

Cannock Chase Existing Employment Areas Study

2019 Update

Cannock Chase District Council

October 2019

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Executive Summary

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

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

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

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

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

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

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1.0 Introduction

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

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

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

Scope

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

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

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

1.7 This assessment has regard to the following documents:

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

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

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

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

Structure

1.10 The EEAS Update is structured as follows:

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

2.0 Methodology

Introduction

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

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

National Planning Policy Framework

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

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

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

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

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

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

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

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

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

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

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

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

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

National Planning Practice Guidance

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

- 1 the best fit functional economic market area;

¹ Practice Guidance Reference 2a-026-20190220

² Practice Guidance Reference 2a-030-20140306

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

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

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

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

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

2.18 It clarifies that an assessment should:

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

2.19 It advises that:

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

³ 2a-028-20190220

⁴ 2a-029-20190220

⁵ 3-001-20140306

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

⁶ 3-015-20140306

⁷ 3-016-20140306

⁸ 3-019-20140306

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

- 2.26 A site is considered **achievable** for development where there is a reasonable prospect that the particular type of development will be developed on the site at a particular point in time. This is essentially a judgement about the economic viability of a site, and the capacity of the developer to complete and let or sell the development over a certain period¹⁰.
- 2.27 Where constraints have been identified, the assessment should consider what action would be needed to remove them (along with when and how this could be undertaken, and the likelihood of sites/broad locations being delivered). Actions might include the need for investment in new infrastructure, dealing with fragmented land ownership, environmental improvement, or a need to review development plan policy, which is currently constraining development¹¹.
- 2.28 The local planning authority should use the information on suitability, availability, achievability and constraints to assess the timescale within which each site is capable of development¹².

Review of 2011 EEAS Methodology

- 2.29 The methodology for the previous study was informed by the ODPM Guidance which, as outlined above, has now been superseded by the Framework and the Practice Guidance. However, whilst the Practice Guidance on economic growth assessments is considerably shorter and more focused than the previous ODPM Guidance, the core methodologies for assessing employment land requirements remain broadly consistent and the ODPM Guidance arguably remains a source of good practice. As such, the methodology utilised for the previous EEAS is considered to remain robust.
- 2.30 The previous methodology utilised a step by step process. Each of the defined steps is assessed for consistency with the Practice Guidance below:
- 1 Step one involved the identification of existing employment sites in the district. Large distinct business parks/industrial estates were identified separately, whilst multiple sites located in close proximity to one another were clustered together into wider employment areas. Sites of 0.25ha or greater in size were considered which meant that the vast majority of employment sites across the district were considered. This threshold was set out in the ODPM Guidance and is retained in the Practice Guidance. Therefore, step one of the previous methodologies remains consistent with current legislation and guidance.
 - 2 Step two involved mapping out the sites using Geographical Information Systems [GIS] to establish the floorspace available, mix of unit sizes and enable the estimation of vacancy rates. Specific guidance on this was not included within the ODPM Guidance, nor is it included within the Framework or Practice Guidance. Notwithstanding this, this approach remains best practice on an industry wide basis and therefore we consider this element of the methodology to remain robust.
 - 3 Step three involved site visits and desk-based research to inform an initial qualitative assessment and establish vacancy rates. The criteria and scoring system used for this assessment was informed by appraisal criteria set out within Annex E of the previous

⁹ 3-020-20140306

¹⁰ 3-021-20140306

¹¹ 3-022-20140306

¹² 3-023-20140306

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

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

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

Proposed Methodology

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

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

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

3.0 **Review of Existing Employment Land Portfolio**

Introduction

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

Approach

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

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

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

Table 3.1 Site Recommendation Categories

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

Source: Lichfields

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

Overview of Employment Land Portfolio

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

Table 3.2 Distribution of Sites Across Market Areas

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

Source: Lichfields Analysis

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

Cannock, Hednesford and Heath Hayes

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

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

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

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

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

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

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

Source: Lichfields Analysis

Rugeley and Brereton

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

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

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

Table 3.4 Summary of Rugeley and Brereton Recommendations

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

Source: Lichfields' Analysis

Norton Canes

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

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

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

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

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

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

Table 3.5 Summary of Norton Canes Recommendations

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

Source: Lichfield Analysis

Conclusions

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

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

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

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

4.0 **Recommendations and Conclusion**

- 4.1 This report forms part of the evidence base to inform the Council's emerging Local Plan. The report represents the third part of a three-stage process and should be read in conjunction with and alongside the EDNA and Market Intelligence Reports.
- 4.2 The report considered the District's existing employment sites and the degree to which there is scope for these sites to contribute to meeting future need.
- 4.3 Set out below is a summary of our recommendations following the assessment, along with the overall conclusions of this part of the study.

Recommendations

- 4.4 Based on the updated assessment of the District's existing employment areas, we have the following recommendations to be considered when preparing the emerging Local Plan:
- 1 Retain all 22 existing employment areas within the employment land supply.
 - 2 Retain the 6 existing employment designations at Kingswood Lakeside, Towers Business Park and the four Green Belt sites (Cannock Chase Enterprise Centre, Cannock Wood Industrial Estate, Lime Lane Business Area and Watling Street Business Park) as established under Policy CP8 of the Cannock Local Plan Core Strategy (2014).
 - 3 Provide criteria-based policy protection within the emerging Local Plan with a presumption in favour of retaining B-Class Uses for the following 10 employment areas and one specific site; A5 Corridor North, A5 Corridor South, Bridgtown Business Area, Hawks Green North, Hawks Green South, Hollies Business Park, Intermodal Site, Keys Business Park, Park Plaza/Heritage Park, Walsall Road and Power Station Road Business Area (JCB Site Only).
 - 4 Retain the following six sites within the employment land supply but monitor closely and do not resist proposals for alternative uses in the future if specific criteria are met; Anglesey Business Park, Chasewood Park Business Centre, EDS Couriers, Wimblebury Road, Brereton Business Park and Power Station Road Business Area (excluding the JCB site). Monitor the performance of these sites closely and consider the potential for alternative land uses in the future if performance declines.
 - 5 Identify additional land outside of the existing employment areas to help meet the District's future employment land needs in accordance with the recommendations set out within the EDNA and Market Intelligence Report.
- 4.5 In relation to the sites identified in recommendation three, it is important owners are encouraged to seek prospective occupiers for commercial floor space for a 'reasonable period of time' prior to an application for change of use being submitted.
- 4.6 There is no formal guidance in either the Framework or Practice Guidance as to the length of time that might be considered appropriate. Nevertheless, it is clearly important that the Council ensures that any commercial property considered for change of use should be marketed in a manner that would genuinely test the market and bring it to the attention of likely purchasers.
- 4.7 Lichfields has held discussions with local commercial agents with regard to appropriate marketing periods for former B-Class employment space in the context of Cannock Chase District. The majority of commercial agents stated that the extent of the marketing periods will differ depending on the type of property in question and should be based on average disposal periods for the sector in question. Many of the commercial agents specifically mentioned that

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

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

Conclusion

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

Appendix 1 Site Pro Forms

A5 Corridor North



GROSS SITE AREA:
20.76 ha

ESTIMATED NET DEVELOPABLE AREA:
0.80ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The A5 Corridor North is a broad employment area comprising approximately 90 industrial/commercial units. The site is split by a Sewage Treatment Works. The western part of the employment area is accommodated by the Cedars Business Centre, the Avon Road Business Park and employment units fronting onto Wolverhampton Road, most notably Gestamp. The eastern part of the employment area includes the Prospect Business Park, Delta Way Business Centre and Delta Way Industrial Area.</p> <p>Occupiers include Gestamp, Kazoo and Trinity Carpets and there are a wide variety of small/medium sized buildings. There are 11 units in the Cedar Business Centre and currently no vacant units although it has recently been confirmed that TJ Hughes is to close.</p> <p>In general, the wider defined employment area contains a mixture of A1/B1/B2/B8 uses and comprises occupied, brownfield land. The A1 uses comprise 'trade counter' retail units such as Topps Tiles, along with retail uses within the Cedars Business Centre. A5 Corridor North is broadly identified as a 'key employment location' in Policy CP8 of the adopted Local Plan.</p> <p>A series of large buildings currently occupied by Gestamp are located in the centre of the western part of the site, on Avon Business Park. Available Cars is located to the west of the Business Park and (aside from a medium sized building), predominantly comprises a large area to store cars.</p>	
Strategic Road Access	A5 Corridor North is located immediately adjacent to the A5 and within 5 minutes of the Motorway network via the M6/M6 Toll.	Good
Local Accessibility	Although in a prominent location, the A5 Corridor is a congested road with slow-moving traffic.	Average
Proximity to Urban Areas and Access to Labour and Services	A5 Corridor North is located close to Cannock Town Centre (which is designated as a Sub-Regional Centre in the Local Plan Part 1) and Bridgtown Local Centre.	Very Good
Compatibility of Adjoining Uses	TA5 Corridor North is part of a wider retail/employment area. There are residential uses to the west and north of the site.	Average/Poor
Developmental and	A5 Corridor North is generally level but is of an irregular shape.	Average

Environmental Constraints	Most of the site is in Flood Zone 1 (low flood risk). However, parts of the site to the east at Delta Way are in Flood Zones 2 or 3 (higher risk of flooding).	
Market Conditions – Perception and Demand	<p>There is limited recent marketing activity in evidence within the A5 Corridor North, largely because of the high occupancy level. Any future marketing activity is likely to focus on any units that become vacant at the Cedars Business Centre. Demand within the A5 Corridor North is likely to be reasonable. Vacancy rates across the A5 Corridor North are generally very low.</p> <p>A5 Corridor North is split by a sewage treatment works and in places is starting to appear ‘tired’. There is limited landscaping, generally restricted to the road corridor, with very limited greenery or attractive landscaping on the Business Parks themselves.</p>	Good
Market Segment	A5 Corridor North currently provides accommodation for a variety of medium-to-large A1/B1/B2/B8 uses which are compatible with the accessible and prominent location A5 Corridor North.	Good
Market Attractiveness	<p>A5 Corridor North is a high-profile employment area, with some high-quality buildings. The broad location contains a number of large internationally renowned occupiers such as Gestamp. There appears to be strong levels of occupancy. Parking provision seems adequate. The site is well branded and signposted.</p> <p>However, Gestamp is planning to leave their premises which form a significant part of Avon Business Park. A planning application was lodged in 2017 setting out proposals to redevelop their existing premises for 180 homes as well as providing 30,000 sq. ft. of new B1/B8 floorspace although this proposal was recently withdrawn in June 2019.</p>	Good
Ownership / Site availability / Pressure for other forms of development	<p>Fragmented ownership across the wider defined A5 Corridor North. The County Council own Delta Way.</p> <p>The A5 Corridor North is reaching full capacity and has a good level of occupancy.</p> <p>Gestamp currently employ 1,075 people at their current premises within the A5 Corridor North. However, as indicated above they previously applied for the demolition of its existing factory and offices and the erection of up to 180 dwellings and up to 30,000 sq. ft. (2,787 sqm) of employment floor space (B1(c) and B8 Use Class). However, this planning has now been withdrawn and it is understood that the site has been sold to an employment generating business, albeit not necessarily a b-class operator. Gestamp needed to dispose of the site in order to facilitate their relocation to a larger site at Four Ashes, which is some 4-5 miles away in South Staffordshire District. This part of the site is no longer considered to be at risk from alternative types of development.</p>	
Barriers to Delivery and Mitigation	There do not appear to be any barriers for the re-development of the wider A5 Corridor North, other than the presence of some TPOs and the higher risk flood areas at Delta Way.	
Planning Factors	There are a number of recent planning applications across the defined A5 Corridor North employment area, the majority of which are related to refurbishment/expansion of existing premises. The following represents a list	

	<p>of some of the more relevant recent commitments/proposals within A5 Corridor North:</p> <ul style="list-style-type: none"> • CH14/0283: planning permission for 2 storey office building • CH/14/0346: two storey office building (not determined) • CH/16/137: planning permission for change of use from B8 to B1/B2/B8 • CH/18/088: planning permission for change of use from B1 to D1 • CH/17/323: 180 dwellings and 30,000 sq. ft of B1/B8 floorspace (Received a resolution to approve at Planning Committee on 30th May 2018 subject to the resolution of prevailing highways issues but was subsequently withdrawn in June 2019. Gestamp is planning to relocate the majority of their operations to a nearby location in South Staffordshire at Four Ashes Industrial Estate.
OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	<p>The A5 Corridor North benefits from a good strategic location and currently houses a number of key local employers, although it appears likely that Gestamp will be vacating their existing premises in the short to medium. Whilst Gestamp previously pursued a residential led development at the site, we understand that this has now been abandoned. It is understood that the site has been sold to a new employment generating occupier.</p> <p>Recommendation: Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>
SITE SUMMARY:	
<p>A5 Corridor North contains a mixture of A1/B2/B8 uses including some key local employers. The probable relocation out of the District by Gestamp has introduced a level of uncertainty to the future of the Avon Business Park element of the estate. However, this should still remain a viable and attractive commercial destination. A5 Corridor North is in a very accessible location (notwithstanding localised congestion) and there are few constraints for small-to-medium sized businesses, although the general environment would benefit from a programme of enhancement to increase its attractiveness.</p>	

A5 Corridor South



GROSS SITE AREA:
39.72 ha

ESTIMATED NET DEVELOPABLE AREA:
5.52ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The defined A5 Corridor South comprises a variety of retail parks, industrial estates and business parks including Linkway Retail Park; Wyrley Brook Retail Park, Cannock Industrial Centre, Walkmill Business Park, Lakeside Plaza, Lakeside Business Park and Online Business Centre. The A5 Corridor South contains around 100 units and features a mixture of A1 bulky goods uses as well as B1, B2 and B8 uses. Notable elements include:</p> <ul style="list-style-type: none"> • Linkway Retail Park to the far west of the Corridor includes a number of retail and leisure uses including Dunelm, Pizza Hut, Currys/PC World and Halfords. The vacant new build 'Jupiter' industrial/warehousing unit sits between the Retail Park and the Finning site, which is one of the main employers on the Corridor. • On the site of the Former Hawkins Tile Works, Sure Store have developed a new storage rental facility to complement earlier developments such as Rhenus Hauser and RSD Pressings. • Wyrley Brook Retail Park contains a number of 'big box' retail units including B&Q, Sports Direct, Home Bargains and Pavers Shoes. • Moving further east lies the On-Line Business Centre which provides space for B1a offices and retail. The Corridor then features a number of Sui Generis uses including car sales and a car wash. • To the rear of the Online Business Centre (off Walkmill Lane) is the Former Parker Hannifin Site, for which outline planning permission was obtained by Homes England in May 2018 (ref: CH/17/452) for up to 116 dwellings, including access. The site has been cleared and construction is expected soon. Similarly, along Lakeside Boulevard to the far east of the Corridor, 111 dwellings are currently being erected along with associated parking, landscaping and access. • Finally, to the south-east lies Cannock Industrial Estate, which contains a number of poorer-quality industrial units, and Lakeside Business Park further south, which contains a number of high-quality modern business units including euro car parts. It also includes the Silver blades Ice rink further east and the commercial headquarters of Electrium (a Siemens Company), homes to their sales and marketing department in a modern high-rise office building. 	

	A5 Corridor South is broadly identified as a 'key employment location' in Policy CP8 of the adopted Local Plan. Immediately to the south of the defined employment area is an area of Green Belt.	
Strategic Road Access	The site is located along the A5.	Good
Local Accessibility	Although in a prominent location, the A5 Corridor is a congested road with slow-moving traffic.	Average
Proximity to Urban Areas and Access to Labour and Services	A5 Corridor South is located close to Cannock Sub-Regional Centre and Bridgtown Local Centre	Very Good
Compatibility of Adjoining Uses	A5 Corridor South is part of a wider retail/employment area. However, to the east of the site, Cannock Industrial Centre is now sandwiched between existing residential units to the east, and the new Homes England development to the west.	Average/Poor
Developmental and Environmental Constraints	A5 Corridor South is generally level but is of an irregular shape. Areas to the south and south east of the site are in Flood Zones 2 and 3 (higher risk of flooding). It is understood that there are some TPOs on the site. There are no apparent issues regarding contamination or other geotechnical constraints on the site.	Average
Market Conditions – Perception and Demand	The new, speculatively-built 'Jupiter' industrial/warehouse unit on Watling Street between Linkway Retail Park and JCB was completed in the first quarter of 2018 by Canmoor. Jupiter is a single 13,000 sqm unit suitable for industrial and logistics uses. At the time of writing it was still awaiting an occupier. On the site of the Former Hawkins Works, Sure Store have developed a new storage rental facility offering all business sizes, from 50 sq. ft. units to space over 12,000 sq. ft. The company is currently marketing 2 new offices at the site, of 650 sq. ft. and 1,400 sq. ft. respectively, offering flexible terms with 90-day rolling agreements, at £22 per sq. ft In general, and notwithstanding these vacancies, the area is one of generally high demand in the context of Cannock Chase.	Good
Market Segment	A5 Corridor South currently serves A1/B2/B8 uses. Such employment uses are compatible with the strong and highly accessible location of the site.	Good
Market Attractiveness	This is a high-profile area, with some high-quality modern buildings, particularly on the retail parks, CAT and the Jupiter building. However, Cannock Industrial Estate is characterised by poor quality uses that are incompatible with sensitive residential uses close by. A5 Corridor South generally contains some internationally-recognised occupiers. There appears to be strong levels of occupancy. Parking provision seems adequate. Units are generally of a good quality (excepting Cannock Industrial Estate). The site is well signposted and branded.	Good
Ownership / Site availability / Pressure for other forms of development	A5 Corridor South is in a mix of fragmented ownerships. It already contains a range of non-B-Class uses which has served to water down the original B-Class offer, and the area now has considerable levels of retail and residential, with the	

	latter in particularly raising compatibility issues with existing industrial uses to the east of the defined employment area.
Barriers to Delivery and Mitigation	There do not appear to be any barriers for the re-development across A5 Corridor South.
Planning Factors	<p>The following is a list of recent commitments/proposals at A5 Corridor South:</p> <ul style="list-style-type: none"> • CH/14/0438: planning permission for B2/B1; • CH/15/0352: planning permission for change of use from A1 to B8; • CH/15/0414: change of use to D2; • CH/16/011: planning permission for part change of use to car sales; • CH/13/0323: planning permission for 111 dwellings and pub/restaurant; • CH/15/0080: refusal for 93 dwellings; • CH/16/124: planning permission for 111 dwellings; • CH/16/156: planning permission for B1/B2/B8 use; • CH/16/260: planning permission for B1/B2/B8; • CH/16/457: planning permission for warehouse with ancillary offices; • CH/17/164: planning permission for B8; and, • CH/17/452: planning permission for 116 dwellings.
OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	<p>Recommendation: Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p> <p>This should exclude the Homes England site to the east and the two Retail Parks. Given the poor-quality units at the Cannock Industrial Centre and its close proximity to sensitive residential uses, consideration should be given to redeveloping the site for compatible uses more in keeping with its setting should the site become available.</p>
SITE SUMMARY:	
<p>A5 Corridor South is in a good strategic location. In a broad sense, A5 Corridor South is considered attractive for employment uses, containing some excellent quality modern units. There has been significant investment across A5 Corridor South with the recent development of industrial/warehouse units. Development constraints primarily relate to flood risk on part of the defined employment area and the proximity of sensitive uses. However, A5 Corridor South's B-Class offer has been greatly watered down over the use with an increasing number of retail, leisure and sui generis uses. Furthermore, Homes England is developing 116 new homes a former brownfield employment site off Walkmill Lane for residential which will further serve to split off Cannock Industrial Centre from much of the rest of the A5 Corridor South.</p> <p>The B-Class elements of A5 Corridor South should be protected for employment use, albeit Cannock Industrial Estate should be monitored going forward and more compatible uses promoted if the opportunity arises.</p>	

Anglesey Business Park



GROSS SITE AREA:
4.81 ha

ESTIMATED NET DEVELOPABLE AREA:
0.00ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>Anglesey Business Park contains 82 units. These date from the 1970s and early 1980s and include a mix of B1(a) offices, B8 storage and distribution, small scale B1/B2 industry and sui generis uses (car repairs and cleaning services companies).</p> <p>Main occupiers include Weedon Packaging Solution Centre, Intamarble and GKCC Ltd. The site is occupied, brownfield land with no remaining developable land. The site is not designated for any specific purpose in the adopted Local Plan.</p>	
Strategic Road Access	Adjacent to Littleworth Road, 1.1 km from the A460.	Average
Local Accessibility	Located alongside the narrow B4154 Littleworth Road, which runs through a series of residential areas. Regular bus services offer connections to the nearby town centres.	Average
Proximity to Urban Areas and Access to Labour and Services	Equidistant to Hednesford, Hawks Green and Heath Hayes.	Average
Compatibility of Adjoining Uses	Residential uses to the north, east and south, with a park located to the west.	Poor
Developmental and Environmental Constraints	<p>The site is broadly flat and rectangular in shape. The site is in Flood Zone 1 (low risk of flooding).</p> <p>No developmental/environmental constraints were observed.</p>	Very Good
Market Conditions – Perception and Demand	<p>Of the 82 units on site, 13 units are vacant, equating to a 16% vacancy rate.</p> <p>This includes a site currently being marketed for industrial warehouse uses of between 680-12,880 sq. ft.</p> <p>Commercial agents were of the view that the site will likely remain well let and continue to function well as key employment destinations for the District, albeit generally accommodating indigenous and, in some instances, regional, businesses.</p>	Good
Market Segment	The site currently serves small/medium scale B1/B2/B8 uses,	Average

	which are likely to continue in the future. Includes a handful of Sui Generis uses including a children's play centre.	
Market Attractiveness	The site is not in a high-profile location and some units are beginning to deteriorate slightly and in need of investment. The site remains reasonably attractive to predominantly indigenous users. The estate is reasonably well maintained and fit for purpose.	Average
Ownership / Site availability / Pressure for other forms of development	The site now includes Playtime Centres Ltd, but generally the site performs an employment role for local industrial companies. There are 13 vacant units on the site at present, but there is no vacant land available for redevelopment. It is understood that the site benefits from just one main owner.	
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors	The site is close to residential areas and any re-development of the site would need to limit any adverse impacts on residential amenity.	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	<p>The site is relatively isolated from other industrial estates, is not located on the main road network and is within close proximity of sensitive residential uses. Existing units are in need of some investment. The site is reasonably well occupied, although vacancy levels sit around 16%.</p> <p>There are a number of important local companies on site that would require re-location to suitable premises if the site was to be redeveloped.</p> <p>Recommendation: Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.</p>	
SITE SUMMARY:		
<p>The site contains a mix of small/medium scale B1/B2/B8 uses. The site is located within a residential area and does not sit well incompatible with neighbouring uses. The site is not in a high-profile location.</p> <p>The site was considered to by commercial agents to perform reasonably well and has relatively low vacancy levels at present and should is likely to remain in B-Class uses for the short to medium term.</p> <p>That said, given the proximity of sensitive uses it is considered that the site should be monitored, and alternative uses on the site in the longer term may be appropriate if the number of vacant units rises significantly.</p>		

Brereton Business Park



GROSS SITE AREA:
13.74ha

ESTIMATED NET DEVELOPABLE AREA:
0.00ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The site contains c.85 units across 7 sub-areas at Brereton Business Park. Brick Kiln Way, Nathan Court, Oakhurst Park and The Levels are located to the south of the site and Kimberley Park and Redbrook Lane are located to the north of the site:</p> <ul style="list-style-type: none"> • Redbrook Lane, including Hawkins Group Limited, Presscoat Engineering Ltd, Heritage Crafts Midlands Mobility Services and Chase Van Hire; • Kimberley Park, including Mason Architectural Hardware, Estate Signs, and Treasured Memories Ltd; • Nathan Court, including Premier Nutrition; • Oakhurst Park, including Automotech Services and Midas Environmental; • Richmond Park including Premier Nutrition and HEPS Ltd; • Brick Kiln Way including HEP Electrical Engineering and Supplies, Trent Valley Tyres and Unique Garden Buildings; and, • The Levels including Attridge Scaffolding, Keytel Media and Chasetown Engineering. <p>Units comprise B1c (light industry), B8, sui generis and ancillary B1(a) uses.</p> <p>The site contains a number of very large industrial buildings and others used for smaller-scale employment uses. The site is occupied, brownfield land. The site is not designated for any particular uses. To the immediate west of the site is the Cannock Chase Area of Outstanding Natural Beauty [AONB].</p>	
Strategic Road Access	Located off Colliery Road, within 1km of the A51.	Good
Local Accessibility	Access to the site is via narrow residential roads. Parked cars along the roads used to access the site further reduces its accessibility. Estate roads inside the site are narrow. Car parking inside the site appears adequate for needs, but in many cases is of a relatively haphazard nature.	Poor
Proximity to Urban Areas and Access to Labour and Services	Access to Brereton Local Centre	Poor

Compatibility of Adjoining Uses	Residential uses to the north and east, Cannock Chase AONB and Green Belt to the west and south.	Poor
Developmental and Environmental Constraints	This is a sloping site on a hill. The site is broadly rectangular. The site is in Flood Zone 1 (low flood risk).	Average
Market Conditions – Perception and Demand	<p>There are limited signs of recent market activity on site, although an application was recently approved (in April 2019) for an extension to an existing industrial unit on Brick Kiln Way to create a new B1c unit, as well as the erection of a new 2-storey building to create a workshop to ground floor, and ancillary offices to the 1st floor (either B1 or B8 uses). This would involve the creation of an addition 2,943 sqm of floorspace.</p> <p>Discussions with agents suggested that in general, market demand at this site was likely to be low.</p>	Poor
Market Segment	<p>The site is in use for primarily B1/B8/Sui Generis uses, often of a comparatively low quality. Such uses are likely to best serve the site in the future.</p> <p>This includes breakers yards, car repair and other uses that are generally incompatible with dense residential areas in the immediate vicinity.</p>	Average
Market Attractiveness	<p>The units on site tend to be of a run-down appearance. The site is not in a high-profile location. There appears to have been limited levels of investment in the site recently.</p> <p>There are some modern units at Kimberley Park. Landscaping is minimal.</p> <p>Parking at the site appeared to be close to full capacity. The site is branded and signposted but this need updating, and a refresh required as the general perception is one of a tired and slightly run-down estate with limited kerb appeal.</p>	Average
Ownership / Site availability / Pressure for other forms of development	<p>There are few available units on the site and limited development opportunities.</p> <p>Housing is being promoted at the site of the former Kodak Processing Site and Transport Depot at the Redbrook Lane Industrial Estate. This is on the Council's brownfield land register Part 1 (December 2018), for 70 dwellings. 3 other sites are identified on the register at Redbrook Lane Industrial Estate including the Former Milk Depot (for 23 units), and 2 other sites totalling 44 units.</p> <p>Commercial agents advised that the majority of units are owner occupied.</p>	
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors	<p>To the south and west of the site is the Cannock Chase AONB which would prevent any expansion in that direction, whilst dense residential areas surround the estate to the east and north.</p> <p>The following is a list of recent commitments/proposals at the site:</p> <ul style="list-style-type: none"> • CH/14/0463: planning permission for extension to office building; • CH/15/0186: planning permission for change of use from B1 to B2; • CH/16/007: planning permission for workshop extension; and, 	

	<ul style="list-style-type: none"> CH/18/413: Two new B1/B8 buildings (approved in April 2019).
OVERALL SITE RATING	Average/Poor
Recommendation and Potential Future Uses	<p>The site currently has relatively high levels of occupation from a number of smaller local occupiers. The retention of these employers is important, particularly given its location in close proximity to relatively deprived residential areas. However, this very proximity to residential uses also harms its long-term viability, as the site is poorly located in close proximity to sensitive uses, has access issues due to the narrow road that passes through a number of housing estates, and the lack of expansion land on all 4 sides (with the AONB abutting the site to the south and west).</p> <p>Many of the uses on site are comparatively low value, 'bad neighbour' uses which may be problematic given the housing estates to the east and north of the Estate.</p> <p>However, the estate clearly still forms an important local role, particularly for starter units at Kimberley Park, and the fact that units are still being extended and refurbished suggests that local occupiers remain keen to stay at the site. It also forms a counter-weight to the Towers Business Park and Power Station Road Industrial Estate further north, providing a very different, but nonetheless important, offer.</p> <p>Whilst housing redevelopment has been previously promoted at this site via a Call for Sites representation and the area is generally considered appropriate for such redevelopment, there has been no recent activity from the landowners in this regard. Previously vacant units have more recently been re-occupied by businesses.</p> <p>It is considered that the Estate should not be specifically protected for B-Class use; opportunities should be taken to reconfigure the Estate as and when they become available to help mitigate any adverse impacts being experienced by nearby sensitive uses.</p> <p>Recommendation: Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.</p>
SITE SUMMARY:	
<p>The site is in use for B1/B8/Sui Generis uses. The site is sloping and has very little, if any, room for expansion given it is surrounded on all sides by either residential uses or protected environmental designations. The estate is generally lacking in aesthetics and has a run-down feel in parts; nevertheless, firms are still investing in units at the site and it remains an important industrial estate for indigenous users, particularly 'bad neighbour' uses.</p> <p>That said, it is not recommended that the site is protected in the longer term as alternative uses may be more appropriate on the interface between the estate and adjoining residential uses.</p>	

Bridgtown Business Area



GROSS SITE AREA:
10.95 ha

ESTIMATED NET DEVELOPABLE AREA:
0.00ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>This is a very large defined employment area containing approximately 250 units. It features a number of discrete business parks including: Longford Industrial Estate; Watling Street Industrial Units; Grove Park Industrial Estate; Bridgtown Business Centre; Phoenix Centre; Wynns Venture Centre; the Exchange Industrial Estate; Orbital Plaza; Park Street Units; Park Venture Centre; Bennick Trading Estate; and North Street Units.</p> <p>Uses are predominantly B1/B2 and small scale B8 uses although the area also accommodates some A1/sui-generis uses. Bridgtown Business Area is dominated by small scale workshop/storage, offices and trade counter uses. Occupiers include Holiday Inn (at Orbital Plaza), Wolseley and Octagon Business Centre. Residential areas permeate the site in between the various estates and business parks. Bridgtown Business Area is existing brownfield land. Bridgtown Business Area is not designated for any particular uses. A small part of the site is designated as part of the Green Space Network.</p>	
Strategic Road Access	Bridgtown Business Area is located off the A34 and A5 and is in close proximity to a junction on the M6 Toll.	Very Good
Local Accessibility	The A34 leads to Cannock Town Centre and can get busy, but generally access is good with regular bus services.	Good
Proximity to Urban Areas and Access to Labour and Services	Close to Cannock Sub-Regional Centre and Bridgtown Local Centre.	Very Good
Compatibility of Adjoining Uses	Although Bridgtown Business Area comprises part of a much larger employment area, as noted above the site is permeated with a number of sensitive Victorian-to-mid-20 th Century residential properties between the individual industrial estates.	Average
Developmental and Environmental Constraints	Bridgtown Business Area is generally level, albeit it is an irregular shape, with the individual industrial estates dispersed and poorly connected together. The vast majority of the wider defined employment area is within Flood Zone 1 (low risk of flooding), with a small area in Flood Zone 2 to the far west.	Average

Market Conditions – Perception and Demand	<p>Bridgtown Business Area is conveniently located off the A5 and is also in close proximity to the M6 Toll which can be accessed from the A460/A5 roundabout at the Gateway Retail Park. Many of the buildings appear dated and generally poor quality, although there have been some redevelopment/refurbishment works and units in and around Orbital Plaza are of a much higher standard than the smaller units in and around the existing residential areas.</p> <p>There remains a reasonable demand for floorspace at Bridgtown Business Area. Indeed, commercial agents considered that Bridgtown will remain well let and continue to function well as key employment destination for the District for the foreseeable future, albeit generally accommodating indigenous and (on the periphery beside the A5) regional, businesses.</p>	Good
Market Segment	Bridgtown Business Area currently provides small scale B1/B8 facilities in the main and is best suited to these uses in the future, given the necessary balance between residential uses peppered amongst the wider defined employment area and excellent accessibility to the strategic road network.	Average
Market Attractiveness	<p>Bridgtown Business Area is high profile, located immediately off the A34 and A5, and is visible from the nearby M6 Toll. The quality of the units is mixed and some of the units are small and run-down. Bridgtown Business Area is still seen as being reasonably attractive.</p> <p>Parking remains at a premium, with on-street parking prevalent.</p>	Good
Ownership / Site availability / Pressure for other forms of development	This is a very large defined employment area spread across a number of separate industrial estates/business parks that have evolved over many years and is almost certainly in multiple and fragmented ownership.	
Barriers to Delivery and Mitigation	Aside from the proximity of sensitive residential uses across parts of the defined employment area, in general there appear to be few constraints to delivery.	
Planning Factors	<p>The following is a list of recent commitments/proposals at Bridgtown Business Area:</p> <ul style="list-style-type: none"> • CH/15/0009: planning permission for change of use from retail to motor bike sales; • CH/14/0344: planning permission for nine flats; • CH/16/006: planning permission for 24 houses and 15 flats; • CH/15/0377: planning permission for 9 flats; • CH/15/0388: planning permission for 5 houses; • CH/16/235: planning permission for five houses; • CH/16/317: planning permission for six flats; • CH/16/384: planning permission for eight flats; • CH/17/247: planning permission for six flats; • CH/15/0385: planning permission for three flats; and, • CH/18/035: planning permission for twelve flats. 	
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses	The area accommodates a significant range of businesses and clearly plays an important role as part of the District’s employment land supply. However, the wider designated area has recently been subject to a number of proposals for small-scale residential development (as set out above). In the medium to longer	

term it is considered that the older central/northern estates within the wider designated area would be suitable for accommodating residential development should existing occupiers vacate. However, the majority of the site should be retained for employment.

Recommendation: Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.

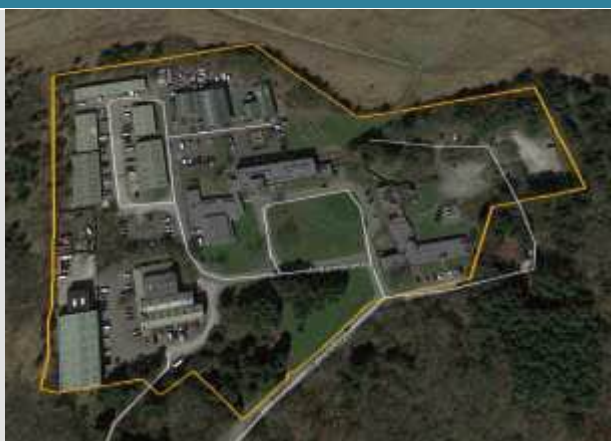
SITE SUMMARY:

Bridgtown Business Area is in a very good strategic location, off the A34/A5 and close to the M6 Toll. Whilst the estates on the periphery are generally of a good quality, many of the older estates in the central/northern areas have a run-down feel and are in need of significant investment if they are to remain viable in the medium term. Commercial agents considered that a lack of investment had resulted in the attractiveness of Bridgtown reducing over time.

Bridgtown Business Area contains a mix of small-scale B1/B8 uses in the main. There is limited parking on site throughout the defined employment area and the proximity of sensitive residential uses that weave into the defined employment area reduce the ability of the site to accommodate B2/bad neighbour uses. Any future re-development at Bridgtown Business Area is likely to be along the A34 and A5.

Whilst there may be some potential to explore non B-Class uses in some of the older central/northern estates, in the main it is considered that Bridgtown Business Area should be retained and protected for B-Class employment uses, particularly Longford Industrial Estate to the far north-west.

Cannock Enterprise Centre



**GROSS SITE AREA:
5.20 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.07ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The site is a former mine and, subsequently, an army barracks, hence its isolated location beyond the edge of the urban area. It is split into six blocks and contains approximately 40 units comprising of B1/B2/B8 uses. Occupiers include:</p> <ul style="list-style-type: none"> • Staffordshire County Council, Chrome Design, ECS Computer Recycling, Print Circus, Enterprise Petrography, Boothby Engineering, Chrome Design, Fives Garage, RTA Fabrication and Cannock Carpets. <p>The site contains a mix of small and large units, with around 80% comprising less than 300 sqm. The site is predominantly occupied, brownfield land, however, there are greenfield areas to the east and south of the site. The site is designated within the Green Belt, which restricts redevelopment/expansion options. The site is also located on the edge of the Cannock Chase AONB.</p> <p>Policy CP8 of the Cannock Local Plan Core Strategy (2014) identifies the Cannock Enterprise Centre as an existing employment area where redevelopment will be supported:</p> <p><i>“Proposals for employment developments at existing employment sites within the Green Belt will be treated positively (in accordance with other Core Strategy policies and national Green Belt policy) recognising that they are unlikely to be suitable for alternative uses.”</i></p>	
Strategic Road Access	Adjacent to Walkers Rise, within 0.4 km of the A460.	Good
Local Accessibility	The nearest access road to the site off the A460, Walkers Rise, is a narrow road that is a single lane over the rail bridge. An alternative access to the site is via Rugeley Road to the south-west, which has a wider road access over the railway line, but there is a sharp turn onto Brindley Heath Road before access to the Enterprise Centre can be gained.	Poor
Proximity to Urban Areas and Access to Labour and Services	Remote and isolated site, with limited residential uses or retail/leisure facilities close by with the exception of the ‘Chase Café’ which is located in Block 1 on the site. Hednesford Town Centre is located approximately 2 kilometres to the south-west of the site.	Very Poor

Compatibility of Adjoining Uses	Situated within the Green Belt and adjacent to the AONB, but no incompatible/sensitive land uses in the immediate vicinity of the site.	Good
Developmental and Environmental Constraints	<p>The site is located within a semi-rural area, surrounded by extensive landscaping. The site is generally level, albeit it is an irregular shape. The site is designated within Flood Zone 1 and therefore has a low risk of flooding.</p> <p>It is situated within the Green Belt and adjacent to the Cannock Chase AONB, which ensures that any expansion of the site, or redevelopment of the existing site for alternative uses, would be difficult from a planning policy perspective.</p>	Good
Market Conditions – Perception and Demand	There does not appear to have been any recent market activity on site. Whilst the site is in a relatively isolated, semi-rural location, it is an established employment site with a considerable number of local occupiers and there is likely to be market demand for units at this site for the foreseeable future.	Good
Market Segment	The site currently serves a mix of B1/B2/B8 uses and these uses would best serve the site in the future.	Average
Market Attractiveness	<p>Despite the site's semi-rural location, it remains a comparatively high-profile site, with the more modern units (dating from the 1980s) high-quality appearance. Blocks 5-6, occupied by companies such as Fives Garage, tend to be older units of a much lower quality.</p> <p>The site has a good level of environmental quality and was considered to be reasonably attractive by commercial agents.</p> <p>There is a good level of parking. The site has strong, clear branding and is well signposted. That said, at the time of the site visit there appeared to be relatively limited investment in the site in recent years.</p>	Good
Ownership / Site availability / Pressure for other forms of development	We are not aware of any vacant units at the site and the Enterprise Centre appears well occupied.	
Barriers to Delivery and Mitigation	The site is situated within the Green Belt and is immediately adjacent to the AONB, hence expansion /redevelopment is subject to challenging planning policy restrictions.	
Planning Factors	<p>As set out above, the site is located within the Green Belt. Policy CP8 of the Local Plan Core Strategy Part 1 identifies the Lime Lane Business Area as an existing employment site in the Green Belt sets out that proposals for employment development at the site will be treated positively.</p> <p>The following is a recent planning commitment was recorded at the site:</p> <ul style="list-style-type: none"> CH/15/0162: planning permission for a vehicle repair garage. 	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	<p>This site is in an isolated location within the Green Belt, which limits its potential re-development for alternative uses. However, the site fulfils a clear purpose for local companies and is very well occupied.</p> <p>Recommendation: Maintain current approach of retaining for employment use, with proposals for future employment development treated positively given it is unlikely that the site will</p>	

be suitable for alternative uses.

SITE SUMMARY:

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

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

Cannock Wood Industrial Estate



GROSS SITE AREA:
11.47 ha

ESTIMATED NET DEVELOPABLE AREA:
0.07ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>This site contains around 80 units. Uses include B2, B8 and sui generis uses. Occupiers include EH Smith Building Merchants and ATP Industries, which remanufactures a broad range of advanced vehicle components and employs around 140 workers at the Cannock Wood site¹.</p> <p>A number of these uses would be considered 'bad neighbour' uses.</p> <p>The site is occupied, brownfield land. The site is designated within the Green Belt, which restricts redevelopment/expansion options. The site is also located on the edge of the Cannock Chase AONB.</p> <p>Policy CP8 of the Cannock Local Plan Core Strategy (2014) identifies the Cannock Wood Industrial Area as an existing employment area where redevelopment will be supported: <i>"Proposals for employment developments at existing employment sites within the Green Belt will be treated positively (in accordance with other Core Strategy policies and national Green Belt policy) recognising that they are unlikely to be suitable for alternative uses."</i></p>	
Strategic Road Access	Off Cannock Wood Street, within 3.3km of the A460.	Poor
Local Accessibility	The site is accessed off a local road which is in a poor state of repair. It is necessary to go through residential areas in Rawnsley/Hazelslade to access the site.	Poor
Proximity to Urban Areas and Access to Labour and Services	The site is remote and isolated, with the nearest residential area comprising Rawnsley, half a kilometre to the west.	Very Poor
Compatibility of Adjoining Uses	Situated within the Green Belt and in close proximity to the Cannock Chase AONB, but no incompatible/sensitive land uses in the immediate vicinity of the site.	Good
Developmental and Environmental Constraints	This is a sloping site of a broadly regular shape. The site is within Flood Zone 1 (low risk of flooding).	Good

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

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

Chasewood Park Business Centre



**GROSS SITE AREA:
0.26 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The site contains a mix of small-scale B1 employment and retail uses alongside a café. Occupiers include New Look Kitchens & Bathrooms, The Funky Food Co., Sunnyside Up Café and the UK Bath Store. The site is occupied, brownfield land.</p> <p>The site is not designated for any particular use in the adopted Local Plan Core Strategy.</p>	
Strategic Road Access	Adjacent to the B4154, 0.3 km from the A5190.	Good
Local Accessibility	The B4154 is a narrow road that passes directly through an extensive residential area on either side. A bus stop is located directly outside the site.	Average
Proximity to Urban Areas and Access to Labour and Services	Within Heath Hayes Local Centre, but some distance to the nearest District Centre (Hawks Green)	Poor
Compatibility of Adjoining Uses	B1 / retail / Sui generis uses surrounded on all sides by residential uses.	Average
Developmental and Environmental Constraints	The site is level and is a regular, rectangular shape. The site is in Flood Zone 1 and has a low risk of flooding. No other constraints were apparent.	Very Good
Market Conditions – Perception and Demand	The site appeared to be fully occupied, with no units being marketed online at the time of writing. Given the small scale of the units, it is highly likely that future market demand is likely to be from other small-scale retail and B1 employment uses.	Average
Market Segment	The site currently serves A1/A3/B1 uses which are sustainable and suitable, given the Business Park's location within a large residential area.	Good
Market Attractiveness	The existing buildings on the site appear to date from the 1980s/1990s and are small in scale and have a relatively tired and run-down appearance, which is not helped by the poor signing at the entrance to the site and the fact that it is obscured from the main road by shops and a car park. The location is unlikely to be particularly attractive to anyone other than	Poor

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

Hawks Green North



**GROSS SITE AREA:
24.93 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.69ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>Hawks Green North comprises the Beechwood Business Park, Brindleys Business Park, Chaseside Industrial Park, Hemlock Park, Image Business Park and Oaklands Business Park which are located to the east of the A460. Ridings Park is located to the west of the A460. There are approximately 157 units located within the wider defined employment area.</p> <p>In summary, Hawks Green North comprises:</p> <ul style="list-style-type: none"> • Chaseside Industrial Estate (occupiers include Direct Vehicle Disposal and Chase Car Spares); • Beechwood Business Park (includes DEUTZ UK & Ireland and MT Mechanical Handling); • Image Business Park (includes Pics2Posters and Rogers Marketing); • Oakland Business Park (includes Homesmart and Datum Special Fasteners); • Ridings Park (includes Fiamm UK and Newcross Healthcare Solutions); • Brindleys Business Park (includes Hawks Green Pet Supplies and Awning Ace Limited); and • Hemlock Park (includes New Life and McDonald's). <p>To the north of Hawks Green North are primarily sui generis car repair uses or salvage yards, with some trade counter/bulky goods retail. To the south of Hawks Green North are B1/B2/B8 uses, which are primarily light industry/offices. Hawks Green North contains some very large employment buildings, although over two thirds of units are below 500 sqm in size. Occupiers include John Lomas, Travis Perkins, McDonalds and New Life clothes and homeware. Hawks Green North is occupied, brownfield land. Hawks Green North is not designated for any particular uses.</p>	
Strategic Road Access	Hawks Green North is located on both sides of the A460 and has good access.	Good
Local Accessibility	Excellent local access along the A4601 and Hemlock Way is very good; internal access on some of the estates is less effective and some of the older areas suffer from comparatively poor access roads.	Good

Proximity to Urban Areas and Access to Labour and Services	Equidistant to Cannock Sub-Regional Centre and Hawks Green District Centre. Also located in reasonable distance of Hednesford Town Centre. Cafes are also available on site.	Very Good
Compatibility of Adjoining Uses	Residential uses to the north, east and (across the railway line) west. The new Mill Green McArthur Glenn Designer Outlet Village is located further to the south west.	Average
Developmental and Environmental Constraints	<p>The wider Hawks Green North defined employment area is very large, sloping and an irregular shape. The majority of the defined employment area is located in Flood Zone 1 (at a low risk of flooding). However, the middle of Hawks Green North, adjacent to the A460, is in Flood Zones 2 or 3 (higher risk of flooding).</p> <p>Historically the area was located on a minefield and there may be some legacy issues, although these are understood to be very limited. No other constraints were apparent.</p>	Average
Market Conditions – Perception and Demand	There is evidence of recent marketing at Hawks Green North, with the construction of two new 11,000 sq. ft industrial units by Brendan Lees Developments (Plots 8 & 9, Ridings Park, Hawks Green). Agents considered that there was likely to be strong market demand for these units.	Good
Market Segment	Hawks Green North is large and contains a mix of B1/B2/B8 uses. These uses are considered appropriate for the future use of the defined employment area.	Good
Market Attractiveness	<p>The wider area is in a reasonably high-profile location along the A460. The units vary in age, from 1960s to the north, right the way through to 2000s onwards around Ridings Park. The newer units (as might be expected) tend to be of a higher quality and of a high standard, within modest landscape settings. The older units to comprise lower quality units, within a fairly poor-quality setting.</p> <p>The area was considered to be reasonably attractive by commercial agents, reflected in the generally low vacancy rates. There is a good level of parking on the site.</p> <p>However, Hawks Green North in general is not particularly well branded/signposted.</p>	Good
Ownership / Site availability / Pressure for other forms of development	<p>Hawks Green North is large and there is likely to be fragmented ownership.</p> <p>There are vacant units currently being marketed across the defined employment area including a number of serviced office units at Hyssop Close, which are currently being marketed at £29 per sq ft. Other modern (1994) serviced offices, also on Hyssop Close, are available from between 177 and 365 sq ft, on flexible lease terms.</p> <p>New units have recently been constructed at Ridings Park, and although expansion land is very limited there is some potential to refurbish/redevelop some of the older units, particularly in the north east of the Estate.</p> <p>The site has also been suggested in past for residential redevelopment at Oaklands and Image Business Park although whilst pre-application discussions have taken place, no planning applications have been submitted to date.</p>	

Barriers to Delivery and Mitigation	No barriers to delivery were observed.
Planning Factors	The following is a list of recent commitments/proposals at Hawks Green North: <ul style="list-style-type: none"> • CH/17/329: planning permission for change of use from B8 to D2 • CH/18/020: planning permission for two industrial units • CH/18/153: planning permission for extension to existing industrial unit
OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	<p>Hawks Green North is split into two separate areas. The north east of the defined employment area contains poorer quality units with a number of vacant serviced office units in particular. However, the south contains more modern quality units.</p> <p>The designated location fulfils an important economic role along the A460 Corridor and should be protected for B-Class employment uses, albeit recognising that future expansion is likely to be limited given the proximity of sensitive residential uses to the north, east and west, meaning that future enhancements will need to involve refurbishment/redevelopment of existing units on the estate.</p> <p>Recommendation: Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>
SITE SUMMARY:	
<p>This large, established, industrial location in Cannock accommodates a number of large companies based in a mix of B1/B2/B8 units. Market demand for these units is reasonably strong, particularly for the newer units in the southern part of the estate. Hawks Green North is in an accessible location along the A460. There are potential flooding issues in the middle of the defined employment area, although there are few developmental constraints for the remainder. Investment is continuing at Hawks Green North, with the construction of two new 11,000 sq. ft industrial units. Hawks Green North is considered to be reasonably attractive to the market and should be protected for employment uses going forward.</p>	

Hawks Green Business Park (Hawks Green South)



**GROSS SITE AREA:
9.89 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>Hawks Green South is used for trade counter/A1 bulky goods, storage, light manufacturing and sui generis uses including car servicing. The defined employment area comprises fully occupied brownfield land and is split into 3 broad areas: Martindale to the north and centre; Mill Park to the south; and Ranton Park to the north-west:</p> <ul style="list-style-type: none"> Martindale Trading Estate: There are 53 units at Martindale with occupiers including Coronhurst Limited, T&S Carpets, Turners Trade Paints, Lovell Partnerships, Hydraline Engineering Limited, Tazz's Fitness Centre and Sure Chemicals Limited. Martindale takes up the majority of the central part of the site. There are 33 units at Mill Park. Occupiers include HB Training Ltd, Hiscox Cases Ltd and Cannock Gates. Mill Park is located to the west of the site. There are seven units at Ranton Park and occupiers include Home Comforts, Eurocell Building Plastics and Unitstyle Plastics (Eng) Ltd. Ranton Park is located to the north east of the site. There is also a Texaco petrol filling station located close to the entrance of the site, near the A460. Units tends to be smaller scale, medium sized sheds. The site is not designated for any particular uses. Immediately south of the site is an area of biological interest. 	
Strategic Road Access	Hawks Green South is located next to the A460.	Good
Local Accessibility	The A460 is a free-moving goods road, which avoids residential areas. As such, there is unconstrained vehicle access to the defined employment area with good visibility.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Equidistant to Cannock Sub-Regional Centre and Hawks Green District Centre.	Very Good
Compatibility of Adjoining Uses	A railway line and residential uses are located to the west of the defined employment area. To the south lies the new Mill Green McArthur Glenn Designer Outlet Village and Mill Green Nature Park.	Average

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

instance followed by other employment-generating uses.

SITE SUMMARY:

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

Hollies Business Park



**GROSS SITE AREA:
4.04 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.10ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The site contains c.23 units. Uses include a mixture of A1 bulky goods, B1 offices and B2/B8 storage. Occupiers include Wickes (occupying the south-western portion of the site), Fashion Factory, JJ's Domestic Appliances and Cloos.</p> <p>Units tend to comprise medium-sized sheds and are of a reasonable appearance but would benefit from further investment. The site is occupied, brownfield land. The site is not designated for any specific land uses. Immediately to the east of the site is an area of biological interest.</p>	
Strategic Road Access	Located directly off the A5190/A4601.	Good
Local Accessibility	Local access along 'A' roads and close to Cannock Town Centre.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Access to Cannock Sub-Regional Centre.	Very Good
Compatibility of Adjoining Uses	Residential uses to the north and west.	Average
Developmental and Environmental Constraints	This is a sloping site and is of an irregular shape. The site is in Flood Zone 1 (low risk of flooding). The site is bound by a railway line to the east, which will prevent any outward expansion in this direction.	Good
Market Conditions – Perception and Demand	There has been limited evidence of recent market activity on the site, although a recent change of use application was approved for Unit 30 Hollies Park, Hollies Park Road, to B8 (Storage and Distribution). The site is close to Cannock Town Centre.	Good
Market Segment	The site currently serves A1/B1/B2/B8 uses.	Average
Market Attractiveness	<p>The site is in a reasonably high-profile location, off the A5190/A4601 and close to Cannock Town Centre. The large units are modern and well maintained. The location could make the site attractive to occupiers, although it would benefit from increased levels of investment.</p> <p>Although certain businesses have their own dedicated car parking spaces, many of the others rely on ad hoc parking on</p>	Good

	<p>pavements, on both sides of the road (along Hollies Park Road in particular) which reduces the aesthetics of the site and causes issues for the manoeuvrability of larger vehicles. The Estate has suffered from vandalism and graffiti in the past, and this remains in evidence which reduces the attractiveness of the site.</p> <p>The site is not well branded/signposted.</p>	
Ownership / Site availability / Pressure for other forms of development	<p>At the time of the site visit there did not appear to be many vacant units at the site.</p> <p>One of the units that is currently being marketed is a 2-storey self-contained office unit at Hollies Court, which is available for £7,500 p.a. (£8.51 per sq. ft. p.a.) for 881 sq. ft.</p>	
Barriers to Delivery and Mitigation	<p>There do not appear to be any barriers to development. There are a number of TPOs on the site.</p>	
Planning Factors	<p>Any re-development of the site would need to take account of the railway line to the east of the site which constrains future expansion, as does the proximity of sensitive residential uses to the west and north.</p> <p>The following is a list of recent commitments/proposals at the site:</p> <ul style="list-style-type: none"> • CH/16/374: planning permission for light industrial unit; • CH/17/215: planning permission from B use class to A1; and, • CH/18/330: planning permission for change of use to B8. 	
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses	<p>This is a site on the edge of Cannock Town Centre, close to a railway station and therefore has a highly accessible and sustainable location. The Business Park is reasonably well let and has a number of modern, good quality units, although there are poorer quality sheds on the southern periphery. The large Wickes bulky goods store dominates the southern third of the Business Park.</p> <p>Recommendation: Do not allocate but recognise as a key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>	
SITE SUMMARY:		
<p>The site contains a mix of A1/B1/B2/B8 uses. The site is in an excellent location off the A5190/A4601 and is highly accessible to/from Cannock Town Centre. The site needs some investment and there are issues regarding vandalism and ad hoc car parking. The site should be protected for employment use going forward.</p>		

Pentalver/Mid Cannock Interchange (Intermodal Site)



GROSS SITE AREA:
7.29 ha

ESTIMATED NET DEVELOPABLE AREA:
0.00ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	The site contains two units to serve the intermodal site. This is a site used as a depot and storage area for HGVs and containers. There is a high level of security at the site, with a manually operated security barrier restricting access and egress to and from the site. The site is occupied, brownfield land. The site is not designated for any particular uses.	
Strategic Road Access	The site is located off the A460 and within 1km of the M6 Toll.	Very Good
Local Accessibility	The A460 is a free moving Trunk Road with excellent access to the site and the highways network.	Very Good
Proximity to Urban Areas and Access to Labour and Services	The site is close to Cannock Sub-Regional Centre.	Very Good
Compatibility of Adjoining Uses	The site is located on the edge of a larger employment area, although a residential area is located further north.	Good
Developmental and Environmental Constraints	The site is generally level but is of an irregular shape. The site is located within Flood Zone 1 (low risk of flooding). Overhead power lines cross the site. Levels issues and the proximity of the railway line to the west limit future expansion opportunities. However, this also presents a longer-term opportunity to be converted to a rail freight interchange.	Good
Market Conditions – Perception and Demand	There has not been any recent market activity on site. Specialist storage and distribution interchange and performs as would be expected.	Good
Market Segment	The site is in B8 use, which is appropriate for this site.	Very Good
Market Attractiveness	N/A – the site features a specialist use. There appears to be adequate parking at the site. The site is branded/signposted. There are no vacant units at the site.	Good
Ownership / Site availability / Pressure for other forms of development	Single ownership. No pressure for alternative uses, although it is understood that residential development has been proposed in the past for a site to the north.	
Barriers to Delivery and Mitigation	There do not appear to be any barriers which would constrain development on the site, but any re-development of the site is unlikely unless this is for a specialist freight interchange in the years ahead.	

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

Keys Business Park



GROSS SITE AREA:
12.28 ha

ESTIMATED NET DEVELOPABLE AREA:
0.00ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The site is used for offices, trade counter and industrial uses with storage and contains approximately 31 units. Occupiers include Comms Centre, Sunflex's National Distribution Centre, Laser Process and Centrix.</p> <p>The site is predominantly occupied, brownfield land, although there is a pond located towards the north of the site. Offices are currently being marketed as being available the centre of the site fronting Keys Park Road. The site is not designated for any particular uses, however, the pond to the north of the site and other areas adjacent to the perimeter of the site are classified as sites of biological interest. The site is located opposite a new residential development by Taylor Wimpey.</p>	
Strategic Road Access	Adjacent to Keys Park Road, leading to the B4154 and within 1.2 km of the A460.	Average
Local Accessibility	Accessed from the narrow B4154.	Poor
Proximity to Urban Areas and Access to Labour and Services	Access to Hawks Green District Centre.	Average
Compatibility of Adjoining Uses	Residential uses to the north, east and west but landscaping acts as buffer. New Taylor Wimpey residential development immediately opposite the Park to the south, alongside Hednesford Town Football Stadium. To the south east lies the Old Brickworks Nature Reserve.	Average
Developmental and Environmental Constraints	The site is gently sloping and is of an irregular shape. The site is in Flood Zone 1 and has a low risk of flooding. A large pond is located to the north of the site and runs down the middle of the site. Limited scope for expansion.	Good
Market Conditions – Perception and Demand	Keys Business Park was constructed in 2008 and sold to Northern Trust in 2018. The site has recently been marketed for available office and employment uses at Centrix Offices. The majority of units are in the range of 3-10,000 sq. ft. with one very large unit over 100,000 sq. ft.	Good
Market Segment	The site serves B1/B2/B8 uses with trade counter uses and it is appropriate for the site to continue to serve such uses.	Average

Market Attractiveness	The site is in a reasonably high-profile location and contains modern, high specification buildings of a high quality. The site is well laid out and is viewed as attractive by agents or occupiers. There has been notable recent investment at the site. However, parking is at a premium with many cars parked along the roads within the site. The site is well branded along Keys Park Road.	Good
Ownership / Site availability / Pressure for other forms of development	Residential development surrounding the site, but no pressure for alternative development on the Business Park itself.	
Barriers to Delivery and Mitigation	The pond to the north of the site is a barrier to any future development on the site.	
Planning Factors	The areas immediately adjacent to the perimeter of the site are classed as sites of biological interest, which could hinder any future development.	
OVERALL SITE RATING	Good	
Recommendation and Potential Future Uses	<p>This site contains high quality buildings in a modern layout. Market demand on the site is good; however, the site is located some distance from nearby services and lacks any significant expansion opportunities, whilst its close proximity to residential uses reduces its overall quality rating.</p> <p>Recommendation: Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>	
SITE SUMMARY:		
The site is used for offices and general industrial uses. The site shows signs of recent investment and is likely to be attractive to the market. Any further development at or adjacent to the site is constrained by areas being classed as sites of biological interest and nearby residential uses. The site should be retained and protected for employment uses.		

Kingswood Lakeside (including Morston Court)



**GROSS SITE AREA:
25.06 ha**

**ESTIMATED NET DEVELOPABLE AREA:
10.30ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>Kingswood Lakeside is Cannock Chase’s premier logistics location, featuring approximately 28 units. It is split into 3 broad areas: Unilever / DHL and other large logistics operators occupy the site to the east; Morston Court is a smaller office complex further south, whilst Briggs and Vauxhall are some of the larger occupiers at the western part of the site adjacent to Orbital Retail Park. Other operators include APC Overnight, First Choice Catering Supplies and Hellerman Tyton.</p> <p>Uses include B1/B2/High Bay Logistics uses. The wider defined employment area contains a mix of high-quality office facilities alongside very large, modern, good quality sheds in excess of 150,000 sq. ft. Commercial agents reported that Morston Court at Kingswood Lakeside is one of the District’s most attractive office destinations.</p> <p>Kingswood Lakeside is predominantly occupied, brownfield land, although there is some undeveloped land to the east. However, this part of the site contains a pond and is identified as a site of biological interest.</p> <p>Policy CP8 of the Cannock Local Plan Core Strategy (2014) identifies Kingswood Lakeside as a Strategic Employment Site.</p>	
Strategic Road Access	Located off Blakeney Way, within 0.7km of the A460 and immediately adjacent to the M6 Toll.	Very Good
Local Accessibility	Kingswood Lakeside has very good access, being located immediately beside the free flowing A460.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Close to Cannock Sub-Regional Centre, Bridgtown and Orbital Retail Park.	Very Good
Compatibility of Adjoining Uses	Kingswood Lakeside is located close to Orbital Retail Park to the west and surrounded by greenfields and an operational landfill to the north.	Very Good
Developmental and Environmental Constraints	Kingswood Lakeside is generally level, but of an irregular shape. The site is predominately in Flood Zone 1 (low risk of flooding) although there is an area on the sites southern boundary located	Good

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

	<p>warehouse/industrial units of 153,635 sq. ft. (14,273 sqm) and 129,550 sq. ft. (12,035 sqm) respectively – available either on a lease or as an owner-occupier².</p> <p>Also at Kingswood Lakeside is RAPIDA, a new speculative industrial / warehouse unit comprising 102,750 sq. ft. (9,545 sq m) that is also currently available on a freehold or leasehold basis. Furthermore, Kingswood Lakeside also accommodates the biggest available speculatively built warehouse in the UK, M6DC, a 48 dock, 372,000 sq. ft. (34,560 sqm) warehouse beside Unilever and Veolia that is currently being marketed at £6 per sq. ft.³.</p>
Barriers to Delivery and Mitigation	Limited potential for further expansion within the site boundary. Expansion land is being promoted but this currently lies within the Green Belt.
Planning Factors	<p>Policy CP8 of the Cannock Local Plan Core Strategy (2014) identifies Kingswood Lakeside as one of only 2 Strategic Employment Sites in the District. Non-B Class use proposals in this area will be considered on their merits, recognising the contribution they can potentially make as part of a mixed-use area.</p> <p>The following is a list of recent commitments/proposals at the site:</p> <ul style="list-style-type: none"> • CH/14/0394: planning permission for new B1/B2/B8 buildings; • CH/15/0425: planning permission for distribution warehouse with associated offices; • CH/16/013: planning permission for B8 with integral B1 office; • CH/16/465: planning permission for two distribution warehouses with associated ancillary offices; and, • CH/17/150: planning permission for B2/B8 with integral B1 offices.
OVERALL SITE RATING	Very Good
Recommendation and Potential Future Uses	<p>Kingswood Lakeside was consistently identified by commercial agents as the District’s premier employment site and was reported as being highly attractive from a market perspective, despite three large-scale speculative units struggling to secure occupiers due to Brexit uncertainty. The site is considered to play a fundamental economic role for the District and has long been the focus of B1/B2/B8 development which is expected to continue for the foreseeable future.</p> <p>There is limited expansion space within the existing developable boundary of the site. Expansion options do exist but lie around the site boundary in the Green Belt. Given the overall site rating, the Council may wish to consider giving priority to expansion options at this site in order to maintain a supply of good quality employment land (subject to other planning considerations).</p> <p>Recommendation: Protect for future B class employment use via allocation and policy that has strong presumption for retention of B class uses on site.</p>

SITE SUMMARY:

Kingswood Lakeside is split into three. Occupiers are of high quality and include Unilever. Uses include B1/B2/B8 uses. The site is in an ideal location, close to the M6 Toll and near to a range of retail and leisure facilities including Orbital Retail Park which immediately abuts the western end of the site.

Units on the site are of a modern, high-quality appearance. Part of the site is identified as a site of biological interest, which is likely to hinder any development on this part of the site. There is some developable land remaining within the site boundary, but this is now limited taking into account ongoing developments.

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

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

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

Lime Lane



**GROSS SITE AREA:
3.55 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The site is currently occupied by a range of sui generis uses (vehicle repairs), manufacturing (boat building yards) and open storage, with approximately 30 units on site.</p> <p>This is a niche site used by occupiers related to the canal, which runs parallel to the site on the eastern side. Occupiers include S.M. Roofing Supplies Ltd and P&S Spares & Repairs Ltd. The units on site are predominantly pre-1950s/60s. The site is occupied, brownfield land.</p> <p>The site is located in the Green Belt. Policy CP8 of the Cannock Local Plan Core Strategy (2014) identifies the Lime Lane Business Area as an existing employment area where redevelopment will be supported: <i>“Proposals for employment developments at existing employment sites within the Green Belt will be treated positively (in accordance with other Core Strategy policies and national Green Belt policy) recognising that they are unlikely to be suitable for alternative uses.”</i></p>	
Strategic Road Access	Adjacent to the A5 and the M6 Toll, albeit it would take approximately 10 minutes drivetime to reach the nearest access point to the latter.	Good
Local Accessibility	Accessed from the narrow B4154.	Average
Proximity to Urban Areas and Access to Labour and Services	Access to Norton Canes Local Centre.	Poor
Compatibility of Adjoining Uses	Situated within the Green Belt and adjacent to a canal (a designated SAC).	Good
Developmental and Environmental Constraints	The site is in a semi-rural location. The site is generally level, albeit it is an irregular shape and is particularly narrow at the southern end of the site which means that manoeuvrability of large vehicles is limited. Expansion is likely to be very difficult and prohibitive to the east (due to the proximity of the canal).	Poor
Market Conditions – Perception and Demand	There has been no recent market activity on the site. Demand is likely to predominantly from those associated with the canal, i.e. boat yards.	Poor
Market Segment	The site currently serves sui generis uses (vehicle repairs),	Good

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

Norton Canes Business Area



**GROSS SITE AREA:
23.65 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.88ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>Norton Canes Business Area is a large defined employment area containing approximately 118 units. Apex Business Park, Betty's Lane, Conduit Road and Morgan's Business Park are located to the east of the B4154. Maple House and Norton Canes Business Park are located to the west of the B4154.</p> <p>Norton Canes Business Area is made up of:</p> <ul style="list-style-type: none"> • Betty's Lane (occupiers include Actemium and Wiltshire Farm Food); • Morgans Business Park (includes SK Direct (UK) Ltd and Liebherr GB Ltd); • Conduit Road (includes HLB Plastics Limited and Cannock Dairy Ice Cream); • Maple House (includes Derwood & Abel and G Mech Fabrications Ltd); • Norton Canes Business Park (includes Norton Canes Fireplace Factory and TrackToys Racing); and, • Apex Business Park (includes Midland Air Tools and Synatel Instrumentation). <p>Uses include manufacturing, workshops, vehicle servicing, storage and distribution, A1 bulky goods and office provision. Other occupiers include Carpets Direct 2U, the Fireside Factory and Quality Consultancy. Norton Canes Business Area comprises occupied, brownfield land spread out across a large area.</p> <p>Norton Canes Business Area is not designated for any particular use in the adopted Local Plan Core Strategy.</p>	
Strategic Road Access	Adjacent to the B4154, within 1km of the A5. Although it is physically close to the M6 Toll, it remains some distance to the nearest junction via the A5.	Good
Local Accessibility	The B4154 is a narrow road whilst there are a number of narrow roads internally which are not ideal for larger HGVs.	Average
Proximity to Urban Areas and	Located in relatively close proximity to Norton Canes Local	Good

Access to Labour and Services	Centre.	
Compatibility of Adjoining Uses	Situated adjacent to residential uses to the west and north. Large open space and recreational area to the east and the M6 Toll to the south.	Poor
Developmental and Environmental Constraints	Norton Canes Business Area is generally level and split over two main areas either side of the B4154. The wider defined employment area is an irregular shape and is in Flood Zone 1 (low risk of flooding). Understood that there may be some long-term issues related to mining, but very limited and development has occurred.	Good
Market Conditions – Perception and Demand	There is limited market activity at Norton Canes Business Area. Market demand is reasonable. This is the main employment area in Norton Canes.	Average
Market Segment	Norton Canes Business Area currently serves a mix of uses and is likely to continue to do so.	Average
Market Attractiveness	<p>Norton Canes Business Area is in a reasonable location off the B4154 close to the A5. Many of the units are old, dating from the 1950s-80s, particularly in the north and east. The bulk of the modern good quality units tend to be located at the southern end of the Business Area at Morgans and Norton Canes Business Parks.</p> <p>There does not appear to have been significant levels of recent investment within Norton Canes Business Area. Parking is at a premium with some users of the area having to park on the road. Norton Canes Business Area is clearly branded with signs located at the entrance of the site.</p>	Average
Ownership / Site availability / Pressure for other forms of development	<p>There are few office/industrial units being advertised online as being available to let in and around Norton Canes Business Area, with a small office unit at Betty's Lane, between Junctions T6/T7 of the M6 Toll, and a 2,382 sq. ft. warehouse on Norton Canes Business Park available for £4 per sq. ft.</p> <p>Vacancies are generally low at Norton Canes Business Park although it is understood the Durapipe have recently vacated large units within the defined area.</p>	
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors	<p>There is a residential area to the north west of the defined employment area. Any re-development will need to limit any impact on residential amenity. It is a designated Business Improvement District.</p> <p>The following is a list of significant recent commitments/proposals at Norton Canes Business Area:</p> <ul style="list-style-type: none"> • CH/14/0434: planning permission for extension to existing industrial building; • CH/15/0102: planning permission for five new B2 units; • CH/15/0362: planning permission for change of use from light industry to activity and skills training centre; • CH/17/435: planning permission for mezzanine floor to be used as ancillary offices for existing factory; and, • CH/18/232: planning permission for change of use to B2. 	

OVERALL SITE RATING	Average
Recommendation and Potential Future Uses	<p>Norton Canes Business Area provides an important local employment opportunity and is the main employment area in Norton Canes. It has a good mix of occupiers and the units are generally well let.</p> <p>It is important that the site remains in employment use over the long term and as such it is recommended that Norton Canes Business Area be designated for B-Class employment use and protected as such in the emerging Local Plan. However, given the sensitive residential uses along the western and northern borders of the Business Area and the generally poorer quality of many of the units here, it is suggested that there are redevelopment opportunities in these locations that would represent a better fit with the wider location.</p> <p>Recommendation: Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>
SITE SUMMARY:	
<p>Norton Canes Business Area contains a mix of uses including A1 bulky goods, B1, B2 and B8. The site is accessed via the B4154 which a comparatively narrow thoroughfare with ad hoc parking located on both sites. There appears to have been little recent investment at Norton Canes Business Area and parking can be an issue.</p> <p>Nevertheless, the Business Area has few constraints, is reasonably popular from a commercial property market perspective with low levels of vacancies and represents a very important local employment area for Norton Canes residents that should be protected from being watered down by the introduction of non B-Class uses over time.</p>	

Park Plaza/Heritage Park



**GROSS SITE AREA:
1.95 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>The wider defined employment area comprises two adjacent employment sites; Park Plaza and Heritage Park. Combined, the defined employment area contains nine units and is in use for offices exclusively. Park Plaza comprises Falcon Point (fully occupied), Point South (fully occupied), Point North (one vacant unit), Chase House (one vacant unit) and Point East (two vacant units).</p> <p>Taylor Wimpey North Midlands occupies part of the defined employment area.</p> <p>Park Plaza/Heritage Park is occupied, brownfield land. The office buildings are modern and appear fit for purpose. The defined employment area is located close to a residential area further south. It is not designated for any particular uses; however, the it is surrounded by a green space network to the north, east and south.</p>	
Strategic Road Access	Adjacent to the A460	Good
Local Accessibility	Local accessibility along Hayes Way, with bus route on the A460.	Very Good
Proximity to Urban Areas and Access to Labour and Services	Equidistant to Cannock Sub-Regional Centre and Hawks Green District Centre.	Very Good
Compatibility of Adjoining Uses	Residential uses to the east and south; Mill Green Nature Park surrounding the remainder.	Average
Developmental and Environmental Constraints	This is a slightly sloping site and is broadly rectangular in shape. The site is in Flood Zone 1 (low flood risk).	Good
Market Conditions – Perception and Demand	There is evidence of current market activity within the defined employment area for ground and first floor offices (183 sq. m). There is likely to be reasonable demand for office space in this location, although it is understood that there have been problems letting the modern units in the recent past.	Average
Market Segment	Park Plaza/Heritage Park is currently used for B1 offices, which is appropriate, both now and in the future, given the residential setting further south.	Good
Market Attractiveness	Park Plaza/Heritage Park is in a reasonably attractive location,	Good

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

Power Station Road Business Area



**GROSS SITE AREA:
15.11 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	Power Station Road Business Area contains approximately 90 units and features a wide mixture of uses, including trade counter, storage, small scale industrials works and a large JCB CAB manufacturing site. The defined employment area contains Screwfix and a large Tesco foodstore is located on the south-western boundary. Whilst the modern JCB Units are in excellent condition, some of the smaller scale units are in a state of disrepair. It is understood that JCB will be vacating the site. Power Station Road Business Area is occupied, brownfield land. It is not designated for any particular uses in the adopted Local Plan Core Strategy.	
Strategic Road Access	Adjacent to the A51.	Good
Local Accessibility	Although Power Station Road Business Area is close by the junction with the A51, there is moderate access along the B5013, due to parked cars ensuring that traffic cannot always flow both ways without manoeuvring around parked cars.	Average
Proximity to Urban Areas and Access to Labour and Services	Good access to nearby Rugeley Town Centre	Good
Compatibility of Adjoining Uses	Within wider defined employment area, but residential uses to the west, retail to the south and a river/flood plain to the east.	Average
Developmental and Environmental Constraints	Power Station Road Business Area is generally level but is of an irregular shape. The vast majority of the defined employment area is located within Flood Zone 3 (high flood risk). However, it should be noted that a recently completed Flood Alleviation scheme at Hagley Park, Rugeley has been completed to reduce levels of flood risk in the Town Centre. Updated modelling is due to be published to reflect new flood risk zone extents although until such a time that this occurs the score reflects the existing circumstances.	Poor
Market Conditions – Perception and Demand	Three industrial units are currently being marketed within the defined employment area but in general, the area is very well established and popular with both local companies and international employers, most notably JCB who have a large manufacturing 18,650 sqm facility at Power Station Road Business Area and are a key, high profile employer locally.	Good

	<p>It is understood, however, that a new factory at Beamhurst on the A50, near Uttoxeter, will replace Rugeley's existing JCB Cab Systems site, where more than 400 people currently work⁴. JCB has been quoted as stating that it has outgrown its Riverside Rugeley site and has tried unsuccessfully to find a suitable replacement plot in the Rugeley area, hence its proposed relocation. It is understood that a phased programme of moving production to the new site will be implemented from July 2019 onwards.</p> <p>The future re-use of the facility will be crucial for the wider Business Area moving forward.</p>	
Market Segment	Power Station Road Business Area currently serves A1 trade counter, B2 and B8 uses.	Average
Market Attractiveness	<p>Power Station Road Business Area is in a reasonably high-profile location. Some units are in need of regeneration. The majority of units were constructed in the 1960s-1990s, and whilst most are in a good state of repair, some would benefit from refurbishment. Landscaping across the defined employment area is reasonable given the age of many of the units.</p> <p>Recent investment at Power Station Road Business Area appears to be limited, although the likes of the JCB plant are clearly of a very high quality and are very well maintained. Parking appears to be at full capacity, leading to parking on-street. Power Station Road Business Area is strongly branded throughout.</p>	Average
Ownership / Site availability / Pressure for other forms of development	We are aware of three vacant units within the defined employment area, these being units 3, 4 and 5. The uncertainty regarding the re-use of the JCB factory will be a key issue for the Business Area for the years ahead.	
Barriers to Delivery and Mitigation	No barriers to delivery were observed.	
Planning Factors	<p>The following is a recent commitment/proposal at Power Station Road Business Area:</p> <ul style="list-style-type: none"> • CH/17/080: planning permission for two new buildings to form 20 light industrial units (B1). 	
OVERALL SITE RATING	Average	
Recommendation and Potential Future Uses	<p>Some of the units within the defined employment area are old and are of poor quality. However, Power Station Road Business Area is in a good strategic location and contains some high-profile occupiers including Screwfix. Some older units would clearly benefit from refurbishment/redevelopment, although in general the character and appearance of the Business Area is good.</p> <p>JCB's proposals to relocate to Beamhurst near Uttoxeter, and move from their existing JCB Cab Systems site, where more than 400 people currently work, will present a major challenge for the area.</p> <p>Given the mixed-use nature of the wider designated area, it is recommended that the site is not specifically designated for B-Class uses as this could restrict</p>	

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

the ability of other non-B class employment generating uses at the site. It is however recommended that the JCB site is protected for B class uses to ensure the retention of employment uses at this location.

Recommendation (Wider Designated Area): Do not allocate but retain in current use and continue to monitor. Consider proposals for any alternative uses or losses via a criteria-based policy. Site likely to be a higher priority to consider for redevelopment for residential if opportunity arises in medium-long term.

Recommendation (JCB Site): Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.

SITE SUMMARY:

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

EDS Couriers Site, Wimblebury Road



**GROSS SITE AREA:
0.96 ha**

**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	The site contains one large unit, occupied by EDS Couriers and used for storage and parcel distribution purposes. The unit likely dates back to the 1980s. There are no vacant units at the site. The site is occupied, brownfield land. The site is not designated for any particular use but is surrounded by a 'green space network' to the north, east and west.	
Strategic Road Access	Off Wimblebury Road, within 2.1km of the A460.	Average
Local Accessibility	Accessed via Wimblebury Road and set within a densely populated residential area. Access/egress to and from the site is poor.	Poor
Proximity to Urban Areas and Access to Labour and Services	Access to Heath Hayes Local Centre.	Poor
Compatibility of Adjoining Uses	Residential uses to the north, east and south.	Very Poor
Developmental and Environmental Constraints	The site is generally level and is a regular, rectangular shape. The site is located within Flood Zone 1 and has a low risk of flooding.	Very Good
Market Conditions – Perception and Demand	The site is occupied by EDS Couriers and is in use for them as a parcel depot. The site is unlikely to be attractive to alternative occupiers should EDS Couriers vacate the area given the lack of any expansion land and the proximity of highly sensitive residential uses and poor access points.	Good
Market Segment	The site currently serves B8 uses; specifically acting as a last mile parcel distribution depot. Whilst there is a clear demand for such a use given the exponential growth in Internet shopping in recent years, high numbers of vehicular movements are inappropriate in what is essentially a residential area.	Poor
Market Attractiveness	The existing building is not particularly attractive, and the site is not located within a prominent location. The site does not appear to have had any recent investment. Car parking on the site was close to capacity during our site visit. The site is not well branded. As noted above, this is a site that fulfils a specific last mile logistics role for EDS Couriers and would not be attractive for office or industrial users going forward.	Poor

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

Towers Business Area



**GROSS SITE AREA:
47.65 ha**

**ESTIMATED NET DEVELOPABLE AREA:
4.34ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>Towers Business Area contains approximately 141 units, predominantly B1(a) offices with workshop/small scale storage, and light industry in larger units. The defined employment area is predominantly occupied, brownfield land, with landscaping present at the north east and south west of the site.</p> <p>The Business Area is dominated by the vast 113,950 sqm Amazon Fulfilment Centre, previously known as Gazeley's 'Flair' building at G-Park, Rugeley. This speculative development, completed in 2008/09, is one of the largest logistics facilities in the region. This facility alone comprises almost half of Rugeley's/Brereton's entire commercial/industrial floorspace stock. Ultra-Electronics are another key occupier at the site.</p> <p>There are a number of other modern warehouse/industrial units and refurbished office suites available to let, but it is not clear which particular units are vacant. Most of the defined employment area is not designated for any particular uses. However, a southern area sits within a Green Space Network. There is also a Conservation Area along the southern boundary of the defined employment area.</p> <p>An area of land at the far south-eastern quarter is now under construction for 71 houses.</p> <p>Policy CP8 of the Cannock Local Plan Core Strategy (2014) identifies the Towers Business Park as one of only 2 Strategic High-Quality Employment Sites in the District.</p>	
Strategic Road Access	Good access adjacent to the A51.	Good
Local Accessibility	Reasonable local access via Brereton Road.	Average
Proximity to Urban Areas and Access to Labour and Services	Access to Rugeley Town Centre and Brereton Local Centre.	Good
Compatibility of Adjoining Uses	Former power station to the north east, but residential uses to the east, south and west.	Average
Developmental and Environmental Constraints	Towers Business Area is generally level and is of an irregular shape. It is in Flood Zone 1 (low flood risk). As mentioned above, there is a Conservation Area along the southern boundary of the defined employment area and residential areas	Average

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

OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	<p>The defined employment area contains a number of modern buildings and some high-profile occupiers including Amazon. There is potential to attract further high-quality occupiers within an excellent commercial environment.</p> <p>Recommendation: Protect for future B class employment use via allocation and policy that has strong presumption for retention of B class uses on site.</p> <p>The area of land to the south-east which is under construction for residential uses should be excluded from the defined employment area boundary.</p>

SITE SUMMARY:

Towers Business Area is in use for B1/B2/B8 uses and is dominated by an Amazon Fulfilment Centre. It is situated in a high-profile location adjacent to the A51. Part of the south of the defined employment area is within a Green Space Network and there is also a Conservation Area to the south, which will limit any future re-development in this area.

In general, this is one of the more successful employment areas in the District, with high profile occupiers and an attractive commercial environment that should be protected.

Walsall Road



GROSS SITE AREA:
18.73 ha

ESTIMATED NET DEVELOPABLE AREA:
0.00ha

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>Walsall Road Employment Area is located to the south of Cannock Town Centre and contains around 150 units.</p> <p>Birch Business Park, Green Lane Venture Centre and Virage Park are located to the south of the defined employment area. Brookfield Drive and Progress Industrial Centre are located in the centre. Rumer Hill Business Estate is located to the north. Progress Drive is a designated Business Improvement District.</p> <p>Occupiers in each area include the following:</p> <ul style="list-style-type: none"> • Brookfield Drive (occupiers include KLC Chemicals and Halsall Electrical); • Progress Industrial Centre (includes Elite Vehicle Services); • Birch Business Park (includes Sofa Store and Kaobon Midlands); • Virage Park (includes GMC Instrumentation); • Green Lane Venture Centre (includes The Range) and • Rumer Hill Business Estate (includes Matrix Food Machinery and DAX Automation). <p>Uses included A1 bulky goods, B1(a) offices, industrial estate areas dominated by trade counter/bulky A1 goods uses, storage, light manufacturing and sui generis uses including car sales. Other occupiers include Leather By Design, Cannock Building Services, Halsall Electrical, CCS and Chase Autoparts.</p> <p>Buildings are predominantly medium-sized B1c/B2/B8 sheds which appear to be in good condition.</p> <p>The land is occupied, brownfield land. Walsall Road Employment Area is not designated for any particular uses.</p> <p>The northern part of the site contains the former ATOS office building site which is subject of recent temporary planning permission (ref. CH/18/213) for use as vehicle storage for three years (expiring 1st August 2021).</p>	
Strategic Road Access	Walsall Road Employment Area is located off the A34 and close	Very Good

	by the M6 Toll junction.	
Local Accessibility	Reasonable access along the A34, although this road leads directly to Cannock Town Centre and can be very busy at peak times. Frequent bus services to the town centre and beyond run along the road corridor. Rail station less than 1 mile away from the northern part of the defined employment area.	Good
Proximity to Urban Areas and Access to Labour and Services	Close to Cannock Sub-Regional Centre and Bridgtown Local Centre. Some informal cafes on site for workforce.	Very Good
Compatibility of Adjoining Uses	Walsall Road Employment Area is within a mixed-use area comprising of retail, employment and residential uses.	Average
Developmental and Environmental Constraints	Walsall Road Employment Area is generally level but elongated in shape. The majority of the defined employment area is in Flood Zone 1 (low flood risk), but part of the north-western corner is in Flood Zones 2 and 3) (higher flood risk). Some TPOs are present within the defined employment area.	Average
Market Conditions – Perception and Demand	A large new office building has been developed in the middle of the defined employment area on Progress Drive and it is likely that there will be strong market demand for this unit. The building is called Progress Centre and also incorporates an element of B8/A1 (trade counter).	Good
Market Segment	Walsall Road Employment Area currently serves A1 Trade Counter/B1/B2/B8/Sui Generis uses, including a number of car showrooms and garages. It is anticipated that Walsall Road Employment Area will continue to meet the need for such uses going forward.	Average
Market Attractiveness	<p>Walsall Road Employment Area is in a high-profile, accessible location. Some of the units have a high-quality appearance but others are in need of regeneration. Older units from the 1960s are located at Birch Business Park and the rear of Progress Industrial Centre, whilst more modern properties from the last 20-30 years are found at the front of Progress Industrial Centre and Rumer Hill.</p> <p>There has been recent investment at Walsall Road Employment Area which is likely to generate strong market interest. Parking is limited resulting in users parking on street. Walsall Road Employment Area is not branded or signposted and spread out across a large area. There is some good quality landscaping along the Road Corridor and a clean environment with few instances of graffiti.</p>	Good
Ownership / Site availability / Pressure for other forms of development	<p>Likely to be fragmented ownership.</p> <p>In terms of site availability and market rents, Virage Park contains Point East warehouse (5,984 sq. ft., or 556 sqm) currently being marketed at £6 per sq. ft. and Virage Point, one of Cannock’s tallest office buildings with a 1,700 sq. ft. serviced office suite (157 sqm) currently being marketed at the reduced rate of £10 per sq. ft.⁵.</p>	

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

Barriers to Delivery and Mitigation	No barriers to delivery were observed.
Planning Factors	<p>The following is a list of recent commitments/proposals at Walsall Road Employment Area:</p> <ul style="list-style-type: none"> • CH/17/233: planning permission for warehouse • CH/18/090: planning permission for change of use from warehouse to A1 • CH/18/213: planning permission for temporary change of use to B8 (three years) • CH/18/329: proposal for B1/B8/ancillary retail (not determined)
OVERALL SITE RATING	Good
Recommendation and Potential Future Uses	<p>This is a key employment location for local businesses in Cannock Town. Its accessible, prominent location and proximity to the M6 Toll means that the area remains popular with local businesses, although a number of units would benefit from refurbishment/redevelopment. There are a number of A1 and Sui Generis uses already within the defined employment area. Preference should be given to the directing additional B Class uses to the northern part of the site previously occupied by ATOS but now functioning as a vehicle storage area under temporary planning permission ref. CH/18/213 in order to generate replacement B Class employment uses.</p> <p>Recommendation: Do not allocate but recognise as key location and retain for future B class employment use in medium-long term. Consider proposals for any alternative uses or losses via criteria-based policy which supports retention of B class uses in first instance followed by other employment-generating uses.</p>
SITE SUMMARY:	
<p>Walsall Road Employment Area is occupied by a mix of uses including A1/B1/B2/B8/Sui Generis uses. It is in an accessible location along the A34. The north west of the defined employment area is partly within Flood Zones 2 and 3 which could constrain future development in this location. There is evidence of recent investment, with the development of a large new office building. The area is popular with the local commercial market and has a number of important indigenous occupiers and should be retained for employment use, recognising that there are a number of Sui Generis/A1 retail uses already present within the defined employment area. Preference should be given to directing future B Class uses to the former ATOS site which is subject to a temporary planning permission allowing for vehicle storage.</p>	

Watling Street Business Park



**GROSS SITE AREA:
5.47 ha**

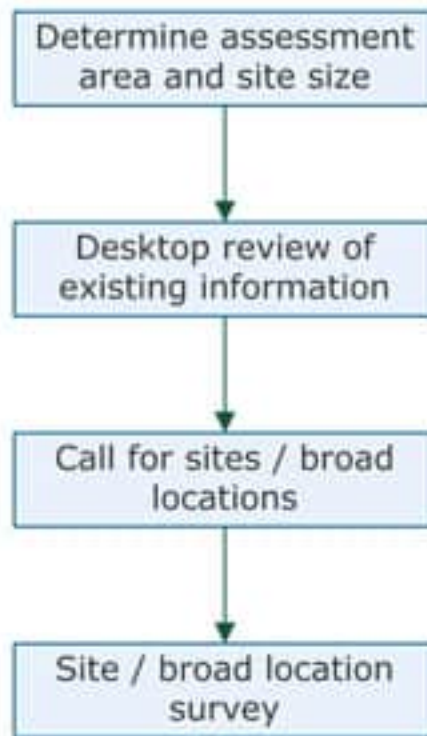
**ESTIMATED NET DEVELOPABLE AREA:
0.00ha**

CRITERIA	COMMENT	RATING
Current Use, Land Type and Planning Status	<p>There are 24 units/employment areas on the site (including subdivisions). The units are predominantly used for offices and trade counter uses.</p> <p>Occupiers include Cannock Caravan Accessories, Icon Exhibitions, David Stockwell Tyres, Universal Hose, Britannia Pine, J&L Fleetcare and Midland Caravan & Leisure.</p> <p>The site is well branded by the owners, St Modwens, and visible to the public. The site is occupied, brownfield land.</p> <p>The site is designated as being part of the Green Belt. Policy CP8 of the Cannock Local Plan Core Strategy (2014) identifies the Watling Street Business Park as an existing employment area where redevelopment will be supported where:</p> <p><i>“Proposals for employment developments at existing employment sites within the Green Belt will be treated positively (in accordance with other Core Strategy policies and national Green Belt policy) recognising that they are unlikely to be suitable for alternative uses.”</i></p>	
Strategic Road Access	Good access off the A5, and although it is very close to the M6 Toll, it is approximately 4 miles to the east of the nearest junction.	Good
Local Accessibility	Accessed from the narrow B4154, and generally poor public transport accessibility.	Average
Proximity to Urban Areas and Access to Labour and Services	Access to Norton Canes Local Centre.	Poor
Compatibility of Adjoining Uses	Surrounding by greenfield land in the Green Belt.	Good
Developmental and Environmental Constraints	<p>The site is in a semi-rural location. The site is generally level, albeit the site has an irregular shape. The site is in Flood Zone 1 and has a low risk of flooding.</p> <p>It is situated within the Green Belt, which ensures that any expansion of the site, or redevelopment of the existing site for alternative uses, would be difficult from a planning policy perspective.</p>	Good

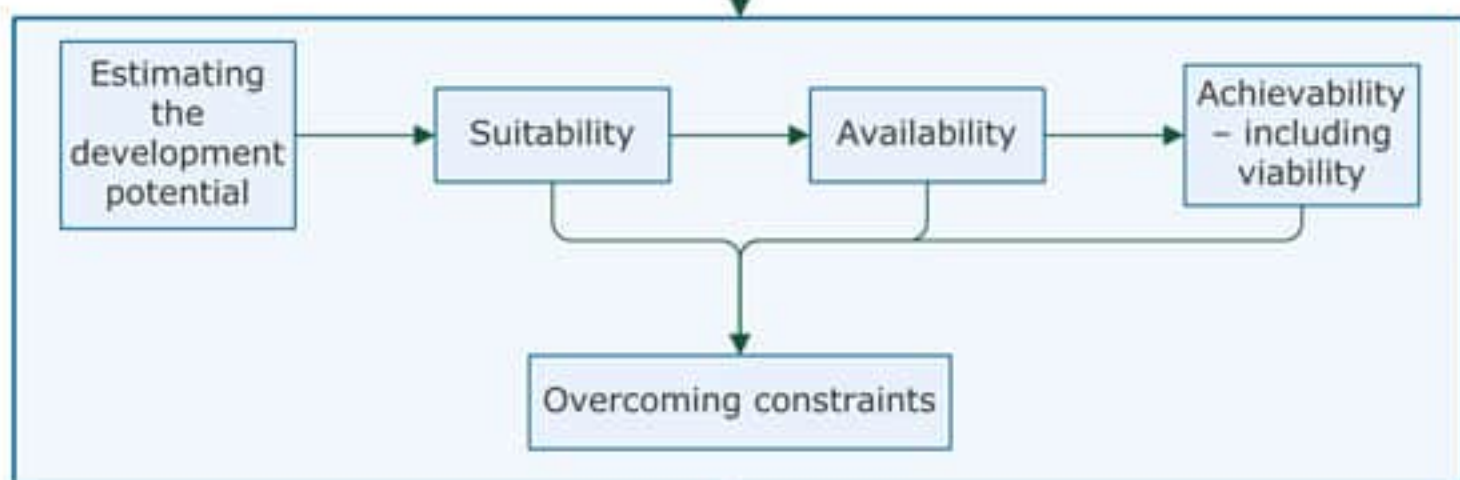
Market Conditions – Perception and Demand	<p>The first floor of Oak House is currently available to let for office use (207 sq. m), but generally the estate appears well managed by St Modwens and high vacancy rates recorded at the time of the last EEAS in 2011 have reduced substantially.</p> <p>The site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

Appendix 2 Land Availability Assessment Methodology

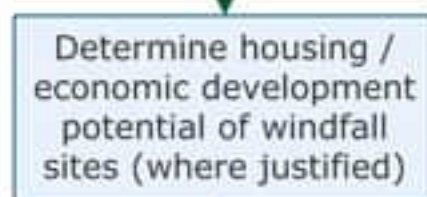
Stage 1 - Site / broad location identification



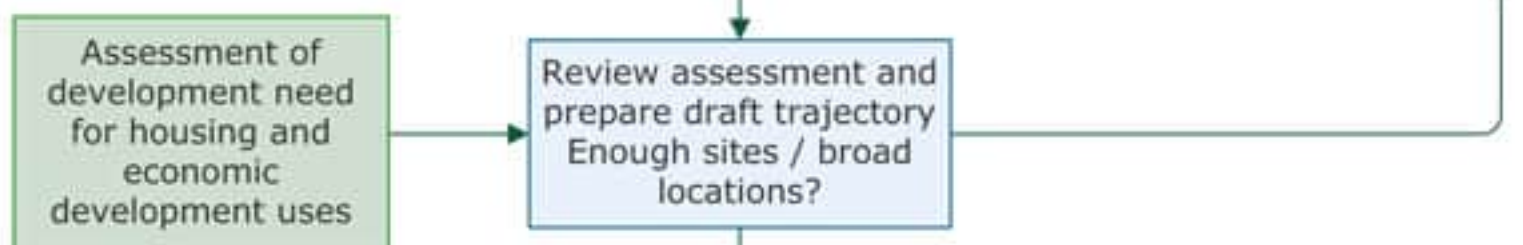
Stage 2 - Site / broad location assessment



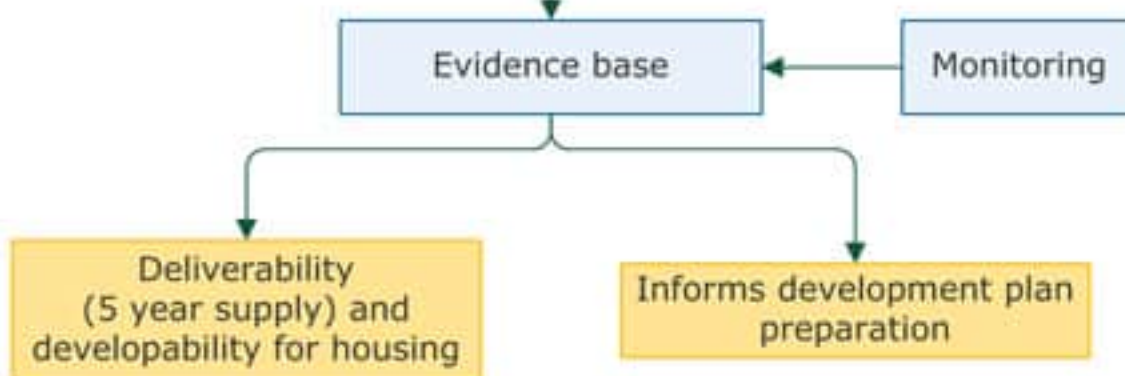
Stage 3 - Windfall assessment



Stage 4 - Assessment review



Stage 5 - Final evidence base



Appendix 3 Site Assessment Criteria

Cannock Chase EDNA Site Assessment Criteria

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

1.0 **Site Assessment Criteria**

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

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

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

Strategic Road Access

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

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

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

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

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

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

Local Accessibility

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

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

1.11 This includes determining whether there is a bus stop or interchange within 400m of a site.

Proximity to Urban Areas and Access to Labour and Services

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

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

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

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

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

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

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

Compatibility of Adjoining Uses

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

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

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

Developmental and Environmental Constraints

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

Market Conditions – Perception and Demand

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

Market Segment

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

Market Attractiveness

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

Barriers to Delivery and Mitigation

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

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

Planning Factors

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

Overall Site Rating

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

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