carried out and the conclusions reached are set out below.
- 6.46 The Guidance anticipates that this type of assessment can then be supplemented - as a result of consultation with property analysts and the business community - with additional information/observations on the future supply and likely take-up of employment land; it is very much the purpose and intention of putting this Employment Land Study out to consultation that its contents and conclusions can be enhanced following consultation with the business community.

(4) **Translating employment forecasts to land requirements**

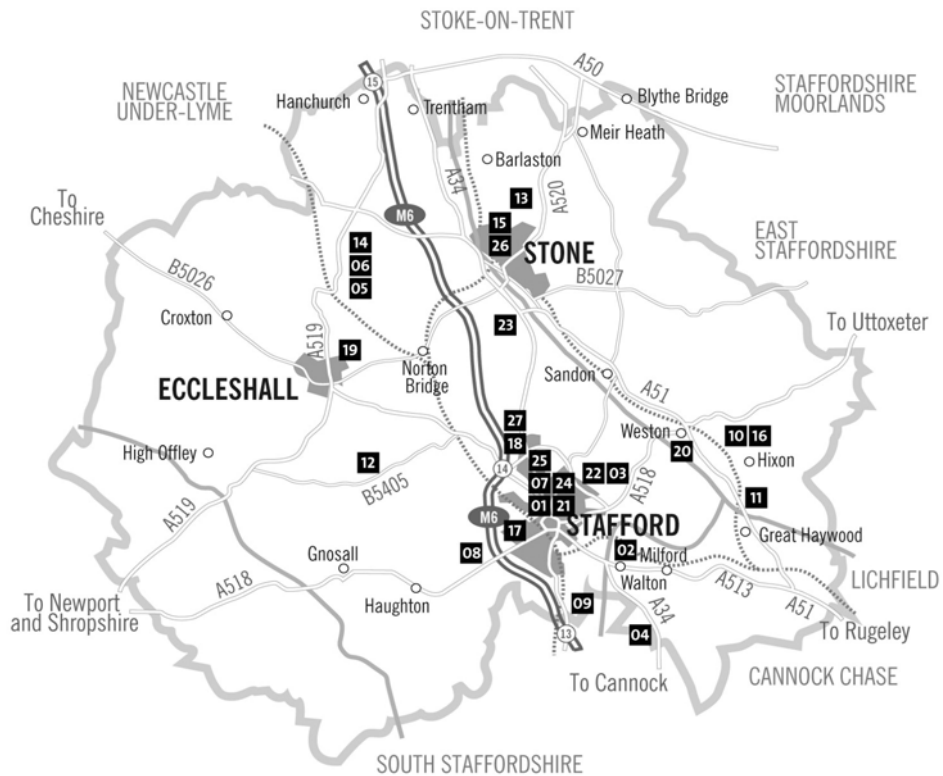
(5) **Testing Scenarios**

- 6.47 Staffordshire County Council’s Research Unit has undertaken a future land estimation report for the Stafford Borough area on behalf of the Borough Council which includes Stages 4 and 5 listed above in line with the guidance. For further details refer to Appendix.

Conclusions

- 6.48 The Borough Council has sought to carry out Stage 2 of the Study in accordance with the Guidance but it has not been possible to fully fulfil one of the perceived outcomes of Stage 2 viz the identification of total future demand by market sector.

- 6.49 The Borough Council acknowledges the provision by InStaffs of (albeit anecdotal) estimated figures for the amount of additional employment land that InStaffs considers will be required in Stafford Borough up to 2021, split by office related needs (40 - 50 acres) and for industrial/warehouse use (approx 150 acres); it is evident that both of these figures are the estimated requirements over and above the relevant committed employment land supply.
- 6.50 This second stage of the Employment Land Study has endeavoured to provide a thorough consideration of the market areas and segments that are to be found and are emerging within Stafford Borough, together with a full appraisal of the existing employment sites and premises that service those segments - particularly with a view to considering which, if any, of those sites may not necessarily continue in employment use. The analysis of these two issues indicates a Borough that has a sound economic base with all sectors well represented and provided for and for which there is healthy demand, evidenced by the associated conclusion that **none** of the 27 existing employment sites that were appraised were considered to be inappropriate for continuation in that use.
- 6.51 The Guidance concludes that planning authorities - in spite of undertaking regular forecasts of employment land requirements such as an Employment Land Study - will still have to make judgements and decisions regarding the safeguarding of employment sites, "alternative" development proposals (ie not traditional "B" class employment related uses but nonetheless employment providing uses, such as car sales operations) and the allocation of land for employment purposes. It is the function of the relevant Local Development Documents, within the overall Local Development Framework, to address these related issues and in so doing these will effectively constitute Stage 3 of the Employment Land Study, with Stage 1 and 2 having provided the "evidence base" to those Development Plan Documents.



Business Parks and Industrial Trading Estates in Stafford Borough

- | | | |
|---|--|--|
| 01 Astonfields Industrial Estate - including Astonfields Road Business Park and Carver Business Park | 10 Hixon Airfield | 20 Saltworks |
| 02 Baswich Lane | 11 Hixon Industrial Estate | 21 St George's Site |
| 03 Beacon Business Park | 12 Ladfordfields | 22 Staffordshire Technology Park |
| 04 Brocton | 13 Meaford | 23 Stone Business Park - including Walton Industrial Estate |
| 05 Brookside Industrial Estate | 14 Moorfields Industrial Estate | 24 Tollgate Industrial Estate |
| 06 Cold Meece Industrial Estate | 15 Mount Road Industrial Estate | 25 Tollgate Park |
| 07 Common Road Industrial Estate | 16 New Road Industrial Estate | 26 Whitebridge Lane |
| 08 Derrington Industrial Estate | 17 Palmbourne | 27 Prologis Park |
| 09 G Rose Business Centre | 18 Prime Point | |
| | 19 Raleigh Hall | |

SITE NUMBER	1	
SITE NAME	Astonfields (inc Astonfields Road Business Park and Carver Business Park)	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	On site there are approximately 50 units; a small number of which are available at any one time.	
OWNERSHIP	Various	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Good. Access to Beaconside leading to the A34 and M6 within a five minute drive.	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Car showrooms:/vehicle maintenance scrap dealers Environmental Technologies (Inc. Talbots and Schott UK) Retailers - flooring, double glazing and furniture	Similar use to current occupiers	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	2	
SITE NAME	Baswich	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Comparatively small estate. Some small office units currently available	
OWNERSHIP	Unknown	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None are apparent as the site is built out	
ACCESSIBILITY	Fair: Estate leads onto either a small country lane or heavily residential area	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Some small scale office use Car maintenance Retail - electrical and dancewear Construction material manufacturers Building contractors	Similar use to current occupiers	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	3	
SITE NAME	Beacon Business Park	
CATEGORY (MARKET SECTOR)	D	
MARKET AVAILABILITY	Approx 10 large scale units on site. Approx 6 weeks ago (August 2005) one unit was available	
OWNERSHIP	ISE Estates	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Good	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Warehousing eg Wedgwood one office block Distribution/couriers Army surplus dealership	Large scale warehouse/distribution end users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	4	
SITE NAME	Brocton	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	None at present	
OWNERSHIP	Unknown	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Directly on A34	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Aggregates, industrial supplies, fencing, engineering	Similar to present uses	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	5	
SITE NAME	Brookside Industrial Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Some office space currently available	
OWNERSHIP	Unknown- believed to be owned by one person/organisation	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Rural location River Meece	
ACCESSIBILITY	Fair: site is in a rural area	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Large office block:- divided into units small unites - for storage and light industrial use. Large open storage area Small units include: <ul style="list-style-type: none"> • distributors • hand made tiles • pottery engineers • packaging • sound engineers • contract fitters 	Small scale office/light industrial use.	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	6	
SITE NAME	Cold Meece Industrial Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	No availability - current occupiers are long term tenants	
OWNERSHIP	Unknown	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Fair - site is in a rural area	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Large agricultural feed manufacture Caravan storage for members of the public (not a caravan site) Chilled distribution Storage of Portacabins and containers Motor Contracts Engineering Storage and Distribution	If available - similar use	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	7	
SITE NAME	Common Road Industrial Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Currently small to medium industrial units	
OWNERSHIP	Various	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None NB A civic amenity site and waste transfer station are on this site which may deter prospective occupants.	
ACCESSIBILITY	Good. Accesses Beaconside which leads to A34 and M6 within 5 minute drive	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Civic amenity site Catering manufacturers Retailers of gardening materials General industrial manufacturing car maintenance Offices Social Clubs	Similar to current occupiers	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	8	
SITE NAME	Derrington Industrial Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	None at present - tenants appear to be long term permanent ones.	
OWNERSHIP	Roger Davies	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	In a fairly rural location on the outskirts of Derrington Village	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Car valetting, electrical suppliers, scrap dealers and car maintenance, engineering and haulage	Similar to those already on site	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	9	
SITE NAME	G Rose Business Centre	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Small site with units available periodically	
OWNERSHIP	Unknown however it appears to be in single ownership	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Good - on A449 accessing M6 within a 3 minute drive	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Electrical component manufacturers Glazing manufacturers	Similar end users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	10	
SITE NAME	Hixon Airfield	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Units are available periodically	
OWNERSHIP	Unknown	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	It is a rural site with access to A51	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Heavy Industrial manufacturers Engineering Aluminium recycling and manufacture	Similar to current occupiers	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	11	
SITE NAME	Hixon Industrial Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Various units are available periodically	
OWNERSHIP	Various	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	On the edge of a rural village with access to the A51	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Car component manufacturers fuel delivery company car maintenance timber roofing manufacturers Engineering General industrial use	Similar to current users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	12	
SITE NAME	Ladfordfields	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Various units are available periodically	
OWNERSHIP	Various including Stan Robinson	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Rural Location	
ACCESSIBILITY	Fair - the site is in a rural location	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Logistics. Stan Robinson Vehicle Maintenance retail:- shoes/kitchens etc small scale metal manufacture Agricultural suppliers Oil company Cleaning materials supplier offices	Similar to current users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	13	
SITE NAME	Meaford	
CATEGORY (MARKET SECTOR)	Presently E, however the new owners have intentions to change to D	
MARKET AVAILABILITY	Large scale use available imminently Space available for short -term letting	
OWNERSHIP	St Modwens	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Green belt and special landscape area designation Large areas of waste contamination on site. Watercourse contamination. Site needs improved vehicle access to allow detailed planning consent.	
ACCESSIBILITY	Adjacent canal has conservation area status Currently: Fair - onto a rural lane leading to A34.	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Vehicle maintenance Manufacturing - industrial glass Offices Metal manufacturing	At present: similar to current users Proposed future use: St. Modwens intend fro the site to be Occupied by large scale distribution and warehouse end users, together with offices and industrial use (34 hectares in total)	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	14	
SITE NAME	Moorfields Industrial Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Small units currently available	
OWNERSHIP	Moorfields Estates	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Fair - in a rural area	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Vehicle maintenance Small retail use caravan storage Some office space general industrial use Tyre fitters Engineering Coach travel Forwarding	Similar to current users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	15	
SITE NAME	Mount Road Industrial Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Units available periodically	
OWNERSHIP	Unknown (various)	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Green Belt and Special Landscape Area designation Slope Adjoins residential area Telecom mast on site Large buildings dominate site	
ACCESSIBILITY	Fair - situated in a residential area in Stone so not ideal	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Vehicle maintenance general industrial use Food manufacturer	Similar to current users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	15	
SITE NAME	Mount Road Industrial Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Units available periodically	
OWNERSHIP	Unknown (Various)	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Green Belt and Special Landscape Area designation Slope Adjoins residential area Telecom mast on site Large buildings dominate site	
ACCESSIBILITY	Fair - situated in a residential area in Stone So not ideal	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Vehicle maintenance General industrial use Food manufacturer	Similar to current users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	16	
SITE NAME	New road industrial estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Units available periodically	
OWNERSHIP	Unknown	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Fair - in a rural location with access to A51	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Heavy metal manufacturers Scrap dealers General manufacturing	Similar to current users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	17	
SITE NAME	Palmbourne	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Small site - units available periodically	
OWNERSHIP	Unknown	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Poor - site is in a residential area in Stafford town centre with narrow road access	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Offices Further education office facilities Specialist ceramic manufacture	Office users and light industrial	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	18	
SITE NAME	Prime Point	
CATEGORY (MARKET SECTOR)	D	
MARKET AVAILABILITY	Land and design and build units available	
OWNERSHIP	Blackbrook	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Residential estate opposite Hotels on-site Open Countryside	
ACCESSIBILITY	Very good - 1 minute drive to M6	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Hotels Public houses/restaurants Car dealership Data storage imminently: food manufacture	High quality warehouse and distribution Manufacturing "clean" end use	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	19	
SITE NAME	Raleigh Hall	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Various units available periodically	
OWNERSHIP	Raleigh Hall Estates	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Fair - in a rural location	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Chilled food storage and distribution Car maintenance Plant hire Tyre suppliers Furniture manufacture/restoration Printers Glazing manufacturers Giftware wholesalers Engineering Securityware manufacturers	Similar to current users - but mainly "clean" use as site is very well maintained	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	20	
SITE NAME	Saltworks	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Majority of the site has a single occupier. One office unit seems available	
OWNERSHIP	Unknown	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	In a residential area - the rural village of Weston	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Fabrication, manufacturing, light industrial, some office space	Similar to present use	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	21	
SITE NAME	St George's	
CATEGORY (MARKET SECTOR)	Mixed-Use	
MARKET AVAILABILITY	Whole site available subject to relevant planning consents	
OWNERSHIP	Pritchard Holdings plc/Chase Regen plc	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Some buildings already existing on site are listed. Adjacent marshland Adjacent to residential development	
ACCESSIBILITY	Planned access directly onto town centre by pass	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Site planned to comprise of:- Offices Residential Nursing home Crèche	Office based companies	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	22	
SITE NAME	Staffordshire Technology Park	
CATEGORY (MARKET SECTOR)	C (Incorporated on site is Staffordshire University Business Village, which is a Category G use)	
MARKET AVAILABILITY	Several office buildings currently	
OWNERSHIP	Gladmans/Pritchard Holdings/Staffs County Council/Staffs University and one further owner	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Good - on A518 accessing the M6	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
High quality office users: Solicitors Medical technology companies DEFRA Probation Service Railway maintenance Information technology Government Departments Consultancies Healthcare Companies Incubation Units	High tech/specialist occupiers	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	23	
SITE NAME	Stone Business Park - Including Walton I/Estate	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Various units are currently available (from 5,300 - 81,000 sq ft on new development)	
OWNERSHIP	Various	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Good - on A34	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Food manufacture and distribution. Information technology Cosmetics distribution Research companies Consultancies Light manufacturing National association of chimney sweeps	Similar to current users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	24	
SITE NAME	Tollgate Industrial Estate (inc Tollgate Business Centre)	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Various units currently available	
OWNERSHIP	Various	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	None	
ACCESSIBILITY	Good - accessing M6 via A518	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Car showroom Agricultural machinery manufacture garden supply/DIV suppliers retail - tyres, locks, clothing. Motorcycle training centre. Local Authority vehicle storage. Electrical manufactures. Leisure coach company. Good quality occupants	Similar to current use	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	25	
SITE NAME	Tollgate Park	
CATEGORY (MARKET SECTOR)	D (NB: Not wholly logistics)	
MARKET AVAILABILITY	Land and design build units available	
OWNERSHIP	Leons	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Whole site is on a deep bed of peat requiring specialised building techniques eg piling through the peat	
ACCESSIBILITY	Good - On A34 accessing M6	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Only 2 present occupiers Horsleys of Stafford removal company Elster Metering - Manufactures	Warehouse and distribution "clean" manufacturing car sales rooms (due to proposed and existing outline planning consents)	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	26	
SITE NAME	Whitebridge Lane	
CATEGORY (MARKET SECTOR)	E	
MARKET AVAILABILITY	Various units are currently available	
OWNERSHIP	Whitebridge Estates	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Conservation Area status of adjacent canal Adjoins new and established residential areas Adjoins railway - line Lacks of space about units on older part of estate	
ACCESSIBILITY	Fair - access lane leading to A34	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Retail - wine etc Travel consultants Photographers Leisure use (Snooker Hall) Label and secure paper manufacture Lift manufacturers Light industrial estate	Similar to current users	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

SITE NUMBER	27	
SITE NAME	Prologis Park	
CATEGORY (MARKET SECTOR)	D	
MARKET AVAILABILITY	Design and build units available	
OWNERSHIP	Prologis Developments	
PHYSICAL AND ENVIRONMENTAL CONSTRAINTS	Residential estate opposite Hotels on site Open Countryside	
ACCESSIBILITY	Very good - 1 minute drive from M6	
QUALITY/TYPES OF BUSINESSES WHO:		
OCCUPY SITE	WILL BE ATTRACTED TO OCCUPY SITE	
Very large scale warehouse and distribution	Very large scale warehouse and distribution	
CONTINUE IN EMPLOYMENT USE?	YES	NO
	✓	

Examples of Recent Activity by Market Sector

Category (a)	Established or Potential Office Locations. Sites and premises, predominately in or on the edge of town and city centres, already recognised by the market as being capable of supporting pure office (or high technology R and D/business uses).
Planning Application for mixed-use development of St George's	
Category (b)	High Quality Business Parks. These are likely to be sites, no less than 5ha but more often 20ha or more, already occupied by national or multi-national firms or likely to attract those occupiers. Key characteristics are quality of buildings and public realm and access to main transport networks. Likely to have significant pure office, high office content manufacturing and R & D facilities. Includes "Strategic" inward investment sites.
Planning Application for mixed-use development of St George's	
Category (c)	Research and Technology/Science Parks. Usually office based development, which are strongly branded and managed in association with academic and research institutions. they range from incubator units with well developed collective services, usually in highly urban locations with good public transport access to more extensive edge/out of town location.
Staffordshire Technology Park	
Category (d)	Warehouse/Distribution Parks. Large, often edge/out of town serviced sites located at key transport interchanges.
Prime Point Prologis (To be: Meaford Power Station, Tollgate Park)	
Category (e)	General industrial/Business Areas. Coherent areas of land which are, in terms of environment, road access, location, parking and operating conditions, well suited for retention in industrial use. Often older, more established areas of land and buildings. A mix of ages, qualities and site/building size.
On-going activity throughout the sites	
Category (f)	Heavy/Specialist Industrial Sites. Generally large poor quality sites already occupied by or close to manufacturing, and processing industries. (Often concentrated around historic hubs such as ports, riverside and docks.)

Examples of Recent Activity by Market Sector (Continued)

Not applicable	
Category (g)	Incubator/SME Cluster Sites. Generally modern purpose built, serviced units.
Incorporated in Staffordshire Technology Park - Staffordshire University Business Village	
Category (h)	Specialised Freight Terminals eg aggregates, road, rail, wharves, air. Will include single use terminals eg aggregates
Not applicable	
Category (i)	Sites for Specific Occupiers. Generally sites adjoining existing established employers and identified by them or the planning authority as principally or entirely intended for their use.
No Activity	
Category (j)	Recycling/Environmental Industries Sites. Certain users require significant external storage. many of these uses eg waste recycling plants can, if in modern premises and plant, occupy sites which are otherwise suitable for modern light industry and offices. There are issues of market and resident perceptions of these users. Some sites because of their environment (eg proximity to heavy industry, sewage treatment works etc) may not be marketable for high quality employment uses.
No Activity	

7 STAGE 3 - IDENTIFYING A “NEW” PORTFOLIO OF SITES

- 7.1 The Guidance identified this stage within the Employment Land Review as representing the detailed site assessment and search stage. The issue of future requirements has been considered within Stage 2 and has provided the context for the appraisal of the existing sites within the Borough.
- 7.2 In essence, the purpose of Stage 3 is to confirm those sites that are likely to respond well to the expectations of occupiers and property developers whilst also meeting sustainability criteria; consequently, the results of Stage 2 together with the appraisals to be undertaken in Stage 3 are envisaged as providing a robust justification not only for any allocations for employment land that are found to be necessary but also the development of a policy regime that is suitable to reflect and safeguard it.

Objectives

- To undertake a qualitative review of all significant sites (and premises) in the existing employment site portfolio.
- To confirm which of them are unsuitable for/unlikely to continue in employment use
- To establish the extent of “gaps” in the portfolio
- If necessary, identify additional sites to be allocated or safeguarded

Borough Council’s Response

- 7.3 It is considered that the review of sites that has taken place in the preceding Stages 1 and 2 has been undertaken on a substantially qualitative basis, and that this review has led - inter alia - to the identification, at the end of Stage 1 of the Study, of those sites that are (for varying reasons) proposed to be no longer included within the Borough’s portfolio of sites.
- 7.4 The submission made by InStaffs to Stage 2 of this Study makes forecasts as to how the employment land requirement that it identifies should be apportioned by sector.
- 7.5 The identification of additional sites - to be allocated or safeguarded - will constitute Stage 3 of the Study and will be undertaken following the determination of employment land requirements following the outcome of the revision of the RSS.

Outcome

- 7.6 The Guidance envisages the outcome of this stage being a portfolio of sites (both existing and proposed) that will meet local and strategic planning objections, whilst serving the requirements of businesses and developers, following the undertaking of the preceding Stages 1 and 2 of the Employment Land Review.

Borough Council's Response

- 7.7 The portfolio of sites has been established through the assessment procedures applied to those sites which were considered at Stages 1 and 2. Any additions to those sites in the form of the identification of employment land allocations will be as a result of the progression of the corresponding Development Plan Document.