EXECUTIVE SUMMARY

Introduction

i) This report assesses the demand for and the supply of employment land and premises (Use Class B) in Shropshire at April 2009 and the need for new employment land provision for the period to 2026. It has been carried out for Shropshire Council to provide robust evidence to underpin and inform its Local Development Framework for the period to 2026, and to support economic development. There are six main elements to this study:

- An assessment of the local economy and property market conditions to inform the amount, location and type of employment land and premises required to facilitate development and growth
- A review of the current portfolio of employment land and premises
- An assessment of the future land needs of the County
- Identification and appraisal of additional potential sites which could meet the County's future employment land needs
- An appraisal of relevant employment land and premises relating to the County's key employment sectors
- An assessment and recommendations on the allocation of new employment land.

Methodology

ii) A number of research methods have been used – site visits, interviews with property market stakeholders and consultations with key businesses. This has been combined with extensive consultation with public sector agencies involved in the study area. Desktop analysis of existing strategies, reports and documents has also been used to inform the overall findings. The methodology follows ODPM guidance on the production of employment land reviews. This study was commissioned by Shropshire Council following the unification of the six former County and District local authorities and will inform the preparation of the Local Development Framework. This study provides a consistent methodology to update the previous Employment Land Reviews completed by the former district authorities between 2005 and 2007 by three separate authors.

Findings

iii) Shropshire is an affluent, skilled area with low unemployment. Its economic centre is Shrewsbury, but there are a range of opportunities in other key market towns –

Whitchurch, Market Drayton, Oswestry, Bridgnorth and Ludlow. However, as a rural County, it does exhibit typical issues common in such areas, e.g. pockets of deprivation, low wage economy, out-commuting, home-working, declining agricultural employment.

iv) Shropshire has a good portfolio of employment land and premises on its business parks and industrial estates. It has a reasonably active property market, although it is currently stalled by the recession. Public sector support is generally required to overcome market failure in major property development and site servicing. The industrial market is significantly larger than the office market, which is principally focused in Shrewsbury and is relatively minor in all other locations in the County. The most attractive business locations are the areas close to key arterial routes and on the main business parks and industrial estates, together with Shrewsbury town centre (for the office sector). However, it is a diverse area and different locations have slightly different characteristics and issues.

v) The demand for industrial sites and premises is reasonable, although this is, in some places, caused by a lack of supply – limited industrial land, freehold properties and modern premises – for example Shrewsbury, Whitchurch and Oswestry. Some market towns have minimal availability, e.g. Cleobury Mortimer, Much Wenlock and Broseley. Companies still require space for storage, distribution and assembly of goods (even if traditional manufacturing is in decline).

vi) Industrial demand tends to be for units up to 500 sqm, with larger requirements more prevalent in the Shrewsbury area. There is limited demand for large distribution warehousing units. Industrial companies generally want moderate quality premises on industrial estates. The key market failure issue is the lack of industrial availability (100-200 sqm units) in Shrewsbury.

vii) The bulk of office demand is for units up to 100 sqm. It is concentrated in Shrewsbury – and mostly served elsewhere by small scale serviced office schemes. Despite the limited demand, there are some good quality office parks and developments throughout the County, e.g. Shrewsbury Business Park, Ludlow Eco Park.

viii) Shropshire Council has successfully addressed some of the issues constraining the property market in the County. It has recently serviced new employment land in

Market Drayton, and brought forward Shrewsbury Business Park and Ludlow Eco Park. It is attempting to do the same in Whitchurch and Ellesmere; and supported the servicing of sites in Bridgnorth. It has facilitated rural enterprise centres in Ludlow and Shrewsbury, and hopes to provide additional centres in Oswestry and Bridgnorth.

ix) The review of significant Shropshire firms involved in key industrial sectors – creative industries, food and drink, environmental technology and advanced manufacturing – did not identify any significant land and property issues. Their needs and concerns are typical of businesses in general.

x) Shropshire is bordered by a large number of other local authorities. Most have little impact on Shropshire's land and property market. Cheshire East to the north dominates in terms of size, but the greatest impact comes from Telford. Telford tends to intercept potential inward investment that could come into the County and overshadows the North East and East Spatial Zones (particularly Bridgnorth).

Employment Land Supply

xi) The adopted Shropshire Councils LDF Core Strategy has set a target for Shropshire of 290 ha of employment land between 2006 and 2026, which is set out in Policy CS14 of the Core Strategy.

xii) There is a headline total of 140.84 ha of available employment land made up of 102 sites. Almost a third of this (46.28 ha) is serviced. Just under 65 percent (86 ha) is available within three years which more than satisfies the Shropshire LDF Core Strategy guidance that 72 ha of employment land should be readily available at any time.

xiii) However, the headline land supply picture is only part of the story. Some land is subject to alternative development proposals and may be lost from the portfolio. Furthermore, other sites are held by local businesses for future expansion, this is shown in Table ES1.

xiv) The worst case scenario is that there is only 119.54 ha (85 sites); however it is assumed that expansion land will continue to play a role in accommodating businesses in the future. Therefore, a more realistic assessment is that there are 135.28 ha comprising 98 sites. Table ES1 also identifies 484 ha (comprising 65 sites) in additional land which is available as a reserve supply. Sites from this supply could be allocated to meet any shortfalls in the existing portfolio. This land has been sourced from sites put forward to the Council by landowners; previously considered potential employment allocations and housing or other sites with employment potential. It also includes proposed employment allocations within the Shrewsbury and Oswestry Sustainable Urban Extensions (SUEs). It comprises mainly greenfield sites of 2-10 ha.

Table ES1 – Shropshire Employment Land Supply Summary

Area	Headline Land Supply, ha (number of sites)	Potential Land Losses, ha (number of sites)	Realistic Scenario, ha (number of sites)	Expansion Land, ha (number of sites)	Worst Case Scenario, ha (number of sites)	Additional Land Supply, ha (number of sites)
North East	36.10 (18)	-	36.10 (18)	8.66 (2)	27.44 (16)	148.00 (16)
North West	34.93 (17)	1.59 (1)	33.34 (16)	1.99 (2)	31.35 (14)	61.00 (9)
Central	39.54 (32)	0.19 (1)	39.35 (31)	2.24 (3)	37.11 (28)	79.00 (11)
South	17.80 (24)	2.32 (1)	15.48 (23)	2.01 (3)	13.47 (20)	94.00 (16)
East	12.47 (11)	1.46 (1)	11.01 (10)	0.84 (3)	10.17 (7)	102.00 (13)
Total	**140.84 (102)**	**5.56 (4)**	**135.28 (98)**	**15.74 (13)**	**119.54 (85)**	**484.00 (65)**

Source: BE Group 2010

Recommendations

xv) Following Core Strategy guidance, which marries closely with BE Group's preferred forecasting methodology based on the levels of historic employment land take-up, Shropshire Council needs to identify another 118.84 ha of new employment land over the period to 2026. Table ES2 outlines how the 118.84 ha should be apportioned across the study area.

xvi) In Shrewsbury, the key short-to-medium term issue is to allocate additional industrial employment land, of which there is a shortage. This constrains the market, and limits the development of new industrial premises to meet local business needs. In the longer term a successor to Shrewsbury Business Park will be needed, but there is still currently plenty of office development land remaining there. The Shrewsbury

Food Enterprise Park needs looking at, to ensure it remains viable given the recession. Its restricted use class, at least in the short term, is constraining the industrial market in the town.

Table ES2 – Recommended Distribution of New Employment Land Allocations

Spatial Zone	Realistic Land Supply, ha	New Allocations, ha	Comments
North East	27.60	36.13	The bulk of this is divided between: Whitchurch – 15 ha Market Drayton – 15.5 ha (including 8.5 ha to replace Mullers expansion land) Wem – 4.0 ha
North West	33.34	16.81	Most of this is allocated to Oswestry possibly with 12 ha to replace Weston Farm
Central	39.35	37.16	Shrewsbury takes 35 ha of the allowance
South	15.48	14.78	Key allocations: Ludlow – 6 ha Craven Arms – 2 ha Church Stretton – 2 ha Bishops Castle – 1 ha Cleobury Mortimer – 1 ha
East	11.01	13.96	Bridgnorth soaks up 5 ha, with 1-2 ha allocations in the other towns in this Zone
Total	**126.78**	**118.84**	

Source: BE Group 2010

xvii) In the North East, Muller's reservation of 8.50 ha of the existing land supply needs to be recognised as a 'special use'. An additional land allocation allowance therefore needs to be made in Market Drayton. Public sector support will be required to bring forward existing sites in Whitchurch (Heath Road and South of Civic Park) due to the power supply issues. This needs to be addressed immediately in Whitchurch, as the town lacks readily available employment land.

xviii) In the North West, there is a shortage of readily available land in Oswestry. Weston Farm remains a longstanding allocation in Oswestry. If it does not come forward for development soon the Council should consider de-allocating it and providing replacement land. The extension to Ellesmere Business Park will require public sector support to service it. Consider de-allocating Old Coal Yard, Llanymynech and Grange Road, Ellesmere: neither are particularly attractive employment sites.

xix) In the South, the new land allocations need to take into account the Ludlow

Community Hospital's proposed relocation to the Eco Park in Ludlow – although if this does not happen, then allowance can be made. The servicing of the extension to Long Lane Industrial Estate in Craven Arms will require public sector support. New land is suggested for those settlements with none/minimal supply of employment land especially Church Stretton and Cleobury Mortimer. Bishops Castle has existing land available at Bishops Castle Business Park, and further allocations in the settlement are accorded a low priority.

xx) In the East, Bridgnorth has a sufficient existing supply of land. However, much of that supply is tied to a near-monopoly owner and not readily available. An alternative land supply is therefore required to meet the wider needs of the town. Additional provision is suggested for Much Wenlock, Shifnal, Albrighton, Broseley and Highley where there is currently none or a minimal supply of employment land.

xxi) Land supply in the rural area is focused in a few areas, some centres have little, or no, supply. However economic development in such areas is better served by property development rather than land availability because of economic viability issues associated with new build costs and low rental returns. In general the provision of small workshops in the smaller rural settlements should be prioritised over the other alternatives (e.g. conversions). It is likely that many micro/small businesses in the office sector can work from home, but rural enterprise centres would make a positive contribution to opportunities in Bridgnorth, Oswestry and Market Drayton.

xxii) Additional sites are available to meet the needs of every key settlement/market town except for Minsterley/Pontesbury, Cleobury Mortimer, Highley and several areas outside the key settlements/market towns. Overall there is some land need which cannot be met by any of the identified additional sites.

xxiii) The 118.84 ha figure should be seen as a baseline for new allocations. in order to ensure all key settlements have employment opportunities during the plan period appropriate to their roles then the Council may need to consider introducing further sites through the SAMDev.

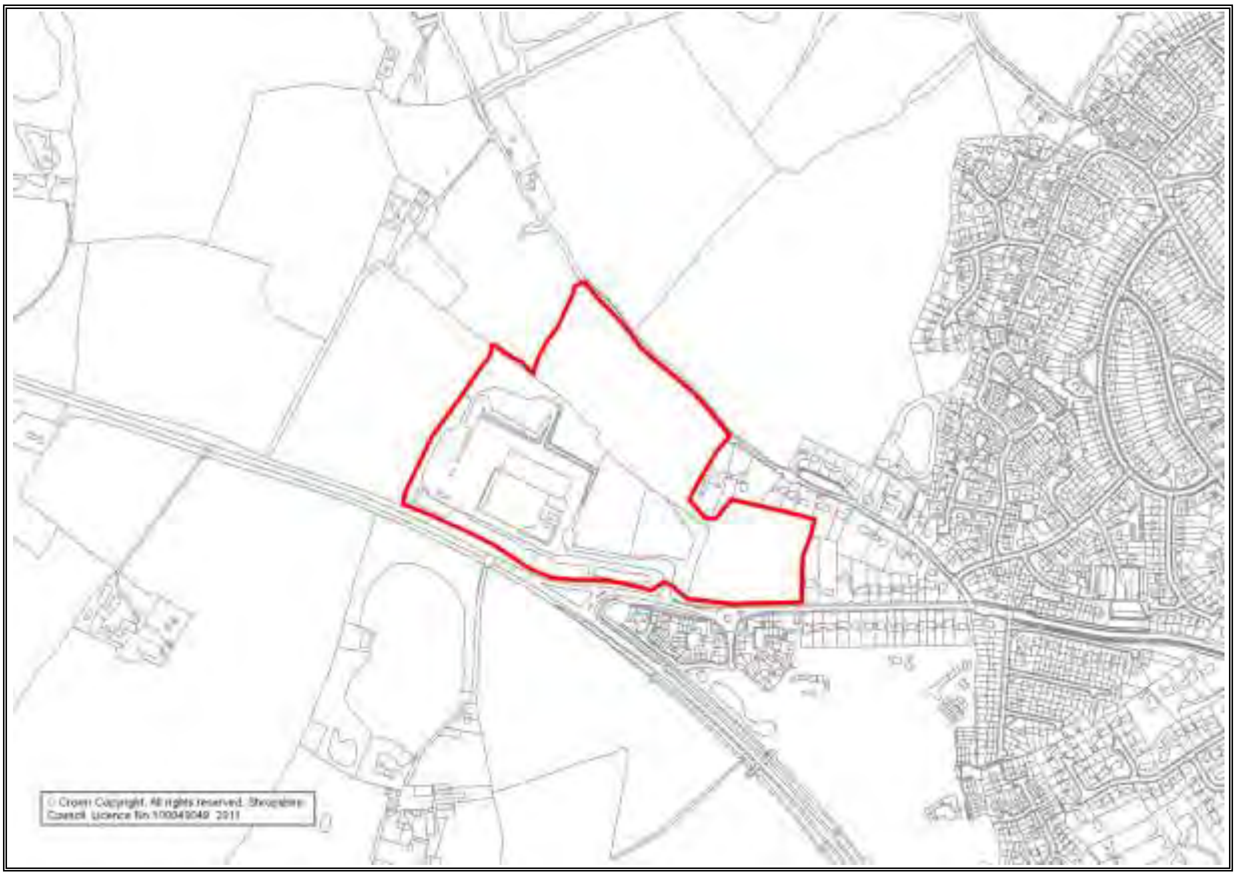
Other

xxiv) The employment land review should be carried out again in three-to-five years' time, based on a plan:monitor:manage approach.

EAST

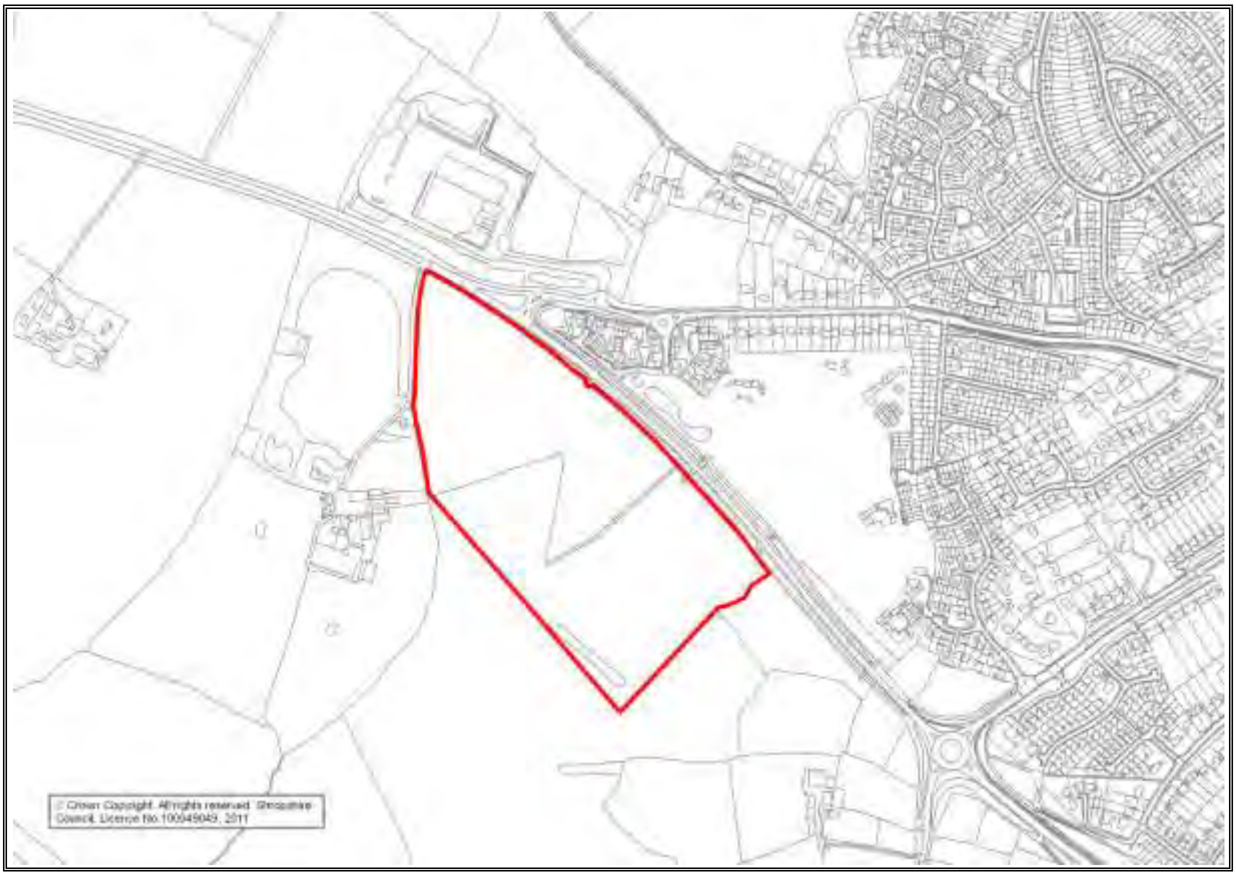
Site reference	13
Name	Land between A458 and Church Lane, Bridgnorth
Owner	[redacted] Agent: Stansgate Planning – 01789 414097
Size, ha	11.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Warehouse/distribution park General industrial/business area Established or potential office location Recycling/environmental industries sites Incubator /SME cluster site
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Landowner has aspirations for development of urban extension on this site and adjacent Site 12 Farm buildings on site Trees on site
Serviced	No
Availability, years	3-5

EAST



Site reference	12
Name	Bridgnorth Livestock Market/Land at Racecourse Farm, Wenlock Road, Bridgnorth
Owner	[redacted] Agent: Stansgate Planning – 01789 414097
Size, ha	12.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Warehouse/distribution park General industrial/business area Established or potential office location Recycling/environmental industries sites Incubator /SME cluster site
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Livestock Market is brownfield / northern area is greenfield Landowner has aspirations for development of urban extension on this site and adjacent Site 13 Existing buildings on site, possible ground contamination Trees on site
Serviced	Yes within Livestock Market
Availability, years	3-5

EAST



Site reference	11
Name	Land south of A458, opposite Wenlock Road, Bridgnorth
Owner	Not Known
Size, ha	13.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Warehouse/distribution park General industrial/business area Established or potential office location Recycling/environmental industries sites Incubator /SME cluster site
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary and the A458 by-pass
Other information	Greenfield Trees on site Improvements required at Bridgnorth / A458 junction to provide access to land
Serviced	No
Availability, years	5+

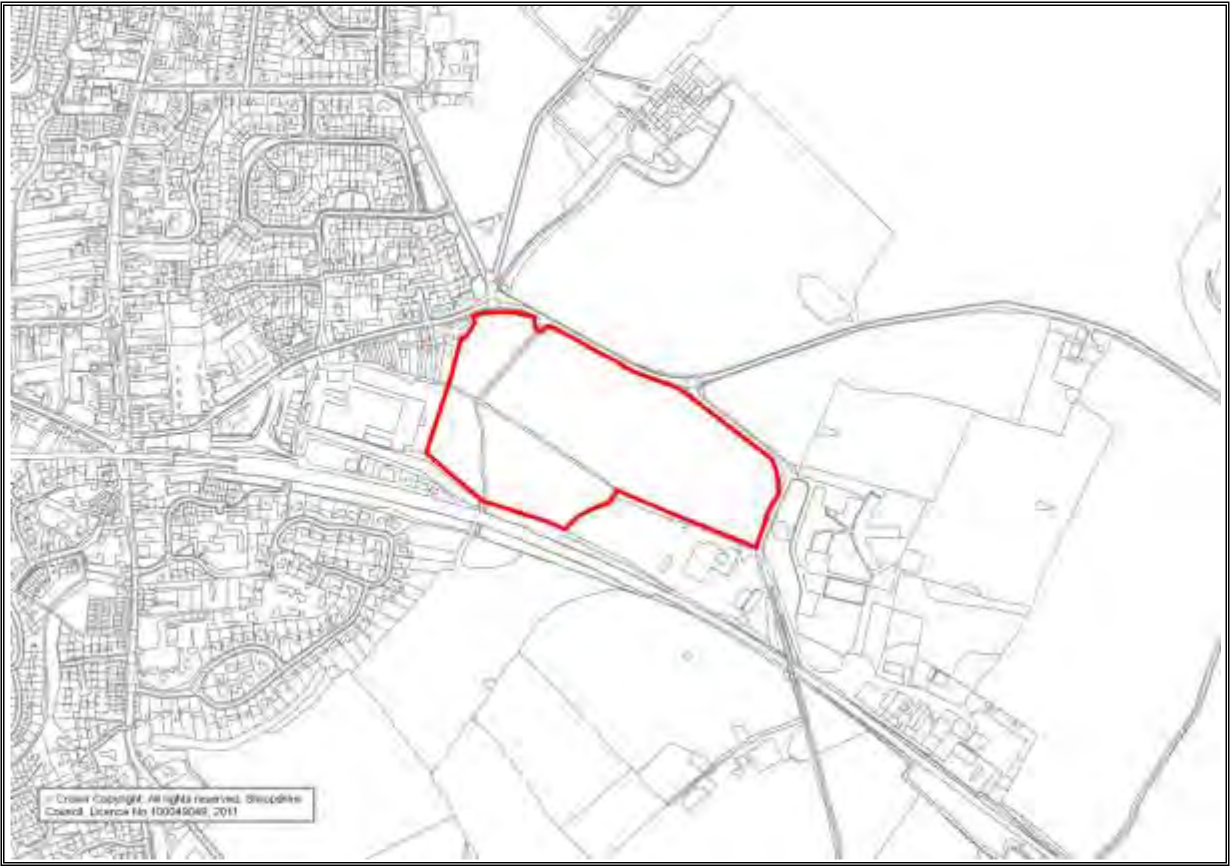
EAST

Site reference	14
Name	Land adjacent to Stanley Lane Industrial Estate, off Broseley Road (B4373), Bridgnorth
Owner	Not Known
Size, ha	3.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Incubator /SME cluster site Recycling/ environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Level changes on site Site can only be accessed through existing industrial estate. Access west, to Broseley Road, would be constrained by trees and significant level changes between the site and the road
Serviced	No
Availability, years	1-3

EAST

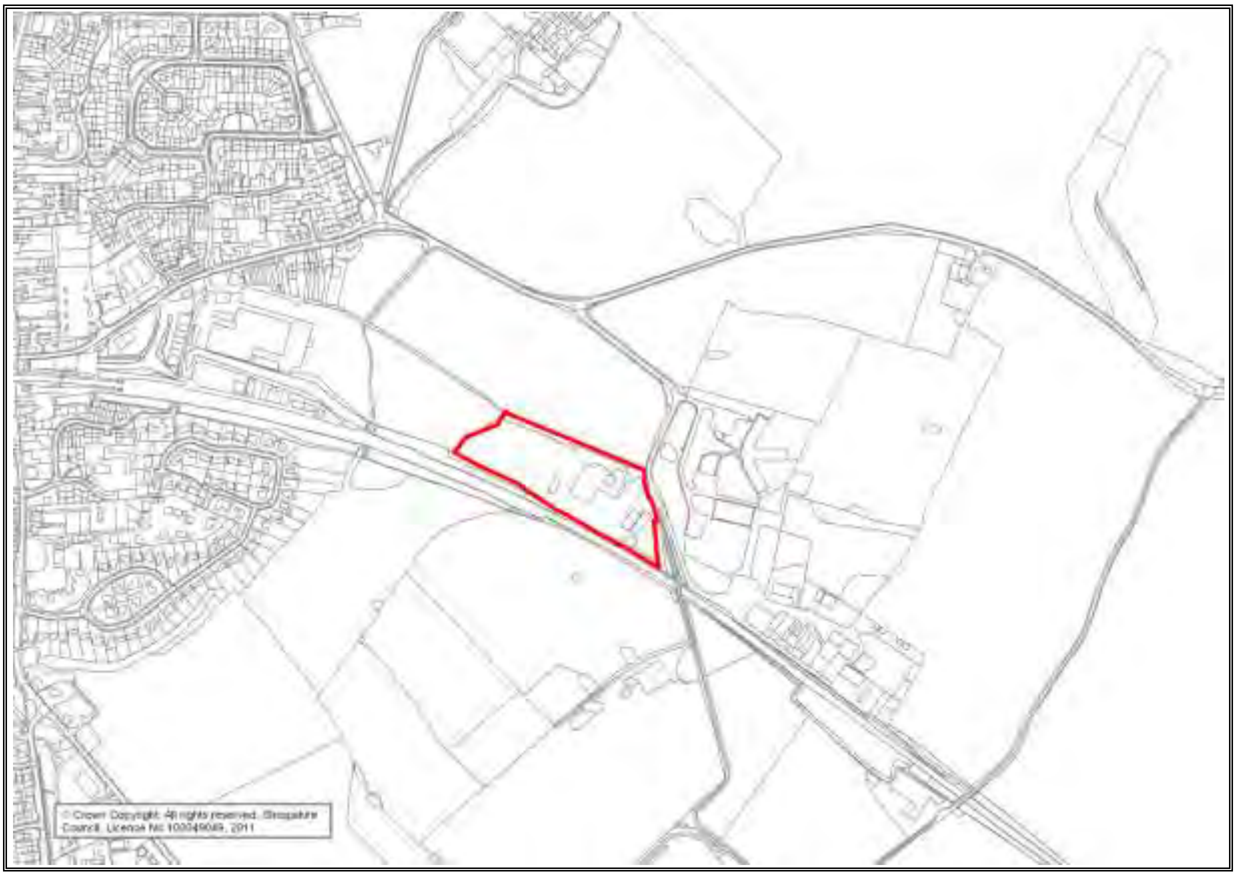
Site reference	15
Name	Land at north of Stanmore Industrial Estate, Brook Lane, Bridgnorth
Owner	Not Known
Size, ha	5.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Warehouse/distribution park Heavy/specialist industrial site Incubator/SME cluster site Sites for specific occupiers Recycling/environmental industries sites
Planning Status	Potential employment land Site in Green Belt (CS5)
Planning Issues	Outside existing rural industrial estate boundary B1 and B8 uses are acceptable on Stanmore Industrial Estate and B2 may also be acceptable (BRID5)
Other information	Greenfield Trees on site
Serviced	No
Availability, years	1-3

EAST



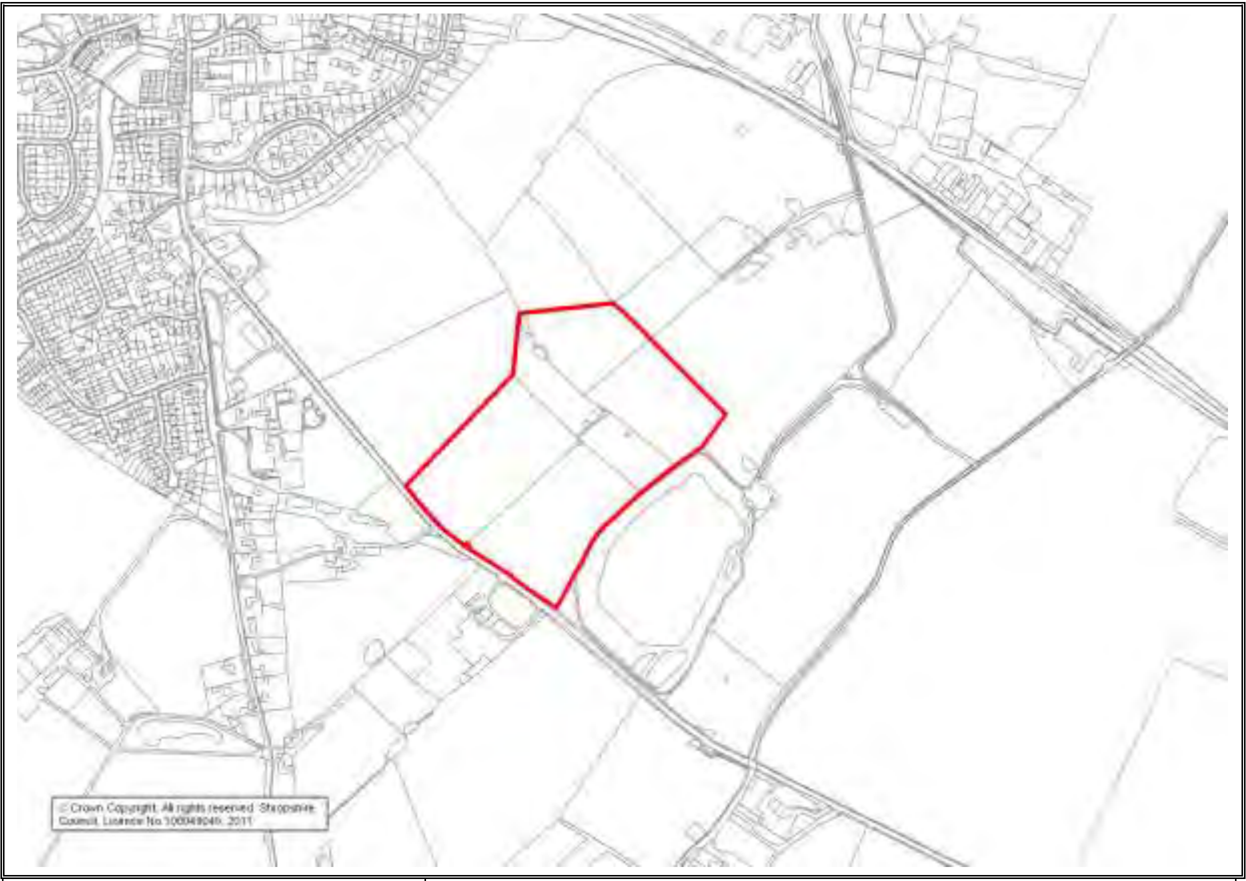
Site reference	20
Name	Land at Aston Road/Lamledge Lane, Shifnal
Owner	Not Known
Size, ha	8.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Warehouse/distribution park Incubator/SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment site Site is safeguarded land adjoining Green Belt (CS5)
Planning Issues	Outside of settlement boundary Adjacent to Green Belt Site adjacent to industrial area developed as allocated employment site SHIF2
Other information	Greenfield Footpaths cross site Previous interest from Persimmon Homes (agent: RPS – 0121 2135500)
Serviced	No
Availability, years	1-3

EAST



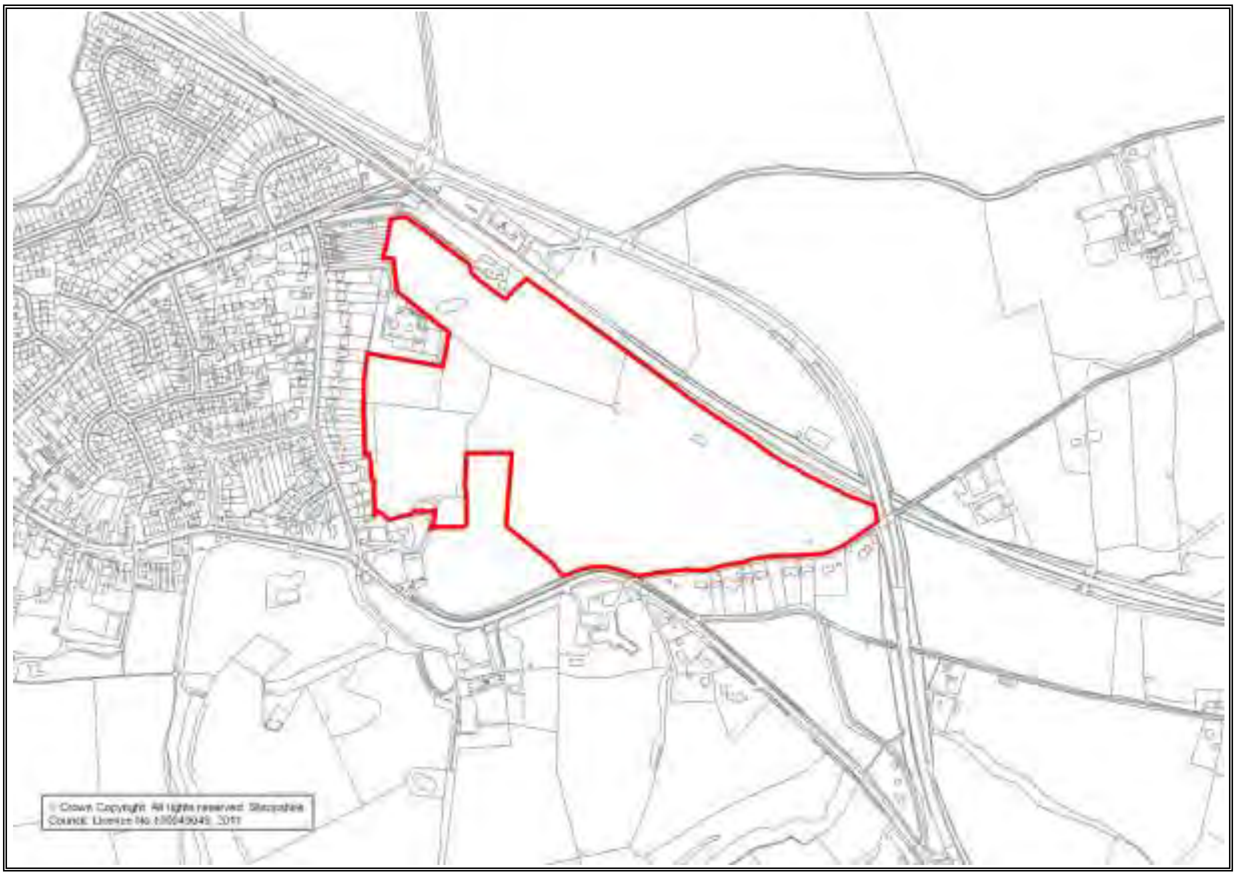
Site reference	21
Name	J N Bentley Ltd, Lamledge Lane, Shifnal
Owner	[redacted] Agent: Hartley Planning Consultants – 01756 700026
Size, ha	2.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Incubator/SME cluster site Site for specific occupiers Recycling/environmental industries sites
Planning Status	Potential employment land Site lies within safeguarded land close to Green Belt (CS5)
Planning Issues	Outside of settlement boundary Site is adjacent to industrial area developed as allocated employment site SHIF2
Other information	Brownfield Existing single industrial premises with potential for partial or full redevelopment Potential for adjoining Site 20 to be redeveloped
Serviced	Yes
Availability, years	0-1

EAST



Site reference	22
Name	Land north of Park Street (A464), Shifnal
Owner	[redacted] Agent: Pegasus Planning Group – 0121 3089570
Size, ha	9.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Incubator/SME cluster site Warehouse / distribution parks Sites for specific occupiers Recycling/environmental industries sites
Planning Status	Potential employment land Site is safeguarded land adjoining Green Belt (CS5)
Planning Issues	Outside of settlement but adjoining development boundary and adjacent to allocated housing site SHIF1.
Other information	Greenfield Trees and ponds on site (fishing lake adjacent)
Serviced	No
Availability, years	5+

EAST



Site reference	10
Name	Land at Kingswood Road & Shaw Lane, Albrighton
Owner	[redacted] Agent: RPS (contact Simon Fitt) – 01454 853000
Size, ha	17.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Warehouse/distribution park General industrial/business area Established or potential office location Recycling/environmental industries sites Incubator /SME cluster site
Planning Status	Potential employment land Site is safeguarded land adjoining Green Belt (CS5)
Planning Issues	Outside of settlement boundary
Other information	Greenfield Ponds on site Trees on site
Serviced	No
Availability, years	5+

EAST

Site reference	16
Name	Land between Coalport Road and Rough Lane, Broseley
Owner	Not Known
Size, ha	5.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Incubator/SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Western area only suitable for light industrial / office uses
Other information	Greenfield Trees on site Residential access road along edge of site
Serviced	No
Availability, years	5+

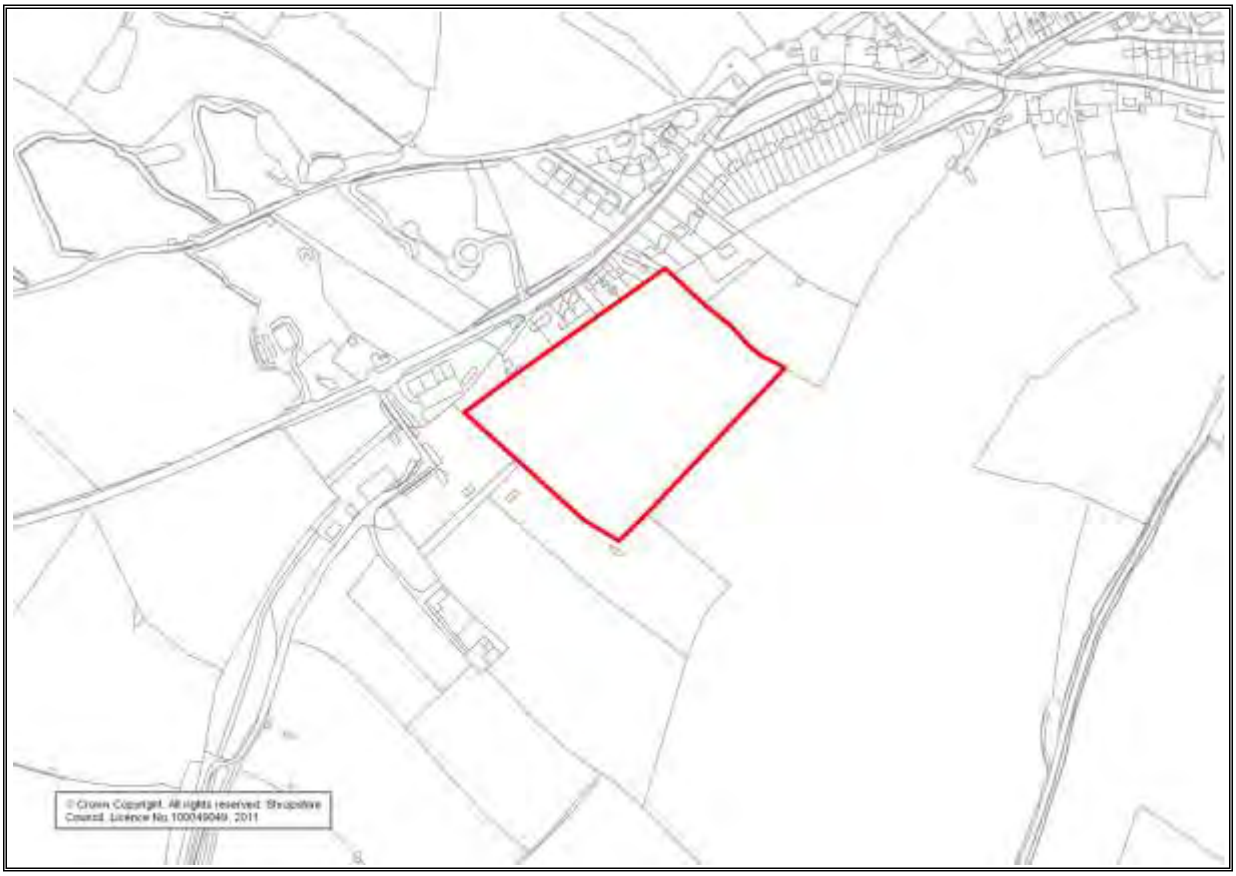
EAST

Site reference	17
Name	Land between Bridgnorth Road (B4373), Avenue Road & Caughley Road, Broseley
Owner	Not Known
Size, ha	11.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Incubator/SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to Broseley Conservation Area along northern boundary
Other information	Greenfield Farm buildings and farm access roads on site
Serviced	No
Availability, years	5+

EAST

Site reference	18
Name	Land off Dark Lane, Broseley
Owner	Not Known
Size, ha	3.00
Market availability	Not marketed
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator/SME cluster site
Planning Status	Allocated Housing Site (BRO1)
Planning Issues	Adjacent to Broseley Conservation Area
Other information	Greenfield Edge of centre site, within primarily residential area Bounded by housing limiting uses to light industrial / office Access via primarily residential streets Suggested as an area of search for new employment allocations in the Bridgnorth Employment Land Review
Serviced	No
Availability, years	5+

EAST

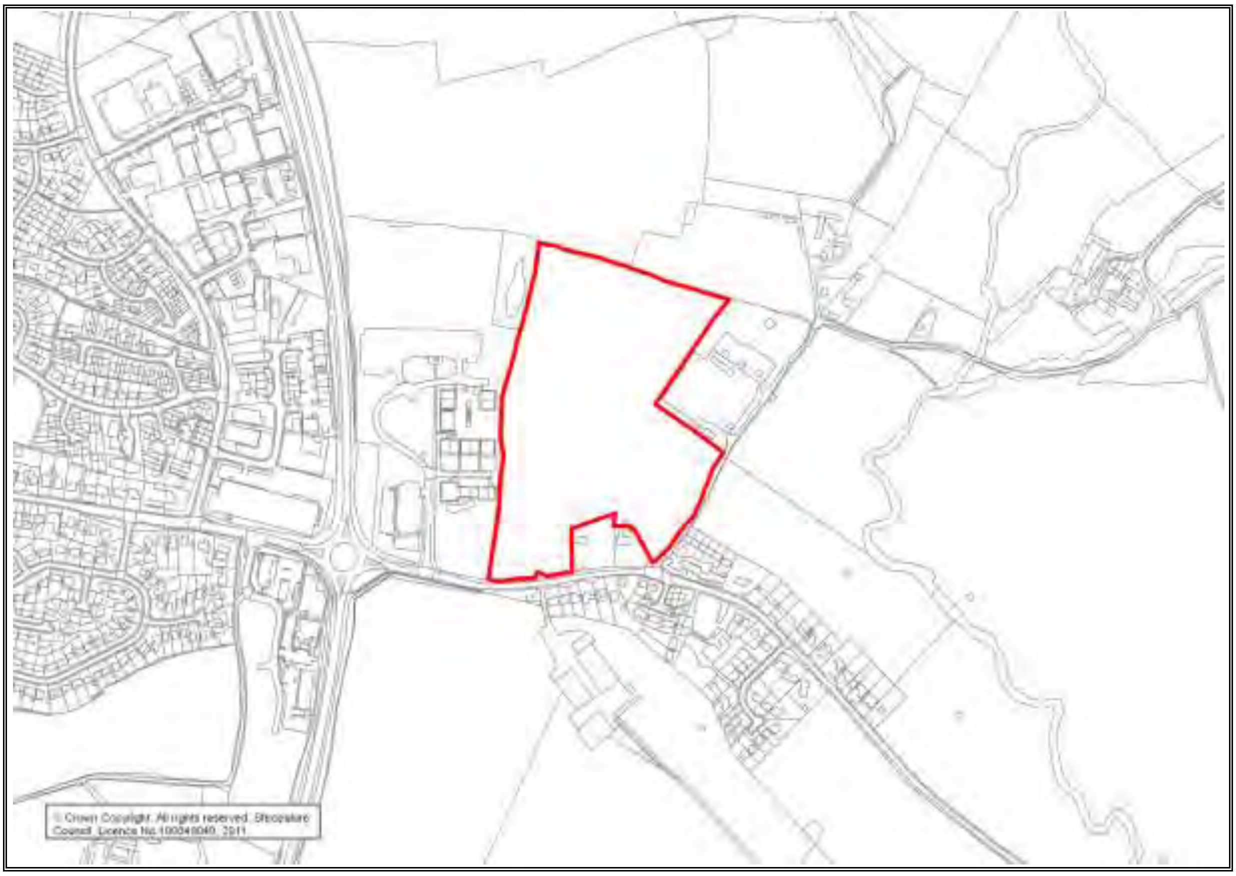


Site reference	19
Name	Land east of Stretton Road Industrial Estate, Stretton Road (B4371), Much Wenlock
Owner	Not Known
Size, ha	3.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Incubator/SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to existing Stretton Road industrial site with committed allocation site LB2004/00018 Land off Stretton Road (WEN2)
Other information	Greenfield Land needs to be accessed via existing Stretton Road industrial site
Serviced	No
Availability, years	1-3

SOUTH

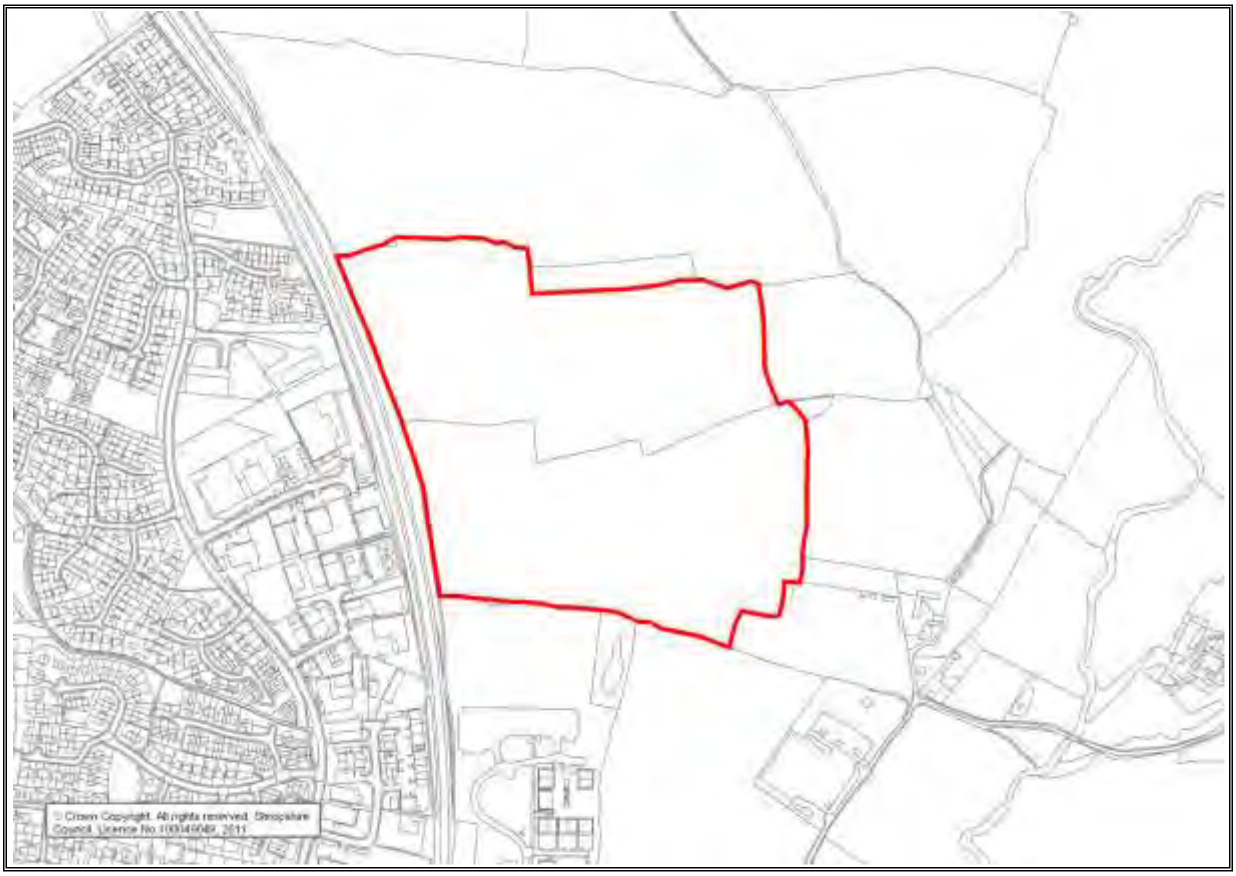
Site reference	58
Name	Land south of Ludlow Eco Park, Sheet Road, Ludlow
Owner	[redacted] Agent: Hawks Meadow Properties Ltd (Mr John Carter) – 01295 679037
Size, ha	8.00
Market availability	Not marketed
Likely development potential	Industrial/Office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator /SME cluster site High quality business park
Planning Status	Potential employment land
Planning Issues	Ludlow Eco Park and any extension are expected to achieve a high design standard; construction of sustainable materials; screening/landscaping at site boundaries and sustainable access Outside of settlement boundary
Other information	Greenfield No known constraints
Serviced	No
Availability, years	3-5

SOUTH



Site reference	59
Name	Land east of Ludlow Eco Park, Sheet Road, Ludlow
Owner	Not Known
Size, ha	7.00
Market availability	Not marketed
Likely development potential	Industrial/Office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator /SME cluster site High quality business park
Planning Status	Potential employment land
Planning Issues	Ludlow Eco Park and any extension are expected to achieve a high design standard; construction of sustainable materials; screening/landscaping at site boundaries and sustainable access Outside of settlement boundary
Other information	Greenfield Residential uses on Sheet Road frontage would restrict employment uses Sloping site with drainage issues
Serviced	No
Availability, years	3-5

SOUTH

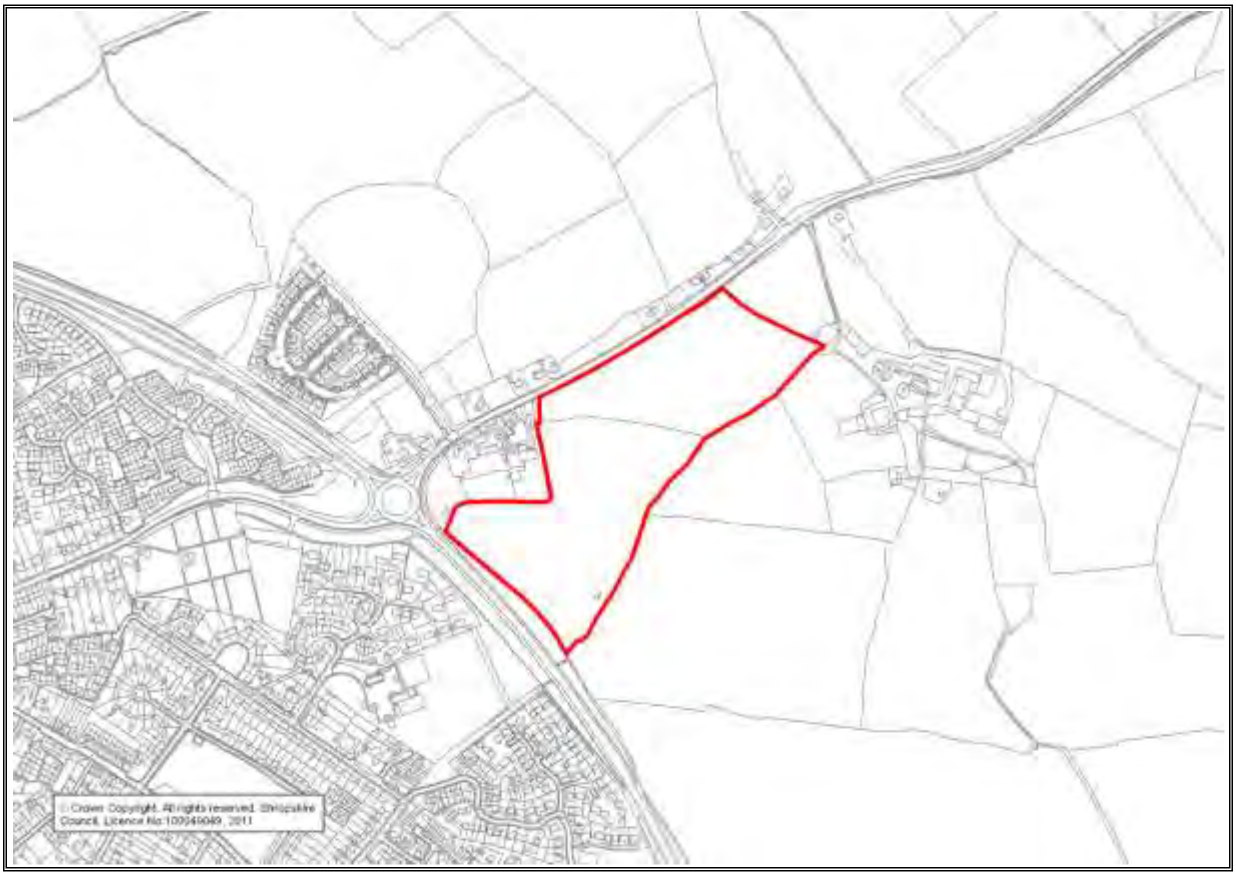


Site reference	60
Name	Land north of Ludlow Eco Park, A49 bypass, Ludlow
Owner	Not Known
Size, ha	17.00
Market availability	Not marketed
Likely development potential	Industrial/Office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator /SME cluster site High quality business park
Planning Status	Potential employment land
Planning Issues	Ludlow Eco Park and any extension are expected to achieve a high design standard; construction of sustainable materials; screening/landscaping at site boundaries and sustainable access Outside of settlement boundary
Other information	Greenfield Limited access options from highway network
Serviced	No
Availability, years	3-5

SOUTH

Site reference	61
Name	Land north of Foldgate Lane, Ludlow
Owner	[redacted] Agent: Hawks Meadow Properties (Mr John Carter) – 01295 679037
Size, ha	4.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator /SME cluster site Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Site adjacent to mixed use area primarily for roadside services (petrol filling station; shop; public house; hotel /restaurant), and residential care home for the elderly (with permission) with residual land for Class B1 uses off Foldgate Lane
Other information	Greenfield site Land slopes toward river corridor to west Limited access options from highway network
Serviced	No
Availability, years	5+

SOUTH



Site reference	62
Name	Land south of Rocks Green (A4117), adjacent to A49 bypass, Ludlow
Owner	Not Known
Size, ha	9.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/ business area Incubator /SME cluster site Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Trees on site
Serviced	No
Availability, years	3-5

SOUTH

Site reference	63
Name	Land north of Rocks Green (A4117), adjacent to A49 bypass, Ludlow
Owner	[redacted] Agent: Firstplan Associates – 020 70318210
Size, ha	13.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/ business area Incubator /SME cluster site Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Trees on site New build housing adjacent
Serviced	No
Availability, years	3-5

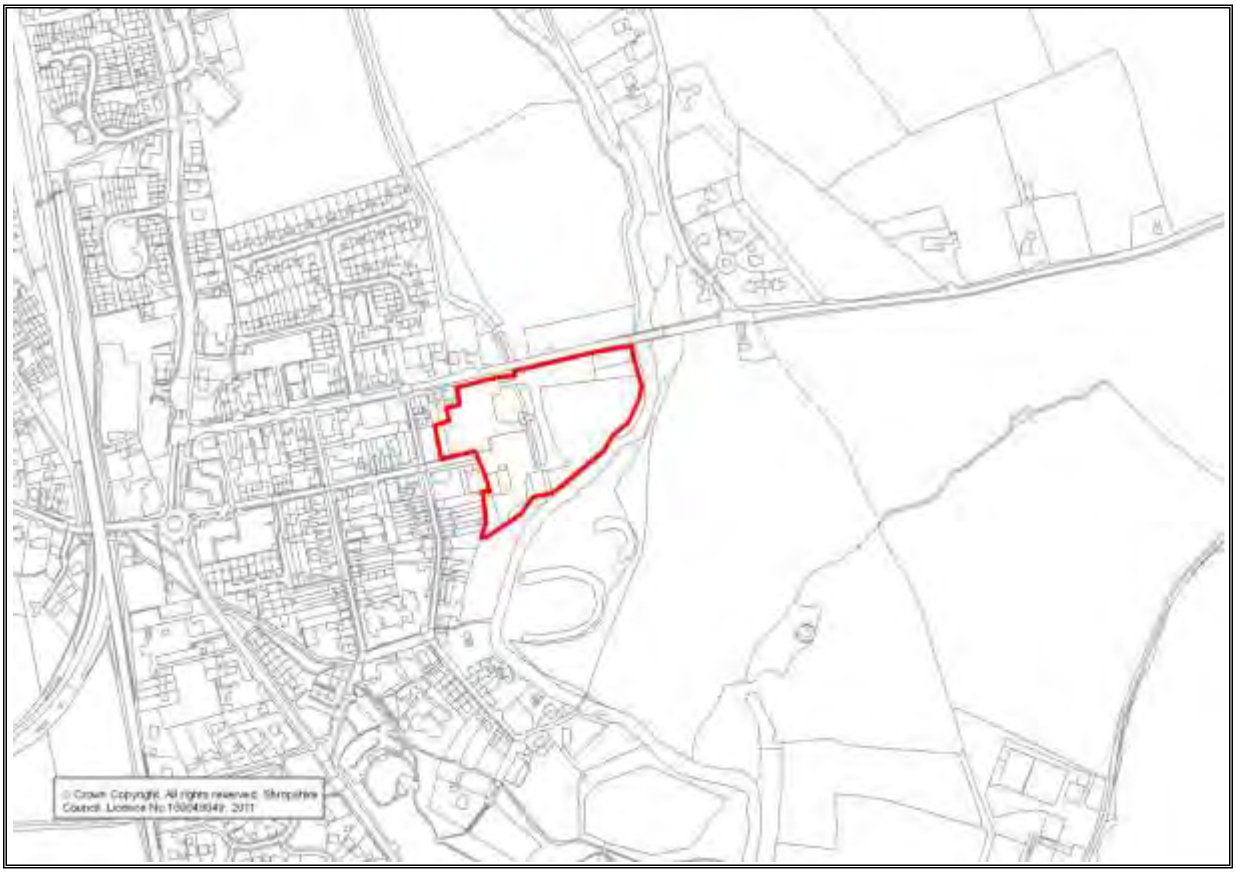
SOUTH

Site reference	53
Name	Land at Newington Farm, A49 North, Craven Arms
Owner	[redacted] Agent: Fox Associates – 01694 723867
Size, ha	4.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/ business area Heavy/ specialist industrial site Sites for specific occupiers
Planning Status	Central and southern area of site identified for abattoir relocation (S9) Northern area in of site is countryside (CS5) and eastern area in environmental network along River Onny corridor (CS17)
Planning Issues	Outside of settlement boundary East of site is within flood plain
Other information	South of site is brownfield, north is greenfield In flood risk area along eastern boundary of site Site sloping and uneven Existing houses and farm buildings on site Proposed for potential relocation of Abattoir (on Site 54) in saved South Shropshire Local Plan (S9) and in former draft Craven Arms Area Action Plan

SOUTH

Serviced	No
Availability, years	1-3

SOUTH



Site reference	54
Name	Existing Abattoir and adjoining land, Corvedale Road (B4368), Craven Arms
Owner	[redacted]
Size, ha	2.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/ business area Heavy/ specialist industrial site Sites for specific occupiers Incubator /SME cluster site Established or potential office locations Warehouse /distribution park site Recycling / environmental industries site
Planning Status	Potential employment land West of site currently has operational Class B2 abattoir site West of site also allocated as housing site CRA1 following relocation of abattoir
Planning Issues	East of site is outside of settlement boundary East of site within flood plain and west affected by flood risk
Other information	West of site is brownfield, east is greenfield Site contains an operational abattoir with an aspiration to relocate potentially to Site 53

SOUTH

	In flood risk area along River Onny Existing Abattoir buildings on site with possibility of ground contamination
Serviced	Yes within Abattoir complex
Availability, years	0-1

SOUTH

Site reference	55
Name	Land between A49 north and rail line, north of Long Lane, Craven Arms
Owner	Not Known
Size, ha	3.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Sites for specific occupiers Incubator /SME cluster site Recycling /environmental industries site
Planning Status	Potential employment land Site in countryside adjoining built form of Craven Arms (CS5)
Planning Issues	Outside of settlement boundary
Other information	Greenfield Pond on site Identified as potential employment allocation in former draft Craven Arms Area Action Plan Access from A49 or existing employment allocation to west
Serviced	No
Availability, years	5+

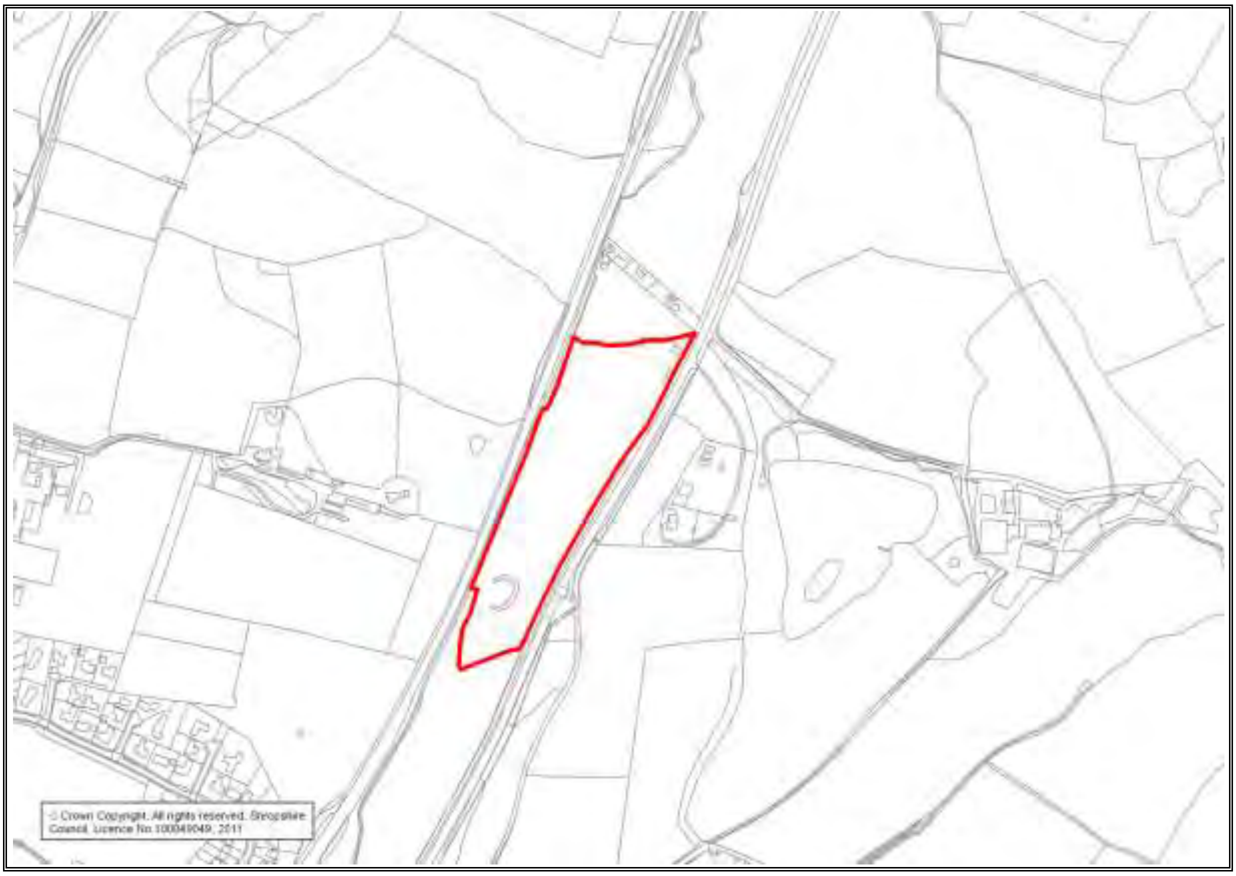
SOUTH

Site reference	56
Name	Land opposite Tanglewood Farm, Watling Street, Craven Arms
Owner	[redacted] Agent: Nigel Thorns Planning Consultancy – 01743 343660
Size, ha	7.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Incubator /SME cluster site Recycling/ environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Site is adjacent to existing Craven Arms Industrial Estate employment area to the east Site adjacent to allocated housing site off Brook Road (site 57) to the south east (S1 – CRA3)
Other information	Greenfield with potential drainage issues Trees on site worthy of protection for amenity value
Serviced	No
Availability, years	5+

SOUTH

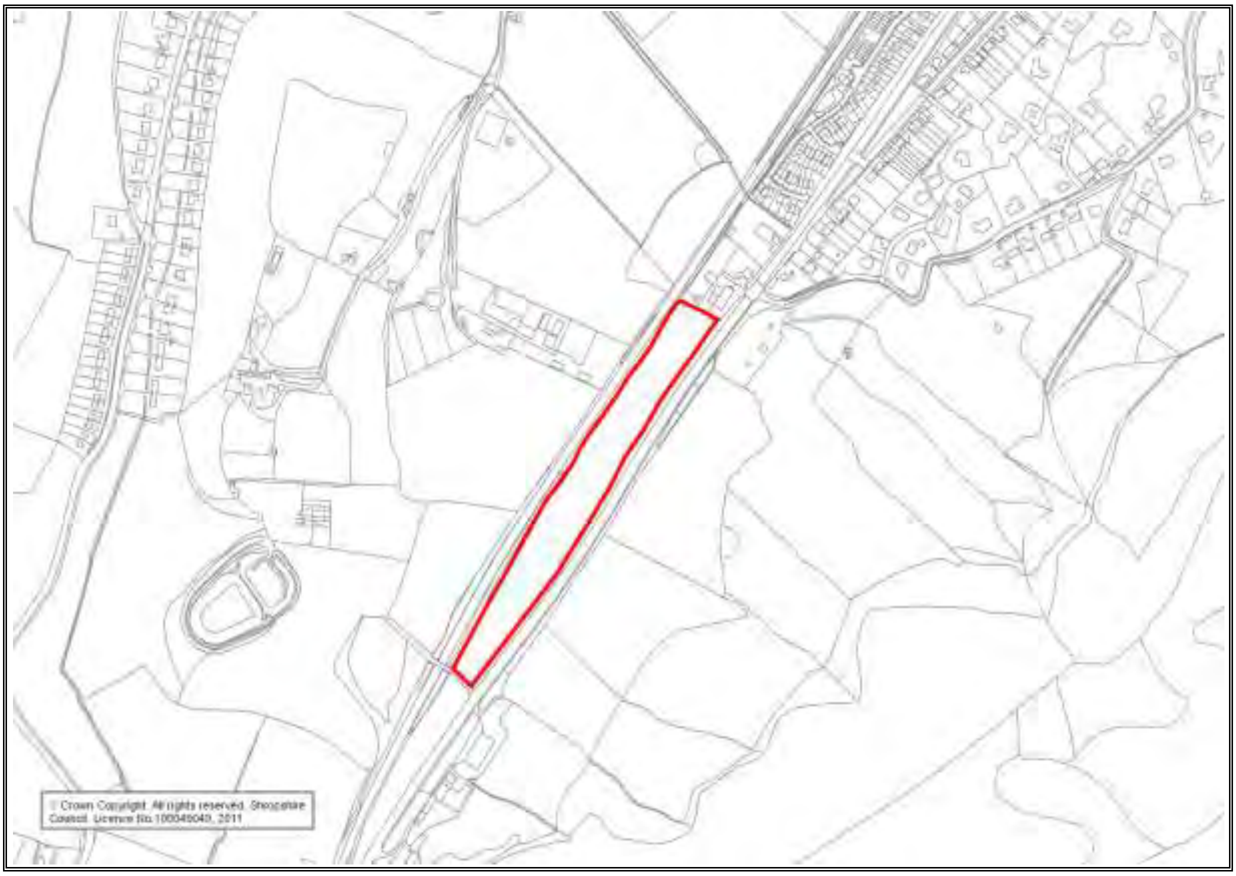
Site reference	57
Name	Land off Brook Road, Craven Arms
Owner	Not Known
Size, ha	1.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator /SME cluster site Warehouse /distribution park site Recycling /environmental industries site
Planning Status	Site is allocated housing site (S1 – CRA3)
Planning Issues	Site is adjacent to existing Craven Arms Industrial Estate employment area to the north
Other information	Greenfield Small site bounded by housing
Serviced	No
Availability, years	3-5

SOUTH



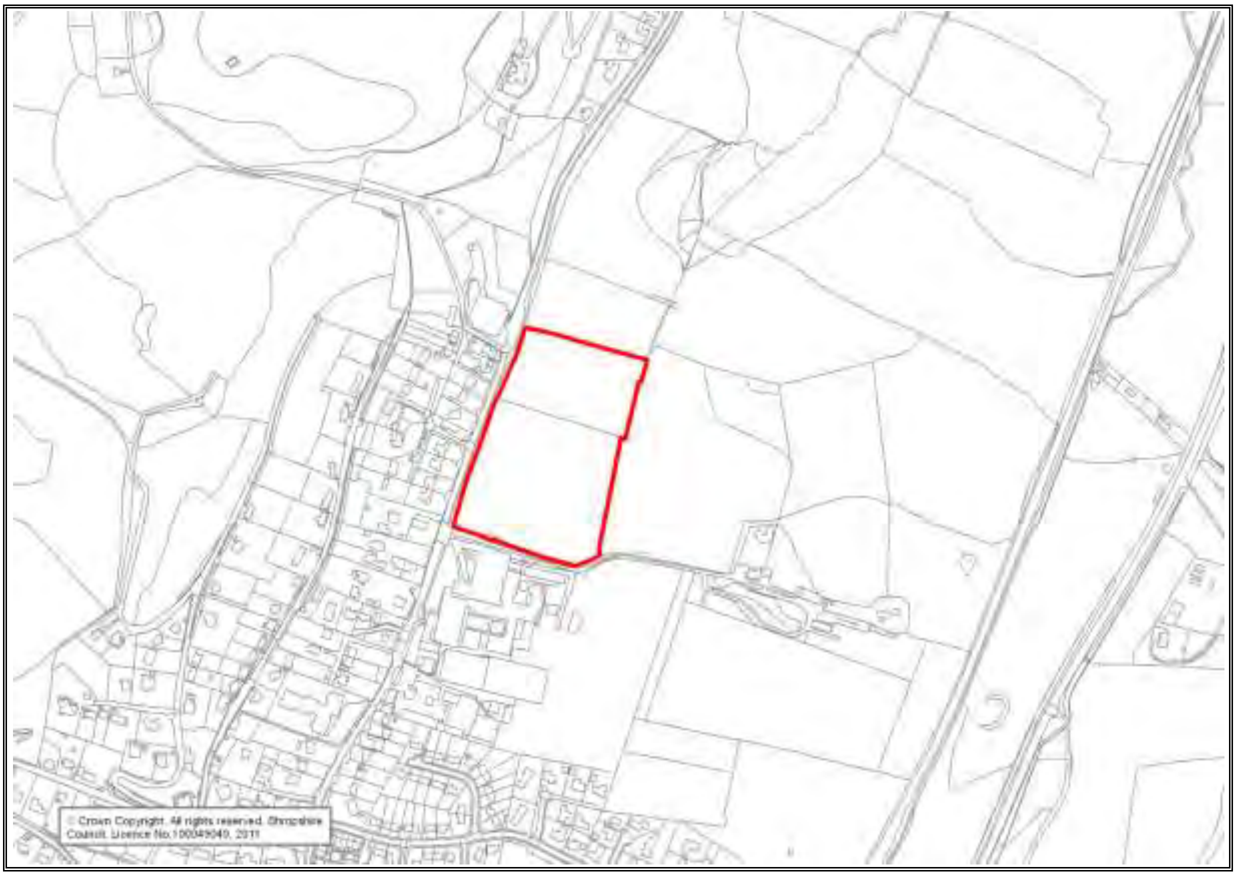
Site reference	50
Name	Land between A49 north & rail line, Church Stretton
Owner	[redacted] Agent: Fox Associates – 01694 723867
Size, ha	3.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industry/business area Incubator /SME cluster site Sites for specific occupiers
Planning Status	Potential employment land Site within Area of Outstanding Natural Beauty (CS17)
Planning Issues	Outside of settlement boundary, separated from settlement by a locally important ecological site West of site is within flood plain
Other information	Greenfield In flood risk area Access to land directly from A49
Serviced	No
Availability, years	5+

SOUTH



Site reference	51
Name	Land adjacent to Churchway Business Centre, A49 south, Church Stretton
Owner	[redacted] Agent: Fox Associates – 01694 723867
Size, ha	2.00
Market availability	Not marketed
Likely development potential	Industrial/Office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator /SME cluster site Site for specific occupiers
Planning Status	Potential employment land Site within Area of Outstanding Natural Beauty (CS17)
Planning Issues	Outside of settlement boundary
Other information	Greenfield Narrow, linear site Access to land through Churchway Business Centre
Serviced	No
Availability, years	3-5

SOUTH



Site reference	52
Name	School playing field, Shrewsbury Road (B5477), Church Stretton
Owner	Shropshire Council
Size, ha	3.00
Market availability	Not marketed
Likely development potential	Industrial/Office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator /SME cluster site
Planning Status	Potential employment land Site within Area of Outstanding Natural Beauty (CS17)
Planning Issues	Outside of settlement boundary but site adjoins built form of Church Stretton Site adjacent to conservation area
Other information	Greenfield Site in use as playing field for adjacent school, but there is potential for a land swap to release the site for development
Serviced	No
Availability, years	5+

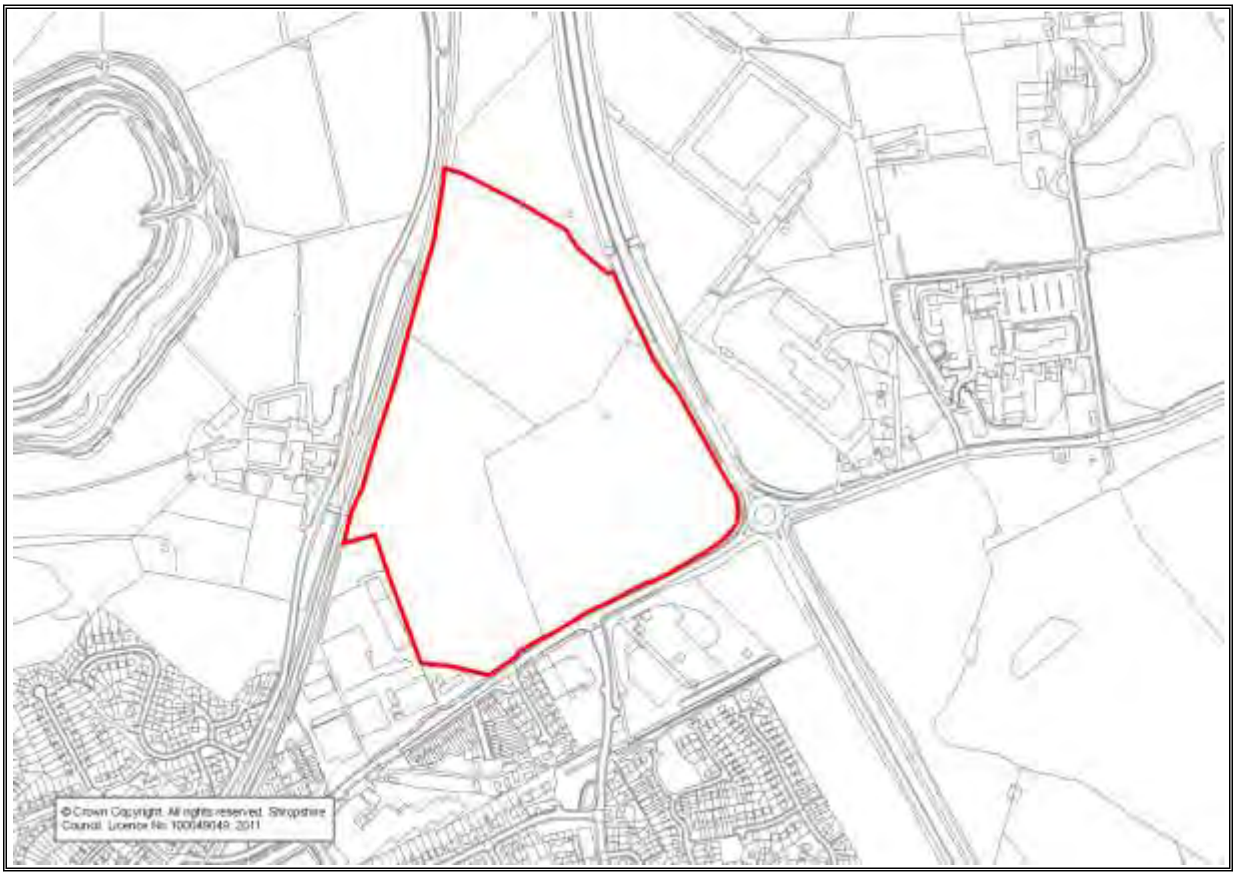
SOUTH

Site reference	48
Name	Land north of Bishops Castle Business Park, Love Lane (A488), Bishops Castle
Owner	Not Known
Size, ha	7.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office locations Incubator /SME cluster site Warehouse /distribution park site Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to existing Bishops Castle Business Park employment area
Other information	Greenfield Possible expansion land for Bishops Castle Business Park No known constraints
Serviced	No
Availability, years	3-5

SOUTH

Site reference	49
Name	Land opposite The Surgery, Schoolhouse Lane, Bishops Castle
Owner	Not Known
Size, ha	4.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industry/business area Incubator /SME cluster site Warehouse /distribution park site Recycling/ environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Footpath crosses the site Possible expansion land for Love Lane Industrial Estate
Serviced	No
Availability, years	5+

NORTH WEST

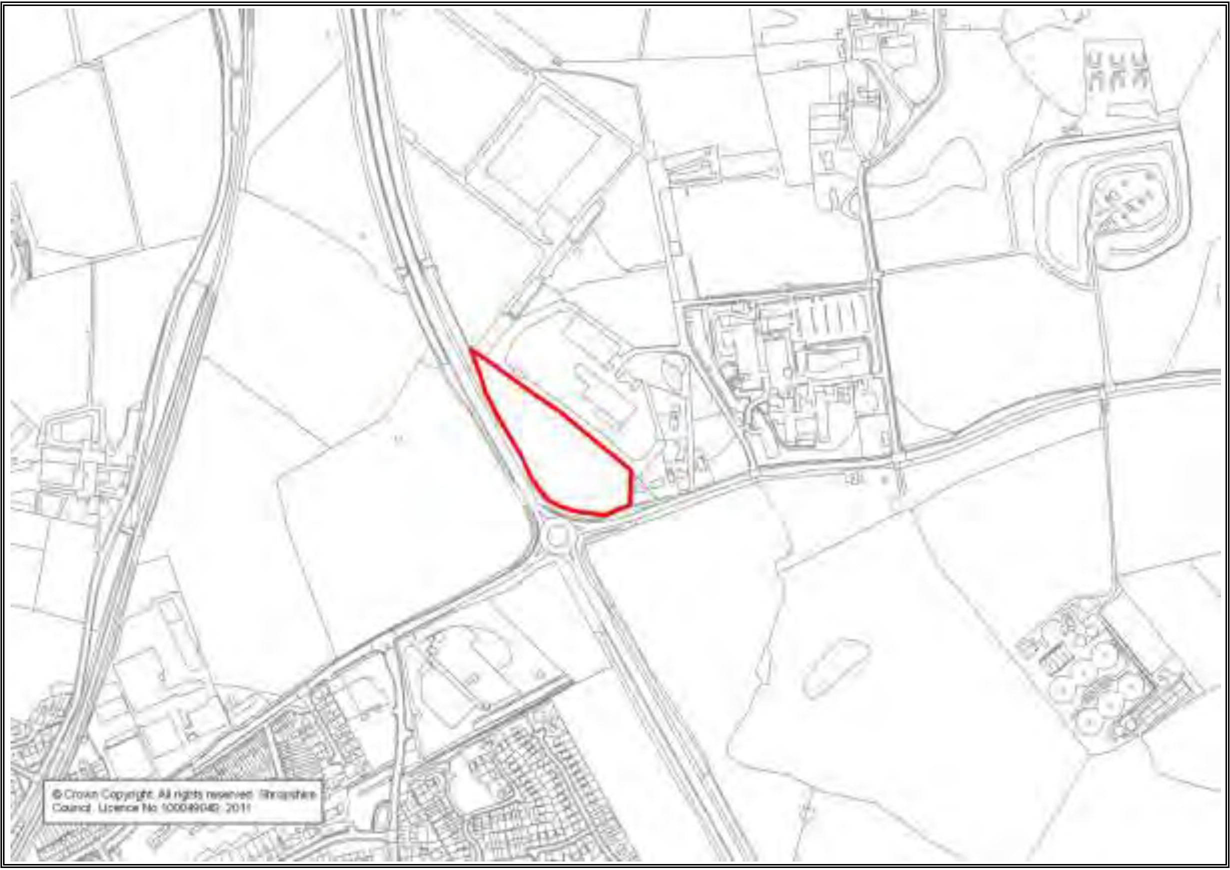


Site reference	41
Name	Land north of Whittington Road (B4580), off A5 bypass, Oswestry
Owner	[redacted] Agent: J10 Planning (Contact is Justin Paul) – 01244 349400
Size, ha	17.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industrial/business areas Incubator/SME cluster site High quality business park Warehouse/distribution park Recycling / environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to urban green network (CS17) Close to wildlife site (CS17) Close to scheduled monument
Other information	Greenfield Pylons cross site Trees on site Recommended for employment uses by owner

NORTH WEST

Serviced	No
Availability, years	3-5

NORTH WEST



Site reference	42
Name	Land north east of Whittington Road roundabout, off A5 bypass, Oswestry
Owner	[redacted] Agent: J10 Planning (Contact is Justin Paul) – 01244 349400
Size, ha	2.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield No major development constraints but access options are limited Recommended for employment uses by owner
Serviced	No
Availability, years	3-5

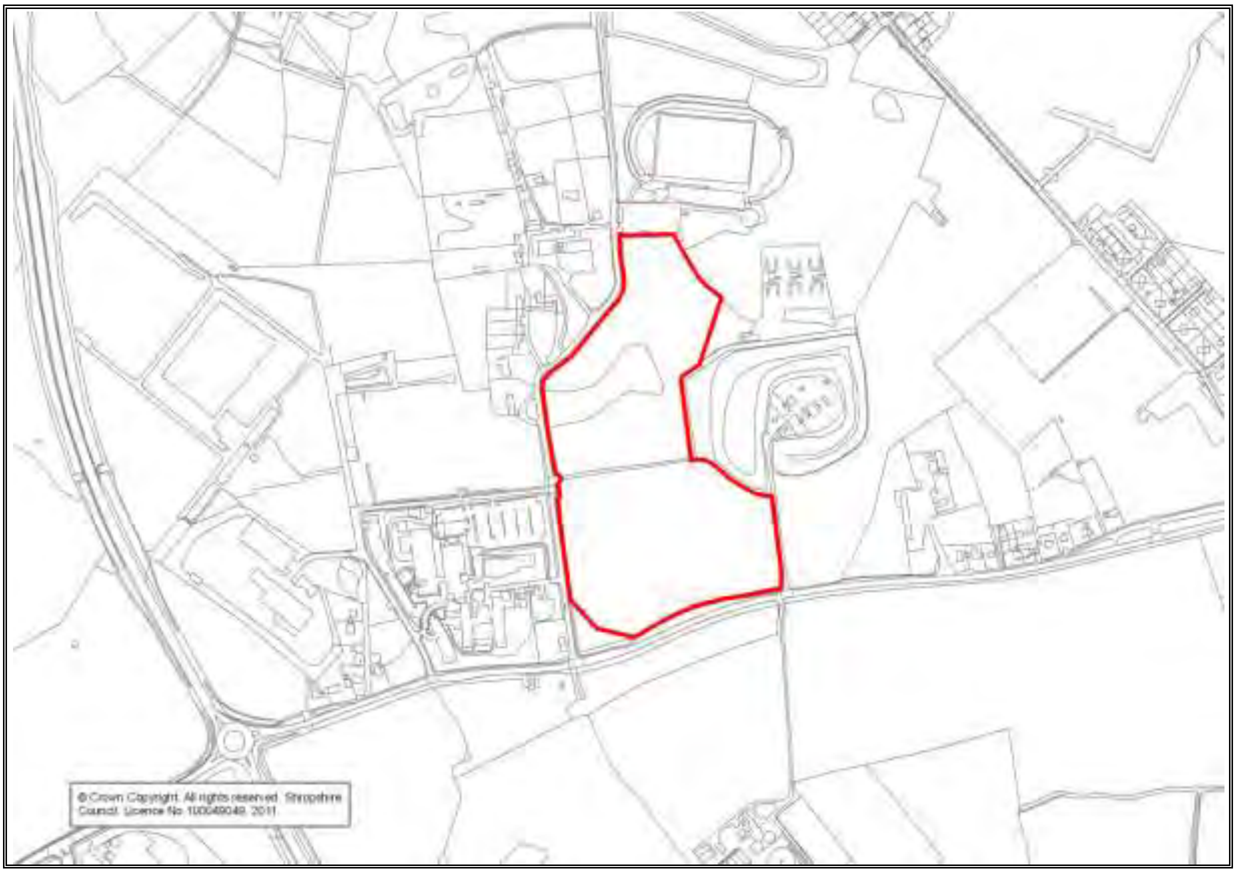
NORTH WEST

Site reference	43
Name	Land south east of Whittington Road roundabout, off A5 bypass, Oswestry
Owner	[redacted] Agent: J10 Planning (Contact is Justin Paul) – 01244 349400
Size, ha	6.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location High quality business park Incubator /SME cluster Site
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Trees on site Irregular shaped site proposed for employment use by owner. Additional 21 ha of land adjoining site could be made available for development including employment uses.
Serviced	No
Availability, years	1-3

NORTH WEST

Site reference	47
Name	Land west of Whittington House, Park Hall, Oswestry
Owner	[redacted] Agent: Mr Norman Casely – 01691 661262
Size, ha	1.00
Market availability	Not marketed
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office locations Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Trees on site Small, irregularly shaped site
Serviced	No
Availability, years	1-3

NORTH WEST



Site reference	44
Name	Land east of Whittington House, Park Hall, Oswestry
Owner	Shropshire Council
Size, ha	8.00
Market availability	Not marketed
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office location High quality business park Incubator / SME cluster site Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Trees on site
Serviced	No
Availability, years	3-5

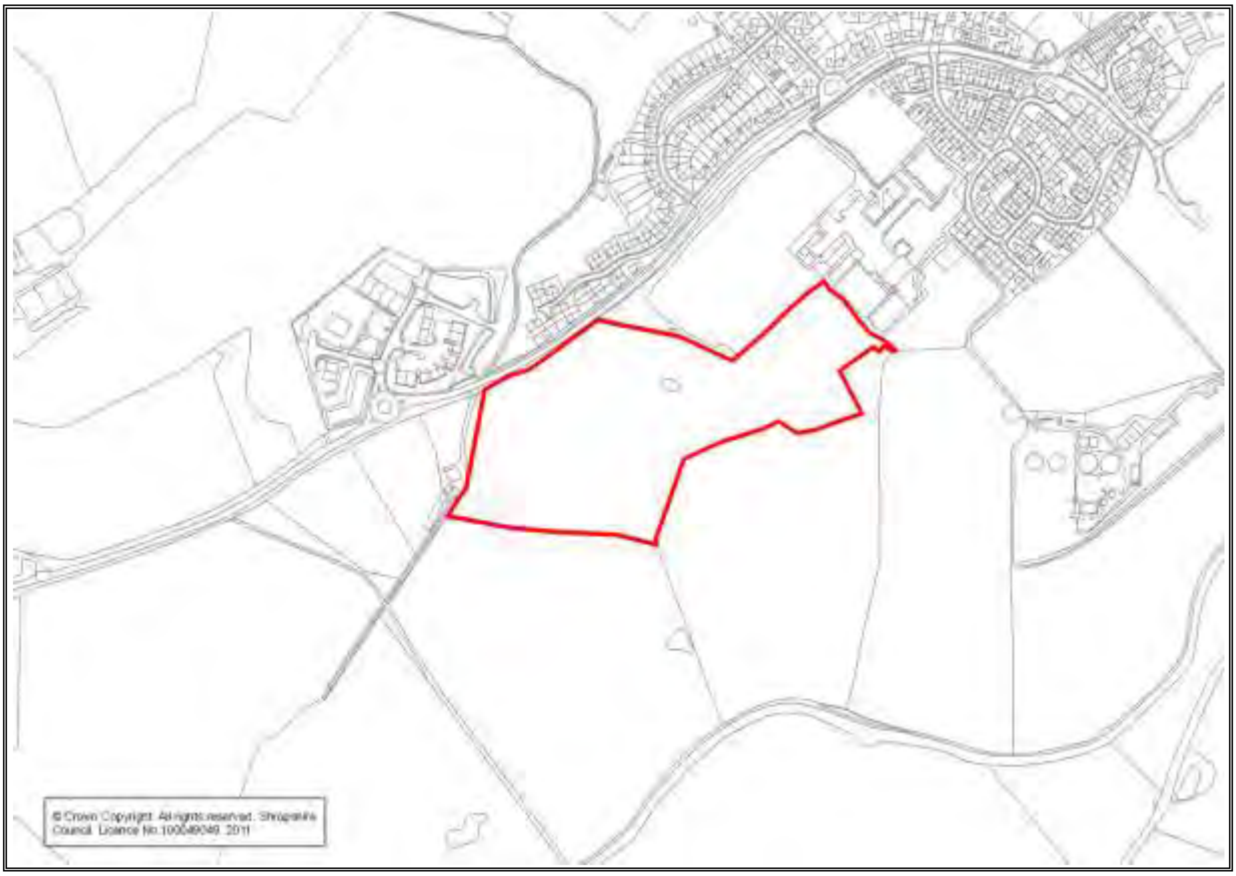
NORTH WEST

Site reference	46
Name	Land south of Weston Farm, Weston Lane, Oswestry
Owner	[redacted] Agent: Rea Design – 0161 237 5070
Size, ha	11.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park General industrial/business area Heavy/specialist industrial site Incubator /SME cluster site Sites for specific occupiers Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Southern section is outside of settlement boundary Adjacent to urban green network (CS17) Adjacent to employment site LE2 – Weston Farm, West of Mile Oak Industrial Estate, Oswestry (LO1999/00133)
Other information	Greenfield Trees on site Maro Developments has an option to purchase the land to the north. Previous feasibility studies indicated that such a scheme may not be viable without public subsidy or private joint

NORTH WEST

	venture. Road access is constrained with present layout unsuitable for HGVs and requiring junction improvements to estate road and A5 / A483. New site access must cross an existing rail line along eastern site boundary either as automatic crossing or as a viaduct road bridge. Site 46 could be an extension / Phase 2 development at Weston Farm subject to the availability of the land and the viability of development.
Serviced	No
Availability, years	5+

NORTH WEST



Site reference	39
Name	Land adjacent to The Lakelands School, Scotland Street, Ellesmere
Owner	Not Known
Size, ha	7.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industrial/business areas Incubator/SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield South east of existing out of town business park but not accessible from Ellesmere Business Park / A495 roundabout Uneven site Trees on site Previous interest from developer Living Villages (Agent: Burnet Planning and Development – 020 7484 5090)
Serviced	No
Availability, years	3-5

NORTH WEST

Site reference	40
Name	Land opposite Ellesmere Business Park, Scotland Street, Ellesmere
Owner	Not Known
Size, ha	3.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industrial/business areas Incubator/SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield South of existing out of town business park Access possible from Ellesmere Business Park/A495 roundabout Farm buildings on the site, trees on site Flood risk area
Serviced	No
Availability, years	3-5

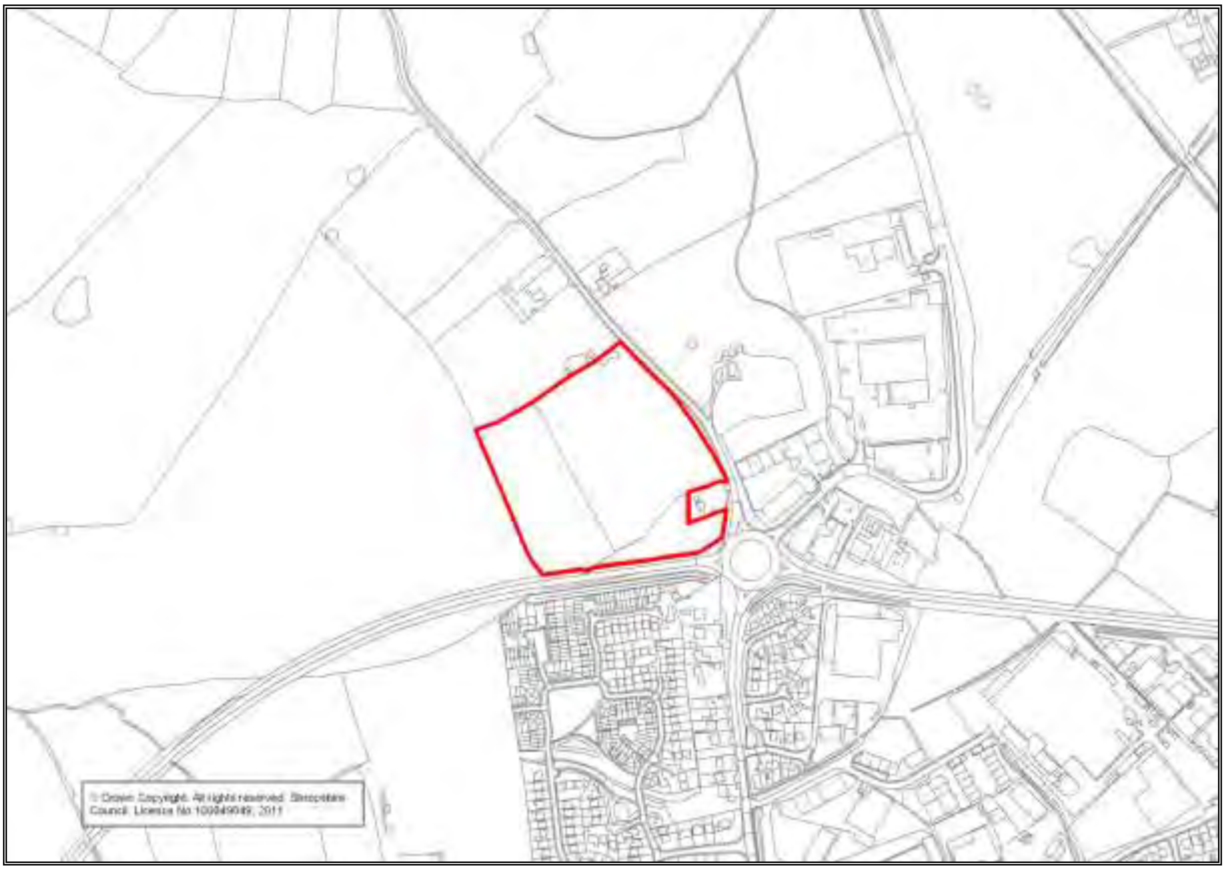
NORTH EAST

Site reference	23
Name	Land at Sych Farm (Phase 2), north of A53 bypass, Market Drayton
Owner	[redacted] Agent: McDyre and Co – 01928 735398
Size, ha	8.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	Warehouse/distribution park General industrial/business area Incubator / SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to route of Shropshire Union Canal (CS16)
Other information	Greenfield Ponds and trees on site Draft employment allocation in North Shropshire Deposit Local Plan removed due to land oversupply in former district. Extensive allocation (8.5ha) for Muller dairies expansion led to potential undersupply in Market Drayton (Core Strategy, Table 4). Potential additional land for employment use to north of site.
Serviced	No
Availability, years	3-5

NORTH EAST

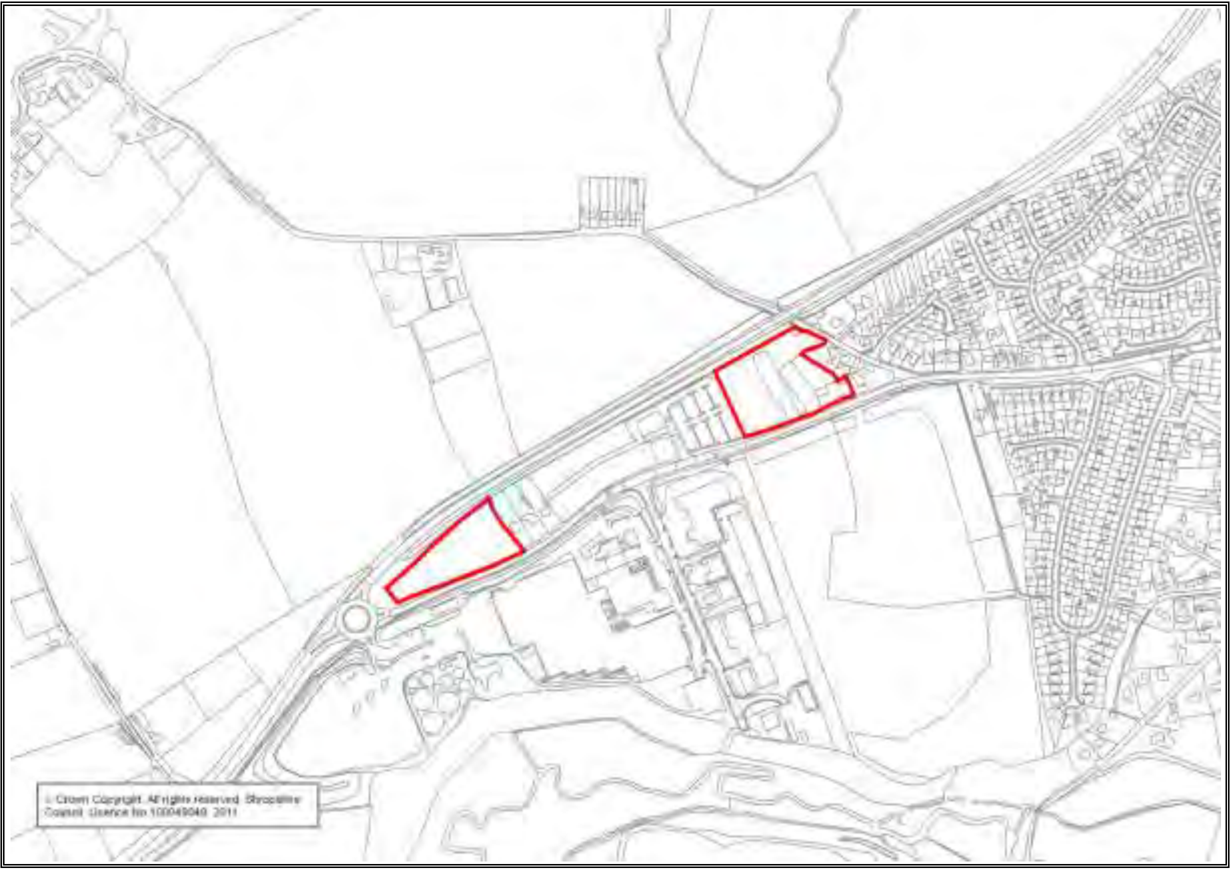
Site reference	24
Name	Land at Victoria Farm, off Maer Lane (north), Market Drayton
Owner	[redacted] Agent: Halletec Environmental – 01630 698035
Size, ha	17.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	Warehouse/distribution park General industrial/business area Incubator / SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to route of Shropshire Union Canal (CS16) Adjacent to industrial units and pub/restaurant at Sych Farm, Phase 1
Other information	Greenfield Ponds and trees on site
Serviced	No
Availability, years	3-5

NORTH EAST



Site reference	25
Name	Land adjacent to Westways, Adderley Road (north), Market Drayton
Owner	[redacted]
Size, ha	5.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park General industrial/business area Incubator / SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land Possible gateway site to Sych Farm Industrial area to complement existing Phase 1 development
Planning Issues	Outside of settlement boundary
Other information	Greenfield Trees on site Site partly surrounds an existing house
Serviced	No
Availability, years	5+

NORTH EAST

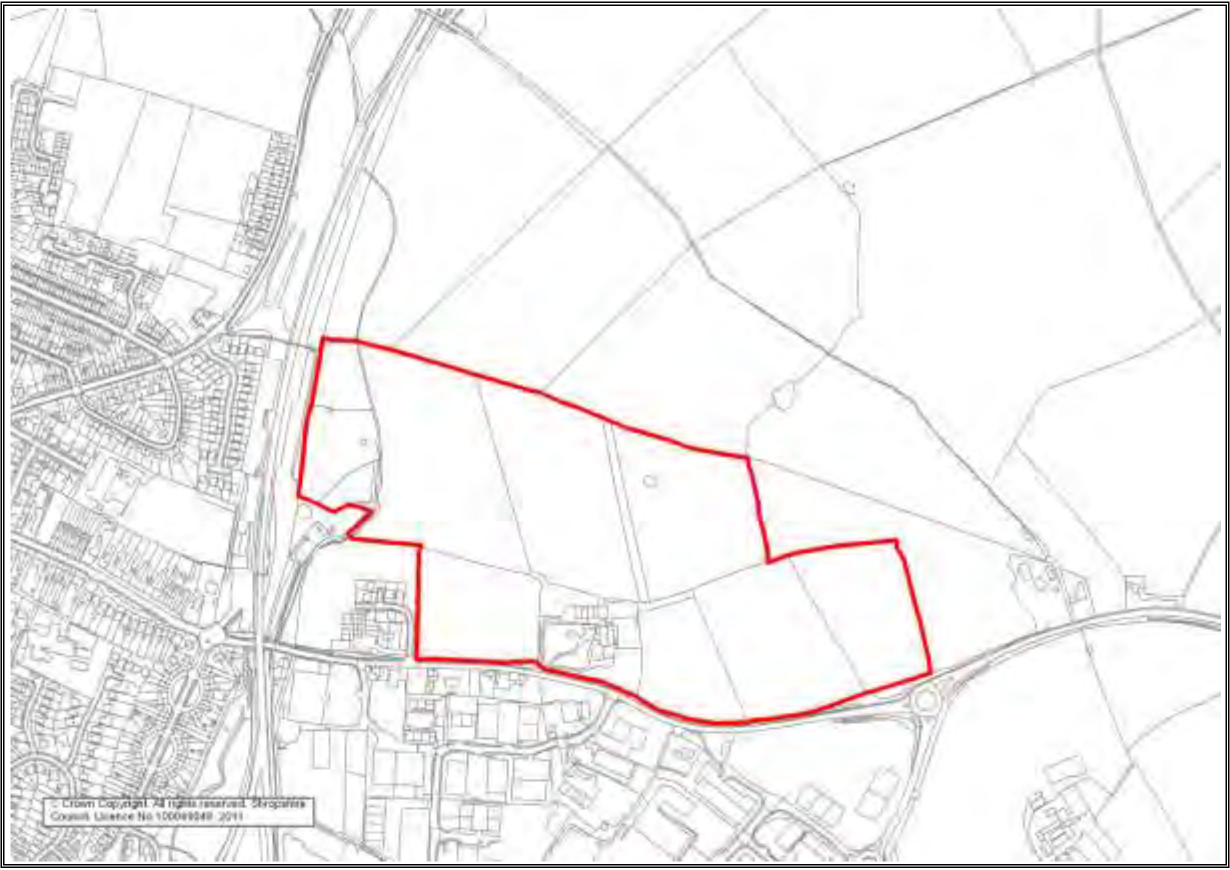


Site reference	26
Name	Land west & east of Tern Valley (North), between Shrewsbury Road & A53, Market Drayton
Owner	[redacted]
Size, ha	2.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industrial/business areas Sites for specific occupiers
Planning Status	Potential employment land Eastern plot is partly within employment allocation E3b – Land north of Tern Valley Business Park
Planning Issues	Site divided into two, irregular shaped plots, east and west of Muller car parking and housing
Other information	Greenfield Potential expansion sites for Muller/Culina
Serviced	No
Availability, years	1-3

NORTH EAST

Site reference	32
Name	Land at Mill House Farm, east of Whitchurch Road (B5476), Wem
Owner	Not Known
Size, ha	6.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area Incubator/SME cluster site Sites for specific occupiers
Planning Status	Potential employment land Land south of Mill House Farm is a committed housing site (with permission) for a second phase development
Planning Issues	Mill House Farm and land to the north are outside of settlement boundary
Other information	Greenfield Trees on site Houses and farm buildings on site
Serviced	No
Availability, years	5+

NORTH EAST



Site reference	33
Name	Land at Oaklands Farm, Waymills (B5398), Whitchurch
Owner	[redacted] Agent: Halls (contact is M P Willcock) – 01743 284777
Size, ha	20.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park General industrial/business area Heavy / specialist industrial site Incubator /SME cluster site Recycling/ environmental industries site
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary but adjacent to extensive Waymills employment area
Other information	Greenfield Farm buildings on site Stream crosses west of site Potential expansion land for Civic Park/Whitchurch Business Park Expression of interest submitted by Grocontinental (agent: Peter Richards – 01948 8400309) on part of the site

NORTH EAST

Serviced	No
Availability, years	3-5

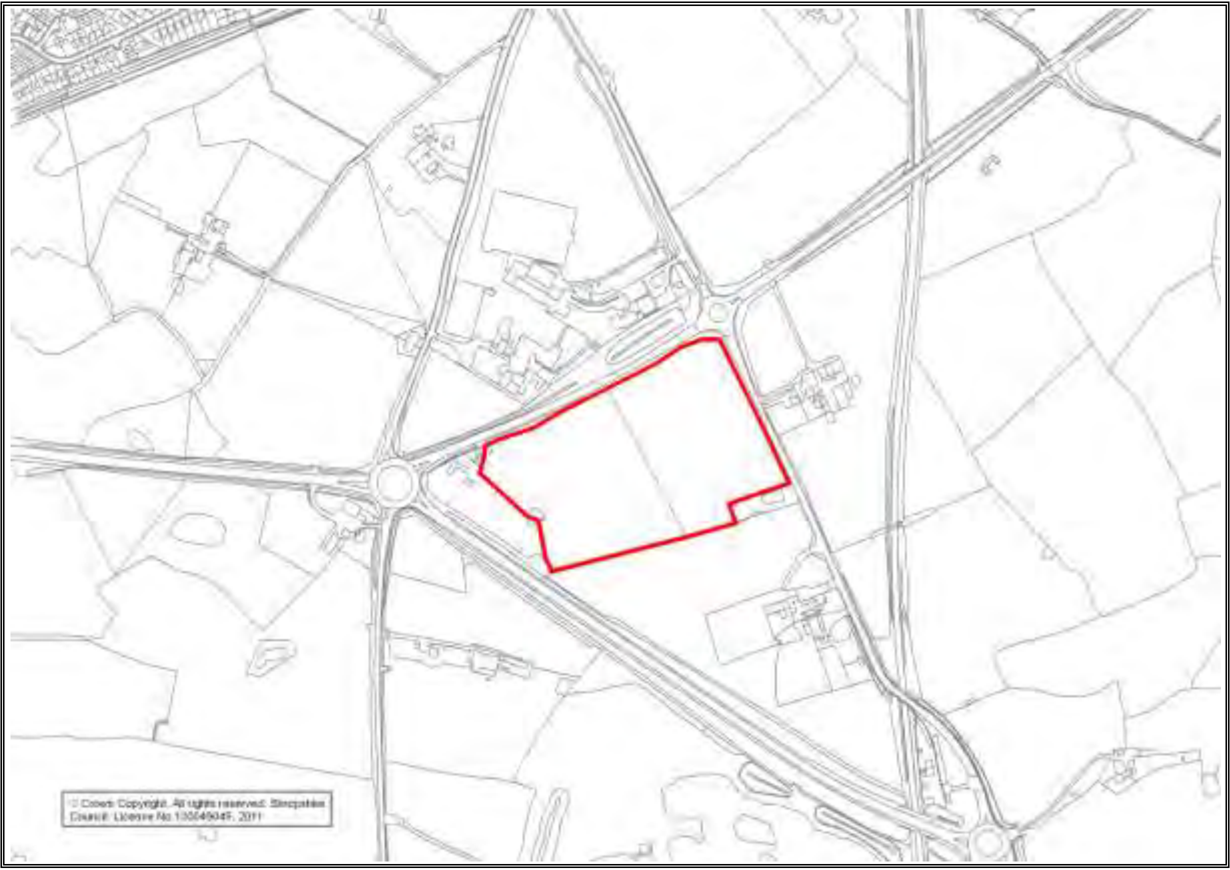
NORTH EAST

Site reference	34
Name	Land at Broughall Farm, off Nantwich Road (A525), Whitchurch
Owner	[redacted] Agent: Butters John Bee (contact Mr Robert Elliott) – 01782 211160
Size, ha	24.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park Heavy/specialist industries site General industrial/business area Incubator /SME cluster site Recycling/ environmental industries site
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary but adjacent to extensive Waymills employment area
Other information	Greenfield Farm buildings on site Trees on site Potential expansion land for Civic Park/ Whitchurch Business Park Expression of interest submitted by Grocontinental (agent:

NORTH EAST

	Peter Richards – 01948 8400309) on part of the site
Serviced	No
Availability, years	3-5

NORTH EAST



Site reference	35
Name	Land between Nantwich Road (A525)/Heath Road (A41), Whitchurch
Owner	[redacted]
Size, ha	6.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator /SME cluster site Site for specific occupiers Warehouse/distribution park Recycling/environmental industries
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Site 35 could form potential extension / Phase 2 for existing allocated employment site E3c – Heath Road, Whitchurch (LN2003/00057).
Other information	Greenfield Adjacent to a school Trees and ponds on site Land to south of Site 35 is in different ownership (Fieldcrest) who wish to develop existing allocated site as high quality, prestigious office park. Existing allocation and this adjoining site could form a good

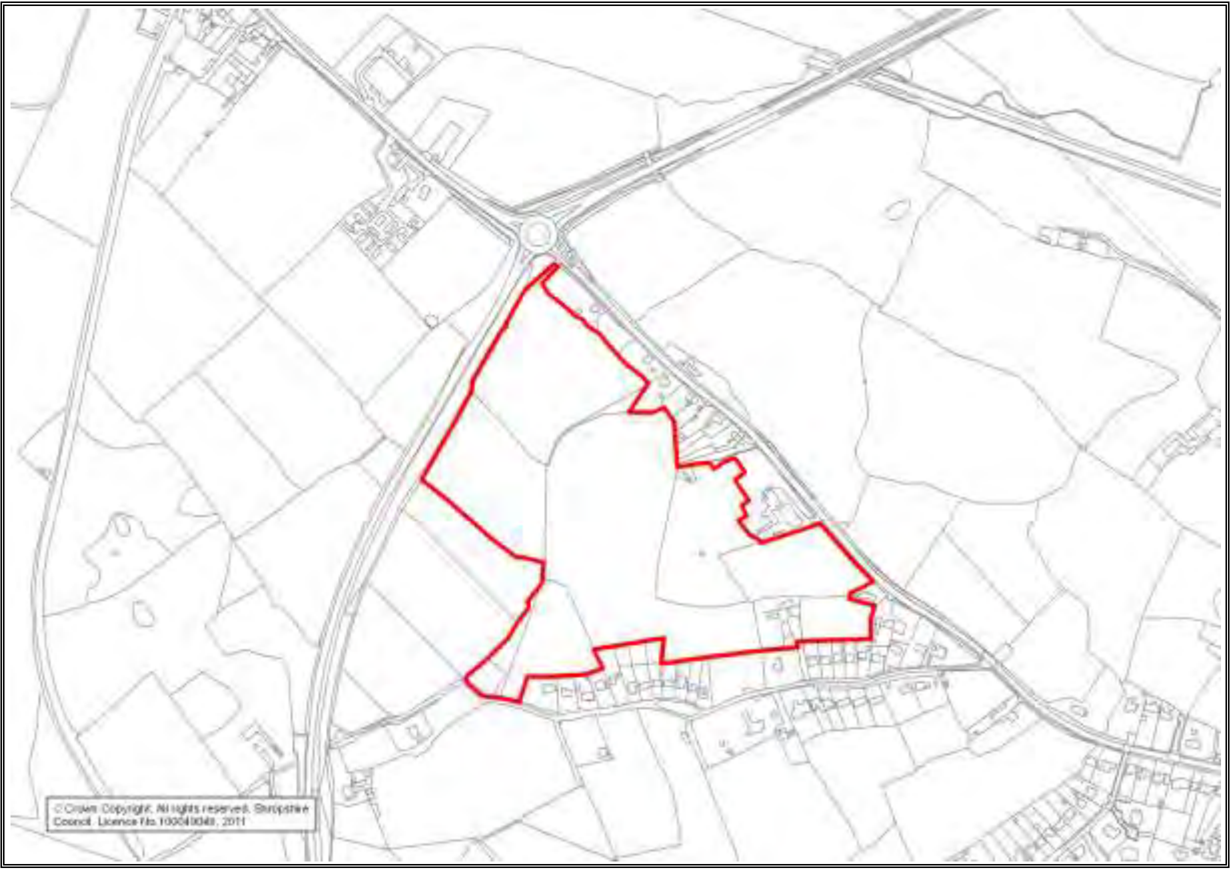
NORTH EAST

	quality, gateway employment site for Class B1 uses in Whitchurch with removal of existing local plan restriction for 'high technology' business development' to permit Class B1(a) office and Class B1(c) light industrial uses. Site 35 would increase developable area of land at Heath Road or provide a second phase of such a development
Serviced	No
Availability, years	3-5

NORTH EAST

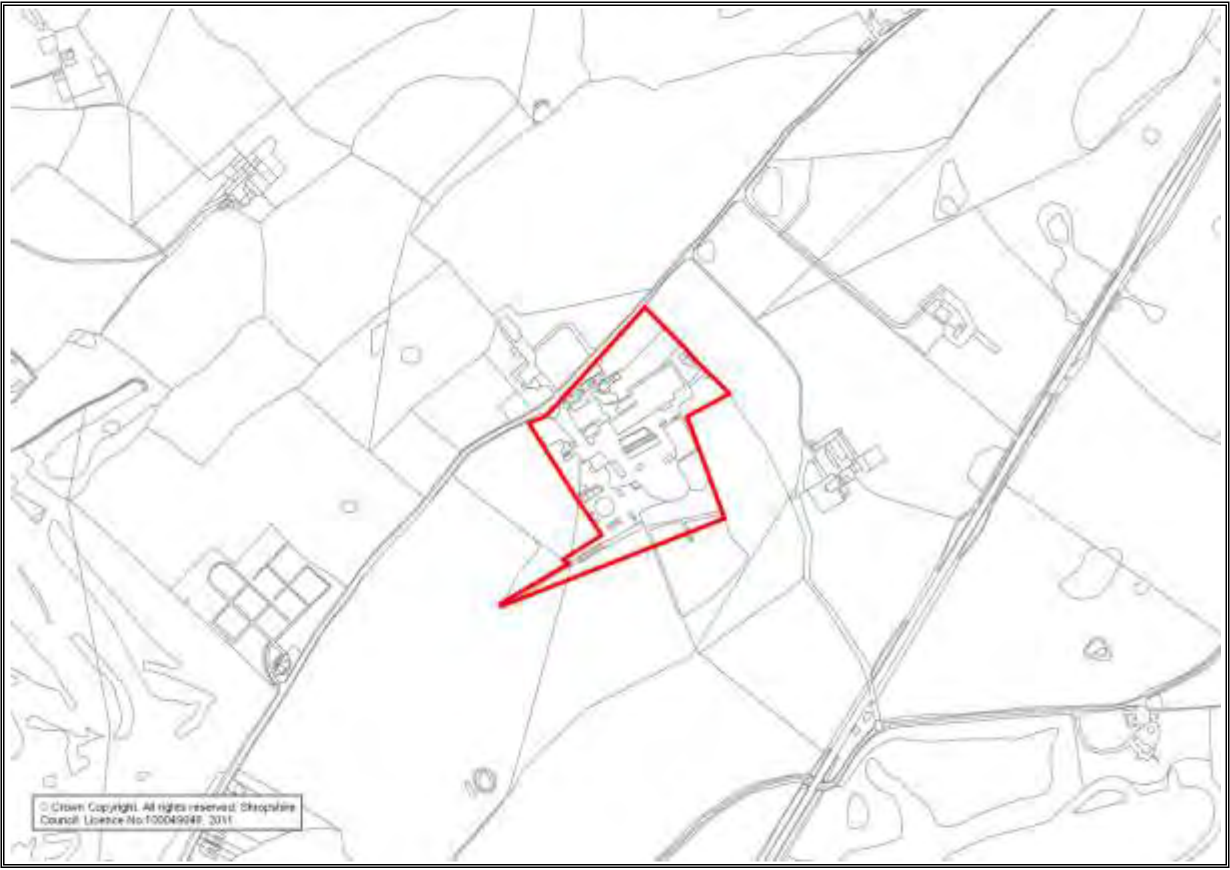
Site reference	36
Name	Land adjacent to Whitchurch Service Station, Wrexham Road (B5398), Whitchurch
Owner	[redacted] Agent: Matthews and Goodman – 0161 839 5515
Size, ha	14.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Warehouse/distribution park Incubator /SME cluster site Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to roadside services
Other information	Greenfield Site sloping in places
Serviced	No
Availability, years	1-3

NORTH EAST



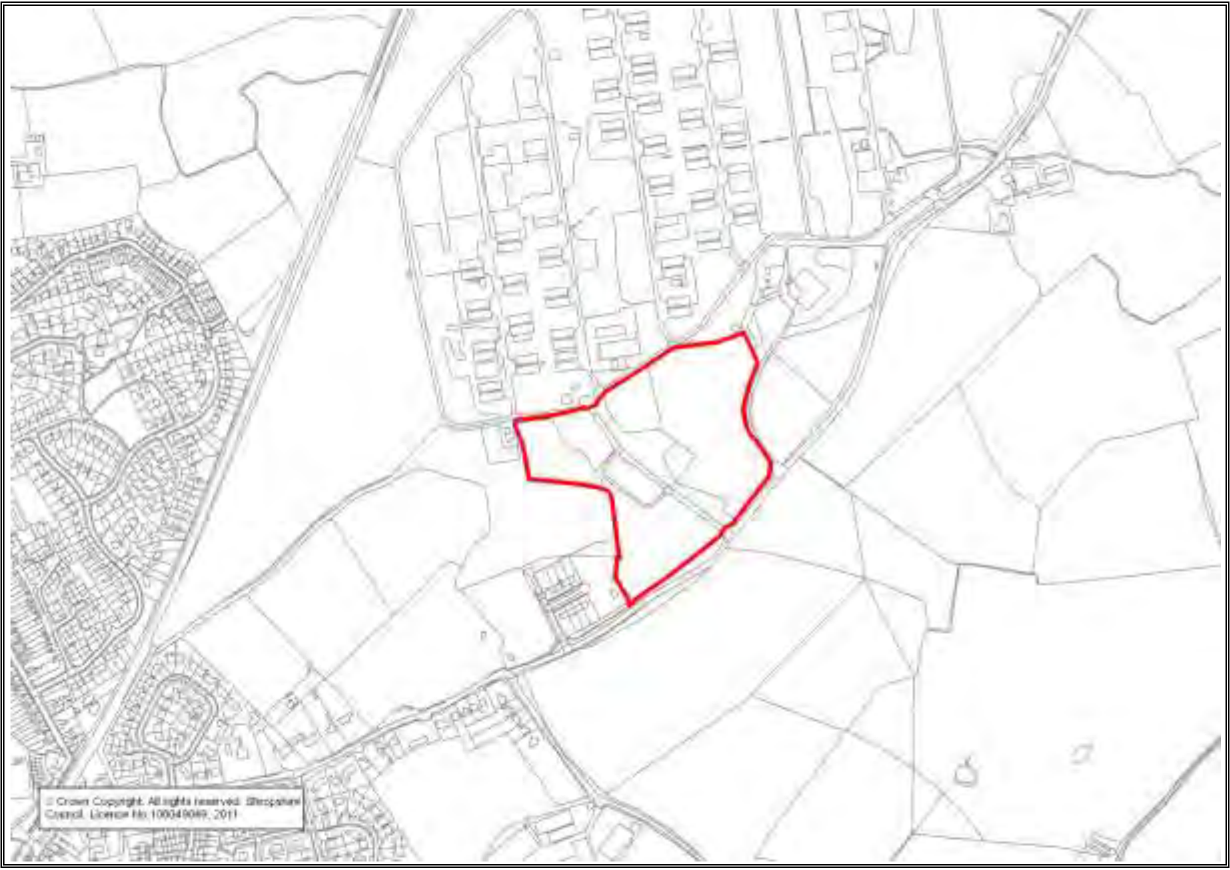
Site reference	37
Name	Land north of Pear Tree Lane, off Chester Road (B5395), Whitchurch
Owner	[redacted] Agent: Les Stephen Planning – 01743 231040
Size, ha	13.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Warehouse/distribution park Incubator /SME cluster site Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield Site sloping or uneven in places Trees on site Generally site is in a residential area, with limited links to established employment areas
Serviced	No
Availability, years	5+

NORTH EAST



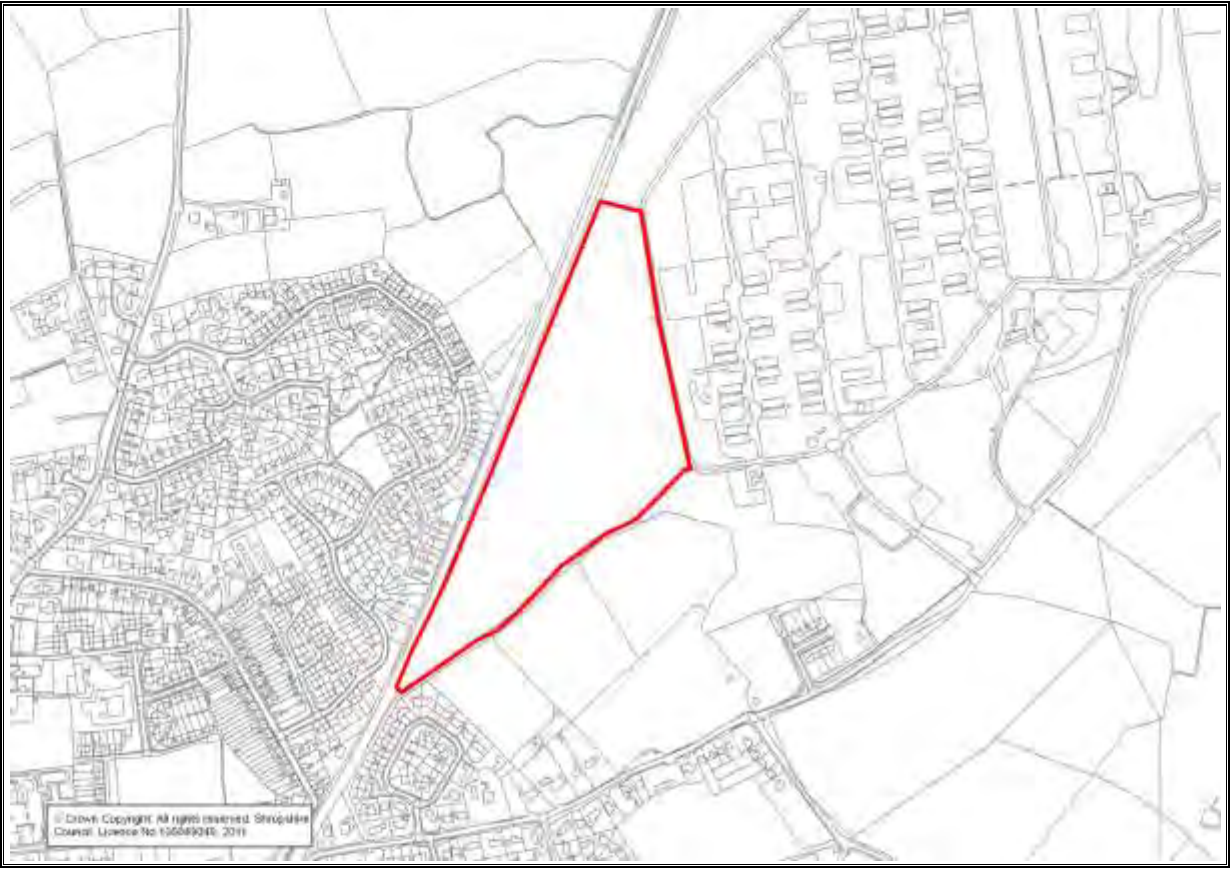
Site reference	38
Name	Former Dairy, Mile Bank Road, Whitchurch
Owner	Not Known
Size, ha	4.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Recycling/ environmental industries sites Sites for specific occupiers
Planning Status	Partially cleared site of former milk storage and distribution depot (B8 use)
Planning Issues	Outside of settlement boundary Road access is constrained, along mainly residential roads leading into rural area north of Whitchurch
Other information	Brownfield Partly in use by McDermott Civil Engineering Site largely cleared but still accommodates vacant buildings and has storage tanks and water treatment facilities on site Possibility of ground contamination Site could be redeveloped for recycling/ environmental (i.e. bad neighbour) uses subject to restrictions on road access
Serviced	Yes
Availability, years	0-1

NORTH EAST



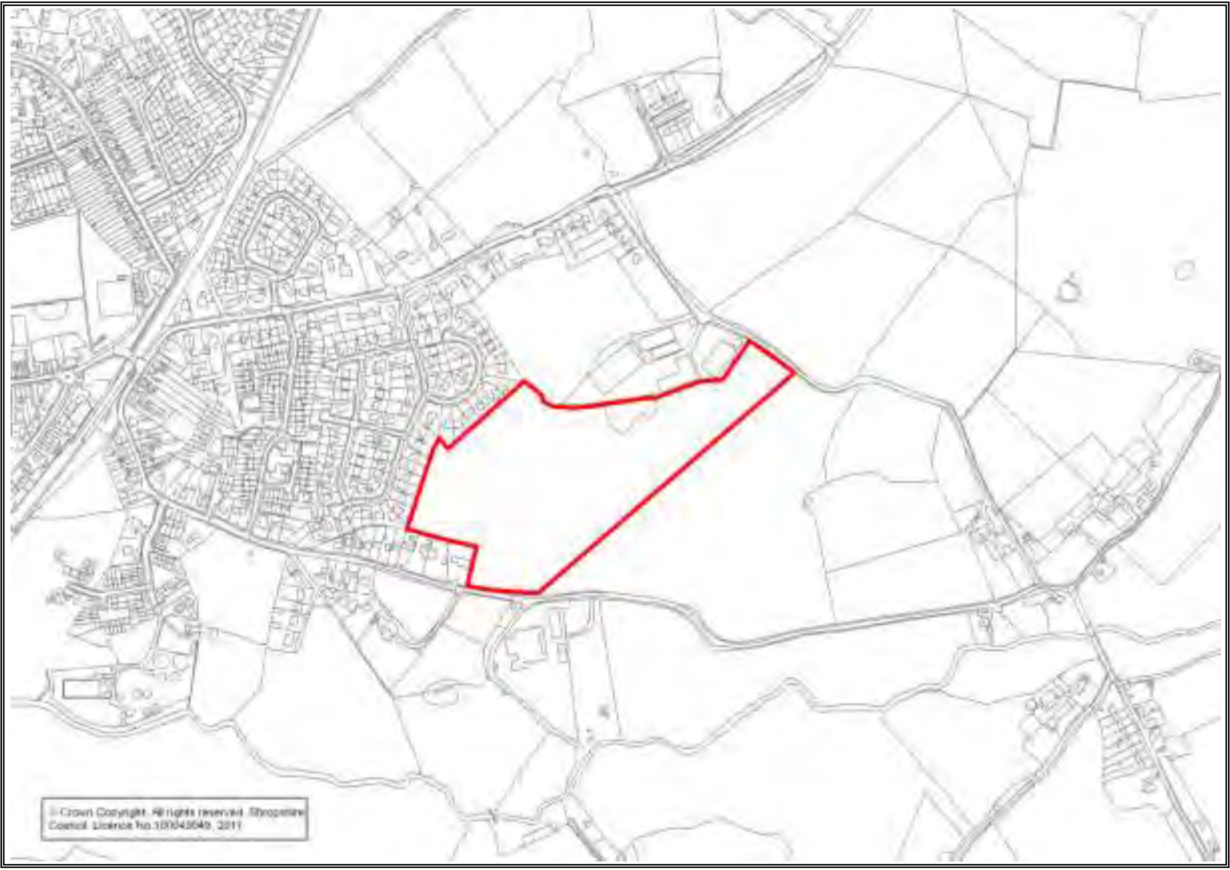
Site reference	27
Name	Land south of Wem Industrial Estate, Soulton Road (B5065), Wem
Owner	Not Known
Size, ha	6.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Heavy/specialist industrial site Incubator/SME cluster site Sites for specific occupiers Recycling/environmental industries site
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to employment allocation E2 - Wem Industrial Estate
Other information	Greenfield Trees on site
Serviced	No
Availability, years	1-3

NORTH EAST



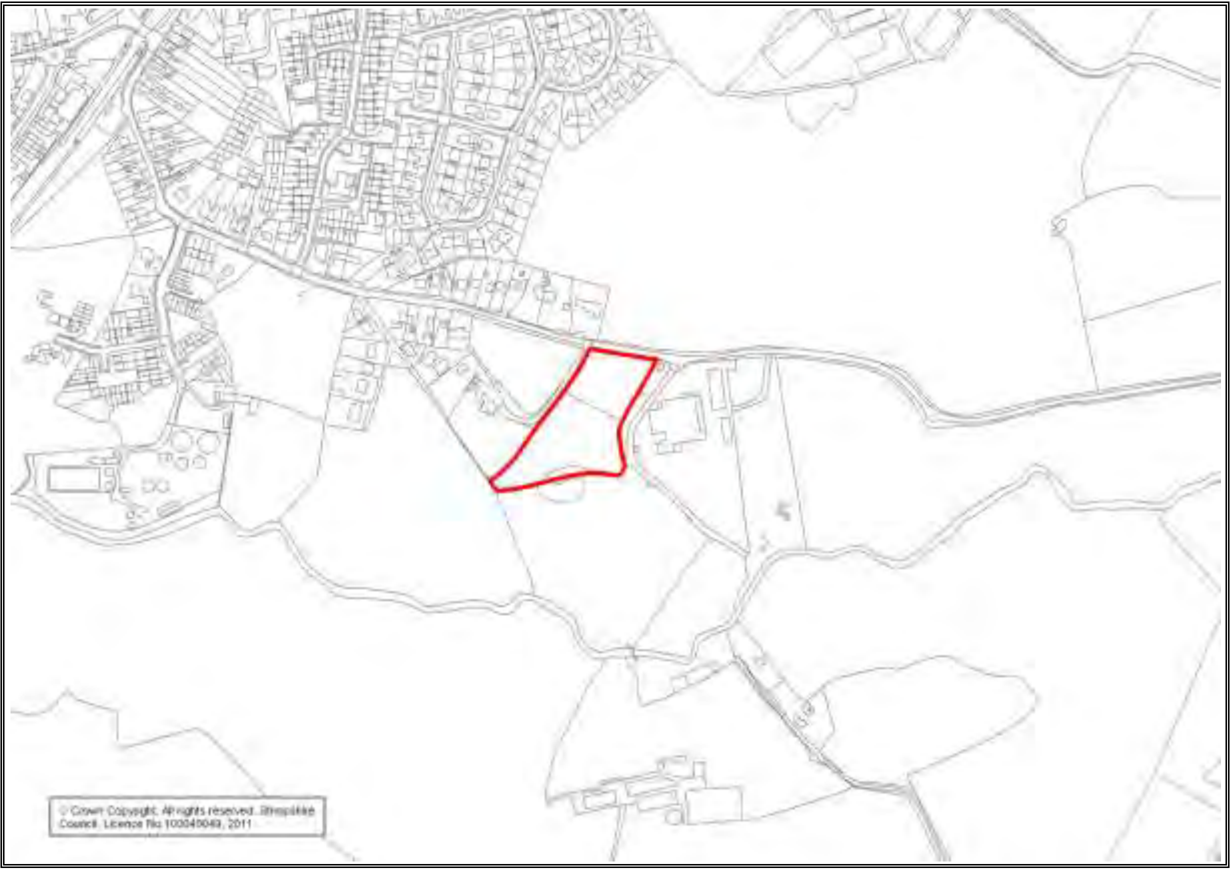
Site reference	28
Name	Land west of Wem Industrial Estate, Soulton Road (B5065), Wem
Owner	Not Known
Size, ha	8.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Heavy/specialist industrial site Incubator /SME cluster site Sites for specific occupiers Recycling/environmental industries sites
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary and separated by route of railway Adjacent to employment allocation E2 –Wem Industrial Estate Close to existing residential area to south and west
Other information	Greenfield Trees on site Can only be accessed through the existing industrial estate
Serviced	No
Availability, years	3-5

NORTH EAST



Site reference	29
Name	Land adjacent to Wem Business Park, between Church Lane/Aston Road, Wem
Owner	Not Known
Size, ha	7.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area Incubator/SME cluster site
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent to existing recreational land Adjacent to existing residential area
Other information	Greenfield Trees on site
Serviced	No
Availability, years	3-5

NORTH EAST

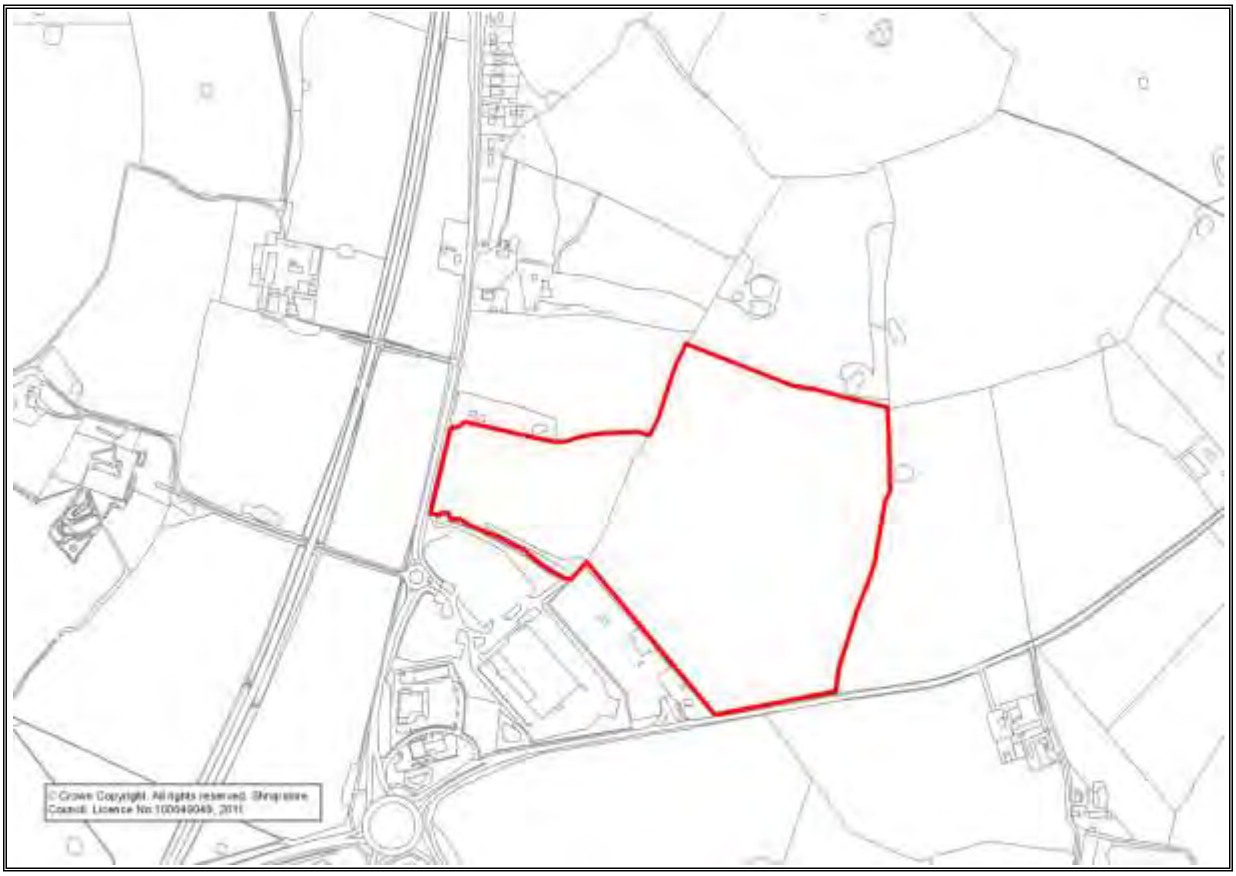


Site reference	30
Name	Land adjacent to Aston Road Business Park, Aston Road, Wem
Owner	[redacted] Agent: Concept Town Planning (contact is Mr Steven Hearn) – 01939 233050
Size, ha	1.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area Incubator/SME cluster site Sites for specific occupiers
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary
Other information	Greenfield No known constraints
Serviced	No
Availability, years	0-1

NORTH EAST

Site reference	31
Name	Land adjacent to Shawbury Road (B5063), Wem
Owner	Not Known
Size, ha	7.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area Incubator/SME cluster site Warehouse/distribution park
Planning Status	Potential employment land
Planning Issues	Outside of settlement boundary Adjacent residential units could restrict frontage uses Potential highway improvement scheme could pass through north west corner of the site
Other information	Greenfield Trees and ponds on site Highway access to site would reduce HGV and lorry traffic through Wem Town Centre and the B5065 level crossing of the Shrewsbury to Crewe rail line
Serviced	No
Availability, years	3-5

CENTRAL

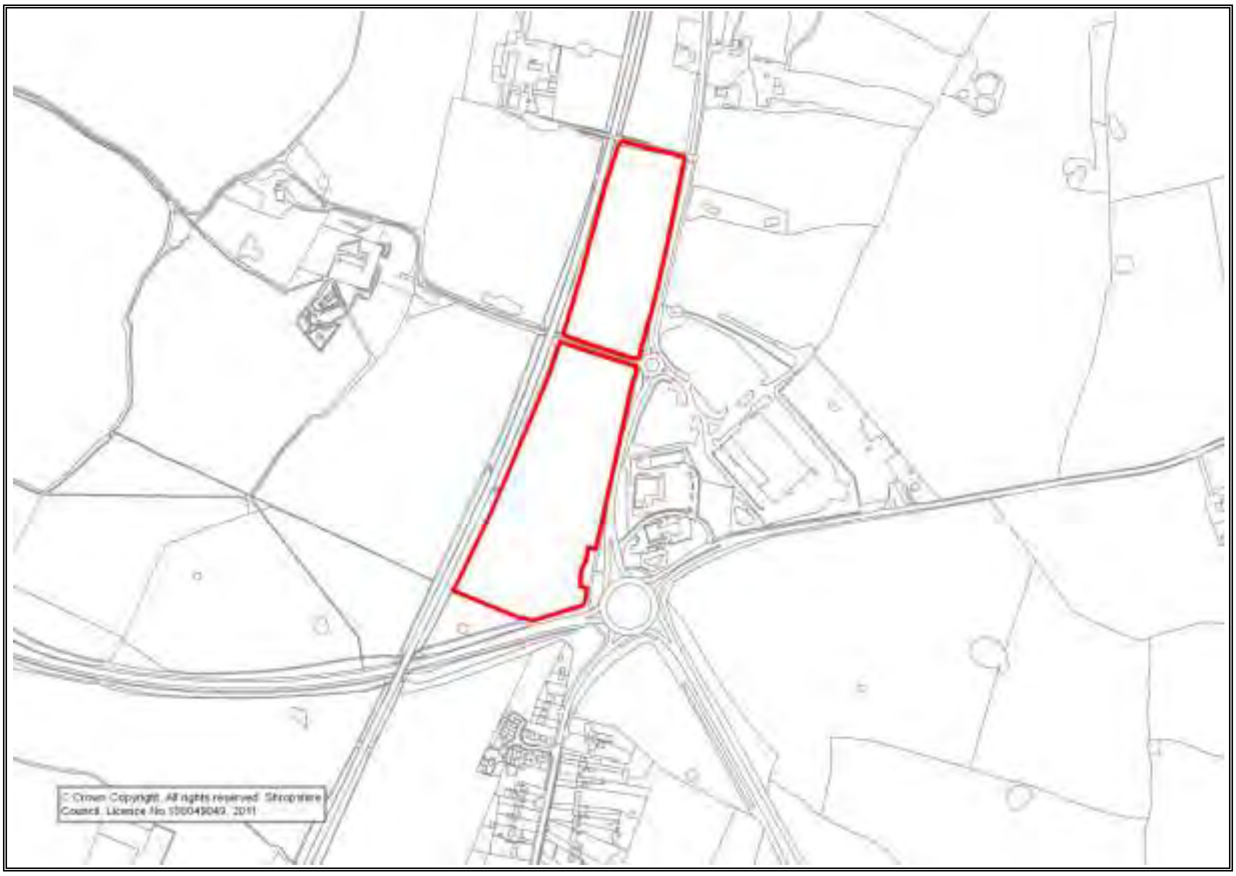


Site reference	9
Name	Land north of Livestock Market/Loosemores Reclamation Yard, Battlefield Road, Shrewsbury
Owner	Private owner and Shropshire Council (part)
Size, ha	17.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park General industrial/business area Heavy/specialist industrial site Incubator/SME cluster site Sites for specific occupiers Recycling/environmental industries sites
Planning Status	Site is in countryside (CS5) Potential employment land
Planning Issues	Outside of settlement boundary Close to historic battle site (CS17) Adjacent to area at risk of flooding (CS18)
Other information	Greenfield Site requires service infrastructure including drainage attenuation, junction access to A53 and A49 and also off site highway and drainage improvements
Serviced	No

CENTRAL

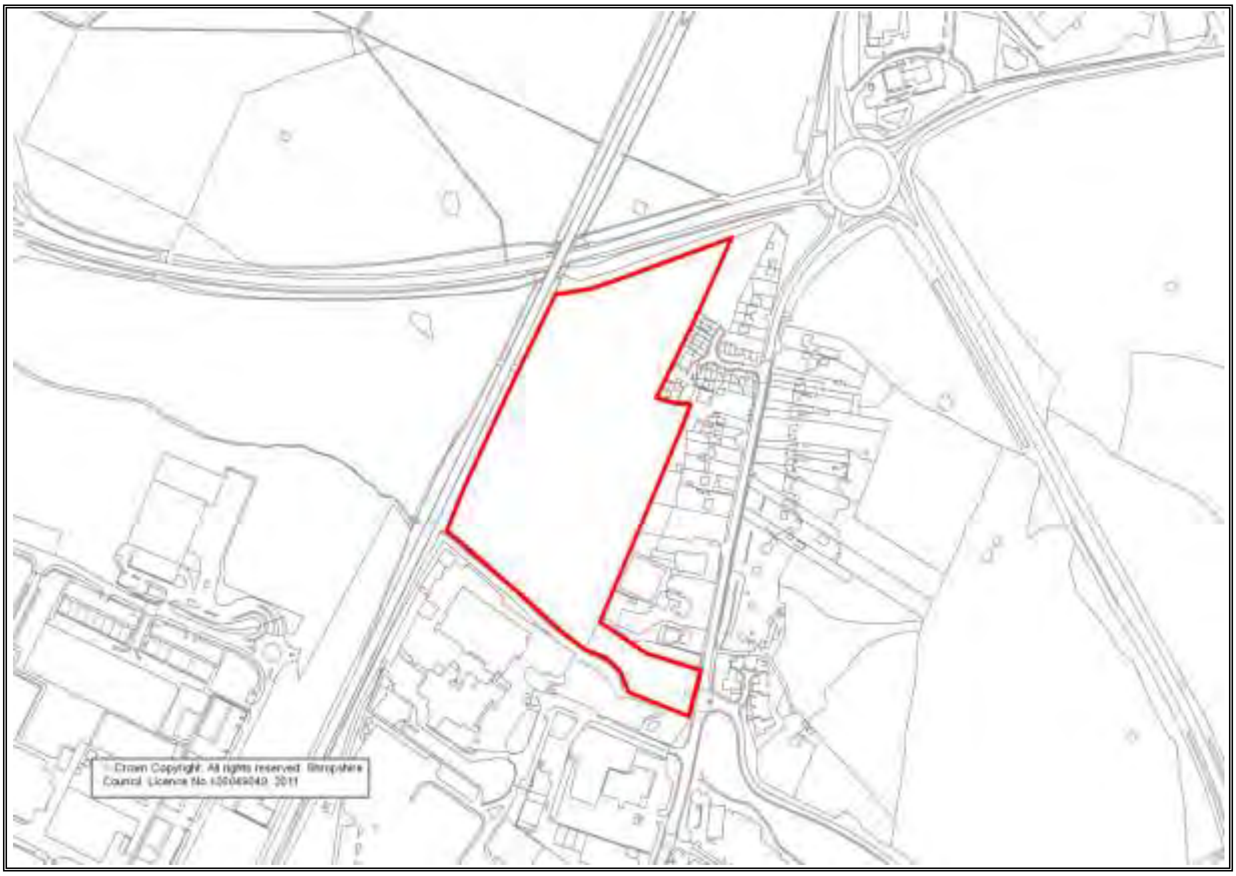
Availability, years	3-5

CENTRAL



Site reference	8
Name	Land west of Livestock Market, Battlefield Road, Shrewsbury
Owner	[redacted] Agent: Strutt and Parker – 01743 284204
Size, ha	5.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area Incubator/SME cluster site
Planning Status	Site is in countryside (CS5) Potential employment land
Planning Issues	Outside of settlement boundary Close to historic battlefield (CS17) Adjoins areas at risk of flooding from watercourse (CS18)
Other information	Greenfield Site in two plots, separated by access road leading to Grade II* listed St Mary Magdalene church Offsite drainage improvements required as peak discharge from watercourse on southern plot affects A49
Serviced	No
Availability, years	1-3

CENTRAL

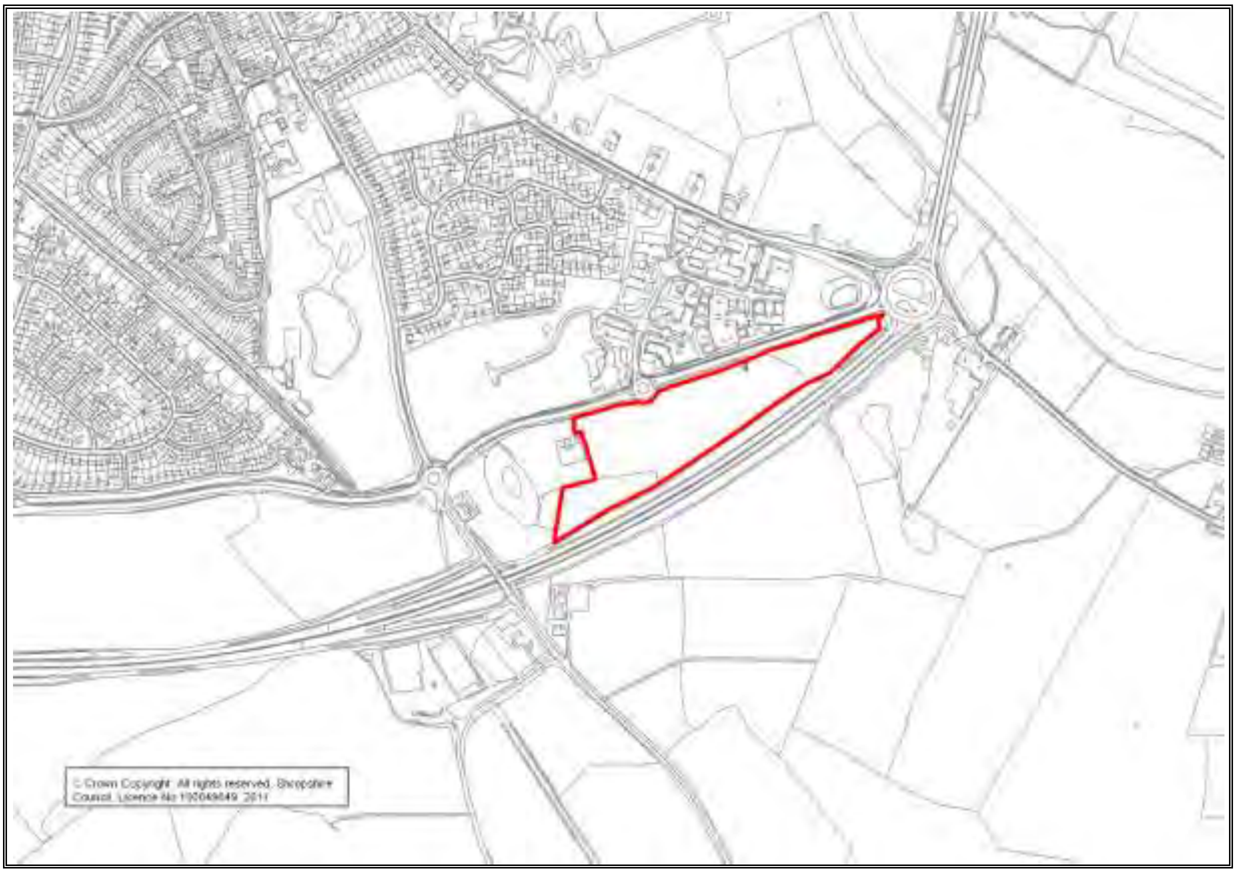


Site reference	6
Name	Land north of ABP, Battlefield Road, Shrewsbury
Owner	[redacted] Agent: Balfours – 01743 239210
Size, ha	6.00
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park Incubator/SME cluster site Recycling/environmental industries sites
Planning Status	Potential employment land Northern and central areas of site are in countryside (CS5) East of site is residential frontage to Battlefield Road Southern area within settlement and adjoins established employment area with ABP abattoir (Class B2)
Planning Issues	Close to historic battlefield (CS17) Southern area at risk of flooding from watercourse (CS18)
Other information	Greenfield Watercourse on southern area drains into culvert under A49
Serviced	No
Availability, years	1-3

CENTRAL

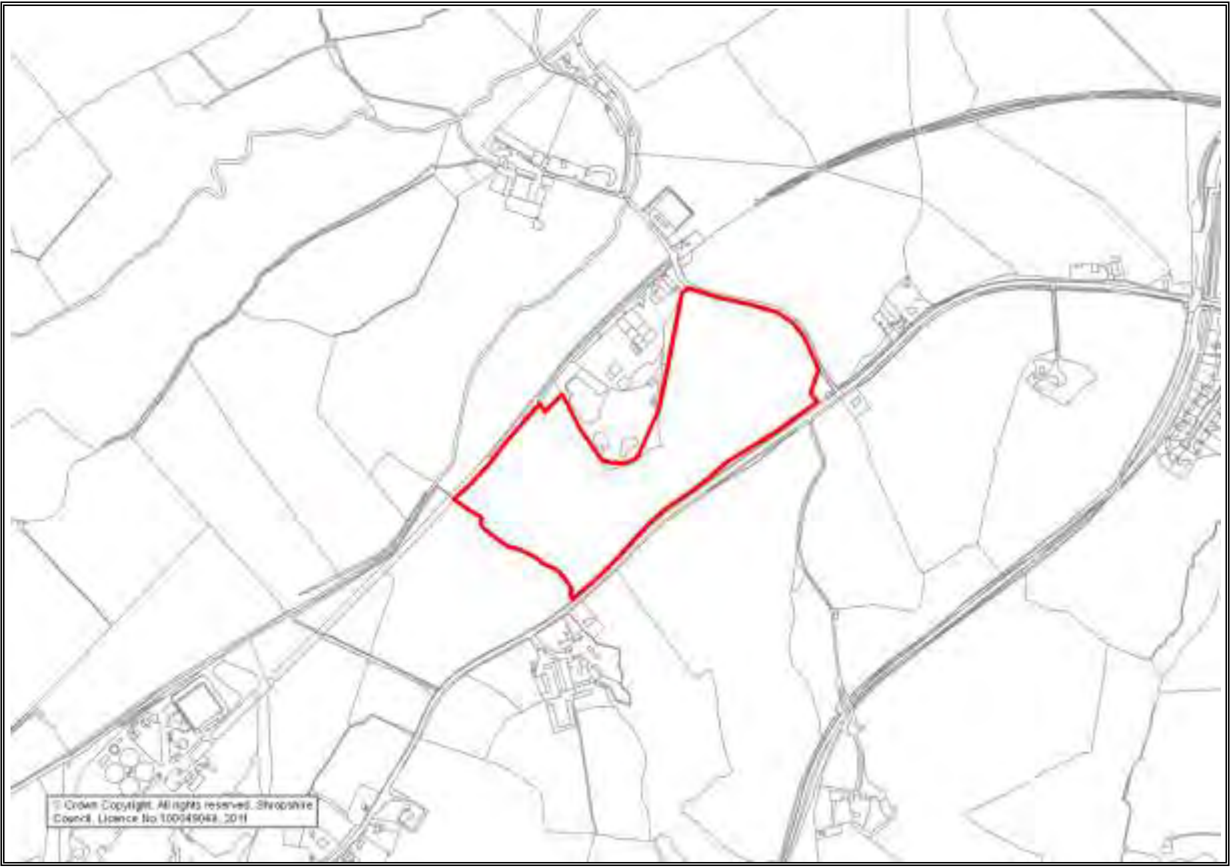
Site reference	7
Name	Land at Lion Coppice, A49/A53 Roundabout, Shrewsbury
Owner	[redacted] Agent: Mosaic Planning - 0161 638 8658
Size, ha	2.00
Market availability	Not available – under option
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Incubator / SME cluster site Sites for specific occupiers
Planning Status	Site is in countryside (CS5) Potential employment land
Planning Issues	Outside of settlement boundary Site adjoins Lion Coppice ancient woodland (CS17) Site accommodates high voltage power lines with single pylon located within south western boundary of site
Other information	Greenfield Irregularly shaped site adjacent to housing on road frontage
Serviced	No
Availability, years	1-3

CENTRAL



Site reference	2
Name	Land south of Shrewsbury Business Park, Thieves Lane, Shrewsbury
Owner	Shropshire Council
Size, ha	6.00
Market availability	Not marketed
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office location High quality business park
Planning Status	Site is in countryside (CS5) Potential employment land
Planning Issues	Outside of settlement boundary Adjacent allocated employment site (EM1) Adjacent cycle route (CS7)
Other information	Greenfield Adjacent to existing high quality business park Potentially the next phase of Shrewsbury Business Park Site elevated in central section, sloping east and west with very low lying land /drainage issues on western boundary
Serviced	No
Availability, years	3-5

CENTRAL



Site reference	1
Name	Land adjacent to Malehurst Mill, Minsterley Road (A488), Malehurst
Owner	[redacted]
Size, ha	9.00
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Recycling / environmental industries site
Planning Status	Site is in countryside (CS5) Potential employment land
Planning Issues	Outside of settlement boundary (rural site) Adjacent disused rail corridor (T9)
Other information	Greenfield New, safer highway access required off A488 to replace existing access on elevated ridge line with limited visibility Adjacent to existing, budget quality, rural industrial estate Sloping site
Serviced	No
Availability, years	3-5

Site Ref (BEG Ref.)	Zone	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure				Total
				Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility	
2	Central	Land south of Shrewsbury Business Park, Thieves Lane, Shrewsbury	6	10	10	7	10	10	5	10	8	8	6	10	94
33	North East	Land at Oaklands Farm, Waymills (B5398), Whitchurch	20	10	10	7	7	10	10	8	6	8	6	10	92
36	North East	Land adjacent to Whitchurch Service Station, Wrexham Road (B5398), Whitchurch	14	10	10	7	8	10	5	8	8	8	8	10	92
58	South	Land south of Ludlow Eco Park, Sheet Road, Ludlow	8	10	10	7	9	10	5	8	10	8	6	8	91
60	South	Land north of Ludlow Eco Park, A49 bypass, Ludlow	17	8	10	7	9	10	5	8	8	8	6	10	89
6	Central	Land north of ABP, Battlefield Road, Shrewsbury	6	10	7	7	6	10	5	10	8	8	8	8	87
62	South	Land south of Rocks Green (A4117), adjacent to A49 bypass, Ludlow	9	10	10	7	6	10	5	8	8	8	6	8	86
63	South	Land north of Rocks Green (A4117), adjacent to A49 bypass, Ludlow	13	10	10	7	6	10	5	8	8	8	6	8	86
39	North West	Land adjacent to The Lakelands School, Scotland Street, Ellesmere	7	8	10	7	9	10	5	8	6	8	6	9	86
41	North West	Land north of Whittington Road (B4580), off A5 bypass, Oswestry	17	10	10	7	6	10	5	8	6	8	6	10	86
9	Central	Land north of Livestock Market/Loosemores Reclamation Yard, Battlefield Road, Shrewsbury	17	10	10	7	8	10	0	10	6	8	6	10	85
8	Central	Land west of Livestock Market, Battlefield Road, Shrewsbury	5	10	10	7	7	10	0	10	6	8	8	8	84
24	North East	Land at Victoria Farm, off Maer Lane (north), Market Drayton	17	10	10	7	6	10	0	8	8	8	6	10	83
10	East	Land at Kingswood Road & Shaw Lane, Albrighton	17	8	7	7	6	10	10	8	6	8	2	10	82
55	South	Land between A49 north and rail line, north of Long Lane, Craven Arms	3	10	10	7	5	10	5	8	8	8	2	8	81
40	North West	Land opposite Ellesmere Business Park, Scotland Street, Ellesmere	3	10	10	3	9	10	5	8	4	8	8	6	81
21	East	J N Bentley Ltd, Lamledge Lane, Shifnal	2	8	5	7	5	5	10	8	8	10	10	5	81
54	South	Existing Abattoir and adjoining land, Corvedale Road (B4368), Craven Arms	2	8	5	10	2	5	10	8	6	10	10	6	80
44	North West	Land east of Whittington House, Park Hall, Oswestry	8	8	7	3	7	10	5	8	8	8	6	10	80
34	North East	Land at Broughall Farm, off Nantwich Road (A525), Whitchurch	24	10	10	3	9	10	0	8	6	8	6	10	80
12	East	Bridgnorth Livestock Market/Land at Racecourse Farm, Wenlock Road, Bridgnorth	12	10	7	7	6	10	0	8	6	10	6	10	80
20	East	Land at Aston Road/Lamledge Lane, Shifnal	8	8	5	7	5	5	10	8	8	8	8	8	80
53	South	Land at Newington Farm, A49 North, Craven Arms	4	10	10	7	5	10	5	8	4	8	8	4	79
26	North East	Land west & east of Tern Valley (North), between Shrewsbury Road & A53, Market Drayton	2	10	10	3	6	10	5	8	8	8	8	3	79
48	South	Land north of Bishops Castle Business Park, Love Lane (A488), Bishops Castle	7	8	7	7	6	10	0	8	10	8	6	8	78
42	North West	Land north east of Whittington Road roundabout, off A5 bypass, Oswestry	2	10	10	3	6	10	5	8	10	8	6	2	78
43	North West	Land south east of Whittington Road roundabout, off A5 bypass, Oswestry	6	10	10	3	6	10	5	8	6	8	8	4	78
13	East	Land between A458 and Church Lane, Bridgnorth	11	10	7	7	6	10	0	8	6	8	6	10	78
7	Central	Land at Lion Coppice, A49 / A53 Roundabout, Shrewsbury	2	10	10	7	7	10	0	10	4	8	8	4	78
51	South	Land adjacent to Churchway Business Centre, A49 south, Church Stretton	2	8	10	7	6	10	0	8	8	8	6	4	75

Site Ref (BEG Ref.)	Zone	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure				Total
				Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility	
59	South	Land east of Ludlow Eco Park, Sheet Road, Ludlow	7	8	5	3	9	10	5	8	6	8	6	7	75
35	North East	Land between Nantwich Road (A525)/Heath Road (A41), Whitchurch	6	10	10	3	8	10	0	8	4	8	6	8	75
19	East	Land east of Stretton Road Industrial Estate, Stretton Road (B4371), Much Wenlock	3	8	2	7	6	5	5	8	10	8	8	8	75
37	North East	Land north of Pear Tree Lane, off Chester Road (B5395), Whitchurch	13	10	10	3	8	10	0	8	6	8	2	8	73
11	East	Land south of A458, opposite Wenlock Road, Bridgnorth	13	8	7	7	7	10	0	8	6	8	2	10	73
25	North East	Land adjacent to Westways, Adderley Road (north), Market Drayton	5	10	10	7	6	10	0	8	6	8	2	5	72
49	South	Land opposite The Surgery, Schoolhouse Lane, Bishops Castle	4	8	5	7	8	5	5	8	8	8	2	6	70
52	South	School playing field, Shrewsbury Road (B5477), Church Stretton	3	8	5	7	8	5	5	8	8	8	2	6	70
22	East	Land north of Park Street (A464), Shifnal	9	8	7	3	8	10	0	8	6	8	2	10	70
47	North West	Land west of Whittington House, Park Hall, Oswestry	1	8	7	3	6	10	5	8	6	8	8	0	69
50	South	Land between A49 north & rail line, Church Stretton	3	8	10	3	5	10	0	8	8	8	2	6	68
15	East	Land at north of Stanmore Industrial Estate, Brook Lane, Bridgnorth	5	8	5	3	5	5	0	8	8	8	8	10	68
57	South	Land off Brook Road, Craven Arms	1	8	2	10	6	1	5	8	8	8	6	5	67
14	East	Land adjacent to Stanley Lane Industrial Estate, off Broseley Road (B4373), Bridgnorth	3	6	2	7	5	5	0	8	8	8	8	10	67
31	North East	Land adjacent to Shawbury Road (B5063), Wem	7	4	5	7	6	5	5	8	4	8	6	8	66
18	East	Land off Dark Lane, Broseley	3	4	2	10	8	5	5	8	6	8	2	8	66
1	Central	Land adjacent to Malehurst Mill, Minsterley Road (A488), Malehurst	9	10	7	3	5	10	0	0	6	8	6	10	65
23	North East	Land at Sych Farm (Phase 2), north of A53 bypass, Market Drayton	8	8	2	3	6	10	0	8	8	8	6	5	64
27	North East	Land south of Wem Industrial Estate, Soulton Road (B5065), Wem	6	4	5	3	2	5	5	8	8	8	8	8	64
17	East	Land between Bridgnorth Road (B4373), Avenue Road & Caughley Road, Broseley	11	4	5	7	7	5	0	8	8	8	2	10	64
56	South	Land opposite Tanglewood Farm, Watling Street, Craven Arms	7	8	5	7	6	5	0	8	6	8	2	8	63
30	North East	Land adjacent to Aston Road Business Park, Aston Road, Wem	1	4	5	7	8	1	0	8	10	8	10	2	63
61	South	Land north of Foldgate Lane, Ludlow	4	8	2	7	6	10	0	8	6	8	2	5	62
32	North East	Land at Mill House Farm, east of Whitchurch Road (B5476), Wem	6	4	5	7	8	5	0	8	6	8	2	8	61
29	North East	Land adjacent to Wem Business Park, between Church Lane/Aston Road, Wem	7	4	5	7	6	1	0	8	8	8	6	7	60
28	North East	Land west of Wem Industrial Estate, Soulton Road (B5065), Wem	8	4	2	7	2	1	10	8	6	8	6	4	58
16	East	Land between Coalport Road and Rough Lane, Broseley	5	4	5	7	6	5	0	8	4	8	2	8	57
46	North West	Land south of Weston Farm, Weston Lane, Oswestry	11	8	2	3	8	1	0	8	4	4	2	10	50
38	North East	Former Dairy, Mile Bank Road, Whitchurch	4	6	2	3	4	1	0	8	4	10	10	2	50

Appendix 8b – Additional Sites Scoring Summary

North East			
Site Ref (BEG Ref.)	**Site**	**Size, ha**	**Total**
33	Land at Oaklands Farm, Waymills (B5398), Whitchurch	20	92
36	Land adjacent to Whitchurch Service Station, Wrexham Road (B5398), Whitchurch	14	92
24	Land at Victoria Farm, off Maer Lane (north), Market Drayton	17	83
34	Land at Broughall Farm, off Nantwich Road (A525), Whitchurch	24	80
26	Land west & east of Tern Valley (North), between Shrewsbury Road & A53, Market Drayton	2	79
35	Land between Nantwich Road (A525)/Heath Road (A41), Whitchurch	6	75
37	Land north of Pear Tree Lane, off Chester Road (B5395), Whitchurch	13	73
25	Land adjacent to Westways, Adderley Road (north), Market Drayton	5	72
31	Land adjacent to Shawbury Road (B5063), Wem	7	66
23	Land at Sych Farm (Phase 2), north of A53 bypass, Market Drayton	8	64
27	Land south of Wem Industrial Estate, Soulton Road (B5065), Wem	6	64
30	Land adjacent to Aston Road Business Park, Aston Road, Wem	1	63
32	Land at Mill House Farm, east of Whitchurch Road (B5476), Wem	6	61
29	Land adjacent to Wem Business Park, between Church Lane/Aston Road, Wem	7	60
28	Land west of Wem Industrial Estate, Soulton Road (B5065), Wem	8	58
38	Former Dairy, Mile Bank Road, Whitchurch	4	50

North West			
Site Ref (BEG Ref.)	Site	Size, ha	Total
39	Land adjacent to The Lakelands School, Scotland Street, Ellesmere	7	86
41	Land north of Whittington Road (B4580), off A5 bypass, Oswestry	17	86
40	Land opposite Ellesmere Business Park, Scotland Street, Ellesmere	3	81
44	Land east of Whittington House, Park Hall, Oswestry	8	80
42	Land north east of Whittington Road roundabout, off A5 bypass, Oswestry	2	78
43	Land south east of Whittington Road roundabout, off A5 bypass, Oswestry	6	78
47	Land west of Whittington House, Park Hall, Oswestry	1	69
46	Land south of Weston Farm, Weston Lane, Oswestry	11	50

Central			
Site Ref (BEG Ref.)	**Site**	**Size, ha**	**Total**
2	Land south of Shrewsbury Business Park, Thieves Lane, Shrewsbury	6	94
6	Land north of ABP, Battlefield Road, Shrewsbury	6	87
9	Land north of Livestock Market/Loosemores Reclamation Yard, Battlefield Road, Shrewsbury	17	85
8	Land west of Livestock Market, Battlefield Road, Shrewsbury	5	84
7	Land at Lion Coppice, A49 / A53 Roundabout, Shrewsbury	2	78
1	Land adjacent to Malehurst Mill, Minsterley Road (A488), Malehurst	9	65

South			
Site Ref (BEG Ref.)	**Site**	**Size, ha**	**Total**
58	Land south of Ludlow Eco Park, Sheet Road, Ludlow	8	91
60	Land north of Ludlow Eco Park, A49 bypass, Ludlow	17	89
62	Land south of Rocks Green (A4117), adjacent to A49 bypass, Ludlow	9	86
63	Land north of Rocks Green (A4117), adjacent to A49 bypass, Ludlow	13	86
55	Land between A49 north and rail line, north of Long Lane, Craven Arms	3	81
54	Existing Abattoir and adjoining land, Corvedale Road (B4368), Craven Arms	2	80
53	Land at Newington Farm, A49 North, Craven Arms	4	79
48	Land north of Bishops Castle Business Park, Love Lane (A488), Bishops Castle	7	78
51	Land adjacent to Churchway Business Centre, A49 south, Church Stretton	2	75
59	Land east of Ludlow Eco Park, Sheet Road, Ludlow	7	75
49	Land opposite The Surgery, Schoolhouse Lane, Bishops Castle	4	70
52	School playing field, Shrewsbury Road (B5477), Church Stretton	3	70
50	Land between A49 north & rail line, Church Stretton	3	68
57	Land off Brook Road, Craven Arms	1	67
56	Land opposite Tanglewood Farm, Watling Street, Craven Arms	7	63
61	Land north of Foldgate Lane, Ludlow	4	62

East			
Site Ref (BEG Ref.)	**Site**	**Size, ha**	**Total**
10	Land at Kingswood Road & Shaw Lane, Albrighton	17	82
21	J N Bentley Ltd, Lamledge Lane, Shifnal	2	81
12	Bridgnorth Livestock Market/Land at Racecourse Farm, Wenlock Road, Bridgnorth	12	80
20	Land at Aston Road/Lamledge Lane, Shifnal	8	80
13	Land between A458 and Church Lane, Bridgnorth	11	78
19	Land east of Stretton Road Industrial Estate, Stretton Road (B4371), Much Wenlock	3	75
11	Land south of A458, opposite Wenlock Road, Bridgnorth	13	73
22	Land north of Park Street (A464), Shifnal	9	70
15	Land at north of Stanmore Industrial Estate, Brook Lane, Bridgnorth	5	68
14	Land adjacent to Stanley Lane Industrial Estate, off Broseley Road (B4373), Bridgnorth	3	67
18	Land off Dark Lane, Broseley	3	66
17	Land between Bridgnorth Road (B4373), Avenue Road & Caughley Road, Broseley	11	64
16	Land between Coalport Road and Rough Lane, Broseley	5	57

Appendix 8a – Additional Sites, Site Scoring System

LOCATION		
Location	Proximity to strategic highway network (strategic route: A5, A49, A483 or other A road)	• Site adjacent to road junction on strategic highway network (primary route) – score 10 • Site within 1 mile of junction on strategic highway network – score 8 • Site within 1-2 miles of road junction on strategic highway network– score 6 • Site more than 2 miles from road junction on strategic highway network – score 4
Prominence		• Site adjacent to and visible from strategic highway network (primary route) – score 10 • Site adjacent to, visible from main road (other A road) – score 7 • Site has local prominence – score 5 • Site located in 'backlands' with little or no prominence – score 2
Sequential test		• Within urban area – score 10 • Urban fringe (adjacent to settlement development boundary) – score 7 • Rural location (away from settlement development boundary) – score 3
Environmental setting / attractiveness of location		• Subjective view High – score 9-10 e.g. greenfield business park Above Average – score 7-8 Average – score 5-6 Below Average – score 3-4 Low – score 1-2 e.g. bad neighbour industrial estate
ACCESSIBILITY		
Road accessibility		• Within an A road corridor – score 10 • Within a B road corridor – score 5 • Remote or restricted HGV access – score 1
Access to public transport (bus/rail network)		• Site within 200 metres of a bus stop and 500 metres to a rail station – score 10 • Site within 200 metres of a bus stop – score 5 • Limited or no public transport provision – score 0
PLANNING POLICY		
Strategic approach	Compliance with LDF Core Strategy	• Site located within Shrewsbury – score 10 • Site located within market town or other

	settlement hierarchy (Policy CS1)	key centre – score 8 • Site located within community hub – score 5 • Site does not accord with settlement strategy – score 0
CONSTRAINTS & INFRASTRUCTURE		
Site development constraints	• Legal/Ownership • Environmental/ planning (flood zone, environmental designations and heritage features, identified development requirements, etc) • Physical/abnormal development requirement.	Take an overall subjective view of constraints From 10, reduce score by 2 for each major constraint.
Services availability		• All services are provided and in place – score 10 • Priority services are available with no abnormal costs – score 8 • Priority services are available, but with abnormal cost – score 4 • Some services are unavailable – score 2
Site availability		• Site available to develop within 0-1 year – score 10 • Site available to develop within 1-3 years –score 8 • Site available to develop 3-5 years – score 6 • Site available to develop 5+ years – score 2
Site flexibility		In terms of site shape and sub-division to suit smaller needs. Subjective assessment Score site in terms of shape and ability to sub-divide to suit smaller occupiers. Consider site within its context/category. Score 10 if flexible, 0 if not

Note:

Market Towns		
Whitchurch Market Drayton Wem Oswestry Ellesmere Minsterley/Pontesbury	Ludlow Craven Arms Church Stretton Bishops Castle Cleobury Mortimer Bridgnorth	Much Wenlock Highley Shifnal Albrighton Broseley

SIC (2003) code(s)	Industry Sector	Total Employment 2006 (000s)	Total Employment 2026 (000s)		Employment Change 2006-2026 (000s)		Additional B1c/B2 Floorspace Required, sqm	Additional B8 Floorspace Required, sqm	Additional B1a/b Floorspace Required, sqm
15, 16	Food, Drink & Tobacco	4.4	3.3		-1.100		-37400		
17, 18, 19	Textiles, Clothing & Leather	0.2	0.2		0.000		0		
20, 21	Wood & Paper	1.4	1		-0.400		-13600		
22	Printing & Publishing	0.7	0.4		-0.300		-10200		
23	Manufacture of Fuels	0.2	0.1		-0.100		-3400		
24.4	Pharmaceuticals	0	0		0.000		0		
24 (ex24.4)	Chemicals	0.2	0		-0.200		-6800		
25	Rubber & Plastics	0.5	0.5		0.000		0		
26	Non-Metallic Mineral Products	0.2	0.2		0.000		0		
27	Basic Metals	0.9	0.5		-0.400		-13600		
28	Metal Goods	1.8	1.2		-0.600		-20400		
29	Mechanical Engineering	1.4	0.8		-0.600		-20400		
30, 32	Electronics	0	0		0.000		0		
31, 33	Electrical Engineering & Instruments	0.4	0.1		-0.300		-10200		
34	Motor Vehicles	0.9	0.5		-0.400		-13600		
35	Other Transport Equipment	0.4	0.4		0.000		0		
36, 37	Manufacturing - Other	0.7	0.4		-0.300		-10200		
45	Construction	9.8	12.4		2.600			97500	12350
50, 51	Distribution	9.1	8.4		-0.700			-35000	
60, 63	Land Transport, etc	4.9	4.8		-0.100			-3750	-475
61	Water Transport	0	0		0.000			0	0
62	Air Transport	0	0		0.000			0	0
64	Communications	2.2	1.9		-0.300			-11250	-1425
65, 67	Banking & Finance	1.5	1.8		0.300				5700
66	Insurance	0.1	0.1		0.000				0
72	Computing Services	1.2	2.1		0.900				17100
1, 73, 74.1-74.4	Professional Services	7.2	9.3		2.100				39900
74.5-74.8	Other Business Services	3.8	4.2		0.400				7600
75	Public Admin. & Defence	6	7.5		1.500		12750		21375
90 - 99	Miscellaneous Services	8.6	9.5		0.900				17100
	Total	**68.700**	**71.600**		**2.900**		**-147050**	**47500**	**119225**
	Land Equivalent, ha						***-37.71***	***12.18***	***30.57***

Default_econ.mre - B101: Assumps: Ce_ier; Impact: Null: Shropshire - Detailed Results: Employment by Industry: Total

	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Agriculture etc	7.2	8.2	8.9	9.2	9.5	8.1	8.4	11.2	9.6	8.2	5.6	6	6.5	8	9.6	10.5	14.5	10.5	10.3	8.6	7.3
Coal	0.1	0.1	0.1	0.1	0.1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Oil & Gas etc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Mining	0.9	0.9	0.9	0.7	0.7	0.7	0.6	0.5	0.5	0.4	0.3	0.2	0.2	0.2	0.3	0.1	0.2	0.3	0.3	0.3	0.4
Food, Drink & Tob.	2.9	3	3.3	3.5	3.5	3.4	3.5	3	3	3.8	4.5	4.1	4.3	4.1	4.1	3.7	4.2	4.2	4.5	4.6	5.2
Text., Cloth. & Leath	1	1	1	1.1	1.5	1.7	2	2.1	2	2.1	1.8	1.6	1.7	1.3	1	1.6	1.6	1	0.7	0.4	0.2
Wood & Paper	2.8	2.9	3	3.1	2.4	1.8	1.1	1.8	2.5	2.2	1.7	1.5	1.5	1.5	1.3	1.1	1.1	1	1.2	1.5	1.5
Printing & Publishing	0.6	0.5	0.5	0.5	0.6	0.7	0.8	0.7	0.7	1	1.2	1.2	0.8	0.8	0.9	0.9	0.9	0.8	1	1	0.8
Manuf. Fuels	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.1	0	0.1	0.1	0.2
Pharmaceuticals	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0	0	0	0	0	0	0	0
Chemicals nes	0.2	0.2	0.3	0.4	0.5	0.5	0.6	0.5	0.4	0.4	0.3	0.3	0.2	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2
Rubber & Plastics	0.2	0.2	0.2	0.3	0.4	0.5	0.6	0.6	0.5	0.6	0.6	0.7	0.9	0.6	0.4	0.8	1	0.6	0.6	0.6	0.7
Non-Met. Min. Prods.	0.5	0.4	0.5	0.5	0.6	0.7	0.8	0.9	1	0.8	0.5	0.4	0.3	0.3	0.3	0.3	0.2	0.3	0.2	0.2	0.3
Basic Metals	0.9	0.9	0.8	0.8	0.8	0.9	0.9	0.9	1	1.1	1.1	1	1	1	1.1	1.2	1	0.9	0.7	0.8	0.6
Metal Goods	3.7	3.2	2.5	2.1	3.1	4.1	5.2	3.7	2.4	2.6	2.6	2.3	2	2.4	2.8	2.9	2.3	3.4	2.1	2.4	2.2
Mech. Engineering	2.7	2.4	2.1	1.9	1.9	1.8	1.8	1.9	2	2.2	2.3	2.4	2.3	2.1	2.1	2.4	2.9	4	3.1	1.8	1.9
Electronics	0.1	0.2	0.3	0.4	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0	0	0	0.2	0.2	0.1	0.2	0.1
Elec. Eng. & Instrum.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.5	0.6	0.8	0.6	0.5	0.8	0.9	1.5	0.9	0.8	0.7
Motor Vehicles	0.1	0.1	0.2	0.2	0.1	0.1	0	0.1	0.2	0.2	0.3	0.6	0.9	0.4	0.2	0.3	0.4	1.2	1.2	1	1
Oth. Transp. Equip.	0.2	0.2	0.3	0.3	0.4	0.4	0.5	0.4	0.5	0.7	0.9	0.6	0.3	0.5	0.6	0.5	0.7	0.3	0.3	0.3	0.3
Manuf. nes	0.2	0.3	0.3	0.3	0.4	0.4	0.5	0.5	0.6	1	1.3	0.8	0.6	0.6	0.7	0.7	1	0.8	1	1.1	1.1
Electricity	0.7	0.8	0.9	1	0.9	0.9	0.9	0.7	0.5	0.5	0.5	0.5	0.5	0.4	0.3	0.2	0.2	0.3	0.4	0.1	0.3
Gas Supply	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.3	0	0	0	0	0	0
Water Supply	0.5	0.5	0.5	0.5	0.5	0.4	0.4	0.5	0.7	0.6	0.5	0.5	0.5	0.4	0.3	0.3	0.2	0.3	0.2	0.3	0.4
Construction	6.3	5.8	5.5	6	5.9	5.8	6.2	6.7	7.3	7.8	7.7	6.5	5.9	5.9	5.8	7.9	7.3	8.9	7.5	11.5	7
Distribution	8.9	9.1	9.2	9.6	9.2	8.7	8.1	8.8	9.5	9.3	8.4	8.1	7.8	8.5	9.4	9	10.5	11.1	10.8	12.1	8.9
Retailing	9.4	9.9	10	10.5	10.3	10	9.4	10.8	12.1	12	11	12	12.6	12.6	12.3	12.1	12.3	13	12.9	12.2	14.4
Hotels & Catering	4.5	5.1	5.3	5.9	6	6.3	6.7	7.8	8.7	8.5	7.3	7.2	7.1	7	6.8	7.1	6.9	7.4	9.9	7.2	5.7
Land Transport etc	3	2.9	2.7	2.8	2.8	2.8	2.9	3.1	3.2	3.4	3.6	3.3	3.4	3.1	3.3	3.4	3.4	4.7	3.6	4.5	4.6
Water Transport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Air Transport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Communications	2.5	2.5	2.5	2.5	2.6	2.6	2.8	2.9	3.1	2.9	2.5	2.5	2.5	2.6	2.7	3.1	3.2	2.7	2.4	2.3	2.3
Banking & Finance	2.4	2.3	2.3	2.2	2.2	2.2	2.3	2.5	2.6	2.5	2.2	2.1	2.3	2	2	1.9	1.8	1.7	1.7	1.5	1.5
Insurance	0.6	0.5	0.6	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.3	0.4	0.3	0.2	0.2	0.2
Computing Services	0	0.1	0.2	0.4	0.2	0.1	0	0	0	0.2	0.3	0.2	0.2	0.3	0.4	0.5	0.6	0.6	0.6	0.9	1.3
Prof. Services	4.8	4.6	4.6	4.6	4.1	3.8	3.5	4.3	4.9	5.3	5.4	5.5	5.8	5.6	6	4.9	5.1	4.6	4.8	6.2	7.1
Other Bus. Services	1.6	1.6	1.8	1.9	2.1	2.3	2.5	2.9	3.2	3.5	3.2	3.1	3.2	3.2	3.7	4.3	4.2	3.3	3	3.6	4.3
Public Admin. & Def.	5.8	5.9	6.1	6.4	5.9	5.6	5.3	5.1	4.5	5.6	6.6	7	7.1	6.6	6.1	6.6	6.8	5	5.1	6.8	6
Education	7.4	7.4	7.3	7.3	7.4	7.7	8	7.4	6.9	7.7	8.3	8.5	8.7	8.7	8.7	9	9	6.8	9.5	9.6	9.3
Health & Social Work	9.8	9.7	9.7	9.6	10.1	10.5	10.9	11.6	11.6	12.4	12.8	13.4	13.8	12.9	12.1	11.7	12.1	13.6	14.9	15.5	16.2
Misc. Services	5.5	5.1	4.7	4.7	4.6	4.4	4.2	4.4	4.4	4.7	4.5	4.6	4.9	5.6	5.9	5.8	5.9	6.5	6	6.7	5.4
Unallocated	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	98.5	99.1	99.7	102.6	102.7	100.9	102.5	109.6	111.3	115.6	110.9	110.1	110.9	110.6	112.7	116.2	123.4	122.4	122.4	127	119.5

Default_econ.mre - B101: Assu

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Agriculture etc	6.4	8.2	7	7.6	7.3	6.1	8.6	8.1	7.8	7.4	7	6.7	6.3	6	5.7	5.4	5.2	4.9	4.7
Coal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Oil & Gas etc	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Mining	0.4	0.3	0.2	0.3	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1
Food, Drink & Tob.	4.8	4.7	4.8	4.8	4.4	4	3.8	3.7	3.7	3.7	3.6	3.6	3.6	3.5	3.5	3.5	3.4	3.4	3.4
Text., Cloth. & Leath	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Wood & Paper	1.3	1.1	1.1	1.2	1.4	1.2	1.1	1	1	1	1	1	1	1	1	1	1	1	1
Printing & Publishing	0.8	0.6	0.6	0.7	0.7	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Manuf. Fuels	0.1	0.1	0	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Pharmaceuticals	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chemicals nes	0.2	0.2	0.2	0.2	0.2	0.1	0	0	0	0	0	0	0	0	0	0	0	0	0
Rubber & Plastics	0.9	0.8	0.5	0.7	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Non-Met. Min. Prods.	0.4	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Basic Metals	1.1	1.1	1	0.9	0.9	1	0.9	0.9	0.8	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.6
Metal Goods	3.2	2.3	1.9	2	1.8	1.8	1.7	1.5	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.3	1.3
Mech. Engineering	2.3	1.7	1.8	1.8	1.4	1.2	1.2	1	1	0.9	0.9	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Electronics	0.1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Elec. Eng. & Instrum.	0.9	0.5	0.6	0.5	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2
Motor Vehicles	1.2	0.7	0.9	0.9	0.9	0.8	0.7	0.7	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.6
Oth. Transp. Equip.	0.3	0.2	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Manuf. nes	1	0.5	0.6	0.7	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.5
Electricity	0.1	0.4	0.4	0.3	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Gas Supply	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Water Supply	0.2	0.4	0.3	0.3	0.3	0.4	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Construction	11.6	7.9	9	11.6	9.8	10.5	10.5	10.2	9.7	9.6	9.6	10	10.2	10.4	10.6	10.7	10.9	11.1	11.4
Distribution	8.6	9.5	10.8	10	9.1	9.5	9.6	8.8	8.4	8.4	8.4	8.4	8.4	8.4	8.4	8.4	8.4	8.4	8.4
Retailing	14.2	12.8	14.2	14.6	13.5	12.9	13.5	13.4	13.3	13.5	13.6	14.1	14.3	14.5	14.6	14.7	14.8	15	15
Hotels & Catering	7.5	8	7	12.1	8.8	8.5	8.7	8.2	7.8	7.8	8	8	8.1	8.2	8.3	8.4	8.4	8.4	8.4
Land Transport etc	4.1	4.6	4	4.3	4.9	4.7	4.2	4.2	4.3	4.3	4.3	4.3	4.3	4.4	4.4	4.5	4.5	4.5	4.6
Water Transport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Air Transport	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Communications	2.4	2.3	2.2	1.9	2.2	2.2	2.1	2	2	2	2.1	2.1	2.1	2.1	2.1	2	2	2	2
Banking & Finance	1.6	1.8	1.7	1.8	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.7	1.7	1.7
Insurance	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Computing Services	1.1	0.8	1.1	1.1	1.2	1.3	1.2	1.2	1.2	1.3	1.3	1.4	1.4	1.5	1.5	1.6	1.7	1.7	1.8
Prof. Services	6.5	5.4	7.5	6.8	7.2	7.5	7.9	7.5	7.3	7.4	7.5	7.6	7.7	7.9	8	8.1	8.3	8.4	8.6
Other Bus. Services	3.6	3	3.7	3.7	3.8	4.5	4.4	4.2	4.1	4.1	4.1	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
Public Admin. & Def.	6.9	6.8	5.5	6.1	6	7.3	6.6	6.6	6.7	6.7	6.7	6.8	6.9	6.9	7	7	7.1	7.2	7.2
Education	10.6	10.2	10.6	10.7	11.2	10.8	10.6	10.9	11.1	11	11	10.9	10.9	10.9	11	11	11	11	11
Health & Social Work	16.1	22.9	17.1	19.1	16.8	14.1	18.1	19.1	19.2	19	18.9	18.9	19	19.2	19.6	20	20.4	20.7	21.1
Misc. Services	5.8	6.4	8.5	8.7	8.6	8	8.8	8.6	8.4	8.4	8.4	8.4	8.5	8.7	8.8	8.9	9	9	9.1
Unallocated	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	126.7	126.6	125.5	136.6	127.2	123.6	130.2	127.6	125.1	124.5	124.5	125	125.7	126.4	127.2	127.9	128.7	129.4	130.1

Appendix 6 – Spatial Zones Employment Land Take-up Analysis

NORTH EAST

Completion Year Ending	Area, ha					
	Allocated/ Protected Sites	Windfall				
		0-0.099	0.100-0.249	0.250-0.399	0.400+	All
1990	0.090	0.480	0.350	0.260	0	1.090
1991	1.540	0.350	0.350	0.360	0.450	1.510
1992	2.290	0.320	0.240	0	1.020	1.580
1993	3.110	0.240	0	0	1.460	1.700
1994	0.990	0.500	0.330	0	0.470	1.300
1995	0.980	0.130	0.530	0	0	0.660
1996	1.000	0.130	2.120	0	0	2.250
1997	1.650	0.250	0.230	0.320	0	0.800
1998	4.170	0.290	0	0	0.600	0.890
1999	1.290	0.350	0.510	0.280	0	1.140
2000	1.380	0.360	0.420	0	0	0.780
2001	0.430	0.315	0	0	0	0.315
2002	1.480	0.376	0.140	0	0	0.516
2003	3.142	0.340	0.363	0	0.593	1.296
2004	2.134	0.264	0.533	0	0.844	1.641
2005	1.063	0.236	0.437	0.363	2.782	3.818
2006	1.867	0.426	0.487	0.283	0	1.196
Total 1990-2006	**28.606**	**5.357**	**7.040**	**1.866**	**8.219**	**22.482**
Average/ year 1990-2006	**1.683**	**0.315**	**0.414**	**0.110**	**0.483**	**1.322**
2007	2.725	0.138	0.200	0	0	0.338
2008	0.092	0.284	0.311	0	0	0.595
2009	0.049	0.393	0.236	0	1.343	1.972
Total 1990-2009	**31.472**	**6.172**	**7.787**	**1.866**	**9.562**	**25.387**
Average/ year 1990-2009	**1.656**	**0.309**	**0.389**	**0.093**	**0.478**	**1.269**

Source: Shropshire Council 2010

NORTH WEST

Completion Year Ending	Area, ha					
	Allocated/ Protected Sites	Windfall				
		0-0.099	0.100-0.249	0.250-0.399	0.400+	All
1990	1.570	0.550	0.610	0	2.090	3.250
1991	4.300	0.420	0.120	0	0.610	1.150
1992	0.690	0.240	0.100	0	0	0.340
1993	0.800	0.120	0.380	0.290	0.600	1.390
1994	0.960	0.260	0	0	0.670	0.930
1995	0.430	0.220	0.100	0	0	0.320
1996	0.610	0.070	0.120	0	0	0.190
1997	2.100	0.280	0	0	0	0.280
1998	0.660	0.120	0	0	1.670	1.790
1999	1.040	0.140	0.230	0	0	0.370
2000	0.760	0.290	0.120	0	0.600	1.010
2001	1.370	0.330	0.290	0	0	0.620
2002	1.048	0.239	0.170	0	0.420	0.829
2003	0.576	0.096	0.195	0.260	0	0.551
2004	0.641	0.124	0	0.358	0.444	0.926
2005	0.711	0.148	1.600	0	0	1.748
2006	1.517	0.602	0.562	0	0	1.164
Total 1990-2006	**19.783**	**4.249**	**4.597**	**0.908**	**7.104**	**16.858**
Average/ year 1990-2006	**1.164**	**0.250**	**0.270**	**0.053**	**0.418**	**0.992**
2007	1.842	0.345	0.126	0	0	0.471
2008	0.662	0.053	0.167	0	0.656	0.876
2009	0.525	0.308	0.161	0	0	0.469
Total 1990-2009	**22.812**	**4.955**	**5.051**	**0.908**	**7.760**	**18.674**
Average/ year 1990-2009	**1.141**	**0.248**	**0.253**	**0.045**	**0.388**	**0.934**

Source: Shropshire Council 2010

CENTRAL

Completion Year Ending	Area, ha					
	Allocated/ Protected Sites	Windfall				
		0-0.099	0.100-0.249	0.250-0.399	0.400+	All
1990	4.950	0.440	0.270	0.350	0	1.060
1991	2.760	0.280	0.240	0	0.400	0.920
1992	2.170	0.130	0.120	0	0.650	0.900
1993	1.970	0.420	0.230	0	0.580	1.230
1994	1.140	0.160	0.110	0	1.620	1.890
1995	2.740	0.350	0.470	0	0.910	1.730
1996	2.120	0.320	0.300	0.650	0	1.270
1997	1.657	0.220	0.410	0.300	0	0.930
1998	1.390	0.260	0	0.310	0	0.570
1999	4.690	0.310	0.340	0	0.430	1.080
2000	0.820	0.260	0.560	0.960	1.390	3.170
2001	0.490	0.090	0.170	0	0	0.260
2002	7.558	0.310	0.658	0.270	0	1.238
2003	2.761	0.659	0.670	0	0.467	1.796
2004	3.762	0.129	0.381	1.276	1.345	3.131
2005	2.771	0.544	0.464	0	0	1.008
2006	4.116	0.203	0.645	0	0	0.848
Total 1990-2006	**47.865**	**5.085**	**6.038**	**4.116**	**7.792**	**23.031**
Average/ year 1990-2006	**2.816**	**0.299**	**0.355**	**0.242**	**0.458**	**1.355**
2007	4.146	0.473	0.743	0.281	2.657	4.154
2008	4.443	0.526	0.383	0	0	0.909
2009	6.264	0.243	1.116	1.772	0.439	3.570
Total 1990-2009	**62.718**	**6.327**	**8.280**	**6.169**	**10.888**	**31.664**
Average/ year 1990-2009	**3.136**	**0.316**	**0.414**	**0.308**	**0.544**	**1.583**

Source: Shropshire Council 2010

SOUTH

Completion Year Ending	Area, ha					
	Allocated/ Protected Sites	Windfall				
		0-0.099	0.100-0.249	0.250-0.399	0.400+	All
1990	4.500	0.260	0	0	0.800	1.060
1991	1.750	0.280	0.140	0	0	0.420
1992	1.770	0.260	0	0.250	0	0.510
1993	0.080	0.400	0.180	0	0	0.580
1994	0.090	0.080	0.110	0	0	0.190
1995	0.630	0.460	0	0	0	0.460
1996	2.010	0.360	0.100	0	0	0.460
1997	0.230	0.280	0.180	0	0	0.460
1998	0.550	0.200	0.200	0	0	0.400
1999	0.040	0.257	0.100	0	0	0.357
2000	2.106	0.140	0.530	0.280	1.700	2.650
2001	2.890	0.070	0.430	0	0	0.500
2002	0.109	0.286	0.200	0	0	0.486
2003	2.131	0.151	0	0.250	0	0.401
2004	1.076	0.342	0	0	0	0.342
2005	1.425	0.471	0	0	0	0.471
2006	0.485	0.231	0.160	0	0	0.391
Total 1990-2006	**21.872**	**4.528**	**2.330**	**0.780**	**2.500**	**10.138**
Average/ year 1990-2006	**1.287**	**0.266**	**0.137**	**0.046**	**0.147**	**0.596**
2007	0.100	0.390	0.127	0	0	0.517
2008	1.146	0.339	0.156	0	1.483	1.978
2009	0.373	0.281	0	0.346	0	0.627
Total 1990-2009	**23.491**	**5.538**	**2.613**	**1.126**	**3.983**	**13.260**
Average/ year 1990-2009	**1.175**	**0.277**	**0.131**	**0.056**	**0.199**	**0.663**

Source: Shropshire Council 2010

EAST

Completion Year Ending	Area, ha					
	Allocated/ Protected Sites	Windfall				
		0-0.099	0.100-0.249	0.250-0.399	0.400+	All
1990	1.430	0.190	0.410	0	1.140	1.740
1991	0.500	0.280	0.150	0.320	0	0.750
1992	0.380	0.560	0.230	0.250	1.320	2.360
1993	0.080	0.080	0.450	0	0	0.530
1994	0.060	0.340	0	0	0	0.340
1995	1.500	0.060	0.200	0	0	0.260
1996	0.090	0.190	0	0.290	0	0.480
1997	0.180	0.150	0	0	0.800	0.950
1998	0.050	0.110	0	0	0.530	0.640
1999	0.160	0.240	0.340	0	0	0.580
2000	1.560	0.140	0	0	0	0.140
2001	0.070	0.250	0.260	0	0	0.510
2002	0	0.173	0.130	0	1.250	1.553
2003	0.090	0.207	0.270	0	0	0.477
2004	0.259	0.278	0.226	0	1.084	1.588
2005	0.246	0.406	0.104	0	0	0.510
2006	0.588	0.297	0.356	0	0	0.653
Total 1990-2006	**7.243**	**3.951**	**3.126**	**0.860**	**6.124**	**14.061**
Average/ year 1990-2006	**0.426**	**0.232**	**0.184**	**0.051**	**0.360**	**0.827**
2007	1.826	0.239	0.180	0.593	0	1.012
2008	0.623	0.142	0.122	0.860	0	1.124
2009	0.098	0.044	0.526	0.275	0	0.845
Total 1990-2009	**9.790**	**4.376**	**3.954**	**2.588**	**6.124**	**17.042**
Average/ year 1990-2009	**0.490**	**0.219**	**0.198**	**0.129**	**0.306**	**0.852**

Source: Shropshire Council 2010

Site Ref	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure				Total
			Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility	
BR1992/00598 BR1993/00463	Chartwell BP, Stourbridge Road, Bridgnorth	5.74	10	10	10	7	10	5	8	10	10	10	10	100
LB2006/00004	Faraday Drive (East), Bridgnorth	0.61	8	5	10	5	10	5	8	10	8	6	8	83
BR2008/00425	Land at Faraday Drive, Bridgnorth	0.04	8	4	10	5	10	5	8	10	10	10	2	82
LB2004/00013	Stanmore IE, Stanmore, Bridgnorth	2.84	8	2	3	6	10	0	8	10	10	10	6	73
BR2008/00310	Adj Shell Petrol Station, Sutton Maddock	0.11	10	5	3	4	10	5	0	10	10	10	1	68
LB2004/00018	Land off Stretton Road, Much Wenlock	0.65	8	2	10	3	10	5	8	4	4	8	5	67
LB2004/00017	Adj Netherton Workshops, Highley	0.59	4	2	10	3	5	5	8	10	8	6	4	65
BR2006/0866	Old Station BP, Bridgnorth Road, Cleobury Mortimer	0.26	4	0	3	3	10	0	10	10	2	10	4	56
LB2004/00016	Land adj Industrial Estate, Ditton Priors	1.19	4	0	10	1	1	5	5	10	2	8	6	52
LB2004/00012	Alveley Industrial Estate, Alveley	0.15	4	0	3	2	10	0	5	10	2	6	6	48
BR2008/00595	Alveley Industrial Estate, Alveley	0.29	4	0	3	2	10	0	5	10	2	6	6	48

Site Ref	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure				Total
			Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility	
LS2005/0006	Ludlow Eco Park, Phase II, Sheet Road, Ludlow	2.32	10	10	7	10	10	5	8	10	8	8	9	95
LS1998/00212	Land at Long Lane Industrial Estate, Craven Arms	0.83	8	2	10	7	10	10	8	10	10	8	7	90
SS2005/17420	Plot K, Long Lane Industrial Estate, Craven Armss	0.24	8	2	10	7	10	10	8	10	10	10	5	90
LS2005/00006 (S2)	Plot 2, Eco Park, Ludlow	0.20	10	10	7	10	10	5	8	10	8	8	4	90
LS2005/00006 (S1)	Ludlow Eco Park, Plot 3, Sheet Road, Ludlow	0.51	8	7	7	10	10	5	8	10	8	8	7	88
LS1998/00212 (S3)	Land at Hopesay Hill Road, Long Lane Industrial Estate Craven Arms	0.26	8	2	10	7	10	10	8	10	10	8	5	88
LS1998/00212 (S4)	Land at Callow Hill Road, Long Lane Industrial Estate, Craven Arms	0.18	8	2	10	7	10	10	8	10	10	8	5	88
SS2008/20838	Plot 7, Eco Park, Sheet Road, Ludlow	0.40	8	5	7	10	10	5	8	10	8	10	4	85
SS1989/01127	Adj Junction A488/B4385, Bishops Castle Business Park, Bishops Castle	2.75	4	7	10	8	10	5	8	10	8	8	6	84
SS2006/17896	Land at Foldgate Lane, Ludlow	0.51	8	2	10	7	10	5	8	10	10	8	6	84
SS2007/19559	Ludlow BP, Sheet Road, Ludlow	0.12	8	2	7	10	10	5	8	10	10	10	3	83
SS2008/21010	Station House, Clee Hill Road, Burford	1.05	8	5	10	7	10	5	5	10	10	8	5	83
SS2008/21360	Adj Unit 11, Ludlow Business Park, Ludlow	0.12	8	10	10	3	10	5	8	10	8	8	3	83
LS2005/0002	North of Long Lane, Craven Arms	3.44	8	7	7	7	10	10	8	4	8	6	7	82
SS2006/18312	Plots 5, 6, 8 & 9, Ludlow Eco Park, Sheet Road, Ludlow	0.08	8	2	7	10	10	5	8	10	10	10	2	82
SS2004/16080	Adj Shukers (Landrover), Ludlow Business Park, Ludlow	0.27	8	5	10	3	10	5	8	10	8	10	4	81
SS2007/19386	Plot E, Bishops Castle BP, Bishops Castle	0.09	4	2	10	8	10	5	8	10	10	10	3	80
SS2007/19921	Adj DMS Plastics, Ludlow Business Park, Ludlow	0.14	8	5	10	3	10	5	8	10	8	8	3	78
SS2008/20717	Charles Ransford & Son, Station Street, Bishops Castle	0.42	4	1	10	3	10	5	8	10	10	10	4	75
SS2007/20065	Adj Lacon Childe School, Love Lane, Cleobury Mortimer	0.11	4	2	10	4	10	5	8	10	10	10	2	75
SS2003/14391	Border Holdings UK Ltd, The Grove, Craven Arms	1.21	8	2	3	5	10	0	8	10	10	10	8	74
LS1998/00229	The Grove, Craven Arms	0.60	8	2	3	5	10	0	8	10	10	8	6	70
LS2005/0001	Land off B4367, Bucknell	1.75	4	1	10	3	5	10	5	8	10	8	3	67

Site Ref	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure				Total
			Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility	
SS2007/19995	The Oaks Garage, Stone Acton Road, Wall-under-Heywood	0.20	4	2	3	2	1	0	0	10	10	10	2	44

Site Ref	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure				Total
			Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility	
OS2007/14712	Land at Rod Meadows, Shrewsbury Road, Oswestry	2.75	10	10	7	8	10	5	8	8	8	8	8	90
LO1999/00132	South of Mile Oak Industrial/Adjacent to Bypass, Oswestry	2.19	10	10	7	7	10	5	8	10	8	8	6	89
LN2003/00037	Ellesmere Business Park, off Oswestry Road, Ellesmere	6.15	8	5	7	9	10	5	8	10	8	6	9	85
LO1981/00043	Mile End Business Park off Maes-Y-Clawdd, Oswestry	1.55	8	5	7	7	5	5	8	10	10	6	6	77
NS2006/00725	Plots 2&3 Ellesmere Business Park, Oswestry Road, Ellesmere	0.44	4	5	7	9	10	0	8	10	8	8	5	74
LO1981/00129	Kensington Gardens, Maesbury Road, Oswestry	0.86	8	5	7	5	5	5	8	8	8	8	4	71
OS2006/14650	Site Adjacent Factory No.2, Maesbury Road, Oswestry	0.23	8	2	7	5	1	5	8	10	10	10	4	70
OS2005/13705	Land Adjacent to Evans Enterprises, Park Hall	0.54	10	2	7	6	10	0	0	10	10	10	4	69
LN2003/00036	Off Grange Road, Ellesmere	3.02	4	7	7	6	10	0	8	6	8	2	6	64
LO1999/00160	Bank Top Industrial Estate, St Martins	1.47	8	2	3	5	5	0	5	10	8	2	8	56
LO1999/00041	Old Coal Yard, Llanymynech	1.59	8	2	7	3	5	5	5	6	8	2	2	53
OS1998/10163	Land Adj Newcastle Fabrications, Ifton Industrial Estate	0.32	4	1	3	2	5	0	5	10	10	10	2	52
OS2008/15679	Former Brickworks Site, Ifton Colliery, Ifton Heath	1.04	4	1	3	2	1	0	5	10	10	10	4	50
LO1999/00133	Weston Farm, West of Mile Oak Industrial Estate, Oswestry	11.86	8	2	7	7	1	0	8	0	4	2	10	49
OS2007/14878	Former Brickworks Site, Ifton Colliery, Ifton Heath	0.21	4	1	3	2	1	0	5	10	10	10	3	49
OS2006/14374	Former Brickworks Site, Ifton Colliery, Ifton Heath	0.33	4	2	3	2	1	0	5	10	10	10	2	49
NS2003/01138	Shaws Estate, Sodylt	0.24	4	1	3	3	5	0	0	10	10	8	2	46

Site Ref	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure				Total
			Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility	
NS2007/01046	Land off Shakespeare Way, Waymills Business Park, Whitchurch	1.39	10	10	7	5	10	10	8	10	10	8	7	95
NS2007/02018	Muller Dairy (North Site), Shrewsbury Road, Market Drayton	8.50	10	10	7	8	10	5	8	10	8	8	10	94
LN2003/00048	North of Tern Valley Business Park, Market Drayton	1.65	10	10	7	7	10	5	8	10	10	10	7	94
LN2003/00057	Heath Road, Whitchurch	4.82	10	10	7	8	10	5	8	8	8	6	9	89
NS2007/02420	Tern Valley Business Park, Shrewsbury Road, Market Drayton	5.42	8	5	7	7	10	5	8	10	10	8	10	88
NS2005/01182	Plots 6 & 7 Waymills Industrial Estate, Whitchurch	0.78	8	5	7	4	5	10	8	10	10	10	6	83
NS2005/00683	Land Adj Frmr Miller Corp, Civic Green Industrial Estate, Waymills, Whitchurch	0.27	8	5	7	4	5	10	8	10	10	10	6	83
LN2003/00054	South of Civic Park, Waymills Industrial Estate, Whitchurch	6.02	10	10	7	8	10	5	8	4	4	6	10	82
LN2003/00063	Sych Farm (Phase 1), Adderley Road, Market Drayton	0.72	10	10	7	5	10	5	8	6	8	8	5	82
NS2007/01687	Sych Farm, Adderley Rd, Market Drayton	1.33	8	2	7	7	10	0	8	10	10	10	8	80
LN2003/00052	Sandford Industrial Park (Phase 1), near Prees	2.75	10	10	3	6	10	0	0	10	10	10	7	76
NS2003/01266	Land Adj West Mids Co-op, Smithfield Car Park, Wem	0.14	4	2	10	5	5	10	8	10	10	10	0	74
NS2005/00507	PD Stevens & Son Ltd, Greenfields Lane, Market Drayton	0.16	8	2	10	3	10	5	8	8	10	8	0	72
LN2003/00038	Maer Lane/Bert Smith Way, Market Drayton	0.80	8	2	10	3	10	0	8	10	10	8	2	71
NS2007/02085	Land Adj to Unit 2, Waymillls, Whitchurch	0.27	8	2	7	4	5	10	8	8	10	8	0	70
NS1997/00491	Units B, C & D Whitchurch Business Park, Ash Rd, Whitchurch	0.10	8	2	7	4	10	0	8	10	10	8	2	69
LN2003/00042	Wem Industrial Estate, Soulton Rd, Wem	1.76	4	2	7	2	5	5	8	10	10	8	7	68
LN2003/00039	Prees Industrial Estate, Prees	0.20	8	2	3	2	10	5	5	10	10	8	1	64
NS2008/00359	Ollerton Warehouse, Ollerton Business Park, Nr Market Drayton	0.67	6	2	3	7	1	0	0	10	10	8	3	50

Site Ref	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure			
			Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility
LY2001/00015	Shrewsbury Business Park (Phase 2), Emstrey, Shrewsbury	4.98	10	10	10	9	10	0	10	10	10	10	7
SY1998/01237	Shrewsbury Business Park, Plot 10, Emstrey, Shrewsbury	0.91	8	7	10	9	10	5	10	10	8	8	10
LY2001/00010	Battlefield Enterprise Park, off Harlescott Lane, Harlescott, Shrewsbury	2.39	8	7	10	8	10	5	10	10	8	8	10
SY2002/01429	Shropshire Food Enterprise Park, Battlefield, Shrewsbury	7.93	8	7	10	8	10	5	10	10	8	8	10
SY2006/00916	Plot 3.1, Battlefield Enterprise Park, Knights Way, Battlefield, Shrewsbury	0.43	8	7	10	8	10	5	10	10	10	10	5
SY2008/00448	Plot 2, Shropshire Food Enterprise Park, Battlefield, Shrewsbury	1.22	8	7	10	8	10	5	10	10	8	10	7
SY2006/01117	Plot 5a, Battlefield Enterprise Park, Battlefield, Shrewsbury	1.09	8	5	10	8	10	5	10	10	10	10	5
LY2001/00016	Rear of Stadco, Harlescott Lane, Harlescott, Shrewsbury	1.76	8	5	10	8	10	5	10	9	8	8	8
SY2007/00795	Plots 6 & 7, Vanguard Way, Shrewsbury	0.50	6	5	10	8	10	5	10	10	10	10	5
SY2009/00031	Plots 3 & 5 Vanguard One, Vanguard Way, Shrewsbury	0.68	6	5	10	8	10	5	10	10	8	10	5
SY2007/00809	Plot 34, Vanguard Two, Vanguard Way, Shrewsbury	0.34	8	5	10	8	10	0	10	10	10	10	5
SY2007/00922	Plot 36, Vanguard Two, Vanguard Way, Shrewsbury	0.47	8	5	10	8	10	0	10	10	10	10	5
LY2001/00017	Land East of Battlefield Enterprise Park, Harlescott, Shrewsbury	2.25	8	5	10	8	10	5	10	8	8	6	5
SY2007/00757	Plot 28 Vanguard Two, Vanguard Way, Shrewsbury	0.21	6	5	10	8	10	0	10	10	10	10	4
LY2001/00004	Off Ellesmere Road (East)/Castle Foregate, Shrewsbury	0.37	4	2	10	4	10	10	10	8	10	10	4
SY2001/01177	Former Cattle Market – Park & Ride, Battlefield Road, Harlescott Lane, Shrewsbury	1.68	8	5	10	5	10	0	10	10	10	8	6
SY2007/01839	Plot 24, Shrewsbury Business Park	0.19	8	5	10	9	5	0	10	10	10	10	5
SY2008/01038	Plot 24a, Shrewsbury Business Park	0.13	8	5	10	9	5	0	10	10	10	10	5
SY2008/01327	Vanguard 3, Vanguard Way, Shrewsbury	2.22	6	5	10	8	10	0	10	9	8	8	6
SY2008/00732	Former Farr and Harris Builders Merchants, Horse Fair, Abbey Foregate, Shrewsbury	0.23	6	5	10	9	1	5	10	10	10	8	4
SY2008/00565	Sundorne Trade Park, Arlington Way, Shrewsbury	0.31	8	2	10	6	1	5	10	10	10	10	5
NS2007/00018	Sewage Works, Shrewsbury Road, Shawbury	0.30	10	10	7	4	10	0	8	7	8	8	4
SY2004/01849	Uniq, Station Road, Minsterley	0.26	4	2	10	4	10	5	8	10	10	10	1
SY2008/01551	Land at Sweetlake Business Village, Sweetlake, Shrewsbury	0.18	6	5	7	5	1	5	10	10	10	10	5

Site Ref	Site	Size, ha	Location				Accessibility		Planning Policy	Constraints and Infrastructure			
			Road Proximity	Prominence	Sequential Test	Environmental Setting	Road Accessibility	Public Transport	Strategic Approach	Site Development Constraints	Services Availability	Site Availability	Site Flexibility
SY2007/00056	Nobold Business Park, Longden Road, Shrewsbury	0.51	6	5	7	5	1	5	10	10	10	8	6
LY2001/00006	Centurion Park, Kendal Road/Whitchurch Road, Harlescott, Shrewsbury	0.54	8	2	10	5	1	0	10	8	10	8	4
SY2006/01334	Land adj Atcham Business Park. Atcham	0.98	8	5	3	6	5	0	5	8	8	6	7
SY2004/01389	Land Adjacent to Poultry Farm, Ford	5.58	8	5	3	7	10	0	0	6	4	6	10
SY2003/00715	Plot 1, Poultry Farm, Ford	0.24	8	5	3	7	10	0	0	6	4	8	5
LY2001/00014	Adjacent G.I. Motors, off Arlington Way, Shrewsbury	0.19	8	2	10	6	1	0	10	5	4	6	3
LY2001/00012	Station Road, Dorrington	0.22	8	2	3	4	1	0	5	9	8	6	5
SY2003/01534	Leaton Industrial Estate (Phase 1), Bomere Heath	0.25	4	2	3	4	1	0	0	10	10	10	4

Total
96
95
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83
82
82
82
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74
74

Total
73
66
61
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56
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51
48

Appendix 5b – Sites Scoring Summary

North East			
Site Ref	**Site**	**Size, ha**	**Total**
NS2007/01046	Land off Shakespeare Way, Waymills Business Park, Whitchurch	1.39	95
NS2007/02018	Muller Dairy (North Site), Shrewsbury Road, Market Drayton	8.50	94
LN2003/00048	North of Tern Valley Business Park, Market Drayton	1.65	94
LN2003/00057	Heath Road, Whitchurch	4.82	89
NS2007/02420	Tern Valley Business Park, Shrewsbury Road, Market Drayton	5.42	88
NS2005/01182	Plots 6 & 7 Waymills Industrial Estate, Whitchurch	0.78	83
NS2005/00683	Land Adj Former Miller Corp, Civic Green Industrial Estate, Waymills, Whitchurch	0.27	83
LN2003/00054	South of Civic Park, Waymills Industrial Estate, Whitchurch	6.02	82
LN2003/00063	Sych Farm (Phase 1), Adderley Road, Market Drayton	0.72	82
NS2007/01687	Sych Farm, Adderley Rd, Market Drayton	1.33	80
LN2003/00052	Sandford Industrial Park (Phase 1), near Prees	2.75	76
NS2003/01266	Land Adj West Mids Co-op, Smithfield Car Park, Wem	0.14	74
NS2005/00507	PD Stevens & Son Ltd, Greenfields Lane, Market Drayton	0.16	72
LN2003/00038	Maer Lane/Bert Smith Way, Market Drayton	0.80	71
NS2007/02085	Land Adj to Unit 2, Waymillls, Whitchurch	0.27	70
NS1997/00491	Units B, C & D Whitchurch Business Park, Ash Rd, Whitchurch	0.10	69
LN2003/00042	Wem Industrial Estate, Soulton Road, Wem	1.76	68
LN2003/00039	Prees Industrial Estate, Prees	0.20	64
NS2008/00359	Ollerton Warehouse, Ollerton Business Park, nr Market Drayton	0.67	50

North West			
Site Ref	**Site**	**Size, ha**	**Total**
OS2007/14712	Land at Rod Meadows, Shrewsbury Road, Oswestry	2.75	90
LO1999/00132	South of Mile Oak Industrial/Adjacent to Bypass, Oswestry	2.19	89
LN2003/00037	Ellesmere Business Park, off Oswestry Road, Ellesmere	6.15	85
LO1981/00043	Mile End Business Park off Maes-Y-Clawdd, Oswestry	1.55	77
NS2006/00725	Plots 2&3 Ellesmere Business Park, Oswestry Road, Ellesmere	0.44	74
LO1981/00129	Kensington Gardens, Maesbury Road, Oswestry	0.86	71
OS2006/14650	Site Adjacent Factory No.2, Maesbury Road, Oswestry	0.23	70
OS2005/13705	Land Adjacent to Evans Enterprises, Park Hall	0.54	69
LN2003/00036	Off Grange Road, Ellesmere	3.02	64
LO1999/00160	Bank Top Industrial Estate, St Martins	1.47	56
LO/1999/00041	Old Coal Yard, Llanymynech	1.59	53
OS1998/10163	Land Adj Newcastle Fabrications, Ifton Industrial Estate	0.32	52
OS2008/15679	Former Brickworks Site, Ifton Colliery, Ifton Heath	1.04	50
LO1999/00133	Weston Farm, West of Mile Oak Industrial Estate, Oswestry	11.86	49
OS2007/14878	Former Brickworks Site, Ifton Colliery, Ifton Heath	0.21	49
OS2006/14374	Former Brickworks Site, Ifton Colliery, Ifton Heath	0.33	49
NS2003/01138	Shaws Estate, Sodylt	0.24	46

Central			
Site Ref	**Site**	**Size, ha**	**Total**
LY2001/00015	Shrewsbury Business Park (Phase 2), Emstrey, Shrewsbury	4.98	96
SY1998/01237	Shrewsbury Business Park, Plot 10, Emstrey, Shrewsbury	0.91	95
LY2001/00010	Battlefield Enterprise Park, off Harlescott Lane, Harlescott, Shrewsbury	2.39	94
SY2002/01429	Shropshire Food Enterprise Park, Battlefield, Shrewsbury	7.93	94
SY2006/00916	Plot 3.1, Battlefield Enterprise Park, Knights Way, Battlefield, Shrewsbury	0.43	93
SY2008/00448	Plot 2, Shropshire Food Enterprise Park, Battlefield, Shrewsbury	1.22	93
SY2006/01117	Plot 5a, Battlefield Enterprise Park, Battlefield, Shrewsbury	1.09	91
LY2001/00016	Rear of Stadco, Harlescott Lane, Harlescott, Shrewsbury	1.76	89
SY2007/00795	Plots 6 & 7, Vanguard Way, Shrewsbury	0.50	89
SY2009/00031	Plots 3 & 5 Vanguard One, Vanguard Way, Shrewsbury	0.68	87
SY2007/00809	Plot 34, Vanguard Two, Vanguard Way, Shrewsbury	0.34	86
SY2007/00922	Plot 36, Vanguard Two, Vanguard Way, Shrewsbury	0.47	86
LY2001/00017	Land East of Battlefield Enterprise Park, Harlescott, Shrewsbury	2.25	83
SY2007/00757	Plot 28 Vanguard Two, Vanguard Way, Shrewsbury	0.21	83
LY2001/00004	Off Ellesmere Road (East)/Castle Foregate, Shrewsbury	0.37	82
SY2001/01177	Former Cattle Market – Park & Ride, Battlefield Road, Harlescott Lane, Shrewsbury	1.68	82
SY2007/01839	Plot 24, Shrewsbury Business Park	0.19	82
SY2008/01038	Plot 24a, Shrewsbury Business Park	0.13	82
SY2008/01327	Vanguard 3, Vanguard Way, Shrewsbury	2.22	80
SY2008/00732	Former Farr and Harris Builders Merchants, Horse Fair, Abbey Foregate, Shrewsbury	0.23	78
SY2008/00565	Sundorne Trade Park, Arlington Way, Shrewsbury	0.31	77

Central			
Site Ref	**Site**	**Size, ha**	**Total**
NS2007/00018	Sewage Works, Shrewsbury Road, Shawbury	0.30	76
SY2004/01849	Uniq, Station Road, Minsterley	0.26	74
SY2008/01551	Land at Sweetlake Business Village, Sweetlake, Shrewsbury	0.18	74
SY2007/00056	Nobold Business Park, Longden Road, Shrewsbury	0.51	73
LY2001/00006	Centurion Park, Kendal Road/Whitchurch Road, Harlescott, Shrewsbury	0.54	66
SY2006/01334	Land adj Atcham Business Park, Atcham	0.98	61
SY2004/01389	Land adj to Poultry Farm, Ford	5.58	59
SY2003/00715	Plot 1, Poultry Farm, Ford	0.24	56
LY2001/00014	Adjacent G.I. Motors, off Arlington Way, Shrewsbury	0.19	55
LY2001/00012	Station Road, Dorrington	0.22	51
SY2003/01534	Leaton Industrial Estate (Phase 1), Bomere Heath	0.25	48

South			
Site Ref	**Site**	**Size, ha**	**Total**
LS2005/0006	Ludlow Eco Park, Phase II, Sheet Road, Ludlow	2.32	95
LS1998/00212	Land at Long Lane Industrial Estate, Craven Arms	0.83	90
SS2005/17420	Plot K, Long Lane Industrial Estate, Craven Arms	0.24	90
LS2005/00006 (S2)	Plot 2, Eco Park, Ludlow	0.20	90
LS2005/00006 (S1)	Ludlow Eco Park, Plot 3, Sheet Road, Ludlow	0.51	88
LS1998/00212 (S3)	Land at Hopesay Hill Road, Long Lane Industrial Estate, Craven Arms	0.26	88
LS1998/00212 (S4)	Land at Callow Hill Road, Long Lane Industrial Estate, Craven Arms	0.18	88
SS2008/20838	Plot 7, Eco Park, Sheet Road, Ludlow	0.40	85
SS1989/01127	Adj Junction A488/B4385, Bishops Castle Business Park, Bishops Castle	2.75	84
SS2006/17896	Land at Foldgate Lane, Ludlow	0.51	84
SS2007/19559	Ludlow BP, Sheet Road, Ludlow	0.12	83
SS2008/21010	Station House, Clee Hill Road, Burford	1.05	83
SS2008/21360	Adj Unit 11, Ludlow Business Park, Ludlow	0.12	83
LS2005/0002	North of Long Lane, Craven Arms	3.44	82
SS2006/18312	Plots 5, 6, 8 & 9, Ludlow Eco Park, Sheet Road, Ludlow	0.08	82
SS2004/16080	Adj Shukers (Land Rover), Ludlow Business Park, Ludlow	0.27	81
SS2007/19386	Plot E, Bishops Castle BP, Bishops Castle	0.09	80
SS2007/19921	Adj DMS Plastics, Ludlow Business Park, Ludlow	0.14	78
SS2008/20717	Charles Ransford & Son, Station Street, Bishops Castle	0.42	75
SS2007/20065	Adj Lacon Childe School, Love Lane, Cleobury Mortimer	0.11	75
SS2003/14391	Border Holdings UK Ltd, The Grove, Craven Arms	1.21	74
LS1998/00229	The Grove, Craven Arms	0.60	70
LS2005/0001	Land off B4367, Bucknell	1.75	67

South			
Site Ref	**Site**	**Size, ha**	**Total**
BR2006/0866	Old Station BP, Bridgnorth Road, Cleobury Mortimer	0.26	56
SS2007/19995	The Oaks Garage, Stone Acton Road, Wall-under-Heywood	0.20	44

East			
Site Ref	**Site**	**Size, ha**	**Total**
BR1992/00598 BR1993/00463	Chartwell BP, Stourbridge Road, Bridgnorth	5.74	100
LB2006/00004	Faraday Drive (East), Bridgnorth	0.61	83
BR2008/00425	Land at Faraday Drive, Bridgnorth	0.04	82
LB2004/00013	Stanmore IE, Stanmore, Bridgnorth	2.84	73
BR2008/00310	Adj Shell Petrol Station, Sutton Maddock	0.11	68
LB2004/00018	Land off Stretton Road, Much Wenlock	0.65	67
LB2004/00017	Adj Netherton Workshops, Highley	0.59	65
LB2004/00016	Land adj Industrial Estate, Ditton Priors	1.19	52
LB2004/00012	Alveley Industrial Estate, Alveley	0.15	48
BR2008/00595	Alveley Industrial Estate, Alveley	0.29	48

Appendix 5a – Site Scoring System

LOCATION		
Location	Proximity to strategic highway network (strategic route: A5, A49, A483 or other A road)	• Site adjacent to road junction on strategic highway network (primary route) – score 10 • Site within 1 mile of junction on strategic highway network – score 8 • Site within 1-2 miles of road junction on strategic highway network– score 6 • Site more than 2 miles from road junction on strategic highway network – score 4
Prominence		• Site adjacent to and visible from strategic highway network (primary route) – score 10 • Site adjacent to, visible from main road (other A road) – score 7 • Site has local prominence – score 5 • Site located in 'backlands' with little or no prominence – score 2
Sequential test		• Within urban area – score 10 • Urban fringe (adjacent to settlement development boundary) – score 7 • Rural location (away from settlement development boundary) – score 3
Environmental setting / attractiveness of location		• Subjective view High – score 9-10 e.g. greenfield business park Above Average – score 7-8 Average – score 5-6 Below Average – score 3-4 Low – score 1-2 e.g. bad neighbour industrial estate
ACCESSIBILITY		
Road accessibility		• Within an A road corridor – score 10 • Within a B road corridor – score 5 • Remote or restricted HGV access – score 1
Access to public transport (bus/rail network)		• Site within 200 metres of a bus stop and 500 metres to a rail station – score 10 • Site within 200 metres of a bus stop – score 5 • Limited or no public transport provision – score 0
PLANNING POLICY		
Strategic approach	Compliance with LDF Core Strategy settlement hierarchy (Policy CS1)	• Site located within Shrewsbury – score 10 • Site located within market town or other key centre – score 8 • Site located within community hub – score 5 • Site does not accord with settlement strategy – score 0

CONSTRAINTS & INFRASTRUCTURE		
Site development constraints	• Legal/Ownership • Environmental/ planning (flood zone, environmental designations and heritage features, identified development requirements, etc) • Physical/abnormal development requirement.	Take an overall subjective view of constraints From 10, reduce score by 2 for each major constraint.
Services availability		• All services are provided and in place – score 10 • Priority services are available with no abnormal costs – score 8 • Priority services are available, but with abnormal cost – score 4 • Some services are unavailable – score 2
Site availability		• Site available to develop within 0-1 year – score 10 • Site available to develop within 1-3 years – score 8 • Site available to develop 3-5 years – score 6 • Site available to develop 5+ years – score 2
Site flexibility		In terms of site shape and sub-division to suit smaller needs. Subjective assessment Score site in terms of shape and ability to sub-divide to suit smaller occupiers. Consider site within its context/category. Score 10 if flexible, 0 if not

Note:

Market Towns and Key Centres		
Whitchurch Market Drayton Wem Oswestry Ellesmere Minsterley/Pontesbury	Ludlow Craven Arms Church Stretton Bishops Castle Cleobury Mortimer Bridgnorth	Much Wenlock Highley Shifnal Albrighton Broseley

Appendix 4 – Employment Areas Assessment

Each of the main employment areas, e.g. industrial estate or business park, in the study area has been assessed for their quality and capability to accommodate the various types of market segments outlined in the ODPM Employment Land Review Guidance.

Quality is highly subjective and indicated by grade – A* to C. There are only two A* areas, these are high quality business parks in Shrewsbury and Ludlow. There are a number of key employment areas throughout the County denoted by grade A. These are complemented by a range of core employment areas that remain important to the bulk of the business base. There are also a number of lower cost schemes, often in rural areas, where function comes before form. Although these are denoted by a C grade, in most cases they remain an important part of the portfolio and offer vital rural diversification opportunities.

Area	**Established or Potential Office Location**	**High Quality Business Park**	**Research & Technology / Science Park**	**Warehouse/ Distribution Park**	**General Industrial/ Business Area**	**Heavy/ Specialist Industrial Site**	**Incubator /SME Cluster Site**	**Sites for Specific Occupiers**	**Recycling/ Environmental Industries Sites**	**Grade**
NORTH										
Wem Ind Est					✓	✓	✓	✓	✓	C
Wem Business Park					✓		✓			B
Rosehill Ind Est				✓	✓		✓	✓	✓	C
Sandford Ind Est				✓	✓		✓			B
Prees Ind Est					✓	✓	✓	✓	✓	C
Civic Park/ Whitchurch Business Park	✓			✓	✓		✓		✓	A
Tern Valley Business Park, Market Drayton	✓			✓	✓	✓	✓	✓	✓	A
Adderley Road Ind Est, Market Drayton	✓				✓		✓			B
Sych Farm Ind Est, Market Drayton				✓	✓			✓	✓	B
NORTH WEST										
Oswestry Ind Est	✓			✓	✓	✓	✓	✓	✓	A
Ellesmere Business Park	✓				✓		✓		✓	A
Grange Road, Ellesmere					✓	✓		✓		B
Rednal Ind Est					✓		✓		✓	C
Bank Top Ind Est, St Martins					✓		✓			C

Area	Established or Potential Office Location	High Quality Business Park	Research & Technology / Science Park	Warehouse/ Distribution Park	General Industrial/ Business Area	Heavy/ Specialist Industrial Site	Incubator /SME Cluster Site	Sites for Specific Occupiers	Recycling/ Environmental Industries Sites	Grade
Ifton Ind Est, Ifton Heath					✓	✓		✓	✓	C
CENTRAL										
Shrewsbury Business Park	✓	✓					✓			A*
Battlefield Ind Est, Shrewsbury	✓			✓	✓	✓	✓	✓	✓	A
Oxon Business Park, Shrewsbury	✓				✓		✓		✓	A
Harlescott Road Ind Est, Shrewsbury					✓			✓		B
Shrewsbury Town Centre	✓				✓					B
Longden Road Ind Est, Shrewsbury					✓				✓	C
Atcham Business Park				✓	✓		✓			A
Leaton Ind Est					✓		✓		✓	C
Condover Ind Est					✓		✓		✓	C
SOUTH										
Ludlow Eco Park	✓	✓					✓			A*
Ludlow Business Park				✓	✓	✓		✓	✓	B
Craven Arms Business Park					✓		✓		✓	B

Area	Established or Potential Office Location	High Quality Business Park	Research & Technology / Science Park	Warehouse/ Distribution Park	General Industrial/ Business Area	Heavy/ Specialist Industrial Site	Incubator /SME Cluster Site	Sites for Specific Occupiers	Recycling/ Environmental Industries Sites	Grade
Craven Arms Ind Est					✓		✓		✓	B
The Grove, Craven Arms					✓	✓		✓	✓	A
The Green Ind Est, Clun					✓		✓			B
Mynd Ind Est, Church Stretton					✓		✓		✓	B
Love Lane Ind Est, Bishops Castle					✓		✓		✓	B
Ludlow Rd Ind Est, Cleobury Mortimer					✓			✓		B
Tenbury Rd Ind Est, Cleobury Mortimer					✓		✓			B
Upper/Lower Teme Business Park, Burford	✓			✓	✓	✓	✓	✓	✓	A
EAST										
Alveley Industrial Estate					✓	✓	✓	✓	✓	B
Faraday Drive, Bridgnorth					✓	✓	✓	✓	✓	A
Stourbridge Road/Chartwell Business Park, Bridgnorth	✓			✓	✓	✓		✓	✓	A
Stanmore Ind Est, Bridgnorth				✓	✓	✓	✓	✓	✓	A

Area	Established or Potential Office Location	High Quality Business Park	Research & Technology / Science Park	Warehouse/ Distribution Park	General Industrial/ Business Area	Heavy/ Specialist Industrial Site	Incubator /SME Cluster Site	Sites for Specific Occupiers	Recycling/ Environmental Industries Sites	Grade
Ditton Priors Ind Est					✓		✓		✓	C
Netherton Workshops, Highley					✓		✓		✓	B
Stretton Road, Much Wenlock					✓		✓		✓	B
Lamledge Lane, Shifnal				✓	✓		✓		✓	B

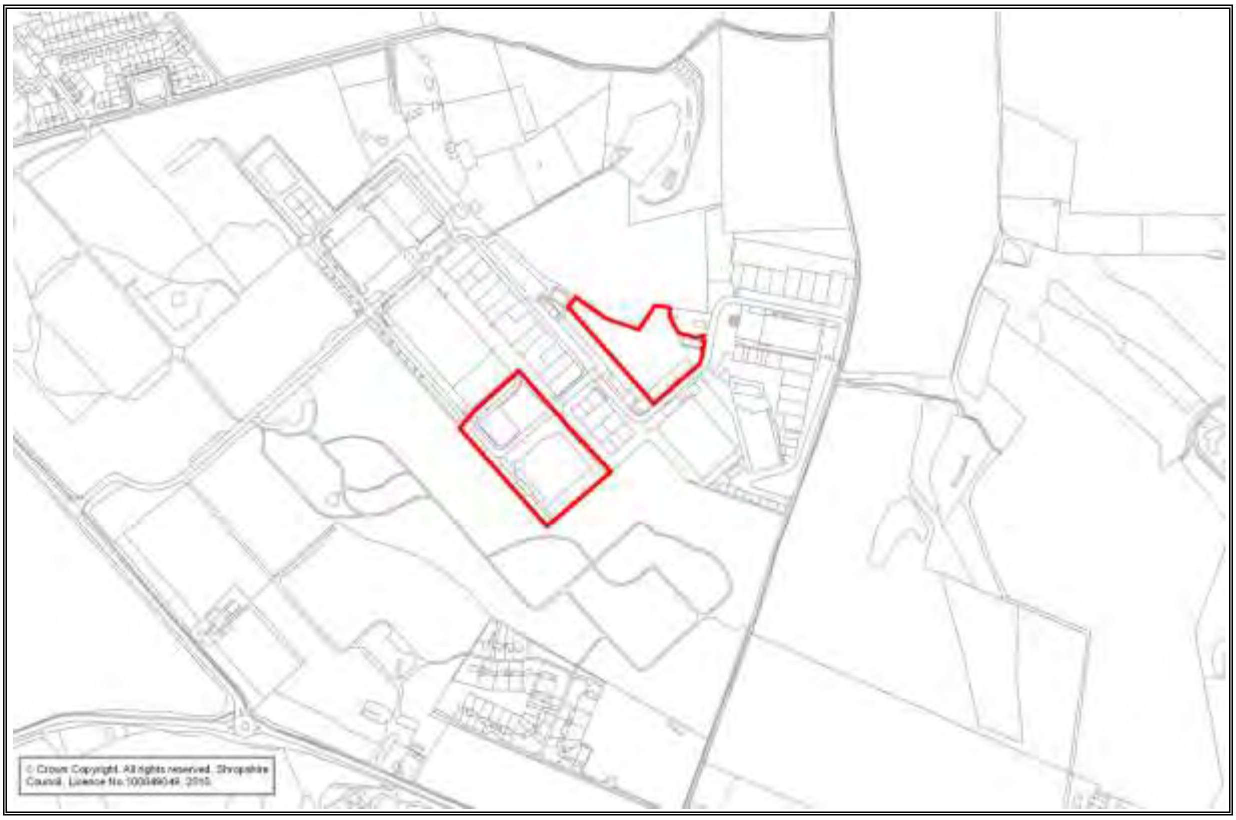
Source: BE Group 2010

There are opportunities for most market segments in most of the spatial zones. As previously highlighted, there are only two high quality business park locations. There are also only four research & technology/science park locations – these are based on the presence of significant employers, e.g. Muller, or the Shropshire Food Enterprise Centre. None could be described as a science park, and neither is there scope for one in the County given the lack of major university or national science institute/research centre. There will be opportunities for small scale research & development throughout the County, and much going on that is not readily known about, e.g. Rapra in Shawbury.

All areas fall into the general industry/business area, many also have the potential to accommodate office space. There are very few dedicated distribution parks, as can be found in places such as Warrington and Magna Park, Lutterworth; but a number of areas do have a relatively significant cluster of B8 uses. Most locations also accommodate SME clusters, not surprising given that over 95 percent of the County's businesses are SMEs. As for formal incubators there are probably none in the County, the closest schemes being the rural enterprise centres in Shrewsbury and Ludlow and the Shropshire Food Enterprise Centre.

Areas for heavy industry and specific occupiers are distributed through the County, linked to the legacy of company locations. There are also plenty of options for the emerging recycling/environmental industries – although the actual suitability of sites will be highly dependent on the actual type of recycling/environmental activity in question.

EAST

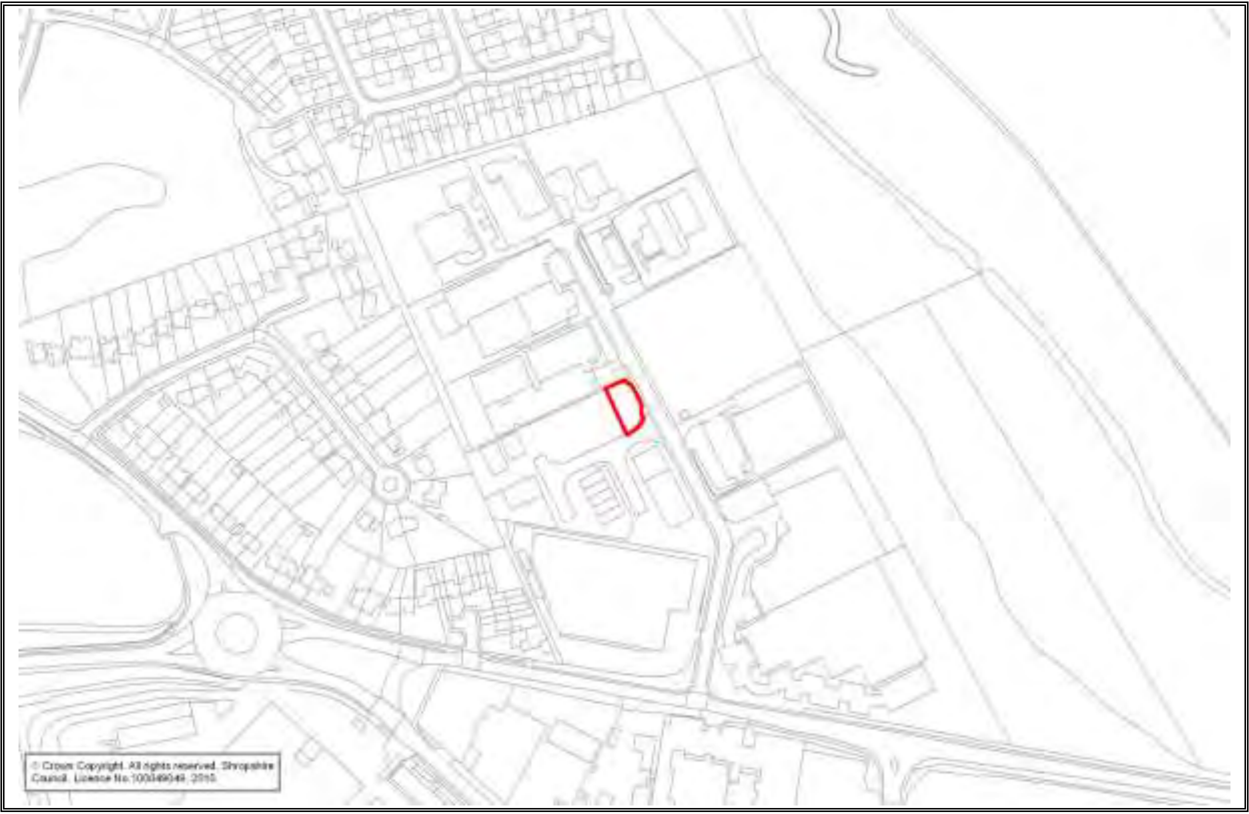


Site reference	LB2004/00013
Name	Stanmore Industrial Estate, Stanmore, Bridgnorth
Owner	[redacted]
Size, ha	2.84
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Warehouse/distribution park General industrial/business area Heavy/specialist industrial sites Recycling/environmental industries sites
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to policy BRID5 – suitable for B1/B2/B8 uses Sites within established employment area adjacent to Green Belt
Other information	Brownfield Comprises two separate sites – northern site is 1.01 ha, southern site is 1.83 ha No plans to develop – will retain and await pre-let enquiries No constraints
Serviced	Yes
Availability, years	0-1

EAST

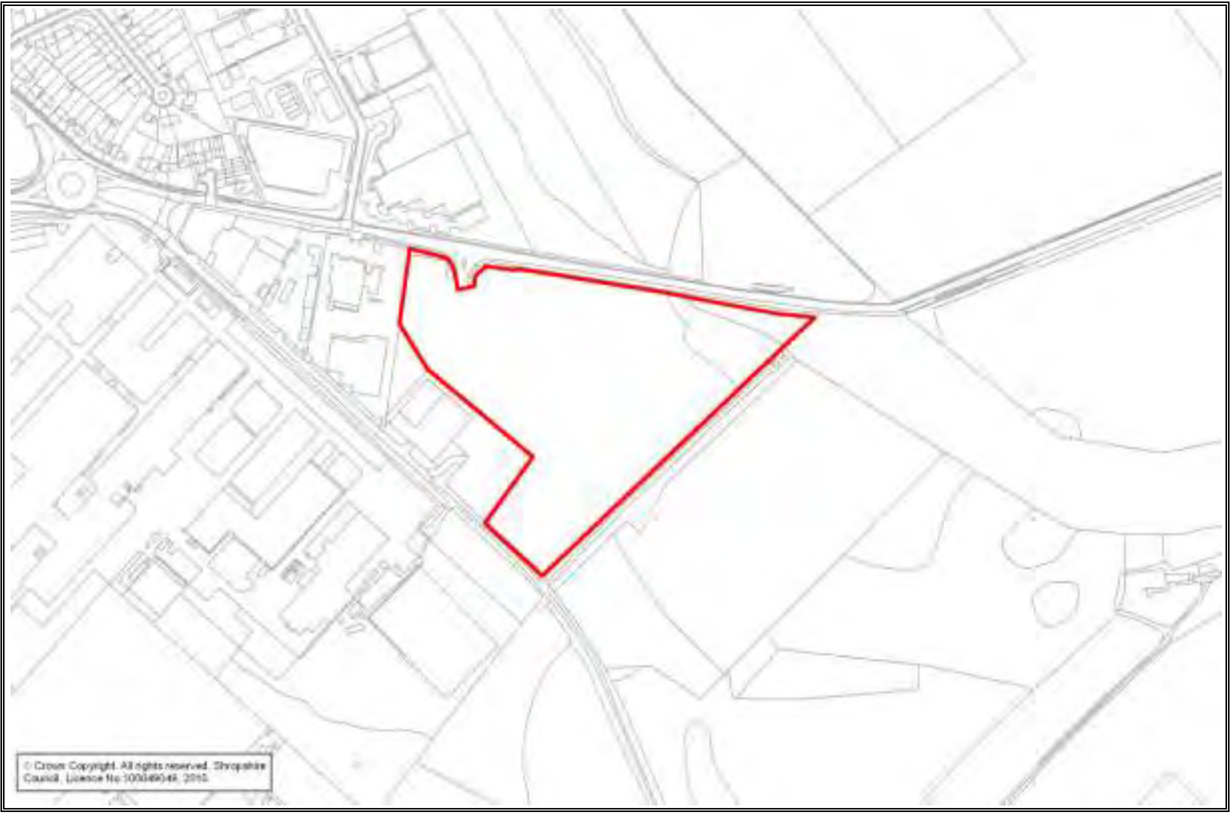
Site reference	LB2006/00004
Name	Faraday Drive (East), Bridgnorth
Owner	[redacted] (Agent Nigel Foster, Bulleys, Wolverhampton – 01902 713333)
Size, ha	0.61
Market availability	HIPC Europe – potential expansion land Mr Evans – available development site
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1/B8
Planning Issues	Subject to policy BRID3 & BRID5 – B1/B8 uses allowed at Faraday Drive – needs to be high standard of design; and requires pollution prevention measures Site adjacent to greenbelt
Other information	Brownfield No known constraints
Serviced	No
Availability, years	3-5

EAST



Site reference	BR2008/00425
Name	Land at Faraday Drive, Bridgnorth
Owner	Not Known
Size, ha	0.04
Market availability	Developed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1 Full planning permission
Planning Issues	N/a
Other information	Brownfield Developed since April 2009 No constraints
Serviced	Yes
Availability, years	0-1

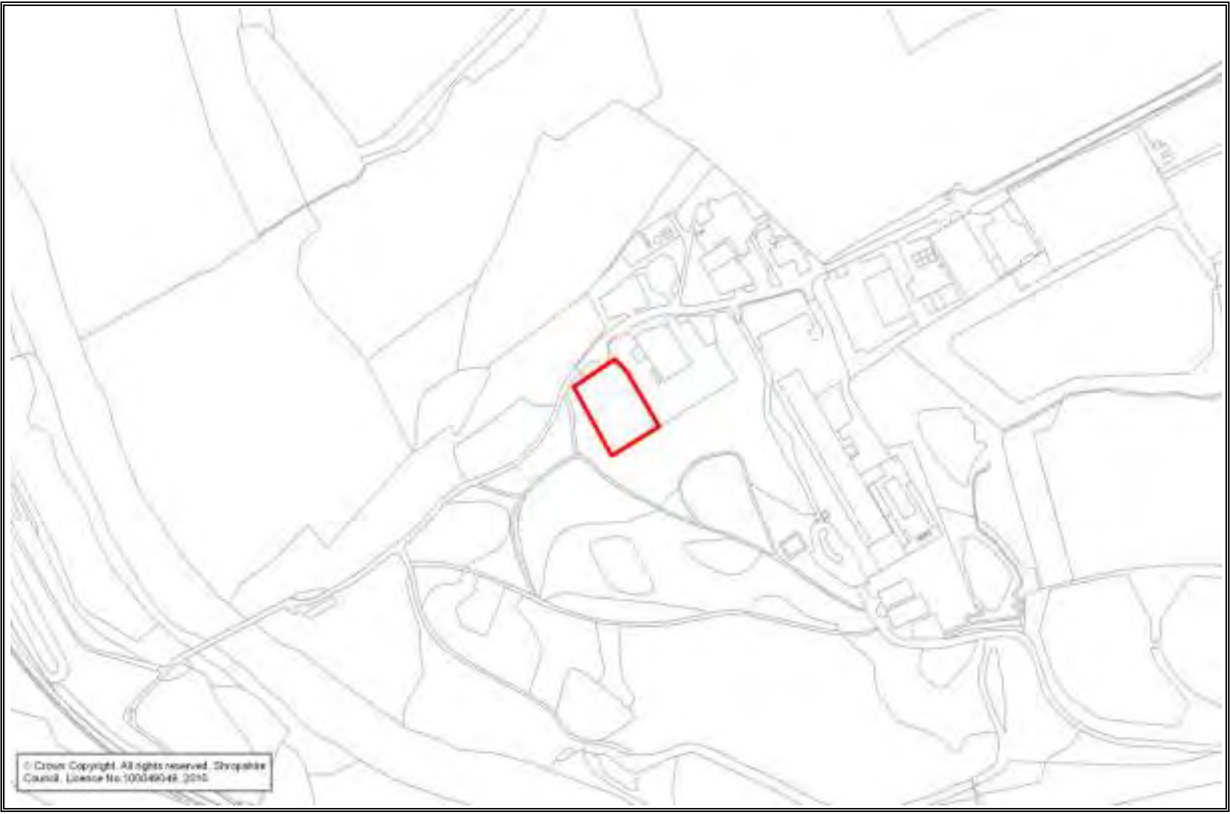
EAST



Site reference	BR1992/00598 & BR1993/00463
Name	Chartwell Business Park, Stourbridge Road, Bridgnorth
Owner	[redacted] (Agent Bulleys, Wolverhampton) [redacted]
Size, ha	5.74
Market availability	Advantage West Midlands marketing part Hickman Stanmore land banking part
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park General industrial/business area Heavy/specialist industrial sites Incubator/SME cluster sites Recycling/environmental industries sites
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to policy BRID2 – B1/B2/B8 uses
Other information	Brownfield No constraints – site recently serviced and plateaued under planning permission NS/07/0994 [redacted] reserving plots 6 & 7 (0.48 ha) for potential rural enterprise centre Bulleys were marketing plots 8-11 [redacted] (plots 8-10 is 0.58 ha, plot 11 is 0.16 ha). Available for developers or

	owner-occupiers for office or high quality light industrial buildings. Plot sizes range from 0.2-0.6 ha BR2010/00895 grants permission for non-food retail warehousing on 1.46 ha in the north west corner of the site. Landowner currently applying for food retail on same plot of land (BR2010/05316)
Serviced	Yes
Availability, years	0-1

EAST

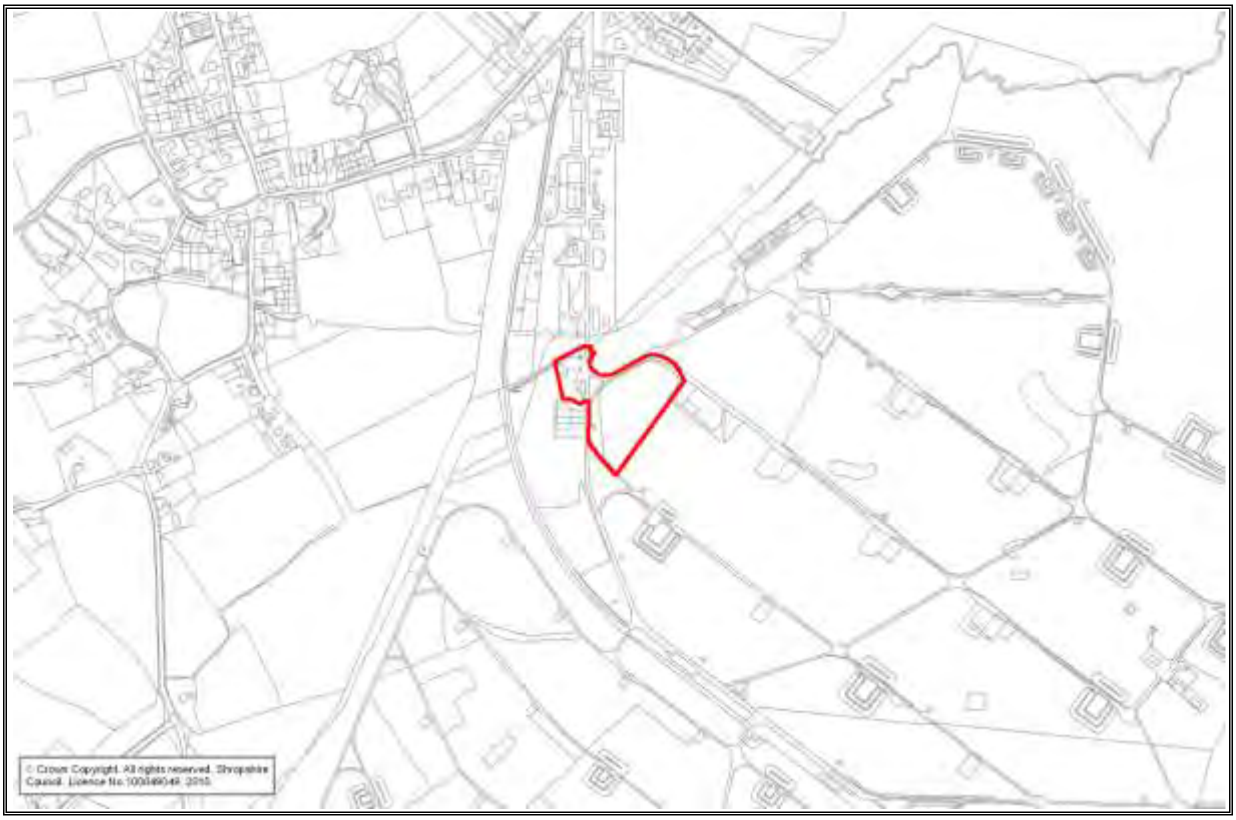


Site reference	BR2008/00595
Name	Alveley Industrial Estate, Alveley
Owner	[redacted]
Size, ha	0.29
Market availability	Expansion land
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B2 – Full planning permission
Planning Issues	None
Other information	Brownfield Smart Tank Ltd will develop unit for own use including storage and are currently arranging development funding for one building and associated storage area Currently using for open air tank storage No constraints – following site investigations/surveys
Serviced	Yes
Availability, years	0-1

EAST

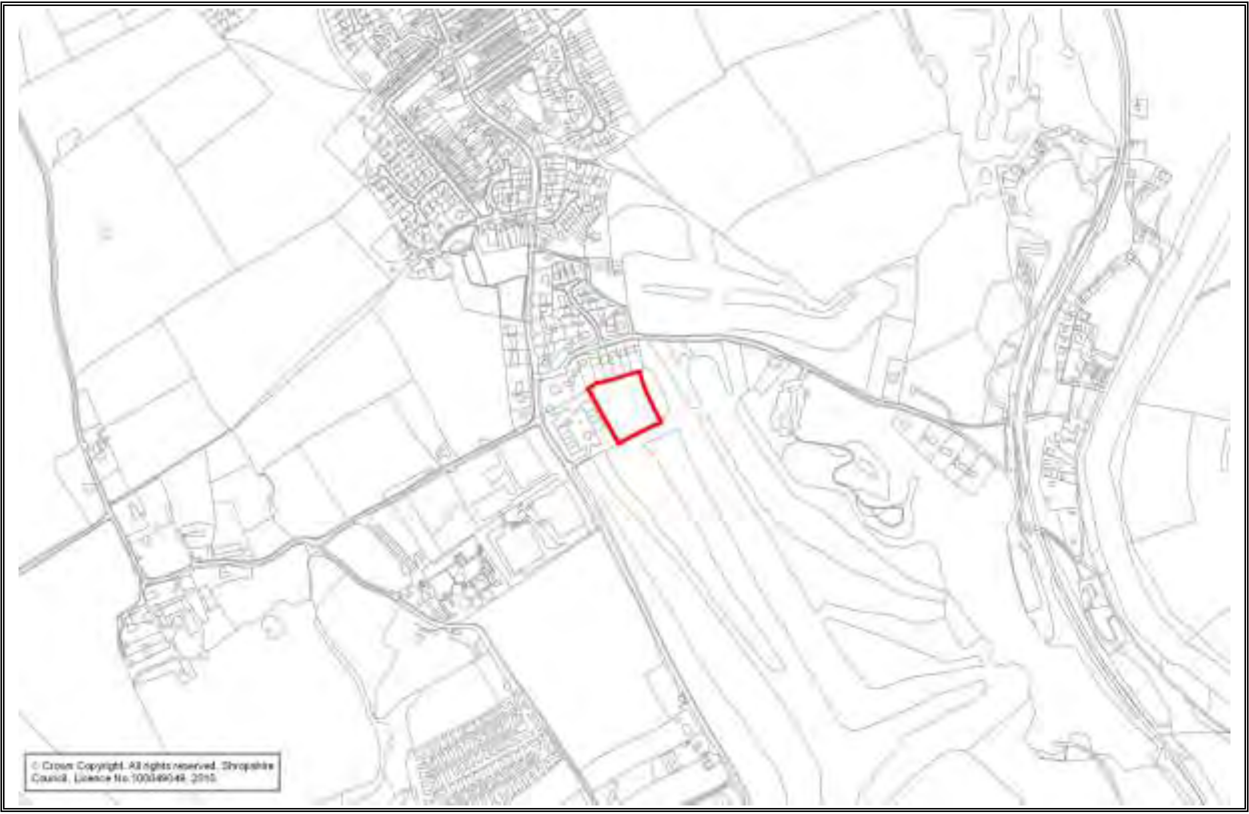
Site reference	LB2004/00012
Name	Alveley Industrial Estate, Alveley
Owner	[redacted]
Size, ha	0.15
Market availability	Land banking – no plans
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/business area
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to policy ALV1 – high traffic generating uses not permitted
Other information	Brownfield Smart Tank is business located on Alveley Industrial Estate No constraints – following site investigations/surveys
Serviced	No
Availability, years	1-3

EAST



Site reference	LB2004/00016
Name	Adj Industrial Estate, Ditton Priors
Owner	[redacted]
Size, ha	1.19
Market availability	No plans to develop – available for pre-lets
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Recycling/environmental industries sites
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to policy DIT1 – development should be sympathetic to rural surrounds; and no development within 8m of adjacent watercourse
Other information	Brownfield Bridgnorth Local Plan identified allocation with developable area of 0.86 ha but indicated a total site of 1.19 ha. Proposed to include larger site for development until developable area can be fully investigated as part of the process of identifying the employment land portfolio for the period to 2026 No known constraints
Serviced	No
Availability, years	1-3

EAST



Site reference	LB2004/00017
Name	Adj Netherton Workshops, off B4555, Highley
Owner	[redacted]
Size, ha	0.59
Market availability	Not marketed, but potential development land
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1
Planning Issues	Subject to policy HIG4 – allocated for B1 industrial use. Open storage not allowed; suitable for small workshops; requires landscaping/screening; development should be sympathetic to rural surrounds; need improvements to junction of estate road with B4555
Other information	Greenfield Presumed to be land for next phase of Netherton Workshops
Serviced	No
Availability, years	3-5

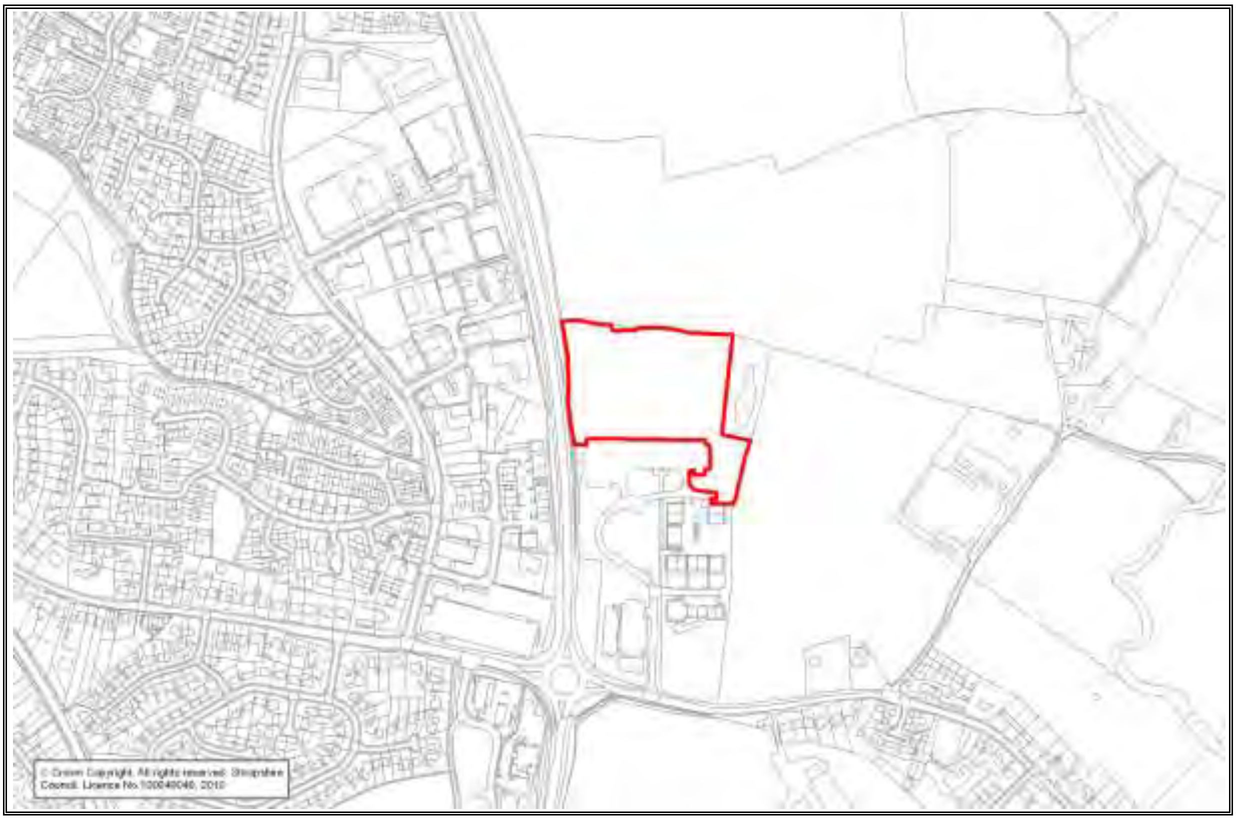
EAST

Site reference	BR2008/00310
Name	Adj Shell Petrol Station, Sutton Maddock
Owner	Not Known
Size, ha	0.11
Market availability	Since developed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B2 – Full planning permission
Planning Issues	None
Other information	Brownfield Site located at junction of A442 and B4379 Since developed for car/van sales – unit and forecourt – occupier is Vanland.co.uk
Serviced	Yes
Availability, years	0-1

EAST

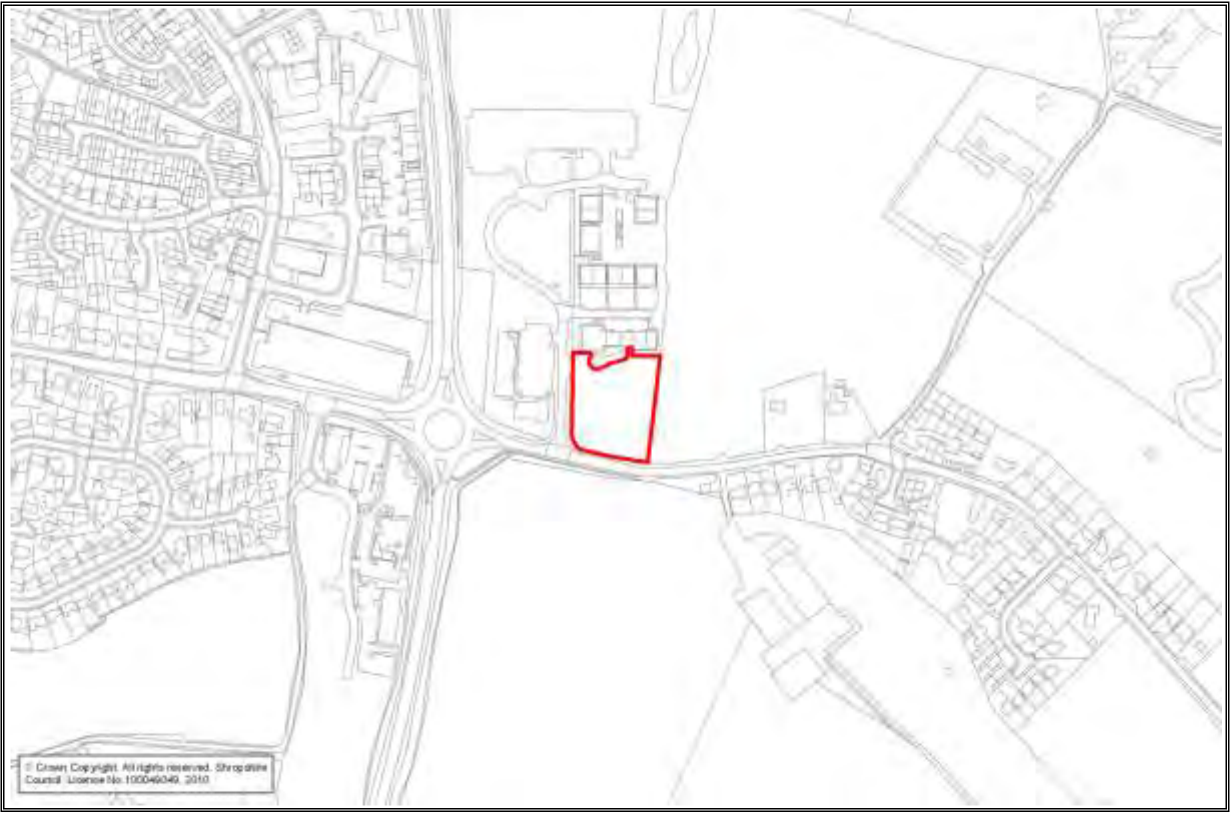
Site reference	LB2004/00018
Name	Land off Stretton Road, Much Wenlock
Owner	Not known
Size, ha	0.65
Market availability	Not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to policy WEN1 – for B1/B2/B8 uses with development phased with drainage improvements and requires flood risk assessment for culverted brook within site and buffer to separate watercourse on southern boundary. Site accessed off B4371 and off site highway improvements required to junction of B4371 with main A458 Bridgnorth Road
Other information	Greenfield There are a number of constraints which include abnormal development costs to extend main drainage from the neighbouring existing workshops to the development site and an unknown owner
Serviced	No
Availability, years	1-3

SOUTH



Site reference	LS2005/00006
Name	Ludlow Eco Park, Phase II, Sheet Road, Ludlow
Owner	Shropshire Council
Size, ha	2.32
Market availability	Not marketed
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office location High quality business park
Planning Status	Allocation B1
Planning Issues	Subject to policy S6: requires high design standard; construction of sustainable materials; screening/landscaping to western boundary; ensure sustainable access
Other information	Greenfield No known constraints
Serviced	No
Availability, years	1-3

SOUTH

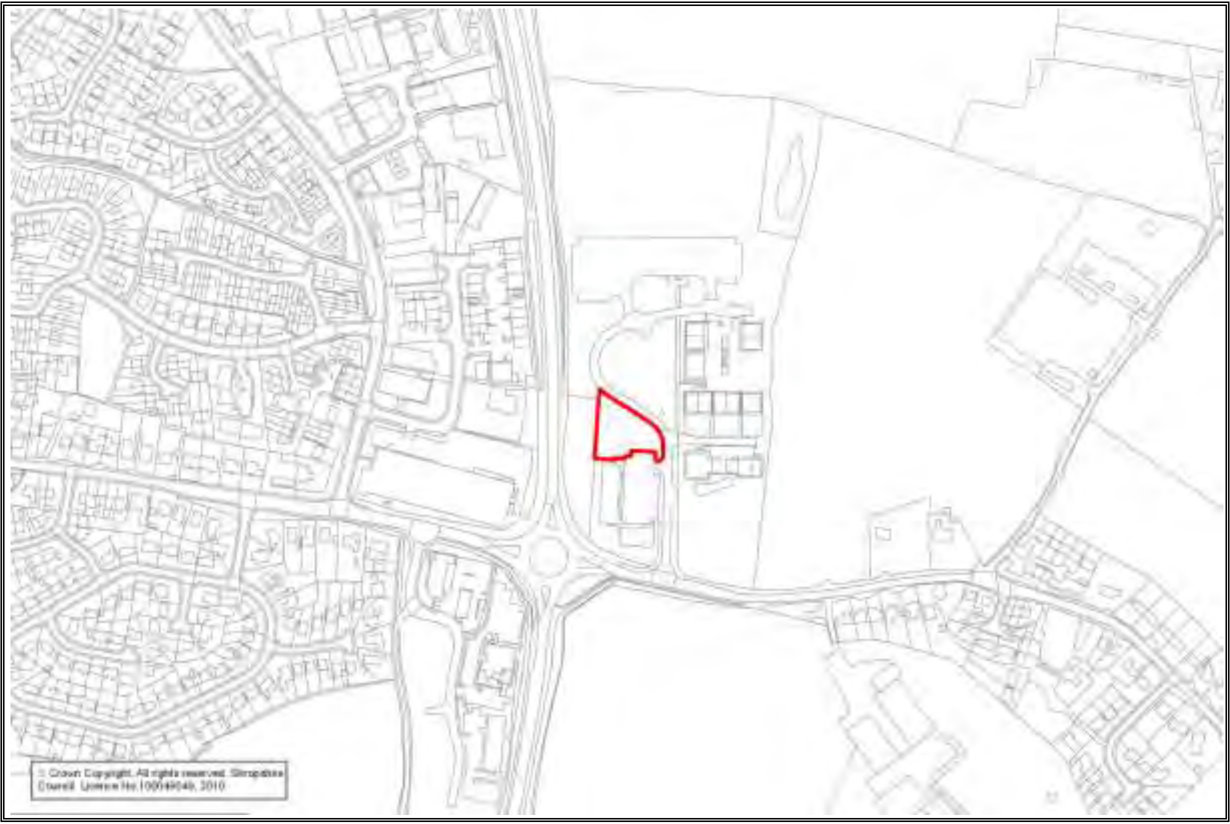


Site reference	LS2005/00006 (S1)
Name	Ludlow Eco Park, Plot 3, Sheet Road, Ludlow
Owner	Shropshire Council
Size, ha	0.51
Market availability	Not marketed
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or Potential Office Location High Quality Business Park
Planning Status	Allocation B1
Planning Issues	Subject to policy S6: requires high design standard; construction of sustainable materials; screening/landscaping to southern boundary; ensure sustainable access
Other information	Greenfield Shropshire Council currently reviewing its marketing strategy for the site (known as Plot 3) Buildings to be constructed to BREEAM 'Excellent' standard
Serviced	No
Availability, years	1-3

SOUTH

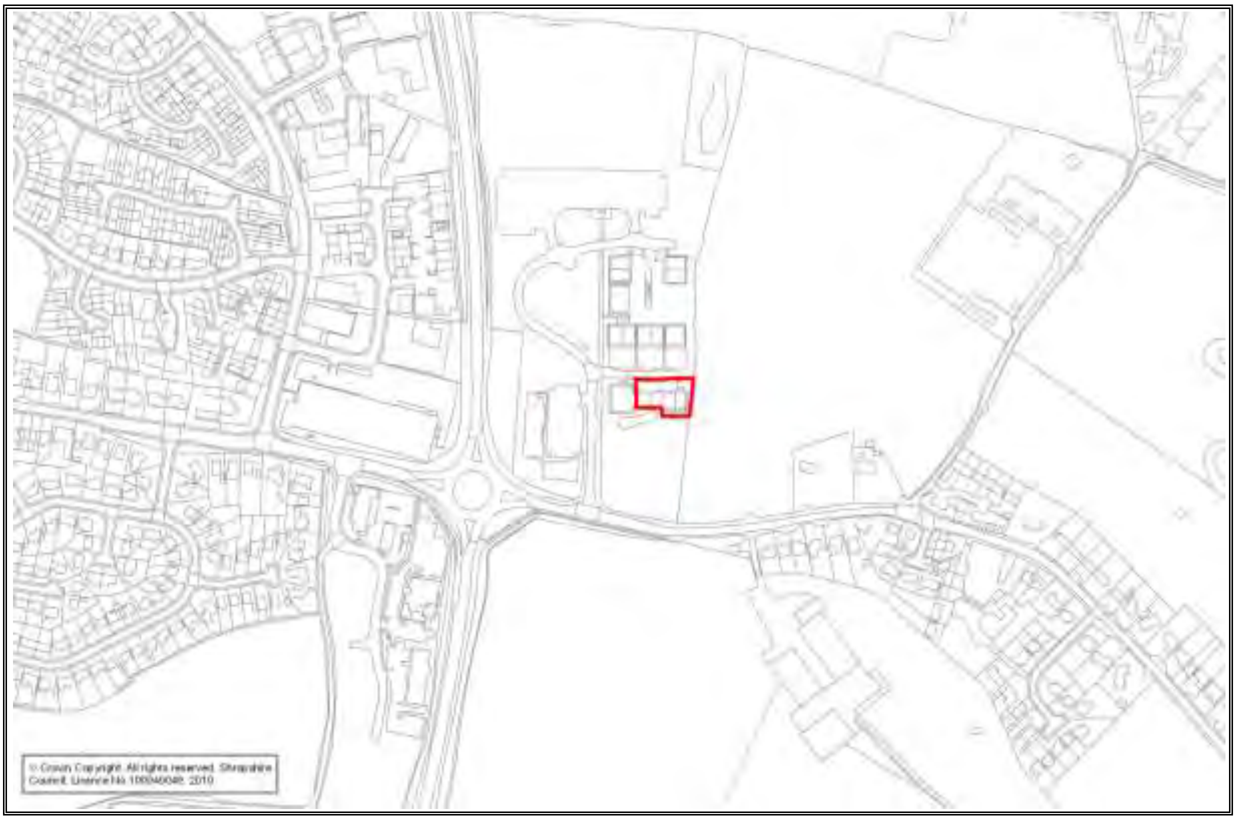
Site reference	SS2008/20838
Name	Ludlow Eco Park, Plot 7, Sheet Road, Ludlow
Owner	Shropshire Council
Size, ha	0.40
Market availability	Not available
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office location High quality business park
Planning Status	Allocation B1 – Full planning permission
Planning Issues	Subject to policy S6: requires high design standard; construction of sustainable materials; ensure sustainable access
Other information	Greenfield Shropshire Council currently reviewing its marketing strategy for Eco Park and site expected to be marketed for sale in near future Buildings to be constructed to BREEAM ‘Excellent’ standard No known constraints
Serviced	Yes
Availability, years	0-1

SOUTH



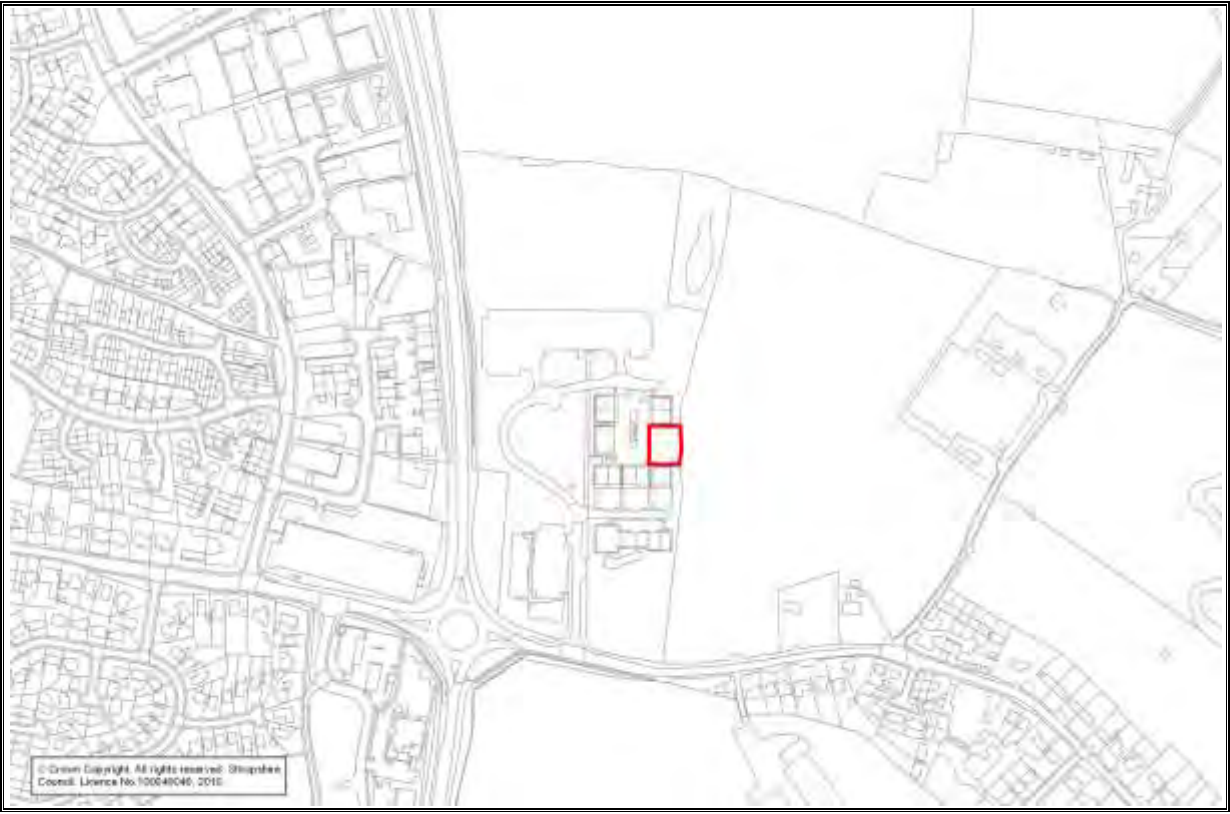
Site reference	LS2005/00006 (S2)
Name	Ludlow Eco Park, Plot 2, Sheet Road, Ludlow
Owner	Shropshire Council
Size, ha	0.20
Market availability	Not marketed
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or Potential Office Location High Quality Business Park
Planning Status	Allocation B1
Planning Issues	Subject to policy S6: requires high design standard; construction of sustainable materials; screening/landscaping to western boundary; ensure sustainable access
Other information	Greenfield Shropshire Council currently reviewing its marketing strategy for Eco Park Buildings to be constructed to BREEAM ‘Excellent’ standard
Serviced	Yes
Availability, years	1-3

SOUTH



Site reference	SS2007/19559
Name	Ludlow Eco Park, Sheet Road, Ludlow
Owner	[redacted]
Size, ha	0.12
Market availability	Since developed for rural enterprise centre
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location High quality business park Incubator/SME cluster site
Planning Status	Allocation B1/B2/B8 Full permission
Planning Issues	N/a
Other information	Greenfield No constraints
Serviced	Yes
Availability, years	0-1

SOUTH



Site reference	SS2006/18312
Name	Ludlow Eco Park, Plots 5, 6, 8 & 9, Sheet Road, Ludlow
Owner	[redacted]
Size, ha	0.08
Market availability	Marketed for design and build for let/sale
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office location High quality business park
Planning Status	Allocation B1 – Reserved matters permission
Planning Issues	Subject to policy S6: requires high design standard; construction of sustainable materials; ensure sustainable access
Other information	Greenfield No constraints
Serviced	Yes
Availability, years	0-1

SOUTH

Site reference	SS2004/16080
Name	Adj Shukers (Landrover), Ludlow Business Park, Ludlow
Owner	[redacted] Agent - JRC, Longsmead, Elms Green, Leominster – 01568 617950
Size, ha	0.27
Market availability	Not available – under development
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall – Full planning permission for B2 uses
Planning Issues	Subject to Policies S2/S3/S8: Development should be of an appropriate nature and scale
Other information	Brownfield 1000 sqm unit under construction Capable of sub-dividing unit to 400 sqm, 300 sqm & 300 sqm – owner may lease units or relocate own business into building
Serviced	Yes
Availability, years	0-1

SOUTH

Site reference	SS2007/19921
Name	Adj DMS Plastics, Ludlow Business Park, Ludlow
Owner	[redacted]
Size, ha	0.14
Market availability	Not marketed, but available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall – Outline planning permission for B8 uses
Planning Issues	Subject to Policies S2/S3/S8: Development should be of an appropriate scale and nature
Other information	Brownfield DMS Plastics own site (about 1/3 of site area has planning permission) and all surrounding land Owner has no plans to develop/retain site and would be available for sale No known constraints
Serviced	No
Availability, years	1-3

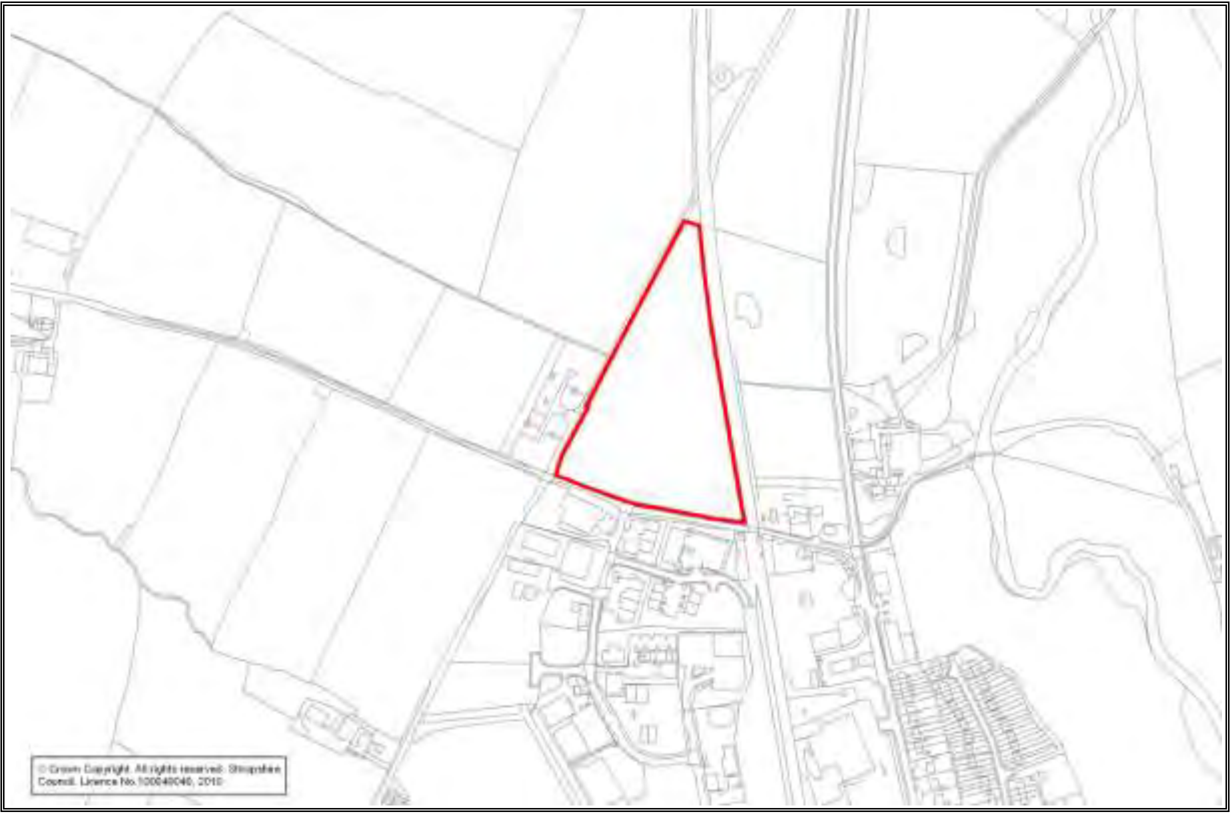
SOUTH

Site reference	SS2008/21360
Name	Adj Unit 11, Ludlow Business Park, Ludlow
Owner	[redacted] Agent – David Davies Consultants
Size, ha	0.12
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation – Full planning permission for B1/B2/B8 uses
Planning Issues	Subject to Policies S2/S3/S8: Development should be of an appropriate nature and scale
Other information	Brownfield Site has planning permission to develop small workshops for sale and owner will progress this scheme once economy recovers No known constraints
Serviced	Yes
Availability, years	1-3

SOUTH

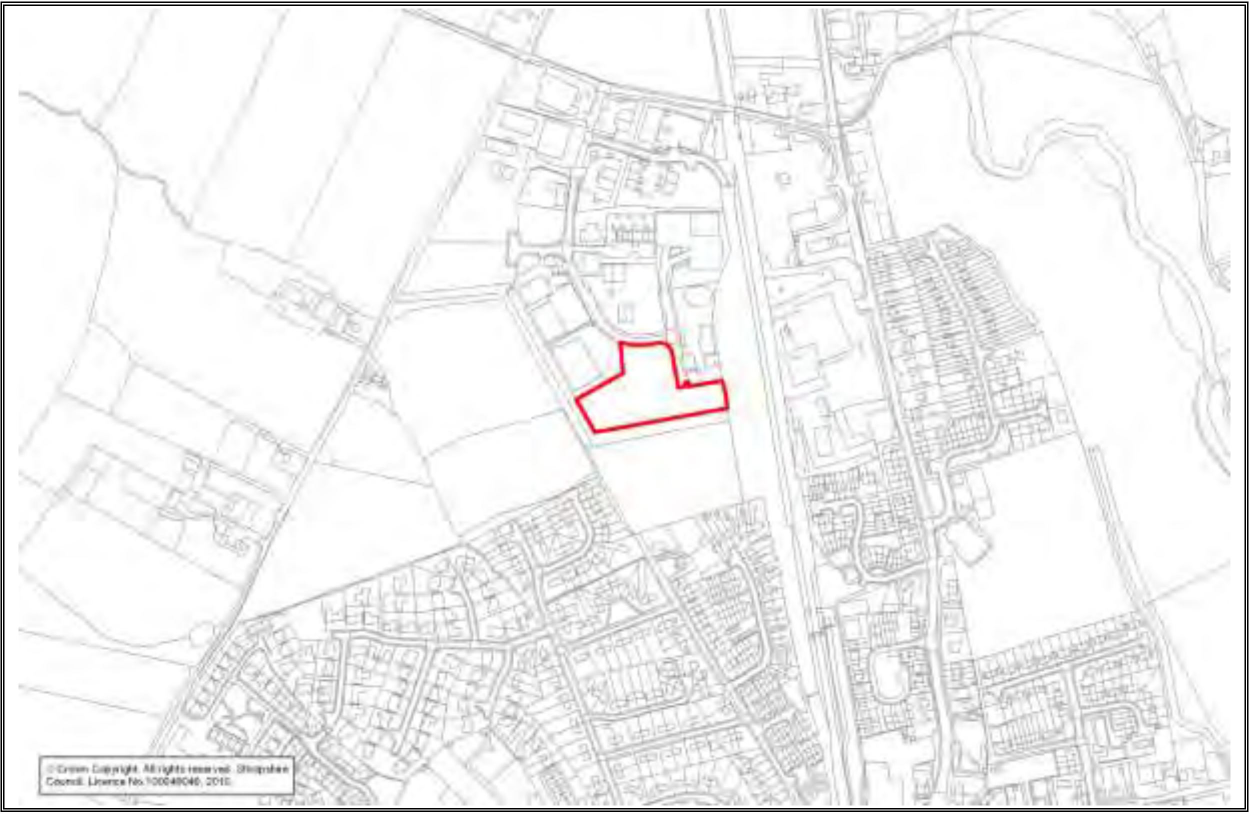
Site reference	SS2006/17896
Name	Land at Foldgate Lane, Ludlow
Owner	[redacted]
Size, ha	0.51
Market availability	On the market
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area
Planning Status	Allocation – Full planning permission for B1 uses
Planning Issues	Subject to Policy S7: earmarked for roadside related uses and B1 uses; and for businesses that have minimal impact on landscape and are seeking high quality environment
Other information	Greenfield Northern part of site is optioned for non B class uses Land to the south is retained by Bennetts, on the market for sale, and various potential purchasers considering it No known constraints
Serviced	Yes
Availability, years	1-3

SOUTH



Site reference	LS2005/00002
Name	North of Long Lane, Craven Arms
Owner	[redacted]
Size, ha	3.44
Market availability	No – used for agriculture
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Recycling/environmental industries sites
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to Policy S2: Development of appropriate nature and scale Site adjacent to rail line and travellers camp Site contains remnants of 'site of Roman camp'
Other information	Greenfield Owner keen to realise value from site from its employment allocation status Possible requirement for significant highways improvements (AWM did traffic feasibility study which indicated it needs a roundabout off A49 and flyover over bridge)
Serviced	No
Availability, years	3-5

SOUTH

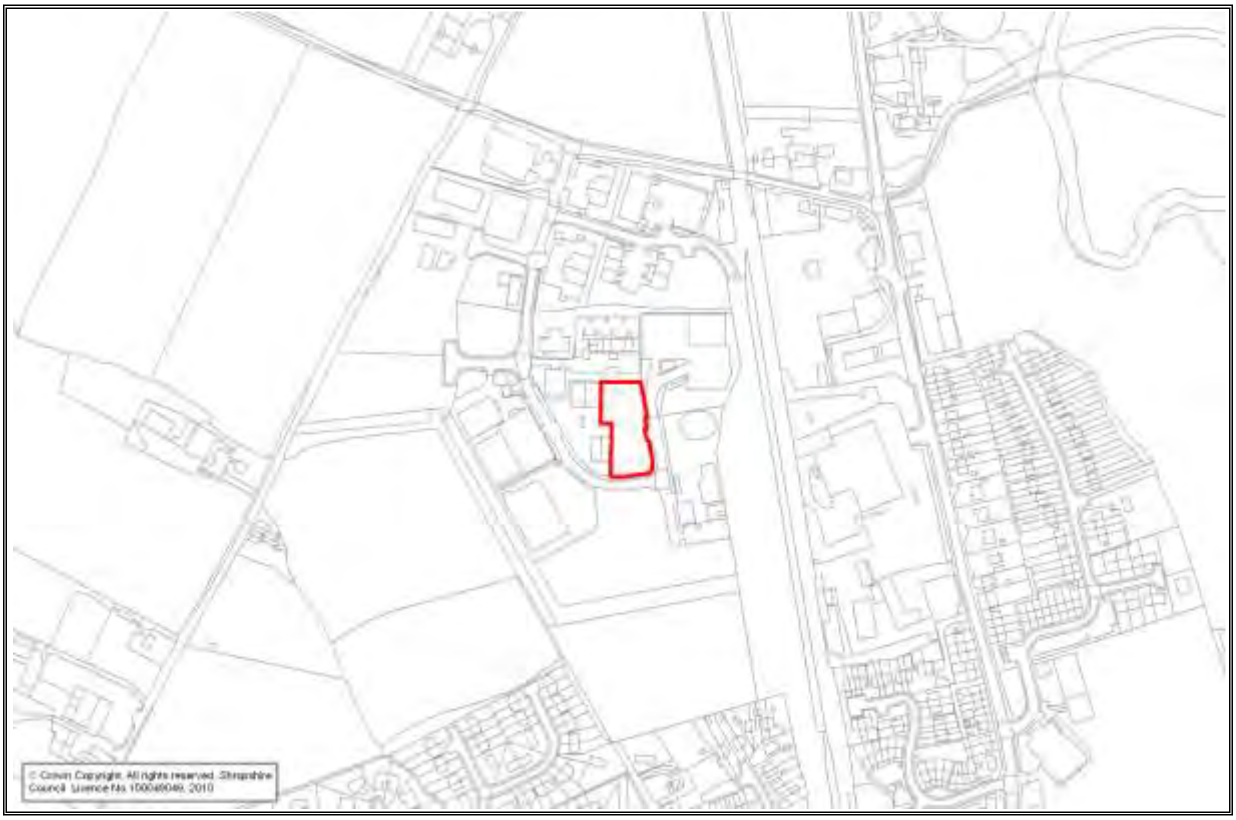


Site reference	LS1998/00212
Name	Land at Long Lane Industrial Estate, Craven Arms
Owner	Shropshire Council
Size, ha	0.83
Market availability	Not currently available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Recycling/environmental industries sites
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to Policies S2/S3: Development should be of an appropriate nature and scale
Other information	Greenfield Soon to be marketed for sale No constraints
Serviced	No
Availability, years	1-3

SOUTH

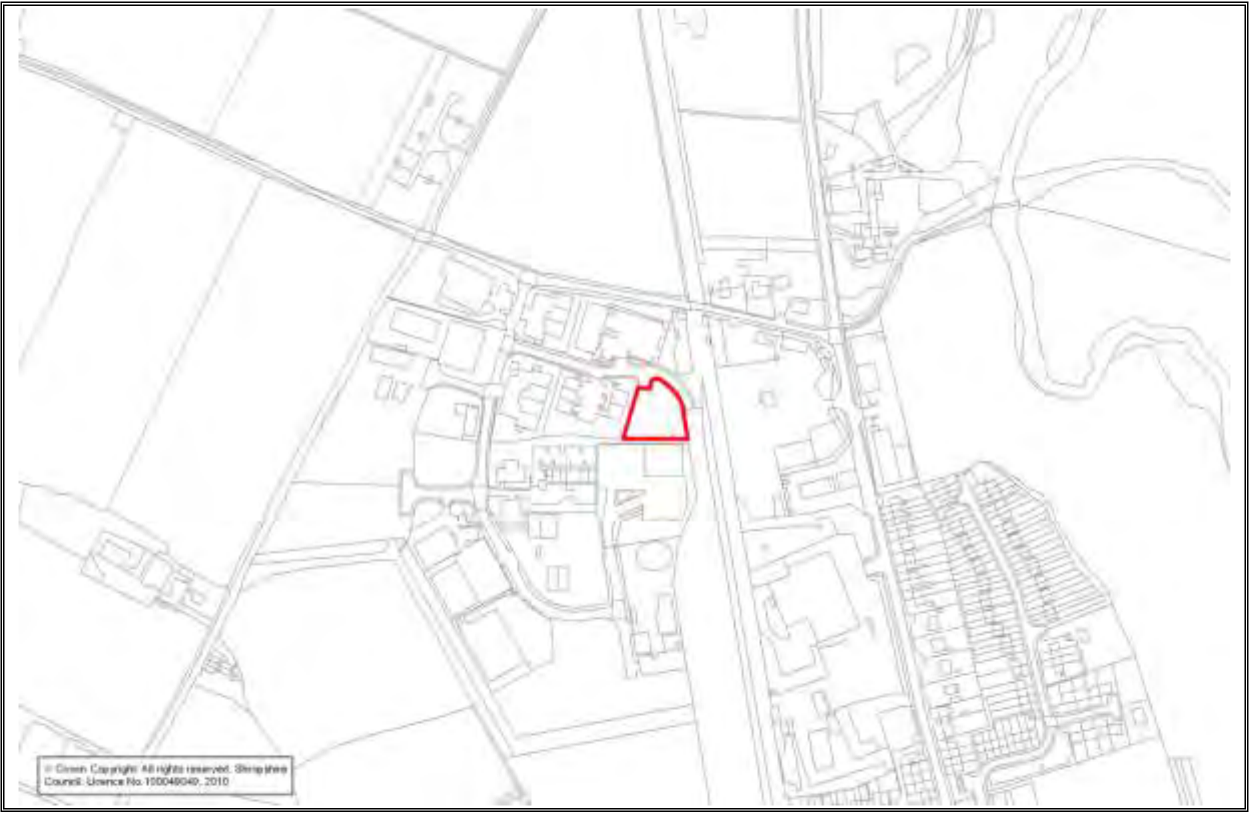
Site reference	LS1998/00212 (S3)
Name	Land at Hopesay Hill Road, Long Lane Industrial Estate, Craven Arms
Owner	Shropshire Council
Size, ha	0.26
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industry/business area Recycling/environmental industries sites
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to Policies S2/S3: Development should be of an appropriate nature and scale
Other information	Greenfield
Serviced	Yes
Availability, years	0-1

SOUTH



Site reference	SS2005/17420
Name	Plot K, Long Lane Industrial Estate, Craven Arms
Owner	Not Known
Size, ha	0.24
Market availability	Developed since April 2009
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1/B8 Full permission
Planning Issues	N/a
Other information	Greenfield site Developed for Craven Court office scheme
Serviced	Yes
Availability, years	0-1

SOUTH



Site reference	LS1998/00212 (S4)
Name	Land at Callow Hill Road, Long Lane Industrial Estate, Craven Arms
Owner	[redacted]
Size, ha	0.18
Market availability	Marketed for sale
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industry/business area
Planning Status	Allocation B1/B2/B8
Planning Issues	Subject to Policies S2/S3: Development should be of an appropriate nature and scale
Other information	Greenfield
Serviced	Yes
Availability, years	0-1

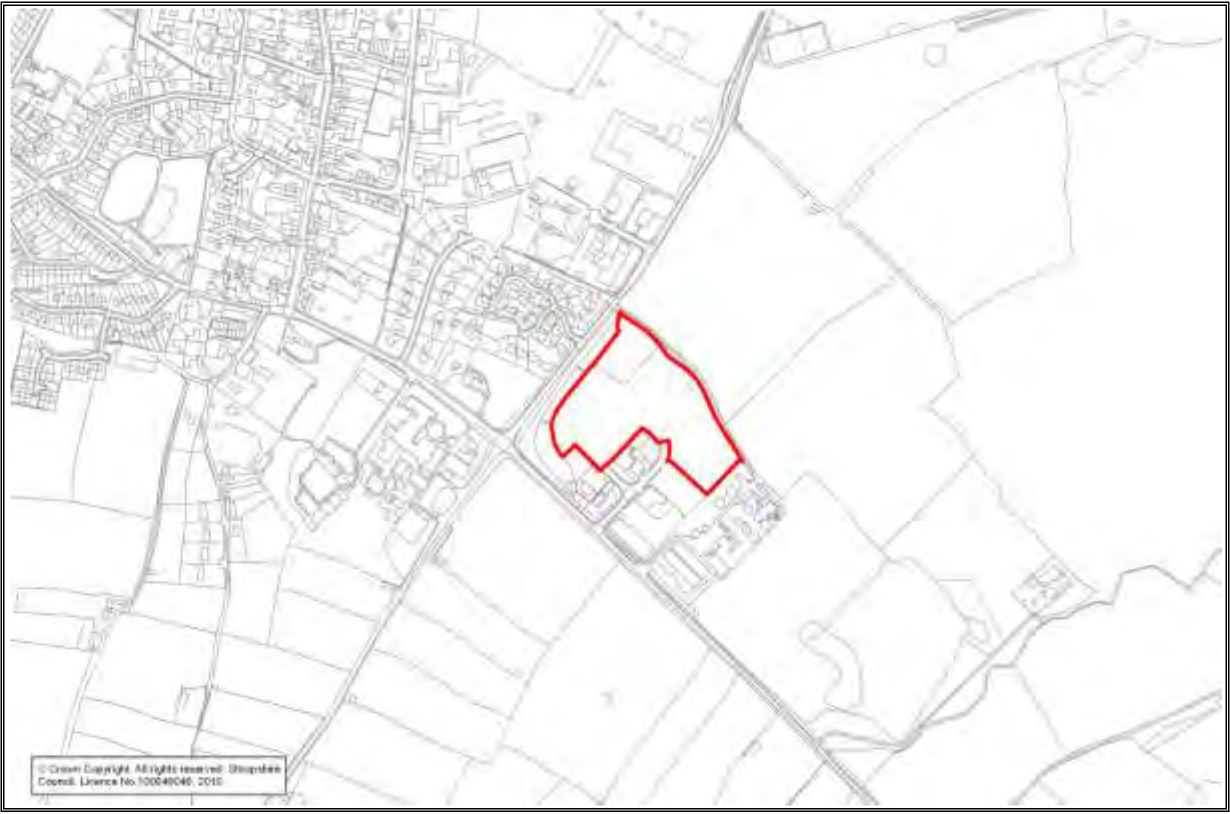
SOUTH

Site reference	SS2003/14391
Name	Border Holdings UK Ltd, The Grove, Craven Arms
Owner	[redacted]
Size, ha	1.21
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industry/business area Sites for specific occupiers Recycling/environmental industries sites
Planning Status	Allocation B8 – Full planning permission
Planning Issues	Subject to Policy S5: Respect environmental/economic policies Maintain structural landscaping Development is of an appropriate nature and scale Site lies close to flood plain (Policy RE2)
Other information	Brownfield It is assumed that site is held as expansion land by Border Holdings UK Ltd
Serviced	Yes
Availability, years	0-1

SOUTH

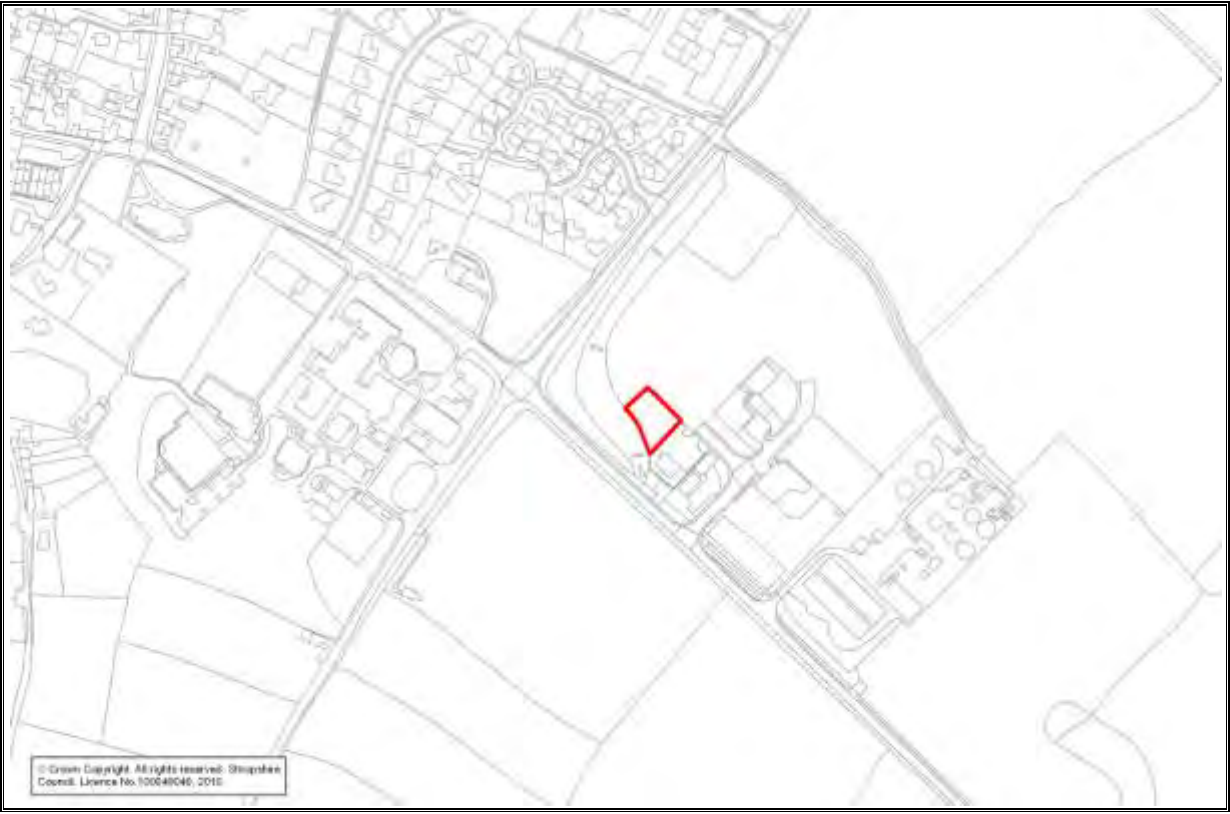
Site reference	LS1998/00229
Name	The Grove, Craven Arms
Owner	[redacted]
Size, ha	0.60
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Site for specific occupier Recycling/environmental industries sites
Planning Status	Allocation B1
Planning Issues	Subject to Policy S5: Respect environmental/economic policies Maintain structural landscaping Development is of an appropriate nature and scale Site lies close to flood plain (Policy RE2)
Other information	Brownfield It is assumed that site is held as expansion land for Border Holdings UK Ltd
Serviced	No
Availability, years	1-3

SOUTH



Site reference	SS1989/01127
Name	Adj Junction A488/B4385, Bishops Castle Business Park, Bishops Castle
Owner	Shropshire Council
Size, ha	2.75
Market availability	In process of being sold to developer
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office locations Recycling/environmental industries sites
Planning Status	Allocation B1/B2 – Outline planning permission
Planning Issues	Subject to Policies S2/S3: Development should be of an appropriate nature and scale
Other information	Greenfield In process of selling through formal tender process No constraints
Serviced	No
Availability, years	1-3

SOUTH

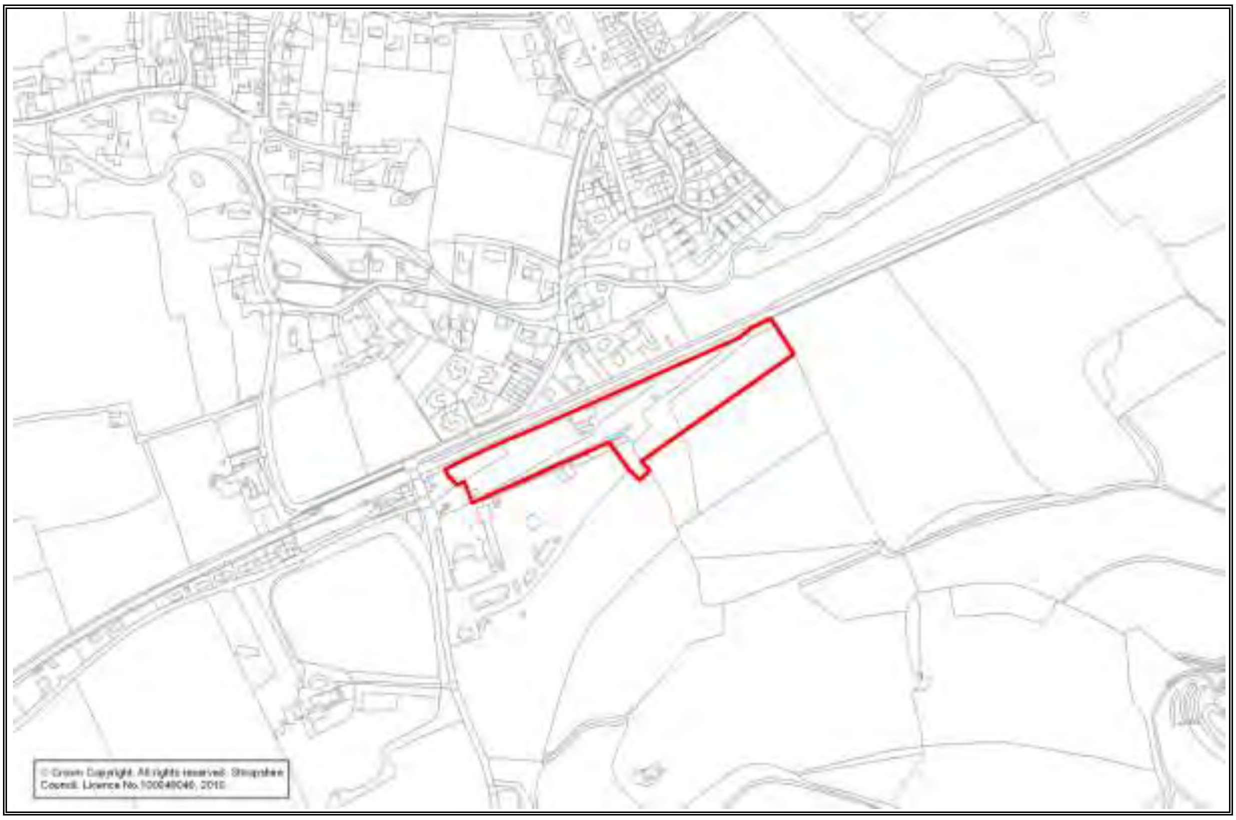


Site reference	SS2007/19386
Name	Plot E, Bishops Castle Business Park, Bishops Castle
Owner	[redacted]
Size, ha	0.09
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1/B2 – Full planning permission for single unit
Planning Issues	Subject to Policies S2/S3: Development should be of an appropriate nature and scale
Other information	Greenfield First building of two built, second awaiting decision on proposed biomass plant at adjacent site. Owner looking to build starter workshops on remaining land No constraints
Serviced	Yes
Availability, years	0-1

SOUTH

Site reference	SS2008/20717
Name	Charles Ransford & Son, Station Street, Bishops Castle
Owner	[redacted]
Size, ha	0.42
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industry/business area Site for specific occupier
Planning Status	Allocation B2 Full permission
Planning Issues	N/a
Other information	Brownfield Redevelopment completed since April 2009
Serviced	Yes
Availability, years	0-1

SOUTH



Site reference	LS2005/00001
Name	Land off B4367, Bucknell
Owner	[redacted] Agent - Kembertons (01952 216096 [redacted])
Size, ha	1.75
Market availability	No – current use is low intensity employment
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1
Planning Issues	Subject to Policy S1 – Allocated for a mix of housing (20 dwellings) and employment uses on former coal and timber yard
Other information	Brownfield Applying for planning permission (09/03091/OUT) for mixed use scheme and applicant indicates that if existing employment uses are retained there will be 0.35 ha released for new employment development (20 percent of total site area) Mixed-use scheme – village shop, retained shed/bungalow, residential development, live/work units, consolidated timber yard and steel fabricants, and surplus employment expansion land Masterplan for application indicates consolidation of primarily existing employment uses into much smaller area – with a modest amount of employment expansion land Contaminated site – but no other constraints
Serviced	No

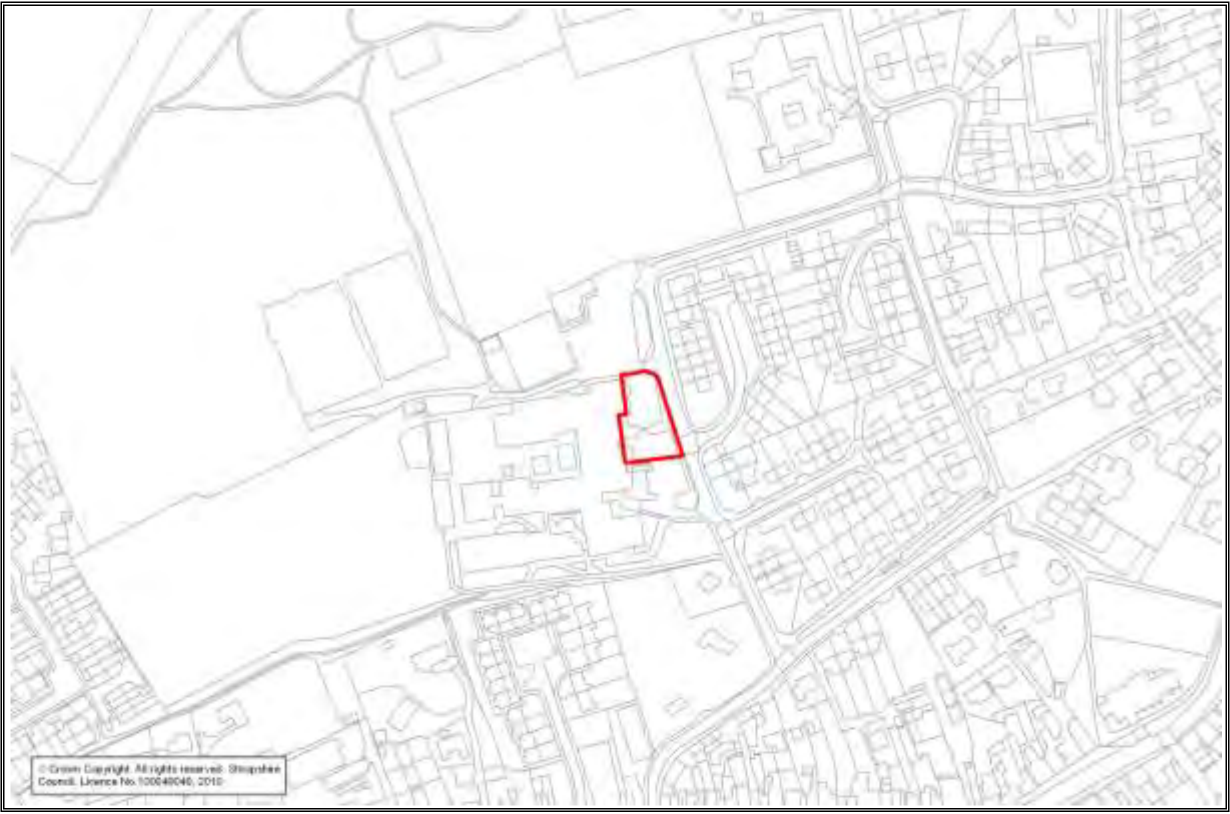
SOUTH

Availability, years	1-3

SOUTH

Site reference	SS2008/21010
Name	Station House, Clee Hill Road, Burford
Owner	[redacted] Agent – Pooks
Size, ha	1.05
Market availability	On market for sale/to let
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area
Planning Status	Windfall B1/B2/B8 – Full planning permission
Planning Issues	Subject to Policies S2/S3: Development should be of an appropriate nature and scale
Other information	Brownfield Pooks marketing complex at £459,000 for 1.03 ha which includes office buildings (360 sqm), which have been vacant for a number of years, and the surrounding land which has planning for eight industrial units Pooks have had a number of interested parties/offers, but they are struggling to raise the finance for their proposals in the current economic climate No physical constraints to development
Serviced	Yes
Availability, years	1-3

SOUTH



Site reference	SS2007/20065
Name	Adj Lacon Childe School, Love Lane, Cleobury Mortimer
Owner	Not Known
Size, ha	0.11
Market availability	Not available
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B1 – Full permission
Planning Issues	N/a
Other information	Brownfield Developed since April 2009 for Cleobury Community Centre
Serviced	Yes
Availability, years	0-1

SOUTH

Site reference	BR2006/00866
Name	Old Station BP, Bridgnorth Road, Cleobury Mortimer
Owner	[redacted] (Agent - Richard Hall, Doolittle & Dalley, 01746 763336)
Size, ha	0.26
Market availability	Available for development
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B1 – Full planning permission
Planning Issues	None
Other information	Brownfield Site to be developed in near future following completion of three buildings since April 2009 No known constraints
Serviced	Yes
Availability, years	0-1

SOUTH

Site reference	SS2007/19995
Name	The Oaks Garage, Stone Acton Road, Wall-under-Heywood
Owner	[redacted]
Size, ha	0.20
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industry/business area Site for specific occupier
Planning Status	Windfall – Full planning permission for B2 use comprising erection of replacement vehicle repair workshop
Planning Issues	None
Other information	Brownfield
Serviced	Yes
Availability, years	0-1

NORTH WEST

Site reference	LO1999/00133
Name	Weston Farm, West of Mile Oak Industrial Estate, Oswestry
Owner	[redacted]
Size, ha	11.86
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations Warehouse/distribution parks General industrial/business areas Recycling/environmental industries sites
Planning Status	Allocation B2
Planning Issues	Bordered to north and west by green wedge Bordered to east by green corridor Subject to policy LE2: Currently no suitable vehicular access to the site for commercial vehicles Requires a high degree of landscaping and screening Sensitive to pollution, as located on a major aquifer of high vulnerability
Other information	Greenfield Maro Developments have option to purchase land from Cadwallader family (current landowners) length of option is uncertain Currently negotiating to overcome ransom strip on land between site and Maesbury Road prior to submitting planning application for development of site New site access must cross existing rail line along eastern site

NORTH WEST

	boundary but landowner and joint venture partner suggest that Cambrian Railway Society will support rail crossing either as automatic crossing over the rail line, with linked slowing down areas for train rolling stock or viaduct road bridge over rail line Two potential, indicative schemes: large warehousing or smaller industrial units providing workshops and offices with energy from waste facility High design quality required to building elevations along A5 frontage Previous feasibility studies by AWM indicated that scheme is unviable without subsidy. Developer currently looking to reduce costs by exploring level crossing of rail line, rather than bridge.
Serviced	No
Availability, years	5+

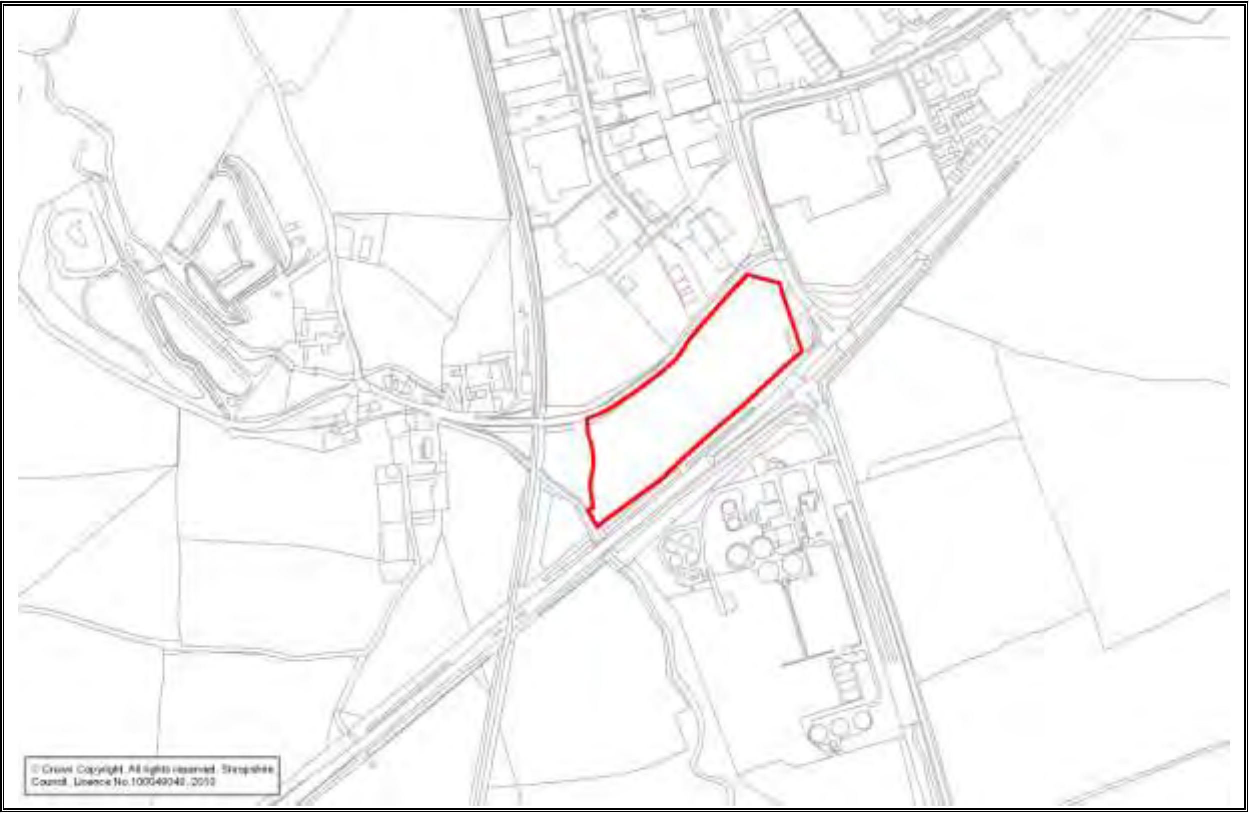
NORTH WEST

Site reference	OS2006/14712
Name	Land at Rod Meadows, Shrewsbury Road, Oswestry
Owner	[redacted] Managed by J Ross Developments
Size, ha	2.75
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industry/business area Established or potential office location
Planning Status	Allocation B1/B2/B8 - Outline planning permission. Rest of site includes C1/A3, D1 and sui generis uses
Planning Issues	Subject to policy LE1: Development should be of an appropriate standard as outlined by policies LE9 & LE11 Sensitive to pollution, as located on a major aquifer of high vulnerability
Other information	Greenfield Development has commenced to deliver mixed-use scheme with roadside uses, car sales, childcare and industrial uses Total site area was 3.84 ha from which 0.64 ha developed for hotel and restaurant, 0.45 ha earmarked for day nursery, leaving a residual area of 2.75 ha for B class development. Of the residual site potentially 0.65 ha will be used for car sales (sui generis) and 0.24 ha for the distributor road with 0.51 ha of light industrial uses, 0.56 ha for office/light industrial uses and the remaining 0.79 ha to be used as business park

NORTH WEST

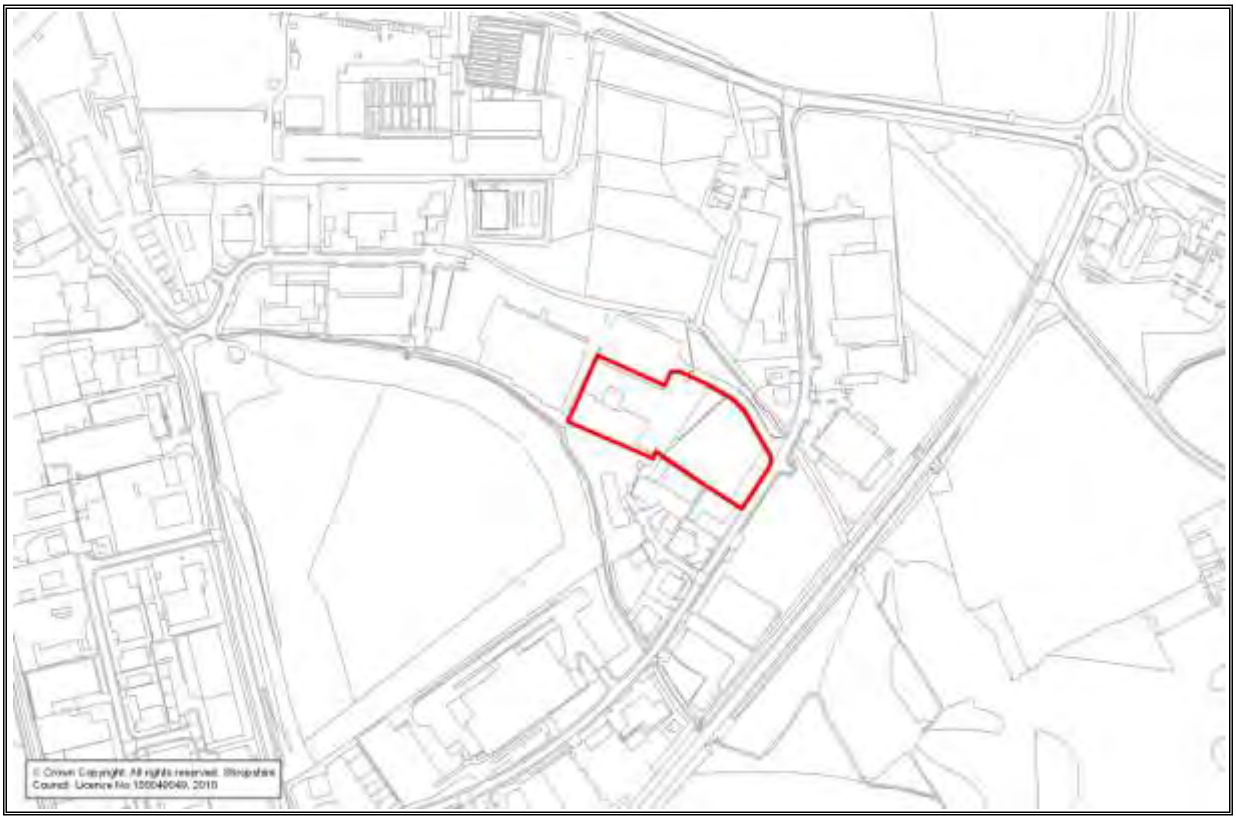
	Industrial element to be built in phases over next five years No abnormal development constraints – some surface water issues but engineered solutions have been identified
Serviced	No
Availability, years	1-3

NORTH WEST



Site reference	LO1999/00132
Name	South of Mile Oak Industrial Estate / Adj Bypass, Oswestry
Owner	[redacted] Agent – Samuel Wood
Size, ha	2.19
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industrial/business areas
Planning Status	Allocation B2
Planning Issues	Subject to policy LE3: Requires generous landscaping Sensitive to pollution, as located on a major aquifer of high vulnerability
Other information	Greenfield No physical development constraints/issues Recently secured planning permission (OS/07/15105/OUT) for realignment of access road Owners will look to service site and build units to be available for sale/let – build programme dependent on market demand
Serviced	No
Availability, years	1-3

NORTH WEST

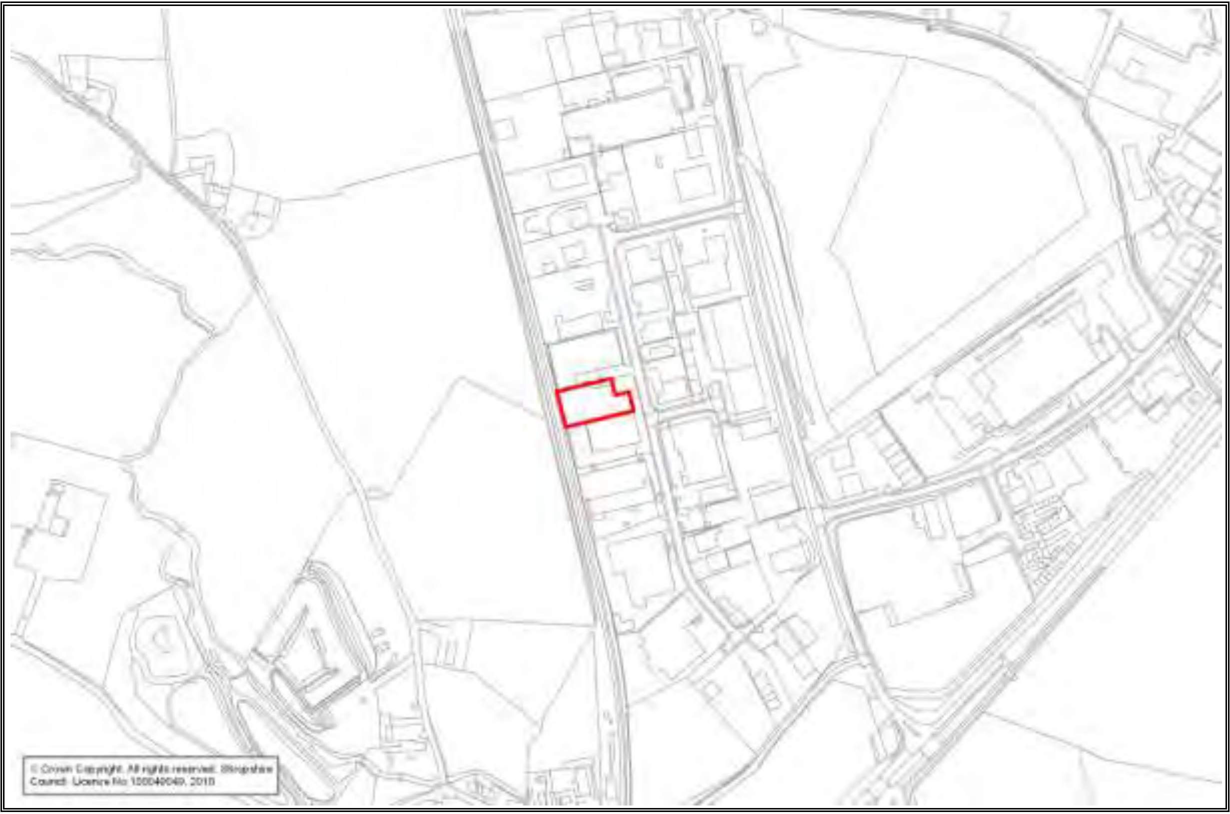


Site reference	LO1981/00043
Name	Mile End Business Park, off Maes-Y-Clawdd, Oswestry
Owner	[redacted]
Size, ha	1.55
Market availability	Not available – expansion land
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B2
Planning Issues	Subject to policy LE1: Development should be of an appropriate standard as outlined by policies LE9 & LE11 Sensitive to pollution, as located on a major aquifer of high vulnerability
Other information	Greenfield No constraints Coldmove retaining as expansion land – part temporarily in use for open storage by another company on short term lease
Serviced	Yes
Availability, years	3-5

NORTH WEST

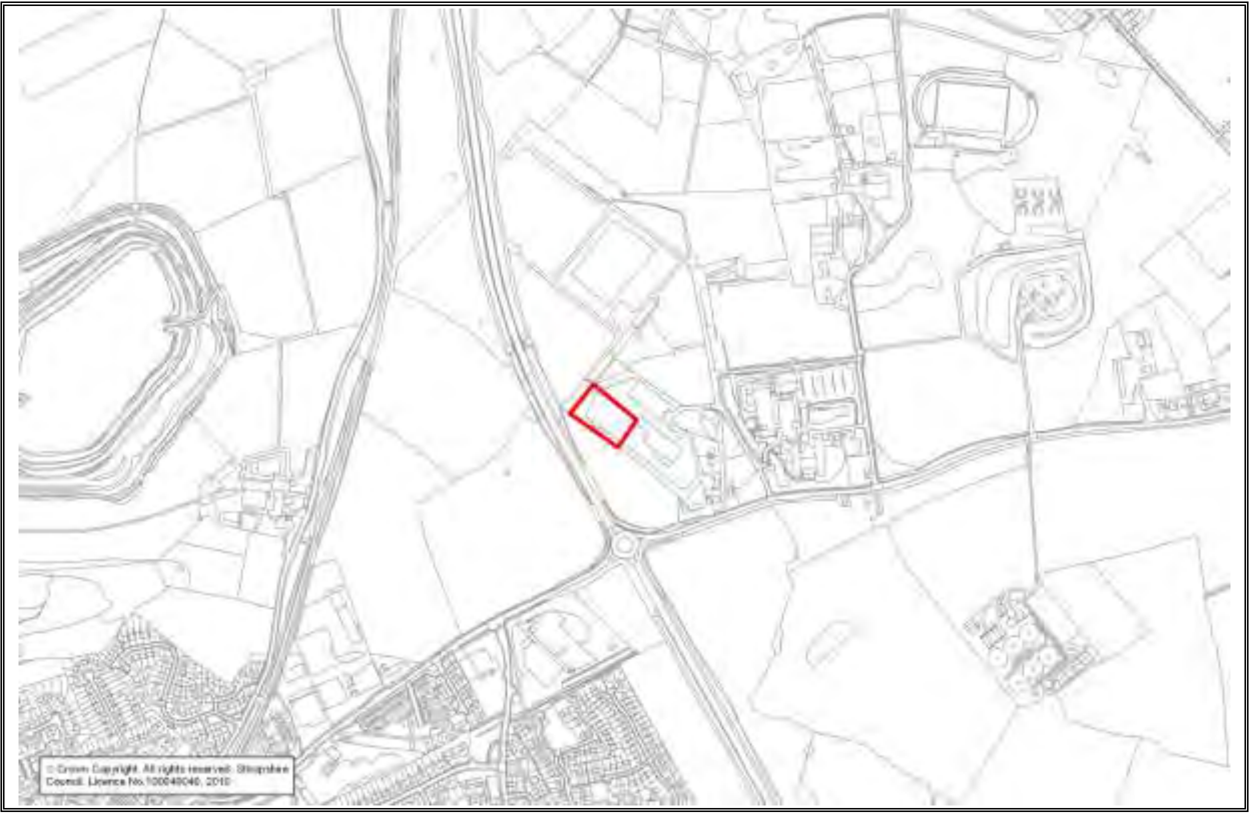
Site reference	LO1981/00129
Name	Kensington Gardens, Maesbury Road, Oswestry
Owner	[redacted] Agent – Melvyn Gough, Design & Planning Associates, Oswestry – 01691 659595
Size, ha	0.86
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1
Planning Issues	Western edge bordered by green corridor and green wedge Subject to policy LE1: Development should be of an appropriate standard as outlined by policies LE9 & LE11 Sensitive to pollution, as located on a major aquifer of high vulnerability
Other information	Greenfield Agent prepared scheme for whole site comprising mix of industrial and commercial uses but awaiting economic recovery before developing site No major development constraints
Serviced	No
Availability, years	1-3

NORTH WEST



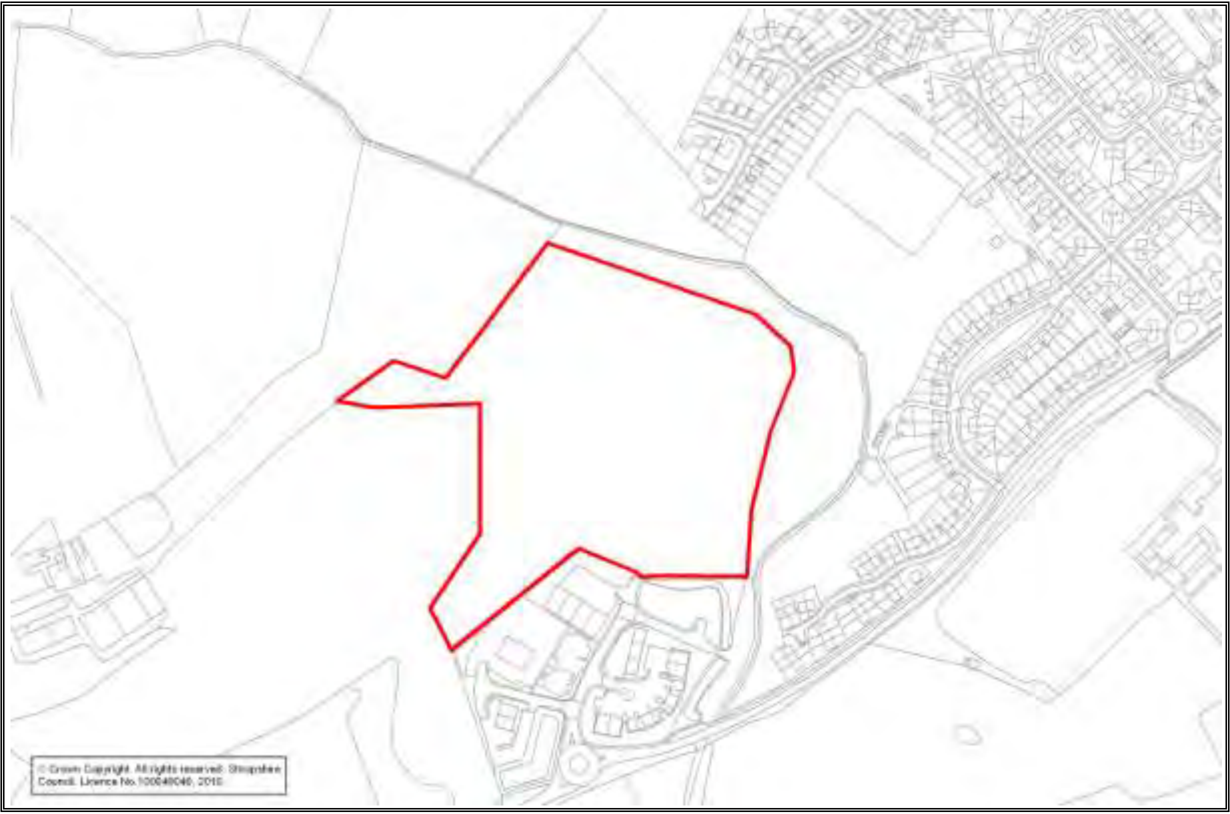
Site reference	OS2006/14650
Name	Site Adjacent Factory No.2, Maesbury Road, Oswestry
Owner	[redacted]
Size, ha	0.23
Market availability	Not available – developed site
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B2 – full planning permission
Planning Issues	Subject to policy LE1 Sensitive to pollution, as located on a major aquifer of high vulnerability
Other information	Brownfield Developed since April 2009 for Lindstrand Technology uses/storage No constraints
Serviced	Yes
Availability, years	0-1

NORTH WEST



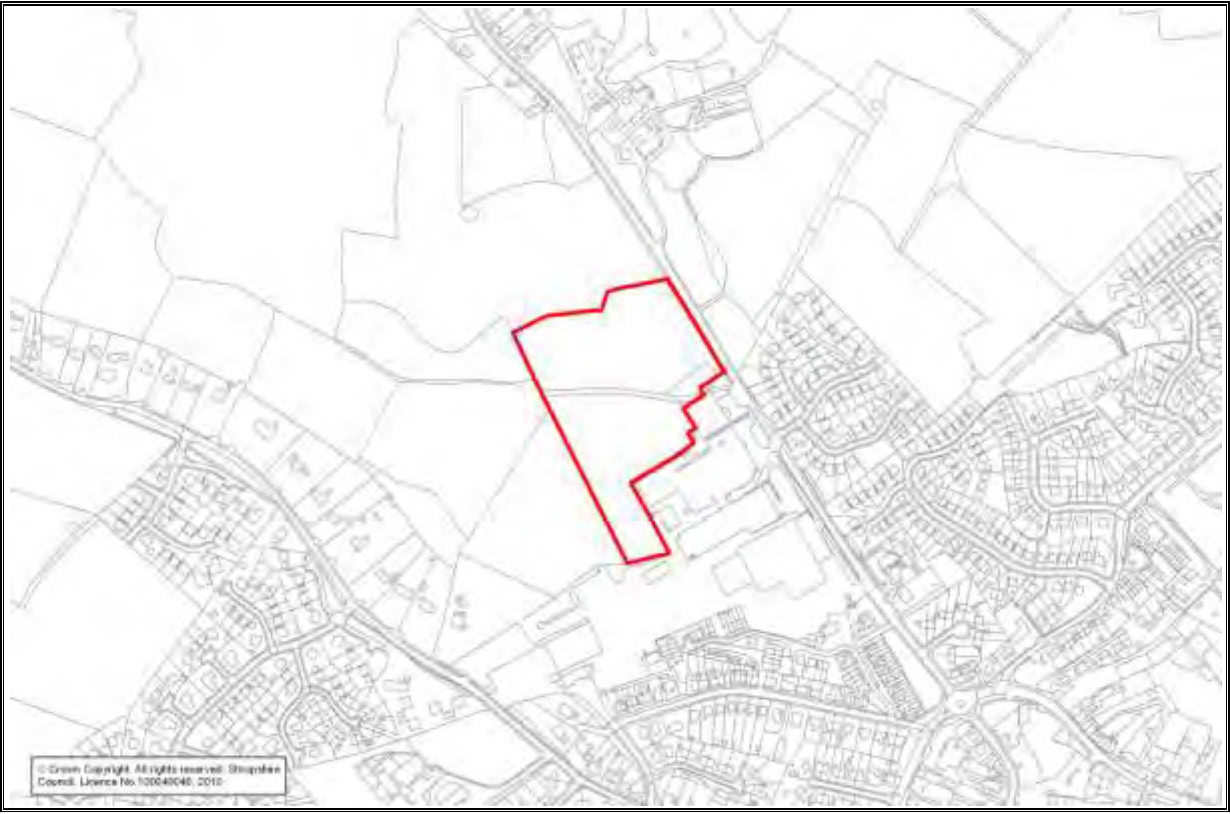
Site reference	OS2005/13705
Name	Land Adjacent to Evans Enterprises, Park Hall, Oswestry
Owner	[redacted]
Size, ha	0.54
Market availability	Since developed for EvaStore's own use
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B1/B8 – full planning permission
Planning Issues	N/a
Other information	Brownfield Developed since April 2009 for EvaStore facility No constraints
Serviced	Yes
Availability, years	0-1

NORTH WEST



Site reference	LN2003/00037
Name	Ellesmere Business Park, off Oswestry Road, Ellesmere
Owner	[redacted]
Size, ha	6.15
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industrial/business areas Recycling/environmental industries sites
Planning Status	Allocation B1/B2/B8 – Outline planning permission
Planning Issues	Subject to policy E2(a)(ii): Requires high standards of design and landscaping Requires mounded buffer along western bank of Newnes Brook
Other information	Greenfield Shropshire Council secured outline planning permission to create Phase 2 expansion of business park (NS/08/02135/OUT) and will consider acquiring and servicing site subject to availability of funding No known constraints
Serviced	No
Availability, years	3-5

NORTH WEST



Site reference	LN2003/00036
Name	Off Grange Road, Ellesmere
Owner	[redacted]
Size, ha	3.02 gross
Market availability	Available – but not actively marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1/B2/B8
Planning Issues	N/a
Other information	Greenfield North Shropshire Local Plan identified total area of 3.02 ha but only allocated a developable area of 1.20 ha due to the suspected ground conditions on the site. Technical site assessments have previously been undertaken but until the actual ground conditions on the site are fully investigated the whole site area (3.02 ha) has been included in the assessment of committed land in the North West Zone. The site is also affected by a right of way skirting one of the site boundaries and a small brook with gently sloping banks bisects the centre of the site from east to west. Fullwoods are building housing to rear of site and would consider

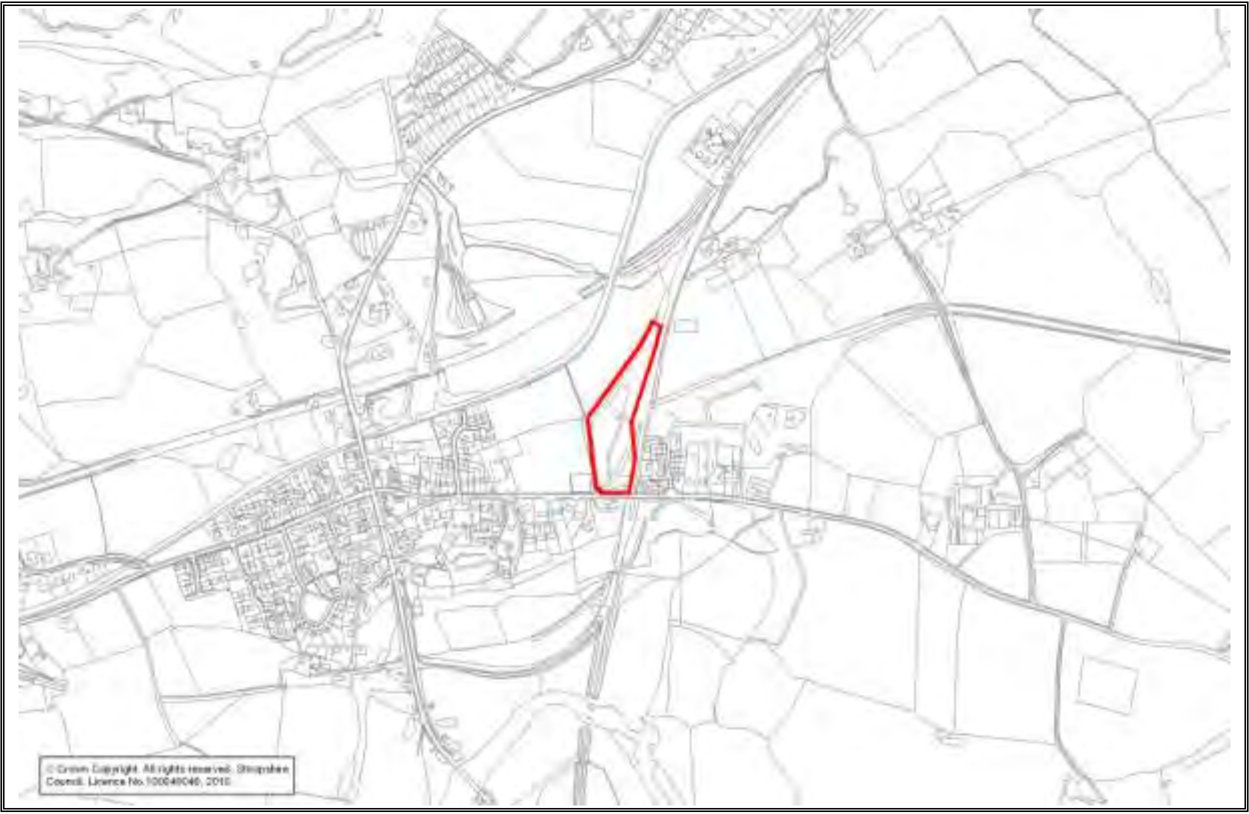
NORTH WEST

	using the Grange Road land for additional housing development No known constraints, but no site investigations have been undertaken since the adoption of the North Shropshire Local Plan.
Serviced	No
Availability, years	5+

NORTH WEST

Site reference	NS2006/00725
Name	Plots 2 & 3, Ellesmere Business Park, Oswestry Road, Ellesmere
Owner	[redacted]
Size, ha	0.44
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business use
Planning Status	Allocation Full planning permission for B1/B8 uses
Planning Issues	Subject to policy E2(a)(ii): Requires high standards of design and landscaping
Other information	Greenfield Oakdale Beds have submitted full planning application 10/04386/FUL for B8/B1 warehouse and office building for their own use which has yet to be determined No constraints
Serviced	No
Availability, years	1-3

NORTH WEST

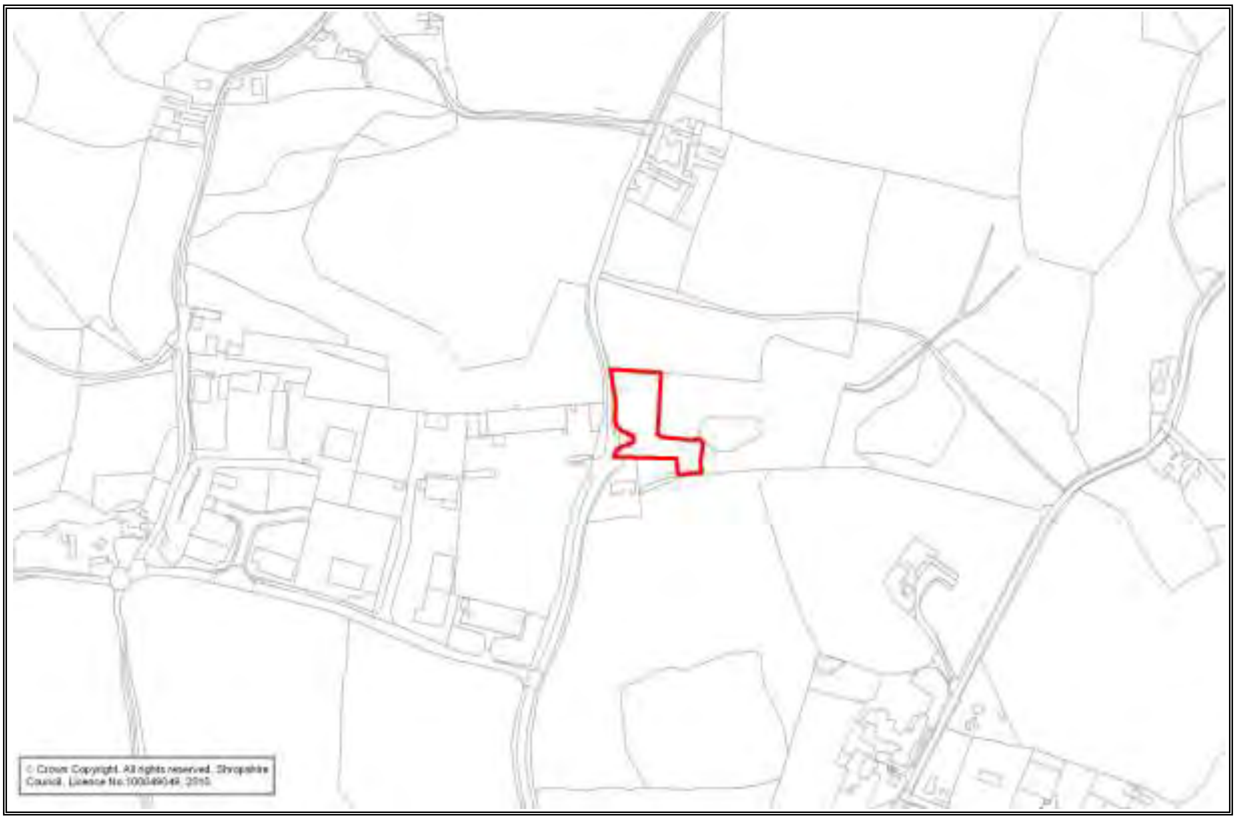


Site reference	LO1999/00041
Name	Old Coal Yard, Llanymynech
Owner	[redacted] Agent – [redacted] Kembertons, Telford, 01952 216096 [redacted]
Size, ha	1.59
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B2
Planning Issues	Subject to policy LE5: Requires satisfactory improvement of highway access
Other information	Brownfield Previous plans for live:work units no longer seen as viable and site is not believed to be viable for employment uses due to lack of demand and housing redevelopment of adjoining concrete works by Persimmon Homes. Agent states that trying to get site reallocated to residential use through LDF process and are preparing proposals for housing development with public access to heritage area and canal
Serviced	No
Availability, years	5+

NORTH WEST

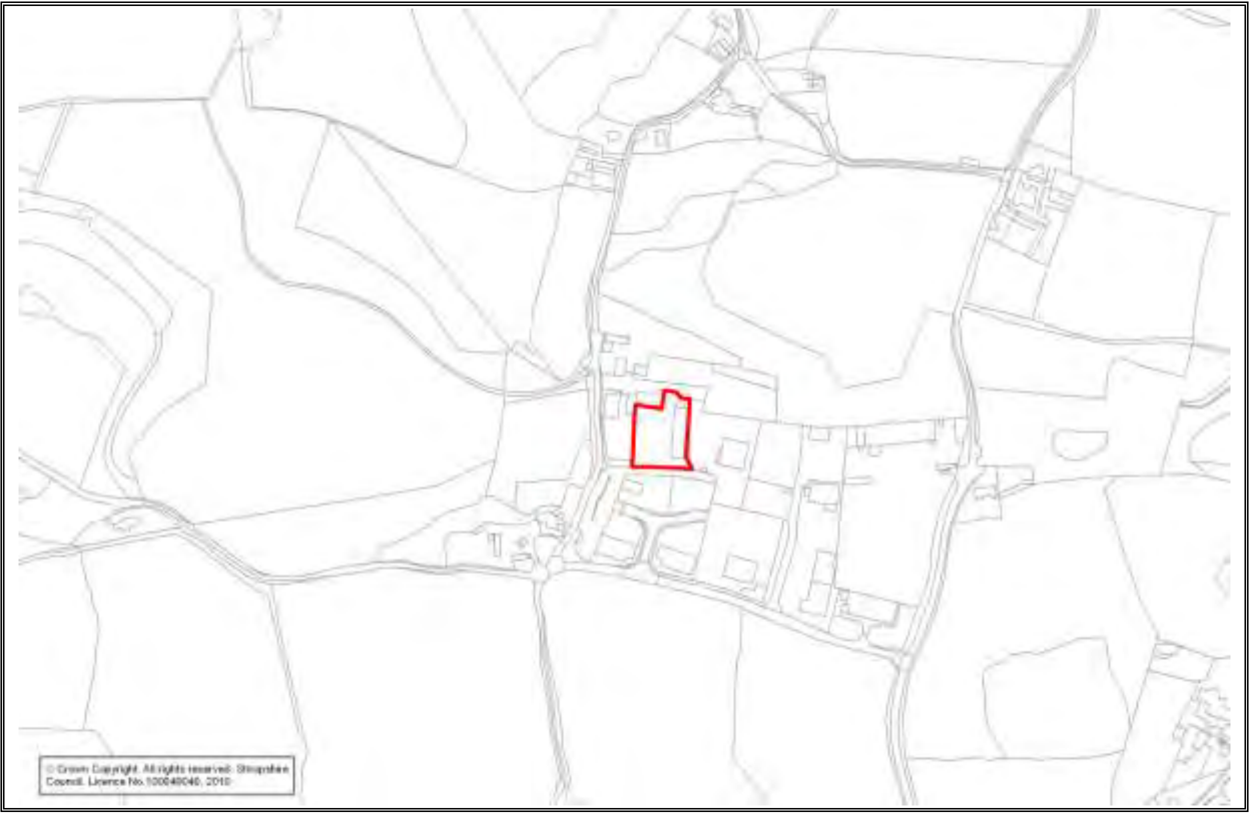
Site reference	OS2008/15679
Name	Former Brickworks Site, Ifton Colliery, Ifton Heath
Owner	[redacted]
Size, ha	1.04
Market availability	Developed site
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation Full planning permission for B1/B2/B8 uses
Planning Issues	Subject to policy LE6: Requires appropriate landscaping to southern boundary Access from northern road frontage
Other information	Brownfield Site developed since April 2009 for Ridgeway Rentals' own use
Serviced	Yes
Availability, years	0-1

NORTH WEST



Site reference	OS2006/14374
Name	Former Brickworks Site, Ifton Colliery, Ifton Heath
Owner	[redacted] Agent – Design & Planning Associates, Oswestry
Size, ha	0.33
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation Full planning permission for B1/B8 uses
Planning Issues	Subject to policy LE6: Requires appropriate landscaping to southern boundary Access from northern road frontage
Other information	Brownfield Landowner will develop and sell / let units but awaiting economic recovery before developing site No constraints
Serviced	Yes
Availability, years	0-1

NORTH WEST

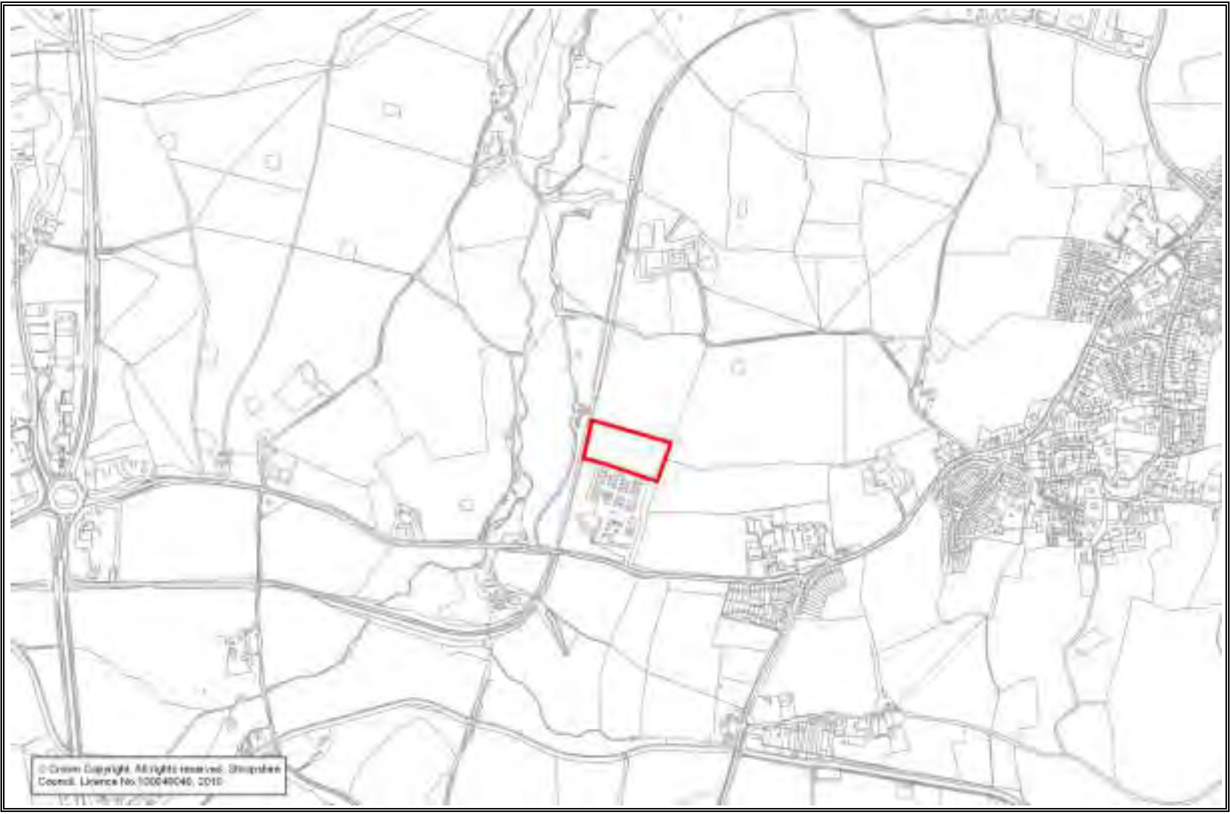


Site reference	OS1998/10163
Name	Land Adj Newstyle Fabrications, Ifton Industrial Estate
Owner	[redacted]
Size, ha	0.32
Market availability	Not available – scheme under development
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B2 – Full planning permission
Planning Issues	N/a
Other information	Brownfield Planning permission allows construction of eight units to be developed as single building for subsequent subdivision into 8 smaller units Principal building under construction No known constraints
Serviced	Yes
Availability, years	0-1

NORTH WEST

Site reference	OS2007/14878
Name	Former Brickworks Site, Ifton Colliery, Ifton Heath
Owner	[redacted] Agent – Design & Planning Associates, Oswestry
Size, ha	0.21
Market availability	Available, but not marketed
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation Full planning permission for B1/B8 uses
Planning Issues	Subject to policy LE6: Requires appropriate landscaping to southern boundary Access from northern road frontage
Other information	Brownfield Landowner will develop and sell / let units but awaiting economic recovery before developing land No constraints
Serviced	Yes
Availability, years	0-1

NORTH WEST



Site reference	LO1999/00160
Name	Bank Top Industrial Estate, St Martins
Owner	[redacted]
Size, ha	1.47
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1
Planning Issues	Subject to policy LE8: New development should upgrade the appearance and facilities on the estate, and reduce visual impact on surrounding area
Other information	Greenfield Owner awaiting economic recovery before developing site with aspiration for residential-led mixed-use development scheme No known development constraints
Serviced	No
Availability, years	5+

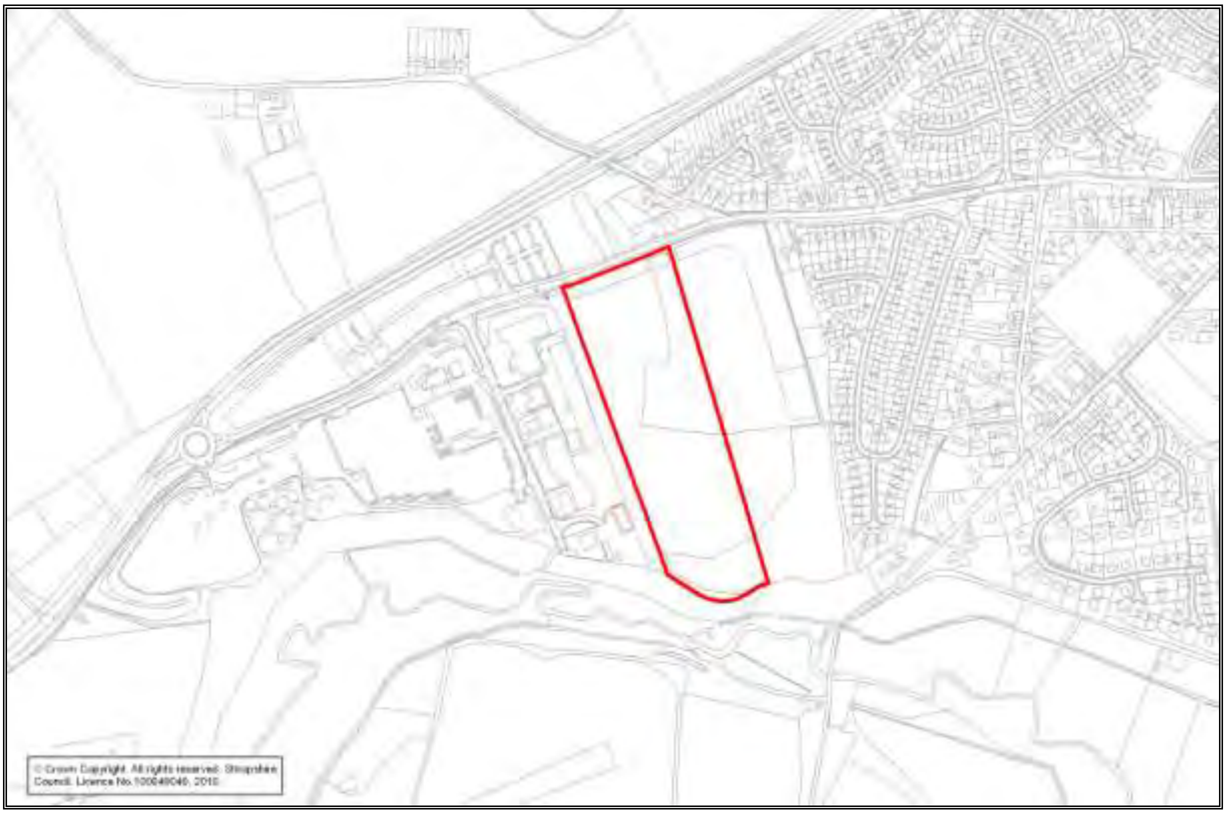
NORTH WEST

Site reference	NS2003/01138
Name	Shaws Estate, Sodylt, nr Ellesmere
Owner	[redacted]
Size, ha	0.24
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B2
Planning Issues	N/a
Other information	Brownfield NS/08/00468 secures permission for 15 holiday cottages to north and NS/08/00333 secures permission for new access road to cottages cutting through and creating access to 'employment site' and reducing site area to 0.24 ha (originally 0.31 ha) No constraints
Serviced	Yes
Availability, years	1-3

NORTH EAST

Site reference	NS2007/02018
Name	Muller Dairy (North Site), Shrewsbury Road, Market Drayton
Owner	[redacted] Agent is Kemp & Kemp – 01865 240 001
Size, ha	8.50 net (gross area 24.14 ha)
Market availability	Not available – retained for expansion
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General Industrial/Business Areas Heavy/Specialist Industrial Sites Sites for Specific Occupiers
Planning Status	Allocation B2 – Outline planning permission
Planning Issues	Subject to policy E3
Other information	Greenfield Wider site area (as shown on plan) is 24.14 ha, however only 8.50 ha is developable, remainder to be kept as structural landscaping and buffer zone to protect environmental quality of area. Land to be used for Muller's expansion - outline planning permission granted in March 2009 for new production and distribution facility (NS/07/02018/EIA) and proposing relocation of existing public right of way through site. Kemp & Kemp indicate Muller's pursuing expansion on this site and North Shropshire Local Plan states 5.54 ha to be developed to 2011, with 2.96 ha beyond 2011 No known constraints
Serviced	No
Availability, years	1-3

NORTH EAST

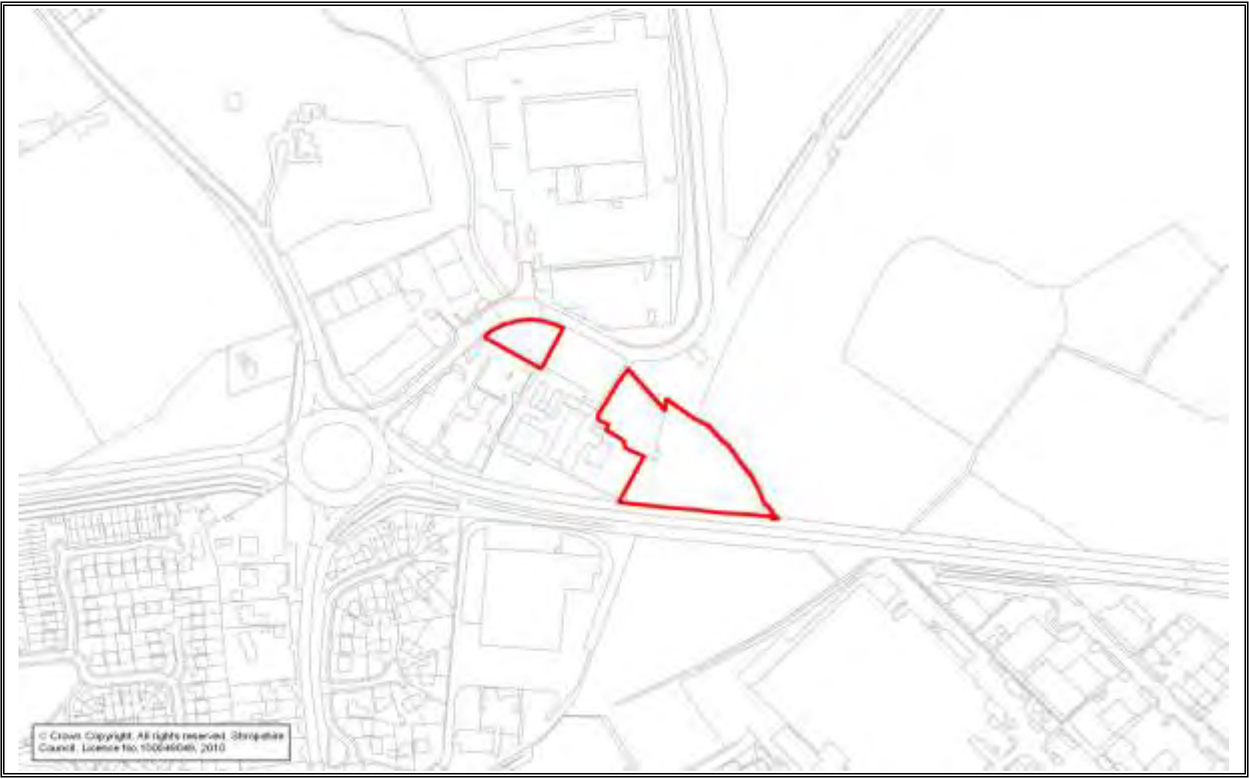


Site reference	NS2007/02420
Name	Tern Valley Business Park, Shrewsbury Road, Market Drayton
Owner	Shropshire Council
Size, ha	5.42
Market availability	Available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General Industrial/Business Areas Established or Potential Office Locations Recycling/environmental industries site
Planning Status	Allocation B1/B2/B8 – Outline planning permission
Planning Issues	Area of Special Environmental Interest to south of site Proposed Recreational Area to east of site
Other information	Greenfield To be developed as Phase Two of Tern Valley Business Park (planning permission NS/07/02420/OUT) Site infrastructure developed by Shropshire Council Plots from 0.2 ha will be offered on 999 year leases No known constraints
Serviced	Yes
Availability, years	1-3

NORTH EAST

Site reference	NS2007/01687
Name	Sych Farm, Adderley Road, Market Drayton
Owner	[redacted]
Size, ha	1.33
Market availability	Not available – developed since April 2009
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Areas
Planning Status	Allocation B1/B2/B8
Planning Issues	None
Other information	Greenfield Fully developed for builder's merchant trade counter unit and associated timber yard - occupied by Buildbase and Hirebase (planning permission NS/07/01687/FUL)
Serviced	Yes
Availability, years	0-1

NORTH EAST

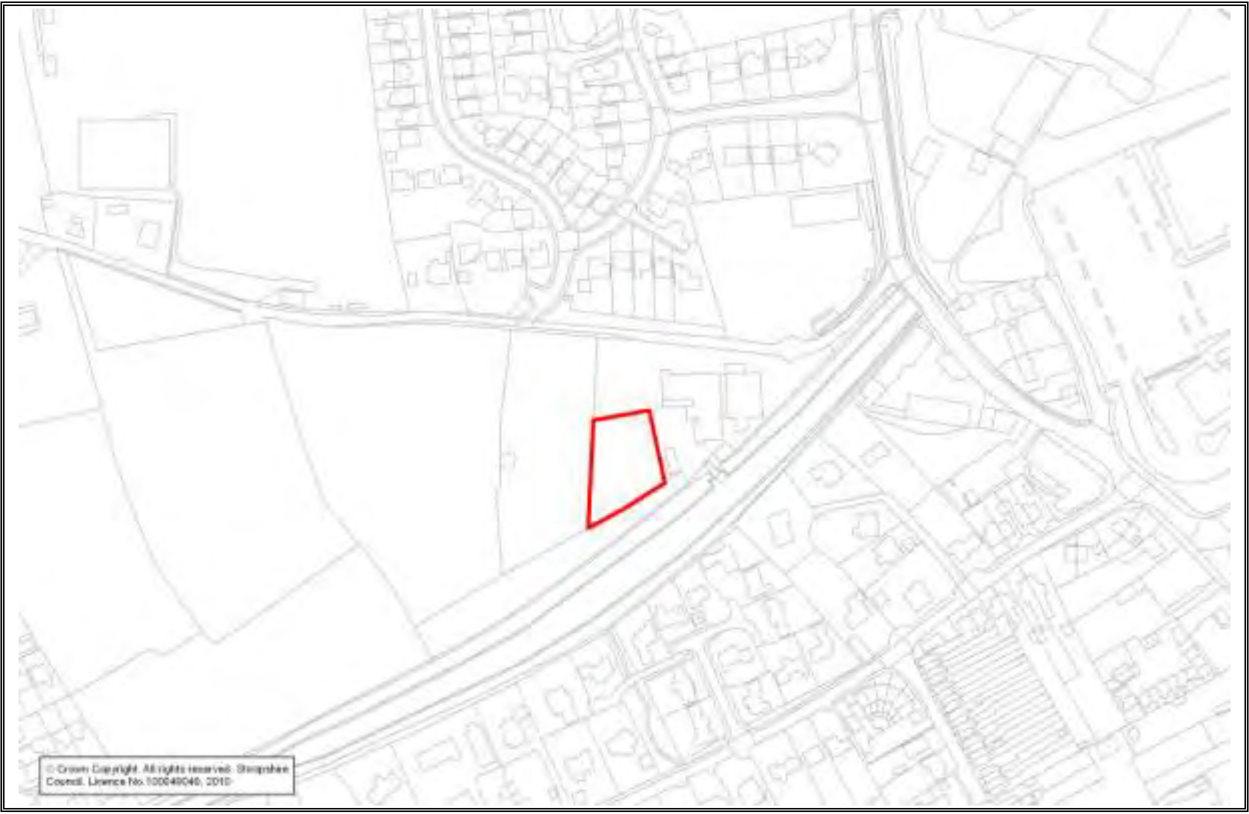


Site reference	LN2003/00063
Name	Sych Farm (Phase 1), Adderley Road, Market Drayton
Owner	[redacted] Agent – McDyre & Co. - tel: 01928 735398
Size, ha	0.72
Market availability	Available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or Potential Office Locations General Industrial/Business Areas
Planning Status	Allocation B1/B2/B8
Planning Issues	None
Other information	Greenfield Owners intend to sell the west part of site (approx 0.60 ha) for development, as part of wider site, for housing and live:work units (see planning permission 09/01335/FUL) – waiting for market to pick up before marketing the site to a developer (has previously been marketed unsuccessfully) East of site (approx 1.0 ha) is available for employment development – likely to be marketed at some point in the future Constraints include stream that runs through north of site and trees on site
Serviced	No
Availability, years	1-3

NORTH EAST

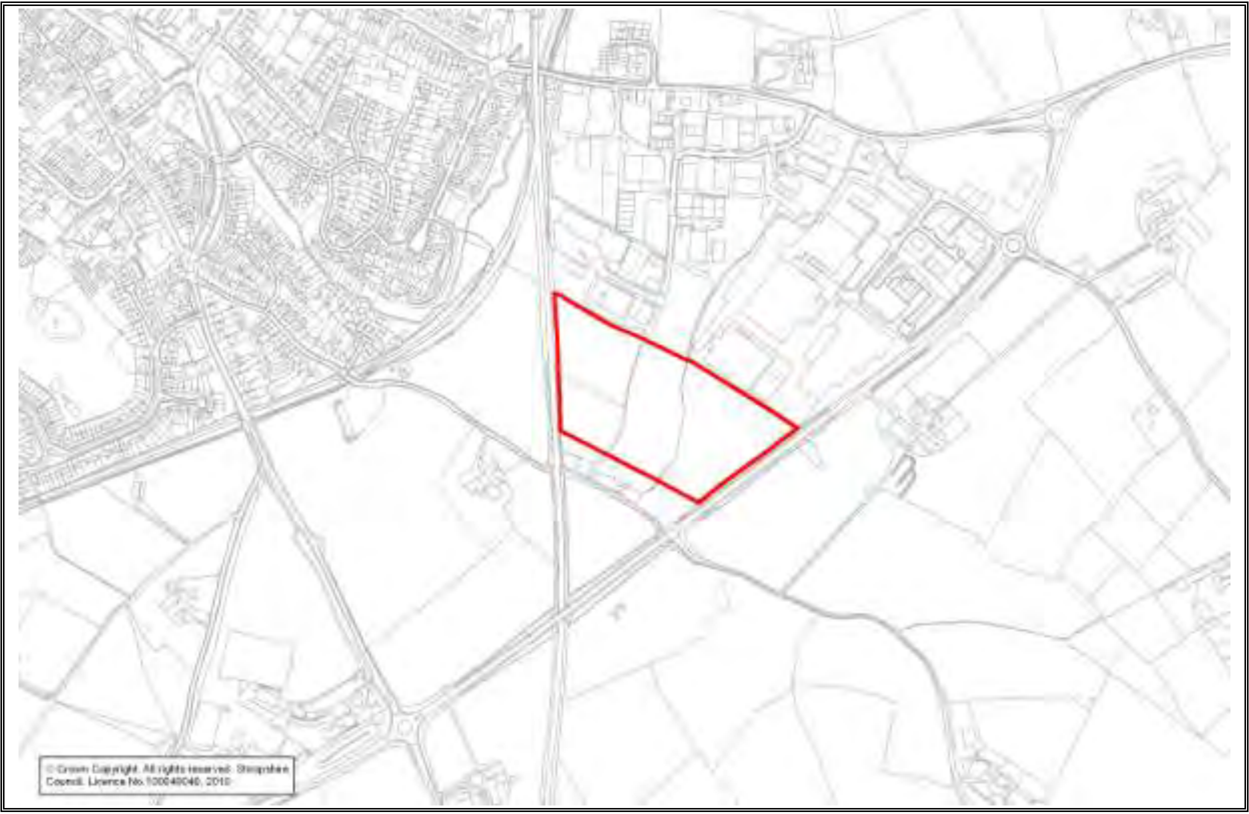
Site reference	LN2003/00038
Name	Maer Lane/Bert Smith Way, Market Drayton
Owner	[redacted]
Size, ha	0.80
Market availability	North site – not available South site – not known
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area
Planning Status	Allocation B1/B2/B8
Planning Issues	None
Other information	Greenfield Allocation is split into two separate sites North site is approx 0.40 ha - Pork Farms would not disclose further information regarding their intentions for the land Southern site is approx 0.40 ha
Serviced	Yes
Availability, years	1-3

NORTH EAST



Site reference	NS2005/00507
Name	PD Stevens & Sons Ltd, Greenfields Lane, Market Drayton
Owner	[redacted]
Size, ha	0.16
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area Sites for Specific Occupier
Planning Status	Windfall Full planning permission for B2 use
Planning Issues	None
Other information	Brownfield In use by PD Stevens & Sons Ltd as storage compound and vehicle park (planning permission NS/05/00830/FUL) Planning permission includes permission for development of a workshop building on part of site. This may be built in future for company's own use Potentially minor contamination issues due to current use as vehicle yard
Serviced	Yes
Availability, years	1-3

NORTH EAST



Site reference	LN2003/00054
Name	South of Civic Park, Whitchurch
Owner	[redacted]
Size, ha	6.02
Market availability	Not known
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area Established or Potential Office Location Heavy/specialist industrial site Sites for Specific Occupier Recycling/environmental industries sites
Planning Status	Allocation B1/B2/B8
Planning Issues	None
Other information	Greenfield Previously Grocontinental has expressed interest in using (part of) the site as part of their expansion plans Whitchurch suffers from an inadequate electricity supply Regional Growth Fund bid submitted by Shropshire Council on behalf of Marches LEP for upgrading of power supply
Serviced	No
Availability, years	3-5

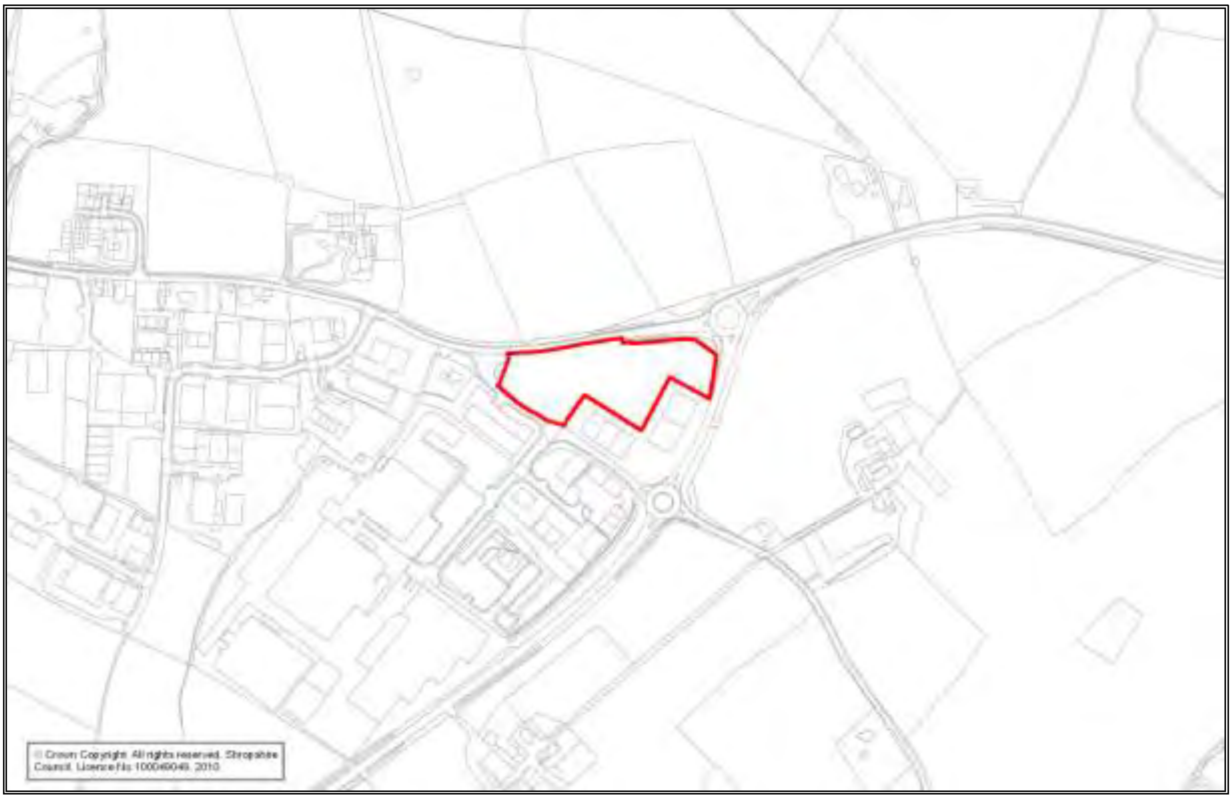
NORTH EAST

Site reference	LN2003/00057
Name	Heath Road, Whitchurch
Owner	[redacted] [redacted]
Size, ha	4.82 gross
Market availability	Not available
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or Potential Office Locations High Quality Business Parks
Planning Status	Allocation B1
Planning Issues	Allocated for High Technology Business Development only
Other information	Greenfield Fieldcrest wish to develop site as high quality, prestigious office park but have previously been unable to secure planning permission for this use as the site is allocated in the local plan for 'high technology' business development'. Furthermore only 2.10 ha (of gross 4.82 ha) was allocated as a reserve site only to be brought forward specifically to meet demand for high technology development Land to north of LN2003/00057 (Additional Site 35) is in different ownership (Mr A N Arthan). The existing allocation and this adjoining site could form a good quality, gateway employment site for Class B1 uses in Whitchurch with removal of existing local plan restriction for 'high technology' business development' to permit Class B1(a) office and Class B1(c) light industrial uses. No site specific constraints except for electricity supply constraints affecting Whitchurch

NORTH EAST

Serviced	No
Availability, years	3-5

NORTH EAST

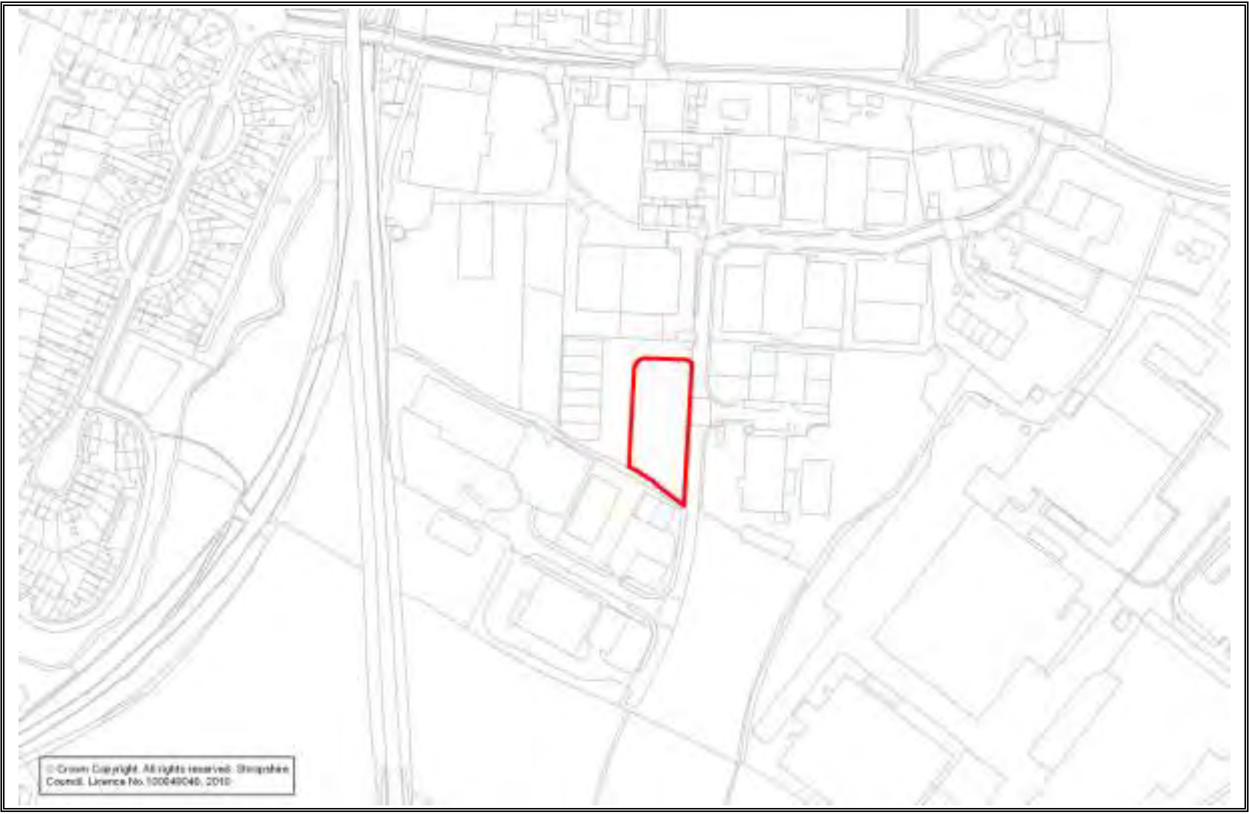


Site reference	NS2007/01046
Name	Land off Shakespeare Way, Waymills Business Park, Whitchurch
Owner	[redacted]
Size, ha	1.39
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area
Planning Status	Allocation B1/B2/B8 – Full planning permission
Planning Issues	None
Other information	Greenfield To be developed as Phase 2 of Mullbry Business Park – 5000 sqm of high quality industrial space through full planning permission NS/07/01064/FUL Units will be offered leasehold or freehold Will be developed after economic recovery No known constraints
Serviced	Yes
Availability, years	1-3

NORTH EAST

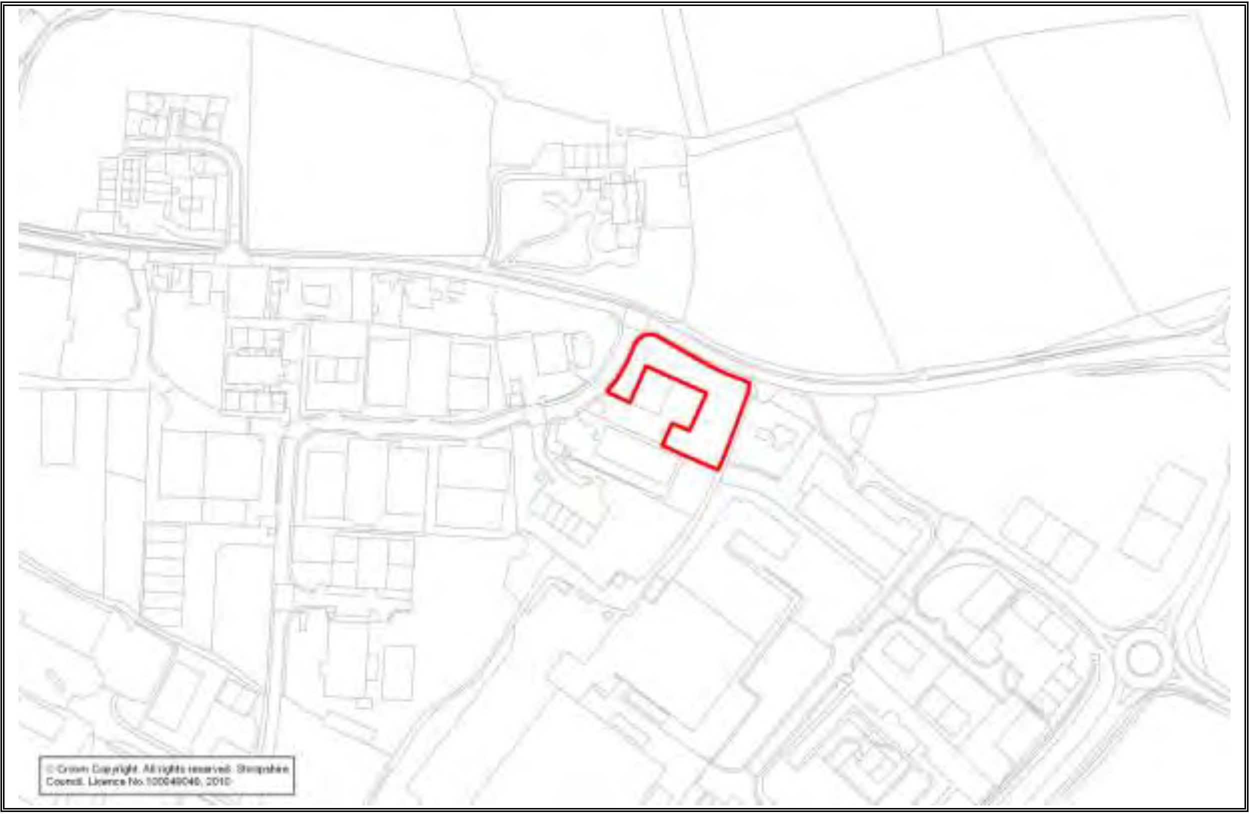
Site reference	NS2005/01182
Name	Plots 6 & 7 Waymills Industrial Estate, Whitchurch
Owner	[redacted]
Size, ha	0.78
Market availability	Not available – developed since April 2009
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area Sites for Specific Occupiers
Planning Status	Allocation B2
Planning Issues	None
Other information	Greenfield In use by Grocontinental as storage warehouse and vehicle yard completed since April 2009 (full planning permission NS/2009/00460)
Serviced	Yes
Availability, years	0-1

NORTH EAST



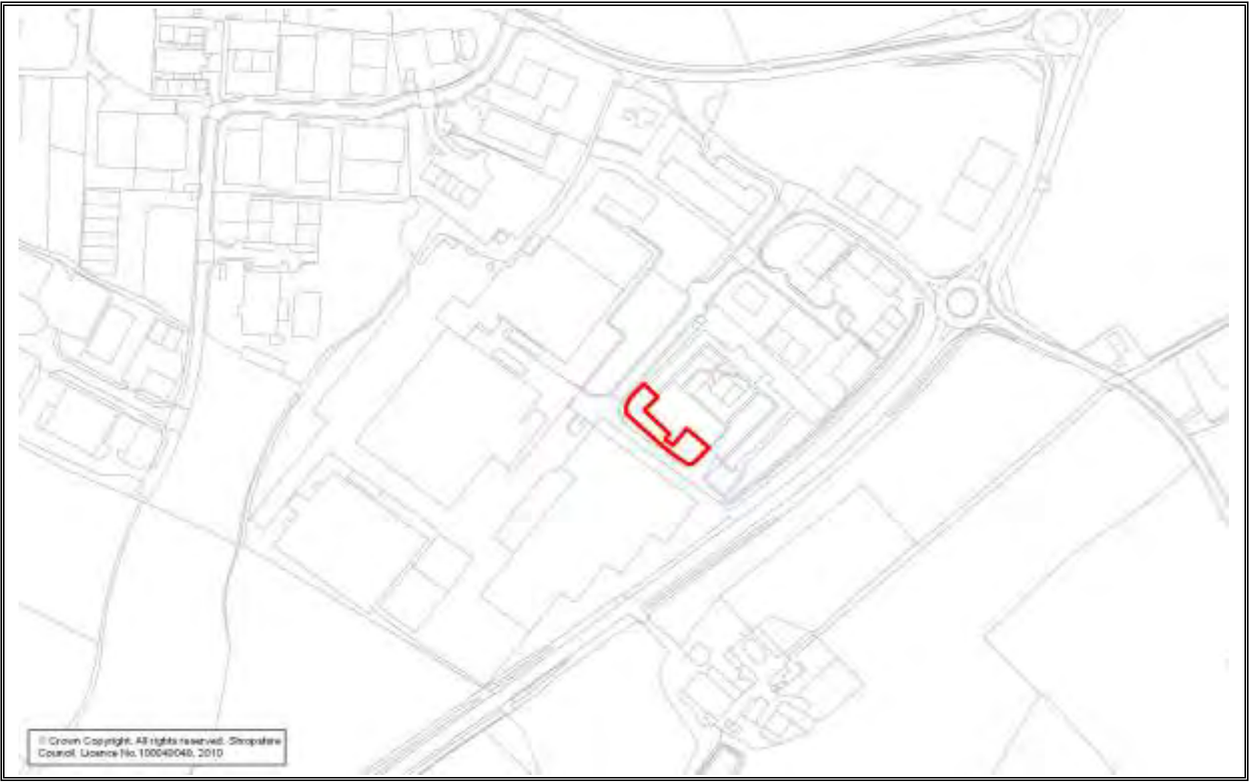
Site reference	NS2005/00683
Name	Land Adj Frmr Miller Corp, Civic Green Industrial Estate, Waymills, Whitchurch
Owner	[redacted]
Size, ha	0.27
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area
Planning Status	Allocation B2 – Full planning permission
Planning Issues	None
Other information	Greenfield Under construction for Phase 2 of Waymills Court – 1466 sqm of high quality industrial space split into six units of 244 sqm (planning permission NS/05/01184/FUL) Units will be marketed freehold
Serviced	Yes
Availability, years	0-1

NORTH EAST



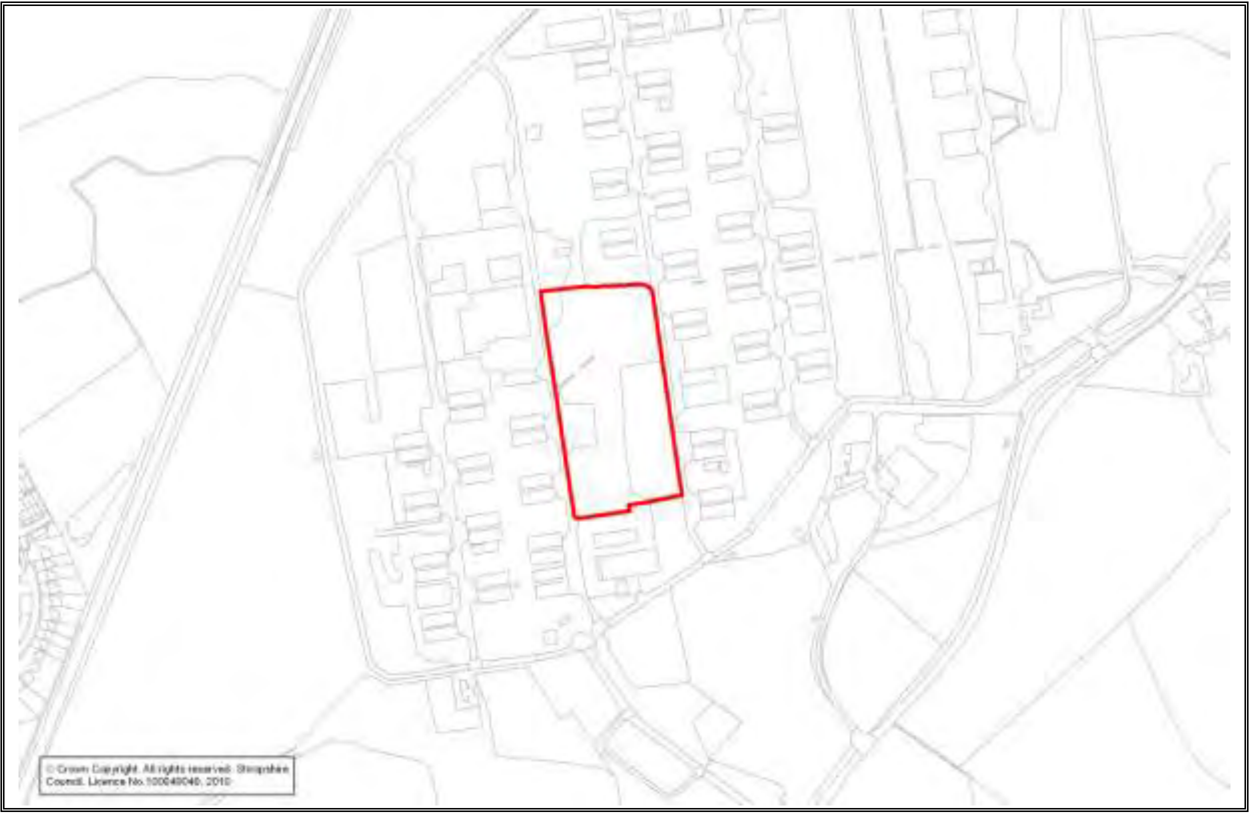
Site reference	NS2007/02085
Name	Land Adj to Unit 2, Waymillls Industrial Estate, Whitchurch
Owner	[redacted]
Size, ha	0.27
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area
Planning Status	Windfall Full planning permission for B1/B8 uses
Planning Issues	None
Other information	Greenfield Site to be developed for industrial unit and associated parking (planning permission NS/07/02085/FUL) Site will be for company's expansion and part leased to another business Development expected to commence in late 2010 subject to effects of economic recession Minor constraint caused by trees on site
Serviced	Yes
Availability, years	1-3

NORTH EAST



Site reference	NS1997/00491
Name	Units B, C & D, Whitchurch Business Park, Ash Road, Whitchurch
Owner	Shropshire Council
Size, ha	0.10
Market availability	Available (but not being marketed)
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area Established or Potential Office Location
Planning Status	Allocation B1/B2/B8 – Full planning permission
Planning Issues	None
Other information	Brownfield In use as car parking for surrounding businesses and other uses across Whitchurch Business Park but developable area comprises three small plots (known as plots B, C & D) Shropshire Council will make available three small plots for companies wishing to expand in area and willing to build their own premises No known constraints
Serviced	Yes
Availability, years	1-3

NORTH EAST



Site reference	LN2003/00042
Name	Wem Industrial Estate, Soulton Road, Wem
Owner	[redacted] Agent - Pooks
Size, ha	1.76
Market availability	Available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area Recycling/environmental industries sites
Planning Status	Allocation B2
Planning Issues	None
Other information	Brownfield Site being marketed for development and sale of industrial units Land has been marketed for many years but limited demand expected to delay development and owner reluctant to develop land speculatively given competition from recycling of existing sites and premises on Industrial Estate No known constraints
Serviced	Yes
Availability, years	1-3

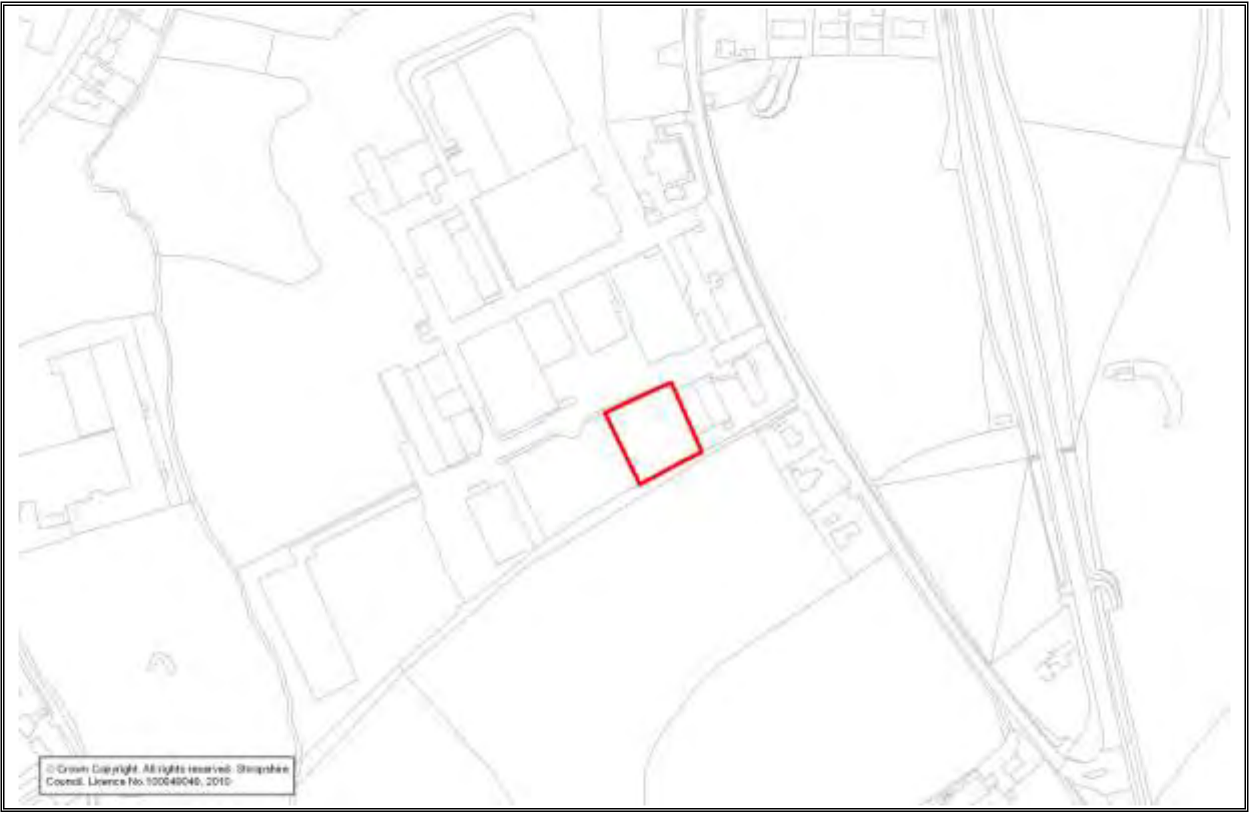
NORTH EAST

Site reference	NS2003/01266
Name	Land Adj West Midlands Co-op, Smithfield Car Park, Wem
Owner	[redacted]
Size, ha	0.14
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General business/industrial area Established or potential office location
Planning Status	Windfall Full planning permission for B1 use
Planning Issues	None
Other information	Brownfield Currently under offer to private developer to be developed as a doctor's surgery (planning permission NS/03/01266/FUL) Completion is imminent and site will be developed immediately No known constraints
Serviced	Yes
Availability, years	0-1

NORTH EAST

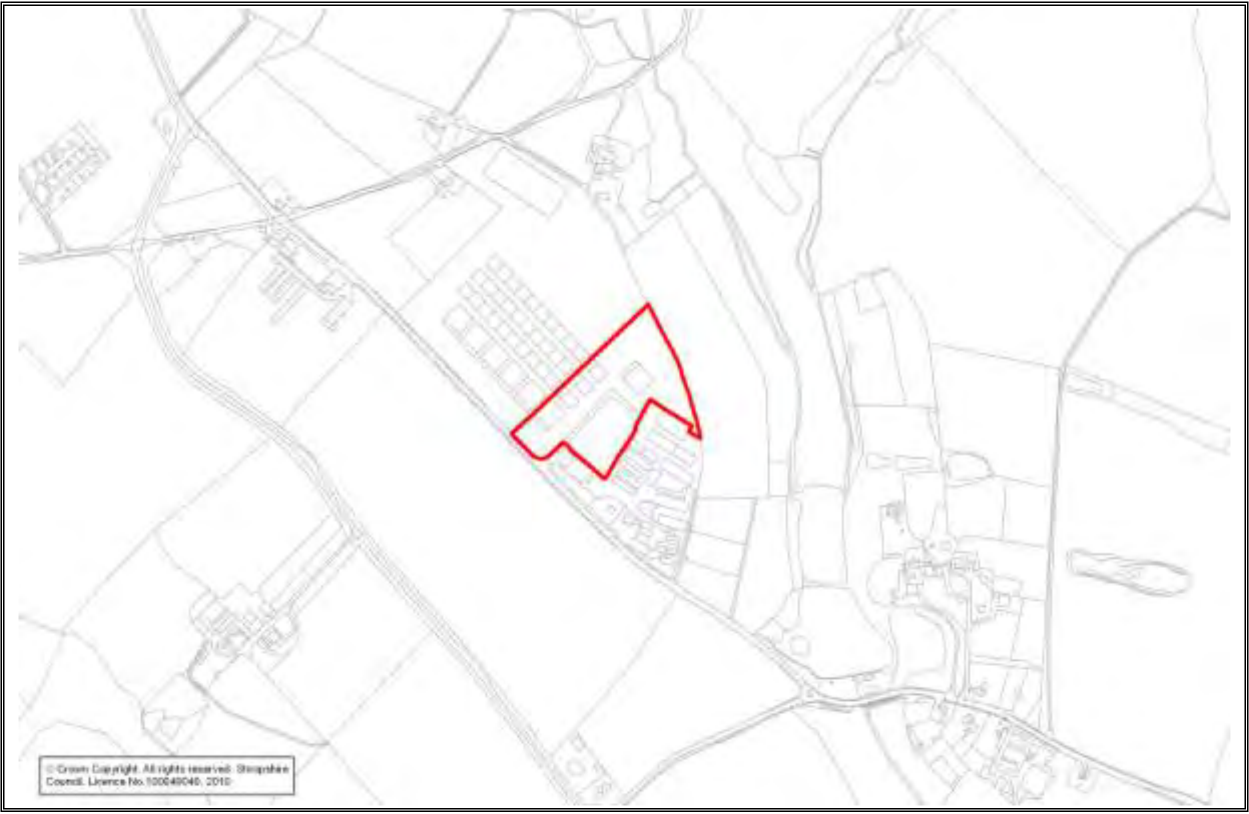
Site reference	NS2008/00359
Name	Ollerton Warehouse, Ollerton Business Park, nr Market Drayton
Owner	[redacted]
Size, ha	0.67
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area
Planning Status	Windfall Full planning permission for B1/B8 uses
Planning Issues	None
Other information	Brownfield Site to be developed for 8 industrial start-up units of 100 sqm each (planning permission NS/08/00359/FUL) Expected completion mid-2011 subject to effects of economic recession Units to be available freehold and leasehold No known constraints
Serviced	Yes
Availability, years	1-3

NORTH EAST



Site reference	LN2003/00039
Name	Prees Industrial Estate, Prees
Owner	[redacted]
Size, ha	0.20
Market availability	Not known
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area Recycling/environmental industries sites
Planning Status	Allocation B2
Planning Issues	None
Other information	Brownfield Infill site on Prees Industrial Estate Not being marketed
Serviced	Yes
Availability, years	1-3

NORTH EAST

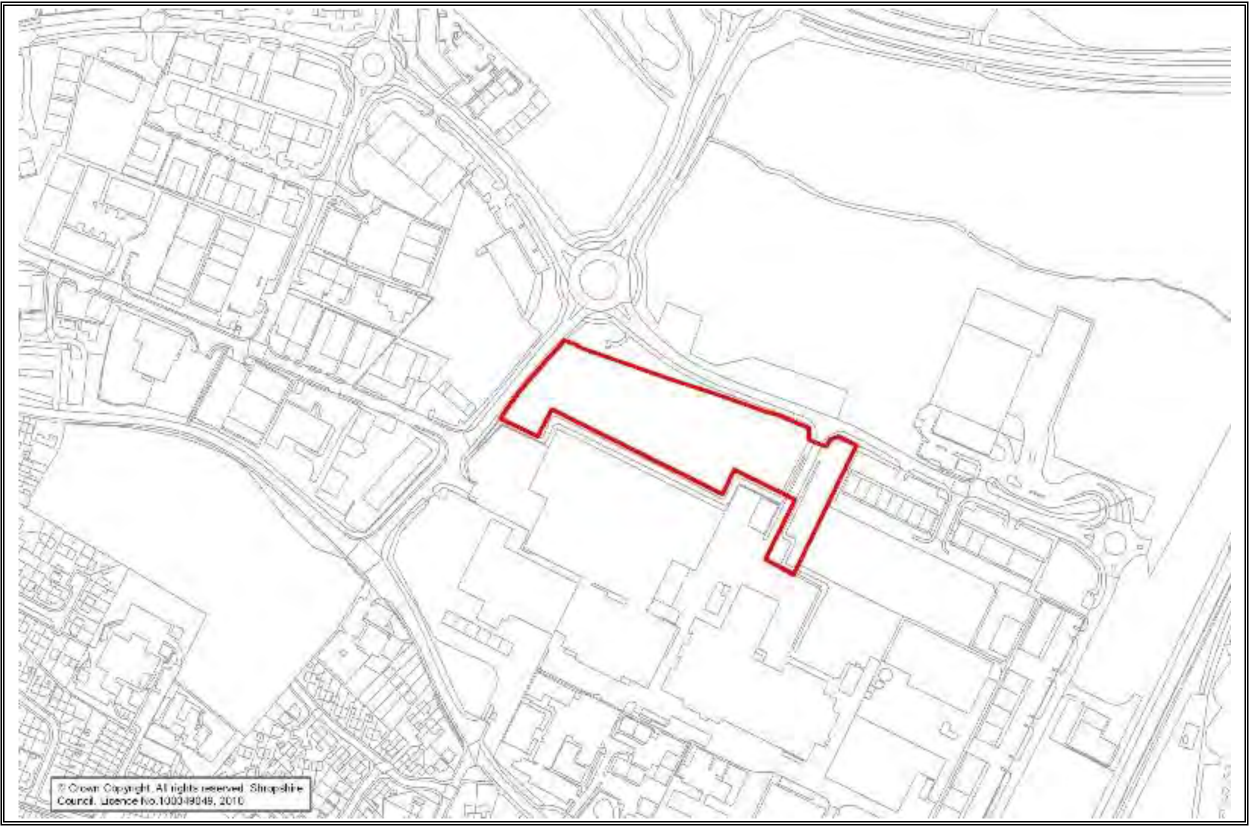


Site reference	LN2003/00052
Name	Sandford Industrial Park (Phase 1), nr Prees
Owner	[redacted]
Size, ha	2.75
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General Industrial/Business Area
Planning Status	Allocation B2
Planning Issues	Area of Special Environmental Interest to north and east of site
Other information	Greenfield Will be developed as Phase 2 of Sandford Industrial Estate and expect development to provide three 800 sqm units (flexible to be split into smaller units if required) with units offered on leasehold basis. Development expected to occur to assist economic recovery One 800 sqm unit has already been developed to west of allocation No known constraints
Serviced	Yes
Availability, years	0-1

CENTRAL

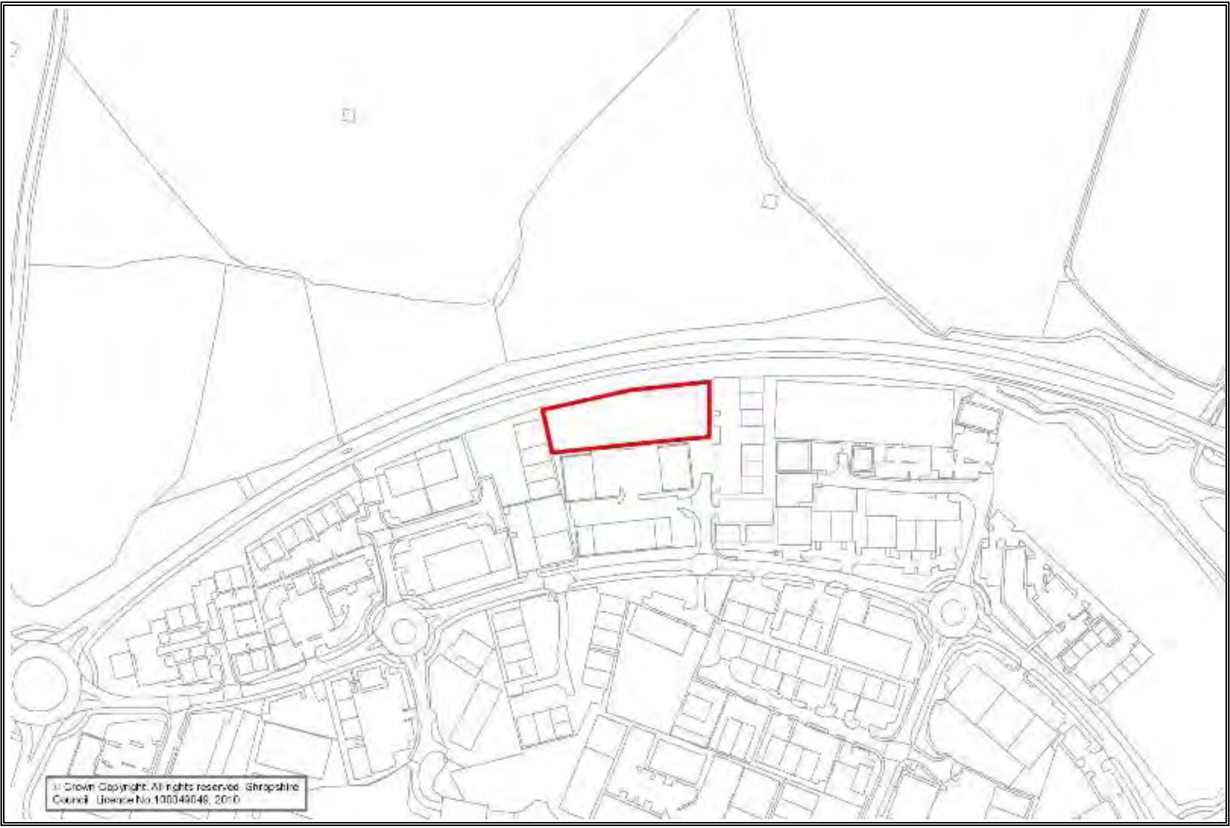
Site reference	LY2001/00010
Name	Battlefield Enterprise Park, off Harlescott Lane, Harlescott, Shrewsbury
Owner	[redacted]
Size, ha	2.39
Market availability	Not marketed – potentially available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Established or potential office location Warehouse/distribution park Site for specific occupiers Recycling/environmental industry site Incubator/SME cluster site
Planning Status	Allocation B1/B2/B8
Planning Issues	Adjacent EM2 – protected employment site Adjacent HE13 – historic battlefield Adjacent INF8 – areas at risk from flooding from non-major watercourses
Other information	Greenfield Morris Property currently in negotiations to sell 1.0 ha of this site to end user No constraints
Serviced	No
Availability, years	1-3

CENTRAL



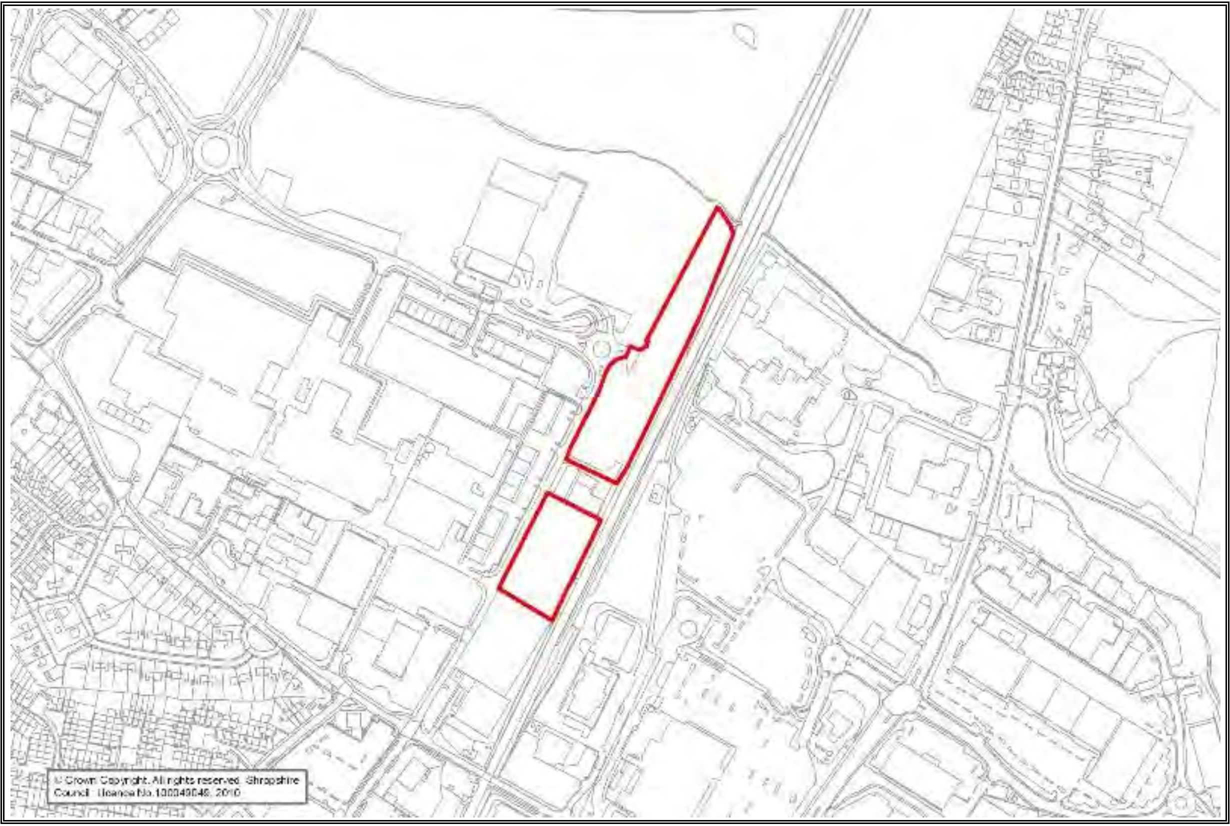
Site reference	LY2001/00016
Name	Rear of Stadco, Harlescott Lane, Shrewsbury
Owner	[redacted]
Size, ha	1.76
Market availability	Not available – retained as expansion land
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Heavy/specialist industrial site Site for specific occupier
Planning Status	Allocation B1/B2/B8
Planning Issues	Site is EM1 – allocated employment site Adjacent EM2 – protected employment site
Other information	Greenfield Stadco appear to be retaining as potential expansion land No known constraints
Serviced	No
Availability, years	1-3

CENTRAL



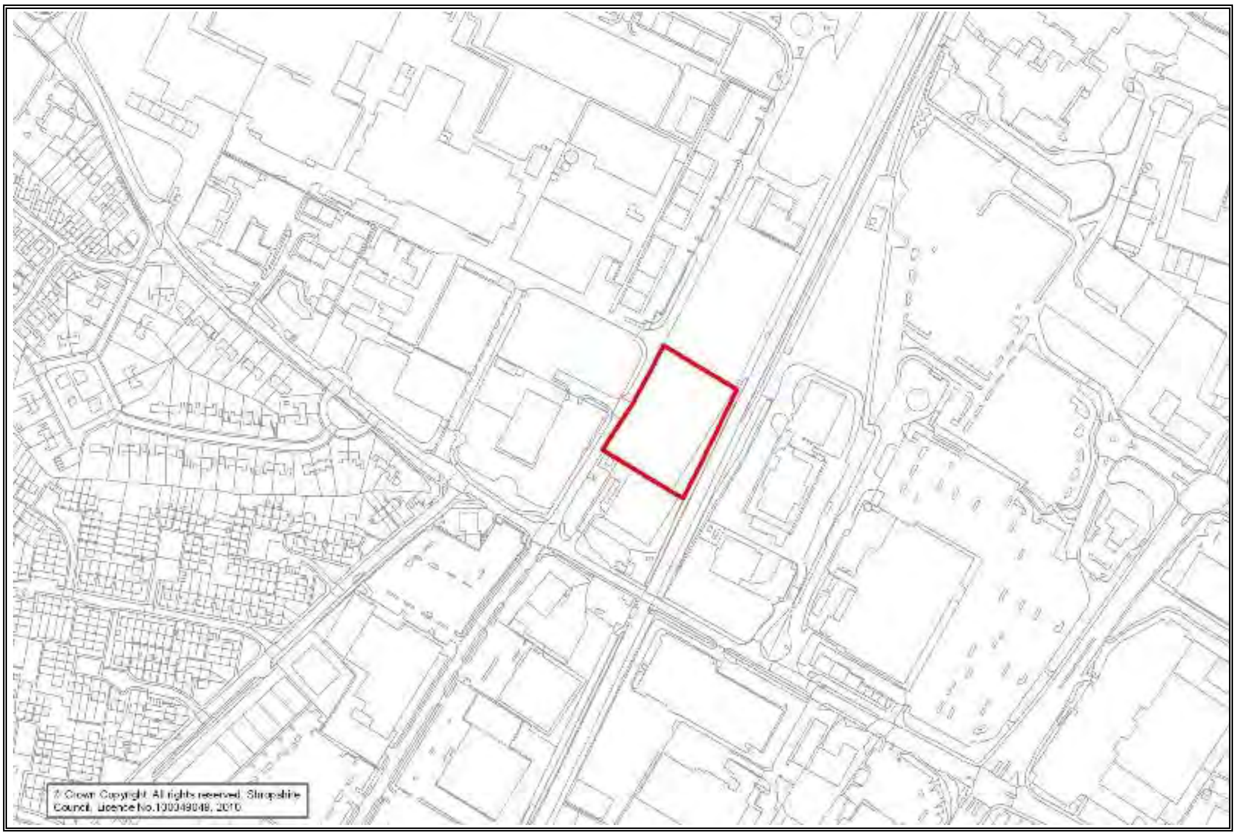
Site reference	SY2006/00916
Name	Plot 3.1, Battlefield Enterprise Park, Shrewsbury
Owner	[redacted]
Size, ha	0.43
Market availability	Not available, in use by Lock Stock Storage
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B8 – Full planning permission
Planning Issues	Site is EM1 – allocated employment site
Other information	Greenfield Site since developed for self storage units and in use Planning permission for 143 individual storage units – part constructed, remaining units to be built but awaiting further demand No known constraints
Serviced	Yes
Availability, years	0-1

CENTRAL



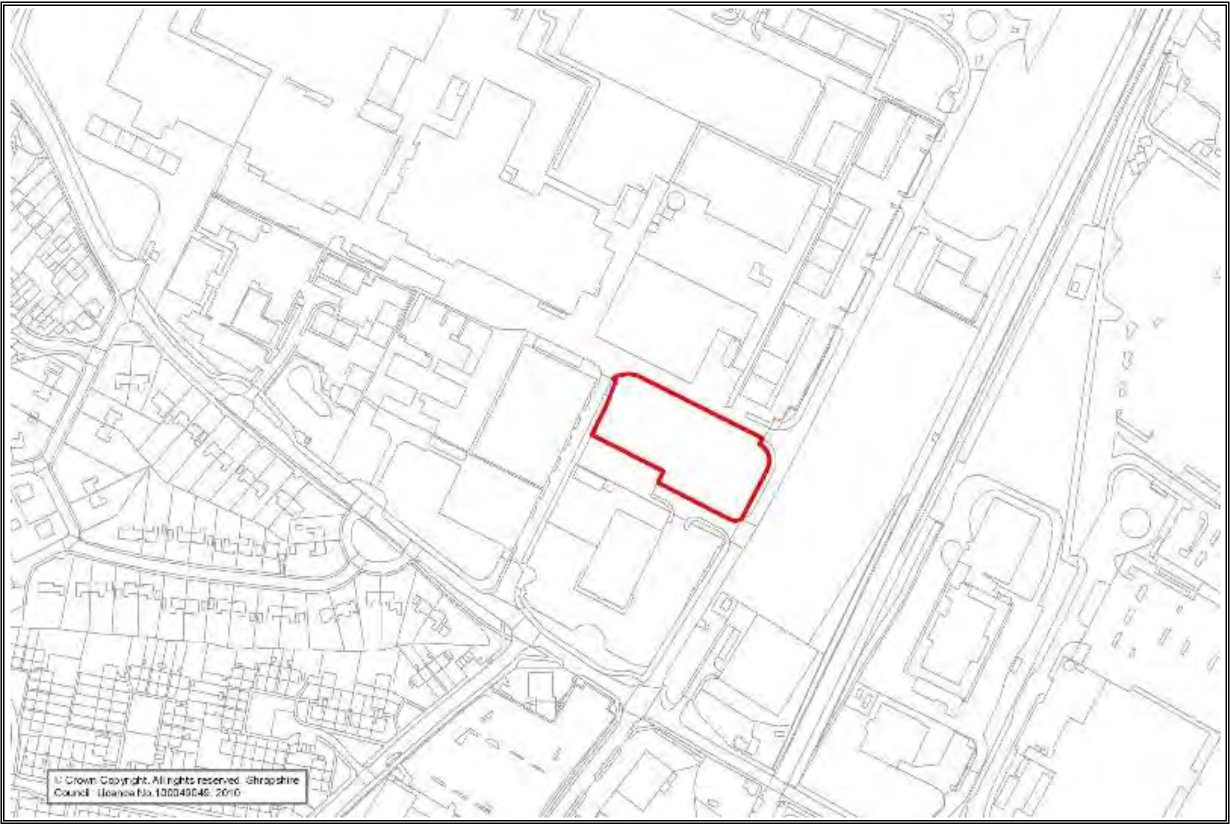
Site reference	SY2008/01327
Name	Vanguard Three, Vanguard Way, Shrewsbury
Owner	[redacted]
Size, ha	2.22
Market availability	Available for development
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B1/B2/B8 – Outline planning permission
Planning Issues	Site consists of two plots of land One plot is EM1 – allocated employment site One plot is EM2 – protected employment site Adjacent to T11 – railfreight
Other information	Brownfield Consists of two plots No constraints to development Infill plots on successful SME business scheme at Vanguard Way
Serviced	Yes
Availability, years	1-3

CENTRAL



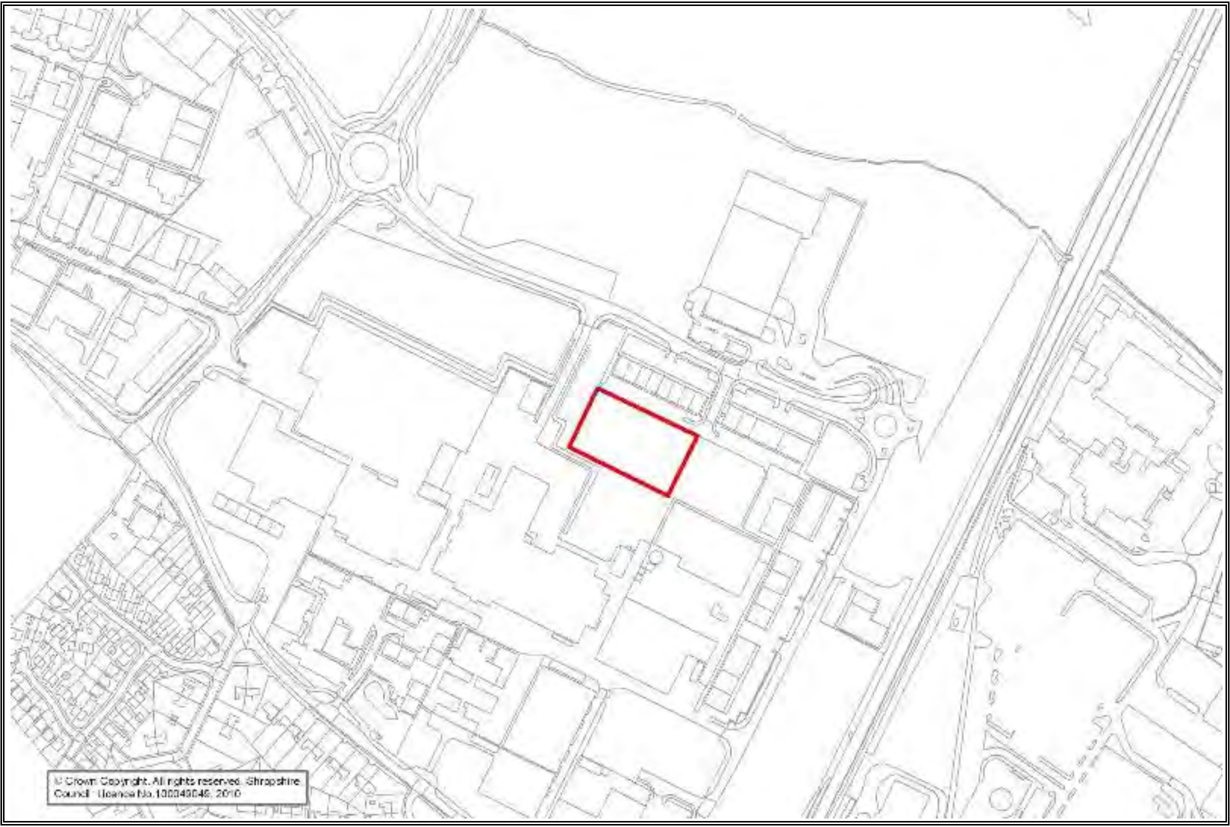
Site reference	SY2009/00031
Name	Plots 3 & 5, Vanguard One, Vanguard Way, Shrewsbury
Owner	[redacted]
Size, ha	0.68
Market availability	Available for development
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General Industrial/business area
Planning Status	Windfall B1/B2/B8 – Reserved matters permission
Planning Issues	Site is EM2 – protected employment site
Other information	Brownfield Infill plot on successful SME business scheme at Vanguard Way No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL



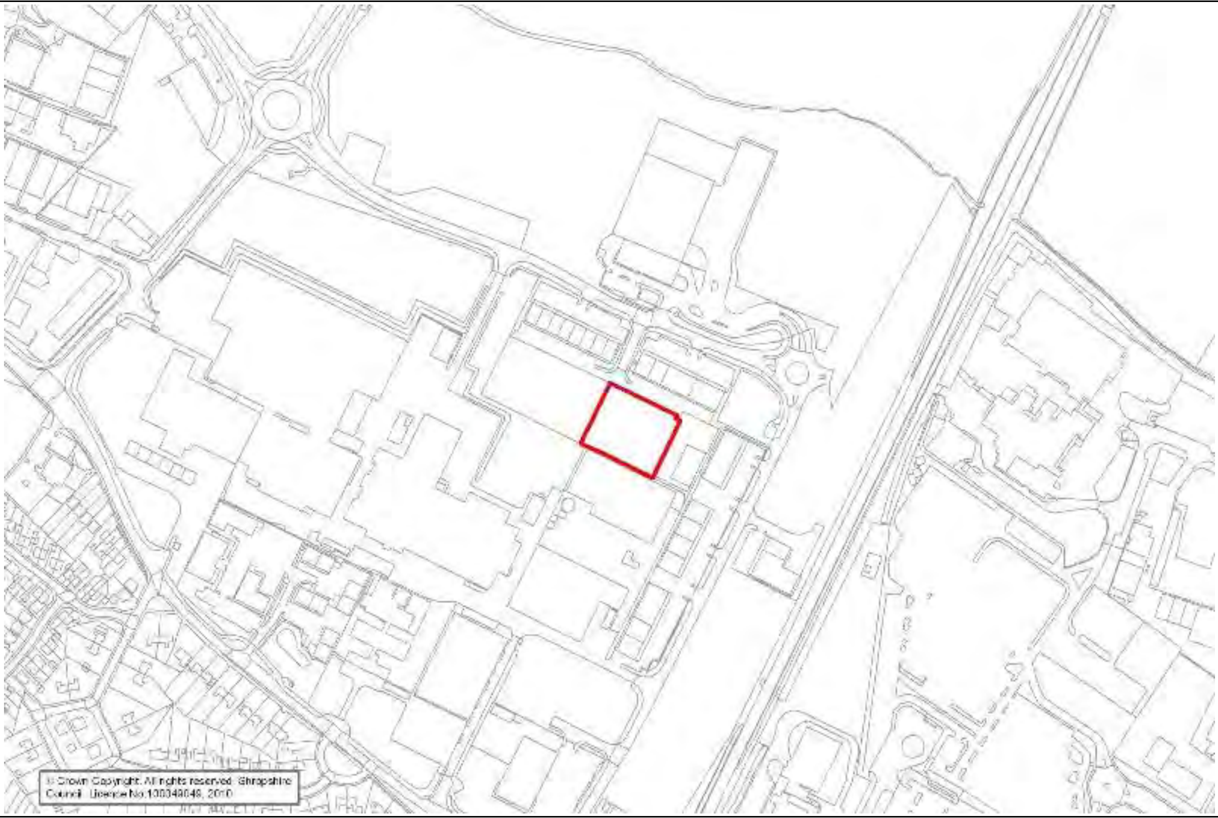
Site reference	SY2007/00795
Name	Plots 6 & 7, Vanguard Two, Vanguard Way, Shrewsbury
Owner	[redacted]
Size, ha	0.50
Market availability	Available for development
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B1/B2/B8 – Reserved matters permission
Planning Issues	Site is a EM2 – protected employment site
Other information	Brownfield Infill plot on successful SME business scheme at Vanguard Way No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL



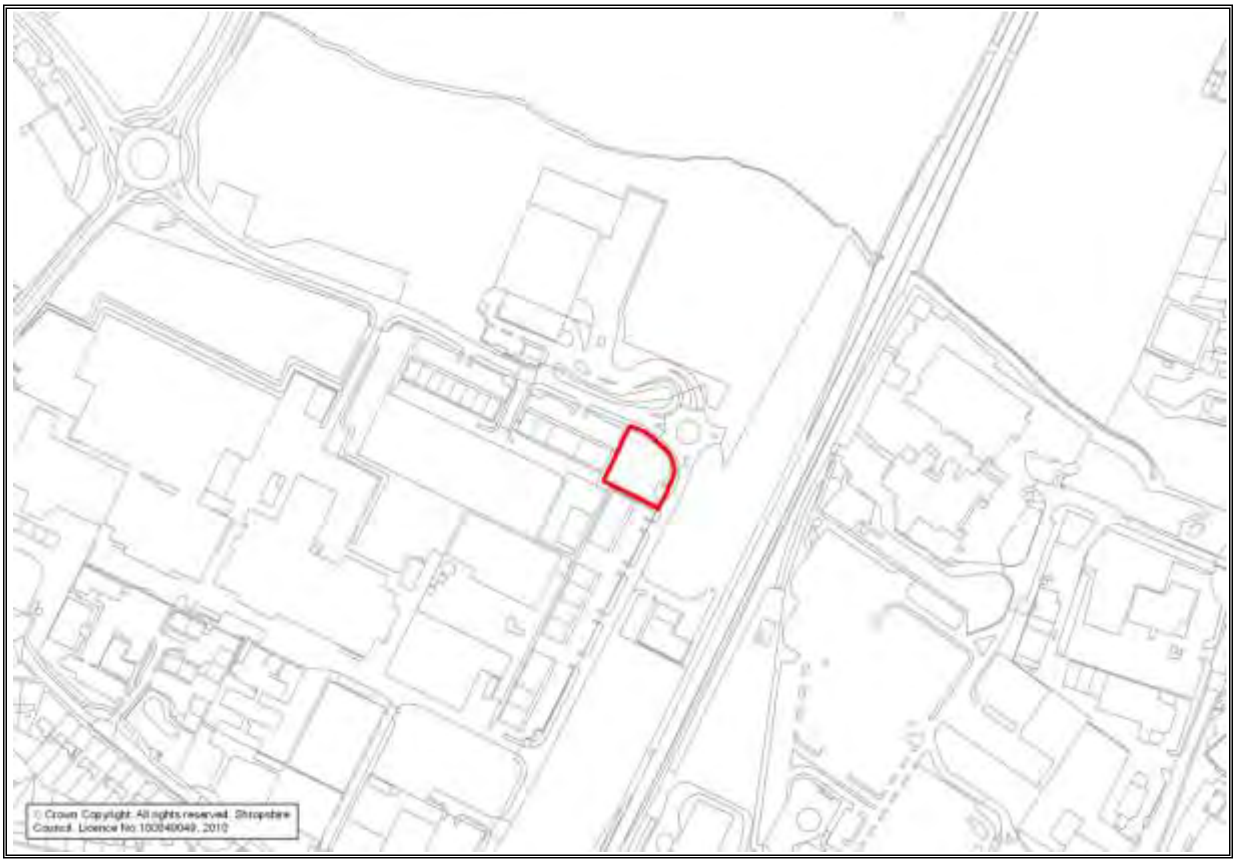
Site reference	SY2007/00922
Name	Plot 36, Vanguard Two, Vanguard Way, Shrewsbury
Owner	[redacted]
Size, ha	0.47
Market availability	Available for development
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1/B2/B8/Sui Generis – Reserved matters permission
Planning Issues	Site is EM1 – allocated employment site Adjacent EM2 – protected employment site
Other information	Greenfield Infill plot on successful SME business scheme at Vanguard Way No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL



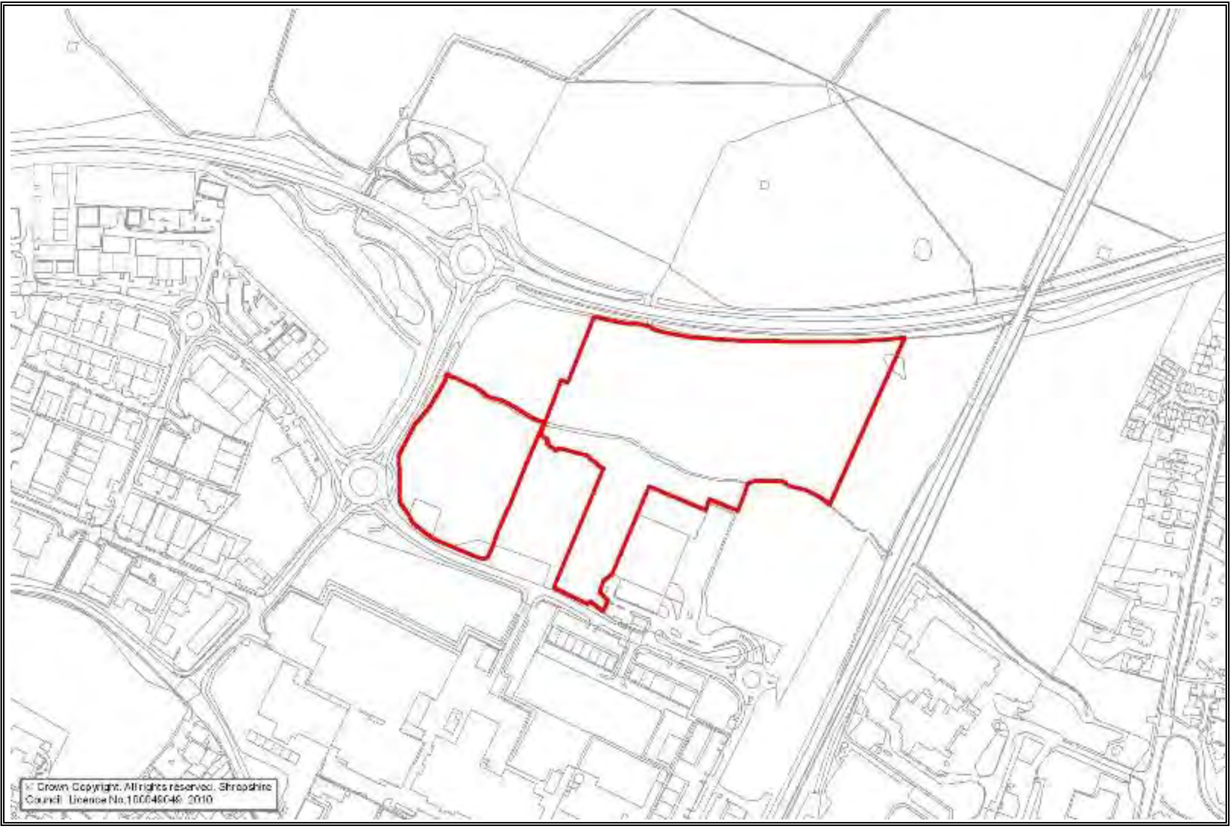
Site reference	SY2007/00809
Name	Plot 34, Vanguard Two, Vanguard Way, Shrewsbury
Owner	[redacted]
Size, ha	0.34
Market availability	Available for development
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1/B2/Sui Generis – Reserved matters permission
Planning Issues	Site is EM1 – allocated employment site Adjacent EM2 – protected employment site
Other information	Greenfield Infill plot on successful SME business scheme at Vanguard Way No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL



Site reference	SY2007/00757
Name	Plot 28, Vanguard Two, Vanguard Way, Shrewsbury
Owner	[redacted]
Size, ha	0.21
Market availability	Marketed for sale/to let – 280 sqm design and build unit by Towler Shaw Roberts
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B2 – Reserved matters permission
Planning Issues	Site is EM1 – allocated employment site Opposite T11 – railfrieght
Other information	Greenfield Planning permission for small units No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL



Site reference	SY2002/01429
Name	Shropshire Food Enterprise Park, Battlefield, Shrewsbury
Owner	[redacted] Agent – Pooks – 01743 276644
Size, ha	7.93
Market availability	Marketed as Greenhills Enterprise Park – design and build opportunities available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park General industrial/business area Incubator/SME cluster site Heavy/specialist industrial site Sites for specific occupiers Recycling/environmental industrial site
Planning Status	Windfall B1/B2/B8 – Outline planning permission
Planning Issues	Adjacent EM1 – allocated employment site Adjacent HE13 – historic battlefield Adjacent INF8 – areas at risk from flooding from non-major watercourses
Other information	Greenfield Marketed as Shropshire Food Enterprise Park and formerly called East of Battlefield Enterprise Park Planning permission for three industrial/storage units totalling 4359 sqm

CENTRAL

	Land earmarked for food related businesses No constraints
Serviced	No
Availability, years	1-3

CENTRAL

Site reference	LY2001/00017
Name	Land East of Battlefield Enterprise Park, Shrewsbury
Owner	Shropshire Council
Size, ha	2.25
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Site for specific occupier Recycling/environmental industry site
Planning Status	Allocation B2
Planning Issues	Site is EM1 – allocated employment site Adjacent INF8 – areas at risk from flooding from non-major watercourses Adjacent T11 – railfrieght
Other information	Greenfield B2 allocation Surplus land resulting from development of Council's waste transfer station operated by Veolia Environmental Services. Land likely to be developed for environmental technology uses including a possible energy from waste facility No constraints
Serviced	No
Availability, years	3-5

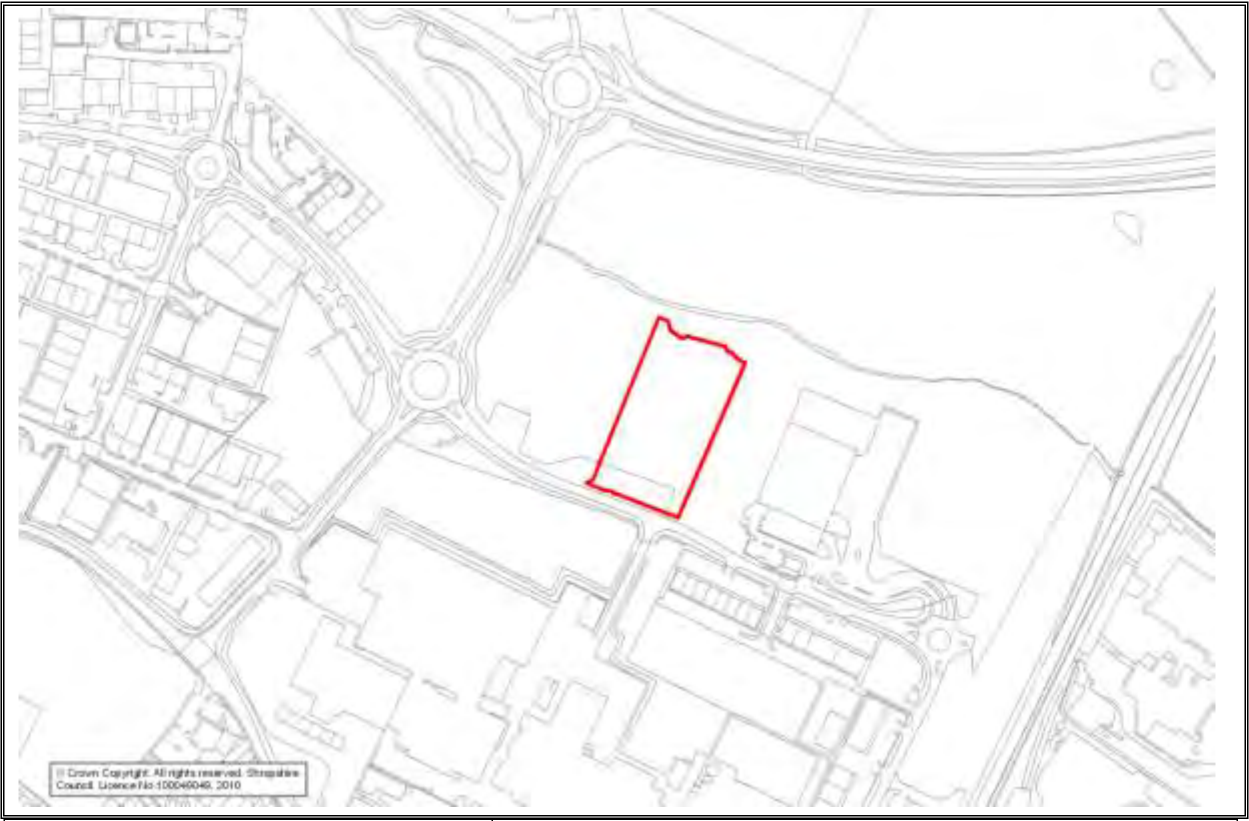
CENTRAL

Site reference	SY2008/00448
Name	Plot 2, Shropshire Food Enterprise Park, Battlefield, Shrewsbury
Owner	[redacted] Agent – Pooks – 01743 276644
Size, ha	1.22
Market availability	Marketed as Greenhills Enterprise Park – design and build opportunities available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location Warehouse/distribution park General industrial/business area Incubator/SME cluster site Heavy/specialist industrial site Site for specific occupiers Recycling/environmental industrial site
Planning Status	Windfall B1/B2/B8 – Full planning permission
Planning Issues	Adjacent EM1 – allocated employment site Adjacent HE13 – historic battlefield Adjacent INF8 – areas at risk from flooding from non-major water courses
Other information	Greenfield Marketed as Shropshire Food Enterprise Park Planning permission for three industrial/storage units totalling 4359 sqm

CENTRAL

	Land earmarked for food related businesses No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL



Site reference	SY2006/01117
Name	Plot 5a, Battlefield Enterprise Park, Battlefield, Shrewsbury
Owner	Shropshire Council
Size, ha	1.09
Market availability	Developed for Shrewsbury Food Enterprise Centre
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Incubator/SME cluster site Sites for specific occupiers
Planning Status	Windfall B1/B2/B8 – Full planning permission
Planning Issues	Adjacent HE13 – historic battlefield Adjacent INF8 – areas at risk from flooding from other watercourses
Other information	Greenfield No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL

Site reference	LY2001/00015
Name	Shrewsbury Business Park (Phase 2), Emstrey, Shrewsbury
Owner	Shropshire Council
Size, ha	4.98
Market availability	Marketed for pre-let/sales
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office location High quality business park
Planning Status	Allocation B1
Planning Issues	Site is EM1 – allocated employment site Adjacent LNC4 – green spaces Adjacent T5 – proposed cycle routes Adjacent LNC7 – conservation of regional and local sites of ecological, geological and physiological importance
Other information	Greenfield Shropshire Council's preferred developer partner is Alaska Group – Alan Hay – 0207 317 4884 Previously recorded in monitoring systems as Emstrey Business Park No constraints
Serviced	No
Availability, years	1-3

CENTRAL

Site reference	SY1998/01237
Name	Shrewsbury Business Park, Plot 10, Emstrey, Shrewsbury
Owner	Shropshire Council
Size, ha	0.91
Market availability	Not marketed
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Established or potential office location High quality business park
Planning Status	Allocation B1 – Outline planning permission
Planning Issues	Site is EM1 – allocated employment site Adjacent T5 – proposed cycle routes Adjacent LNC12 – Arboretum
Other information	Greenfield Shropshire Council's preferred developer partner is Alaska Group (contact Alan Hay – 0207 317 4884) Previously recorded in monitoring systems within Emstrey Business Park Planning permission for offices No constraints
Serviced	Yes
Availability, years	0-1

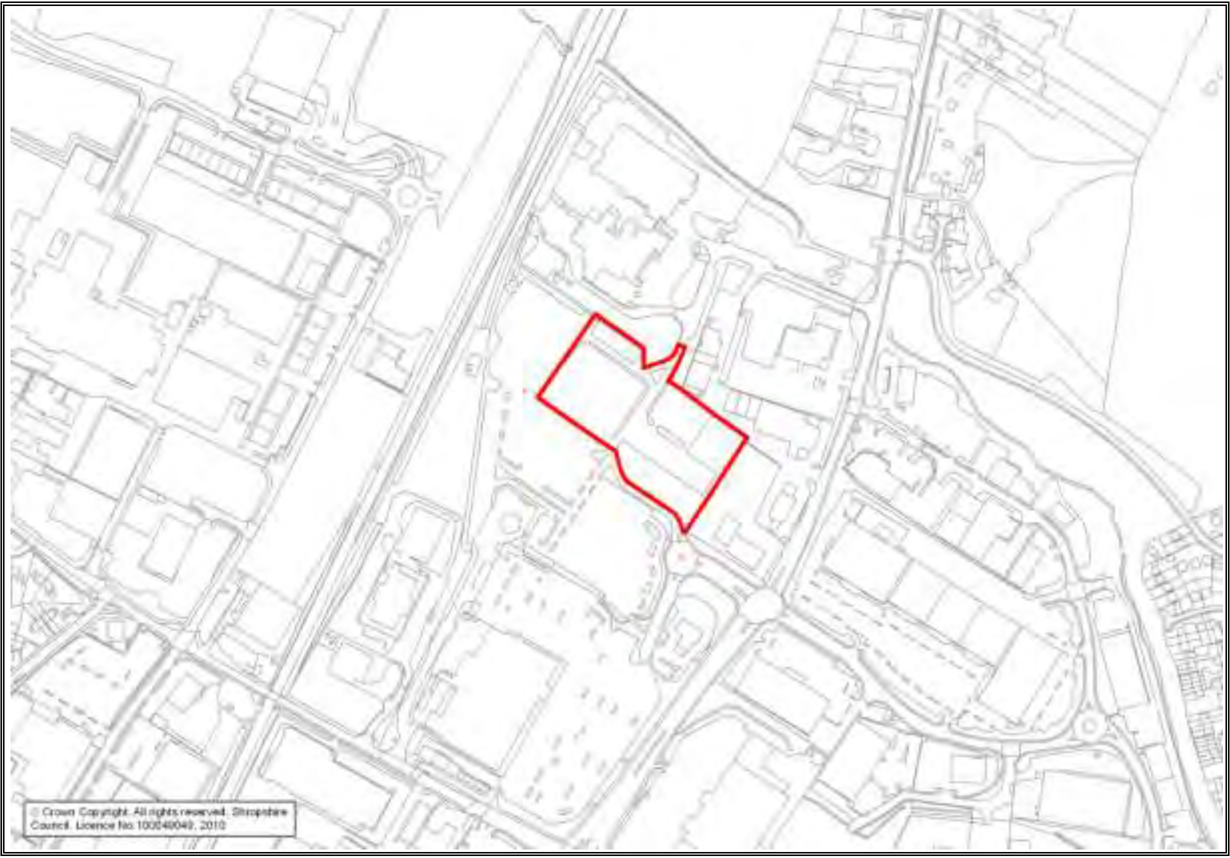
CENTRAL

Site reference	SY2007/01839
Name	Shrewsbury Business Park, Plot 24, Emstrey, Shrewsbury
Owner	Shropshire Council
Size, ha	0.19
Market availability	Developed since April 2009
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Potential or established office location High quality business park
Planning Status	Allocation B1 Full planning permission
Planning Issues	N/a
Other information	Greenfield
Serviced	Yes
Availability, years	0-1

CENTRAL

Site reference	SY2008/01038
Name	Shrewsbury Business Park, Plot 24a, Emstrey, Shrewsbury
Owner	Shropshire Council
Size, ha	0.13
Market availability	Developed since April 2009
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	Potential or established office location High quality business park
Planning Status	Allocation B1 Full planning permission
Planning Issues	N/a
Other information	Greenfield
Serviced	Yes
Availability, years	0-1

CENTRAL

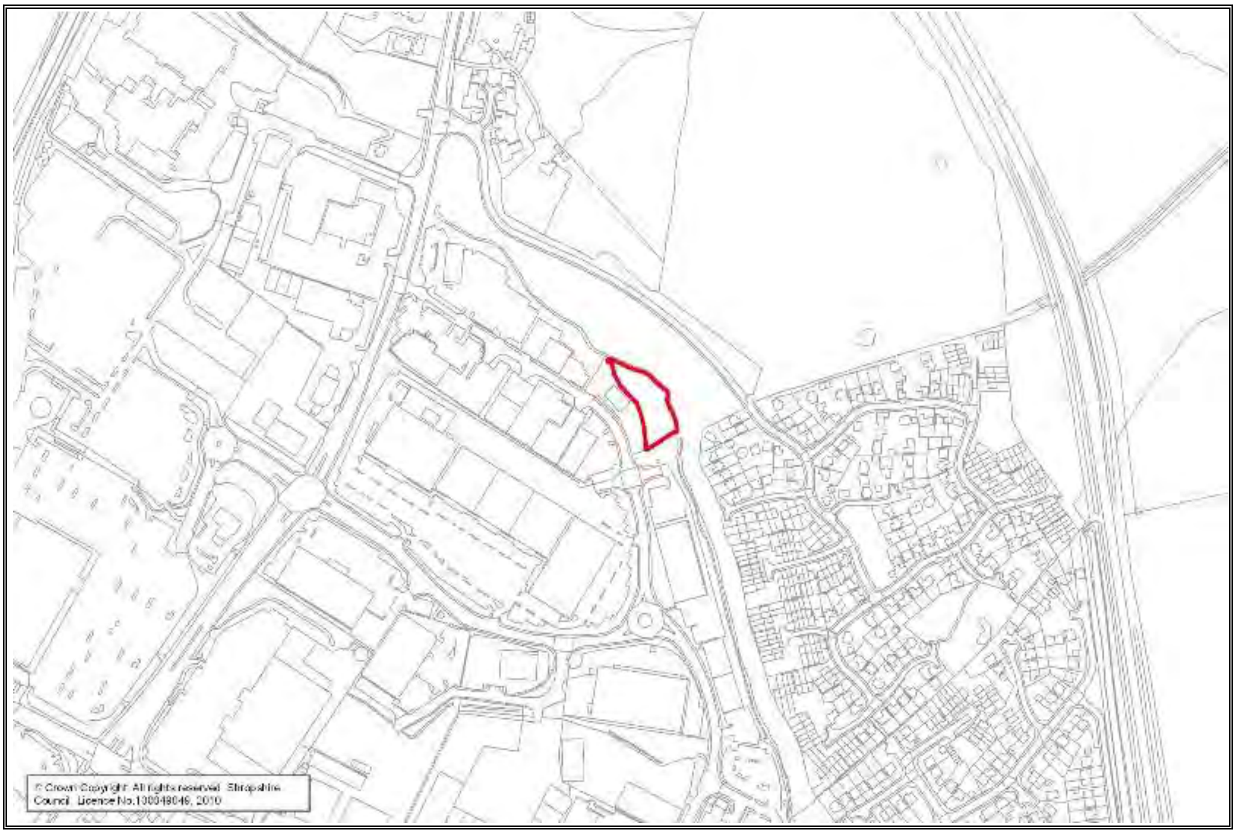


Site reference	SY2001/01177
Name	Former Cattlemarket/Park & Ride, Battlefield Road, Shrewsbury
Owner	Shropshire Council
Size, ha	1.68
Market availability	Not available
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area
Planning Status	Windfall B1/B2/B8 – Outline planning permission
Planning Issues	Site is EM2 – protected employment site Adjacent T8 – existing park and ride
Other information	Brownfield No indication of timescales for release of land for development No constraints
Serviced	No
Availability, years	1-3

CENTRAL

Site reference	SY2008/00565
Name	Sundorne Trade Park, Arlington Way, Shrewsbury
Owner	[redacted] Agent – Samuel Woods – 01743 272720 (James Evans)
Size, ha	0.31
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Windfall B1/B8 – Full planning permission
Planning Issues	Site is EM2 – protected employment site
Other information	Brownfield Permission for eight workshop units Owner retaining land, will progress development of units when market/economy improves No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL

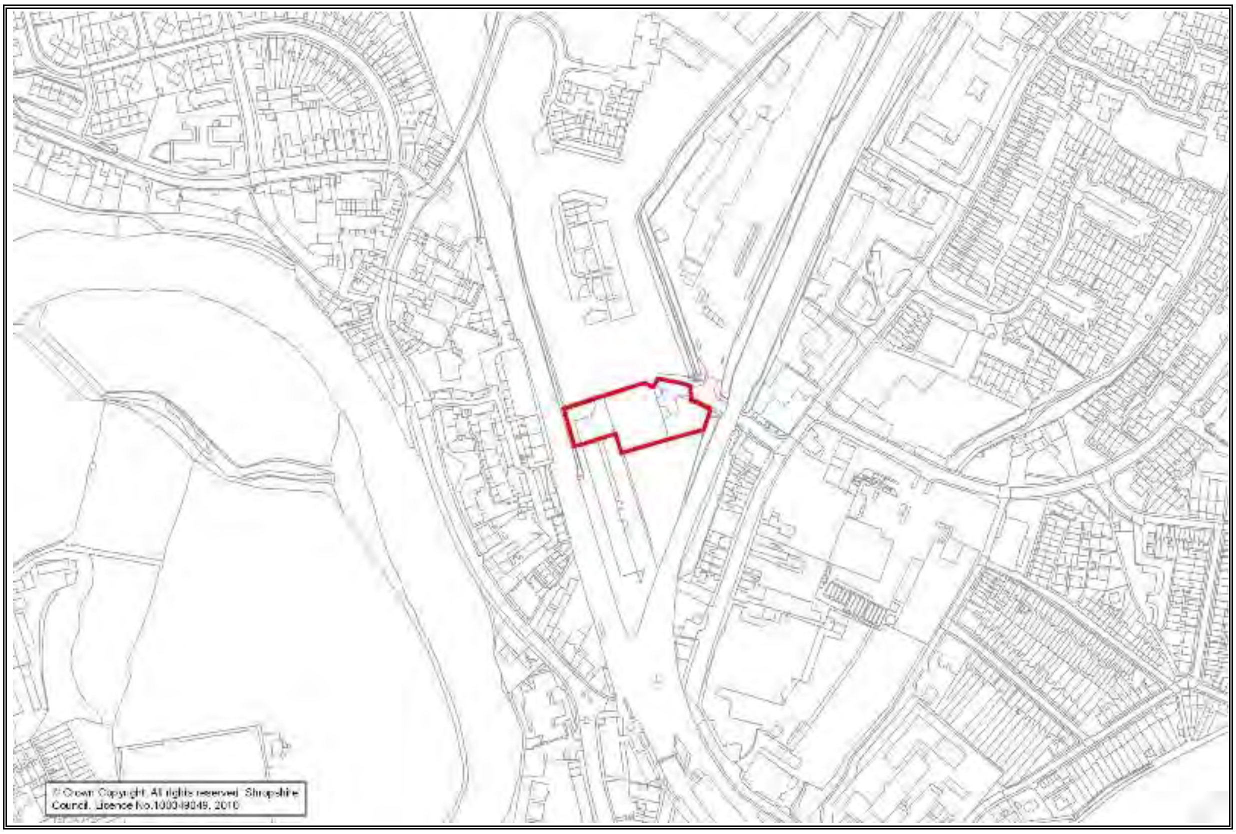


Site reference	LY2001/00014
Name	Adjacent G.I. Motors, off Arlington Way, Shrewsbury
Owner	[redacted]
Size, ha	0.19
Market availability	Not marketed, but available for development
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1
Planning Issues	Site is EM1 – allocated employment site Adjacent EM2 – protected employment site Adjacent LNC4 – green spaces Adjacent INF8 – areas at risk from flooding from non-major watercourses
Other information	Greenfield Taylor Wimpey state site is available for development, will aim to mitigate any constraints (e.g. ecological) in order to release value from site However there is likely to be significant environmental constraints – site is heavily wooded and adjacent to brook
Serviced	No
Availability, years	3-5

CENTRAL

Site reference	LY2001/00006
Name	Centurion Park, Kendal Road/Whitchurch Road, Harlescott, Shrewsbury
Owner	Shropshire Council
Size, ha	0.54
Market availability	Part in use for open storage Part marketed for open storage
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General industrial/business area
Planning Status	Allocation B1/B2/B8
Planning Issues	Site is EM1 – allocated employment site Adjacent EM2 – protected employment site Adjacent HS1 – allocated housing site (now completed)
Other information	Brownfield Towler Shaw Roberts marketing storage compound on behalf of Shropshire Council No constraints
Serviced	Yes
Availability, years	1-3

CENTRAL

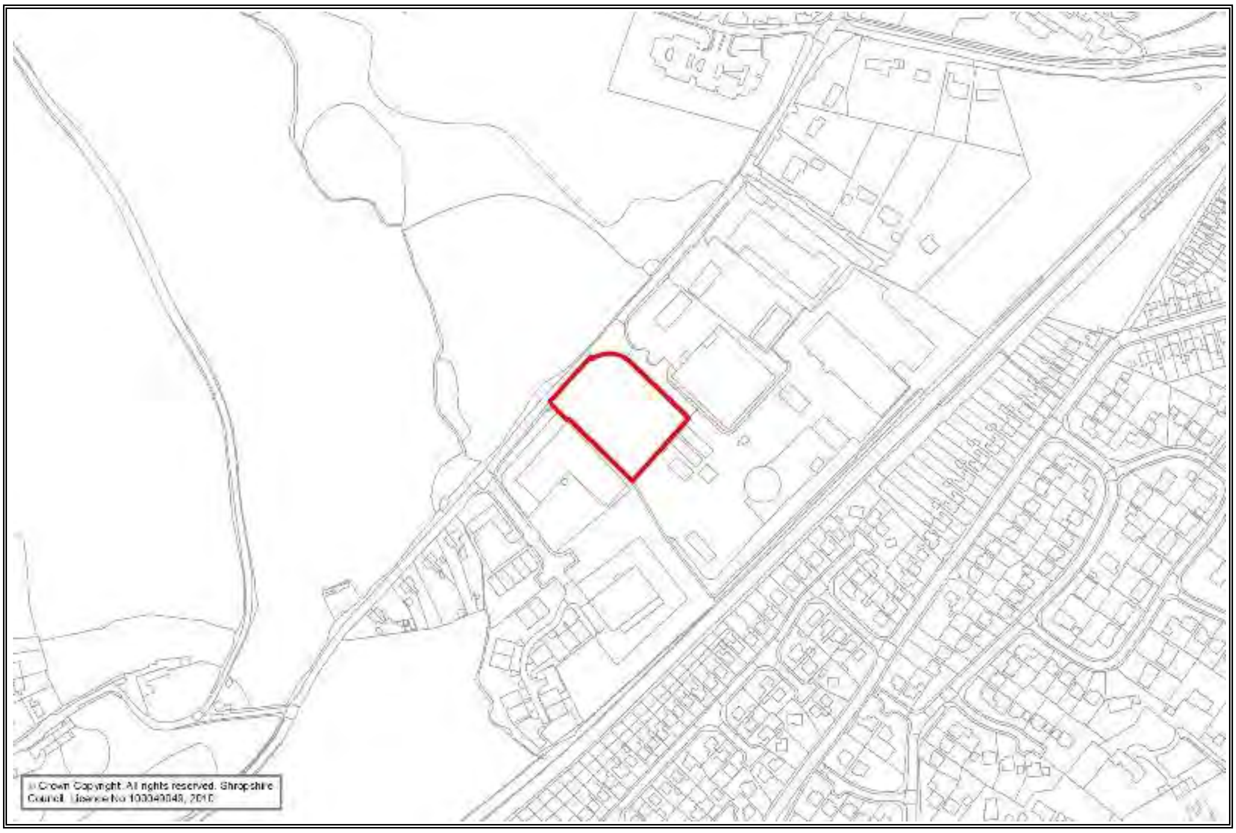


Site reference	LY2001/00004
Name	Off Ellesmere Road (East), Castle Foregate, Shrewsbury
Owner	[redacted]
Size, ha	0.37
Market availability	Not available – in use by Lock Stock Storage
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area
Planning Status	Allocation B1 – no consent for current B8 use
Planning Issues	Site is EM1 – allocated employment site Adjacent EM2 – protected employment site Adjacent HS1 – allocated housing sites Adjacent railway line Adjacent HE8, HE9, HE11 – conservation area boundary Site is INF8 – areas at risk from flooding along major watercourses
Other information	Brownfield Site owned and used by Lock Stock Storage for storage business but use must be regularised through formal planning consent Land is at risk of flooding and current use is unauthorised
Serviced	Yes
Availability, years	0-1

CENTRAL

Site reference	SY2008/00732
Name	Former Farr & Harris Builders Merchants, Horse Fair, Abbey Foregate, Shrewsbury
Owner	[redacted]
Size, ha	0.23
Market availability	Not marketed – owner waiting for market improvement
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General Industrial/business area
Planning Status	Windfall B1 – Full planning permission for office use
Planning Issues	Site is EM2 – protected employment site Within HE8, HE9, HE11, HE12 – conservation area boundary Within INF8 – areas at risk from flooding along major watercourse
Other information	Brownfield Planning permission for office development Farr & Harris retaining site after relocating builders merchants to new site and now awaiting pre-let interest before developing former site No constraints Owner anticipates development within 5-10 years
Serviced	Yes
Availability, years	1-3

CENTRAL



Site reference	SY2007/00056
Name	Nobold Business Park, Longden Road, Shrewsbury
Owner	[redacted] Agent – Jarvie Bedhall – 0121 561 7888
Size, ha	0.51
Market availability	Marketed for sale
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office locations General industrial/business area
Planning Status	Windfall B1 – Full planning permission
Planning Issues	Site is EM2 – protected employment site Adjacent to LNC7 – conservation of regional and local sites of ecological, geological and physiological importance
Other information	Brownfield Planning permission for offices – 16 units Due to lack of demand, owner applying for planning permission to develop industrial units No constraints
Serviced	Yes
Availability, years	1-3

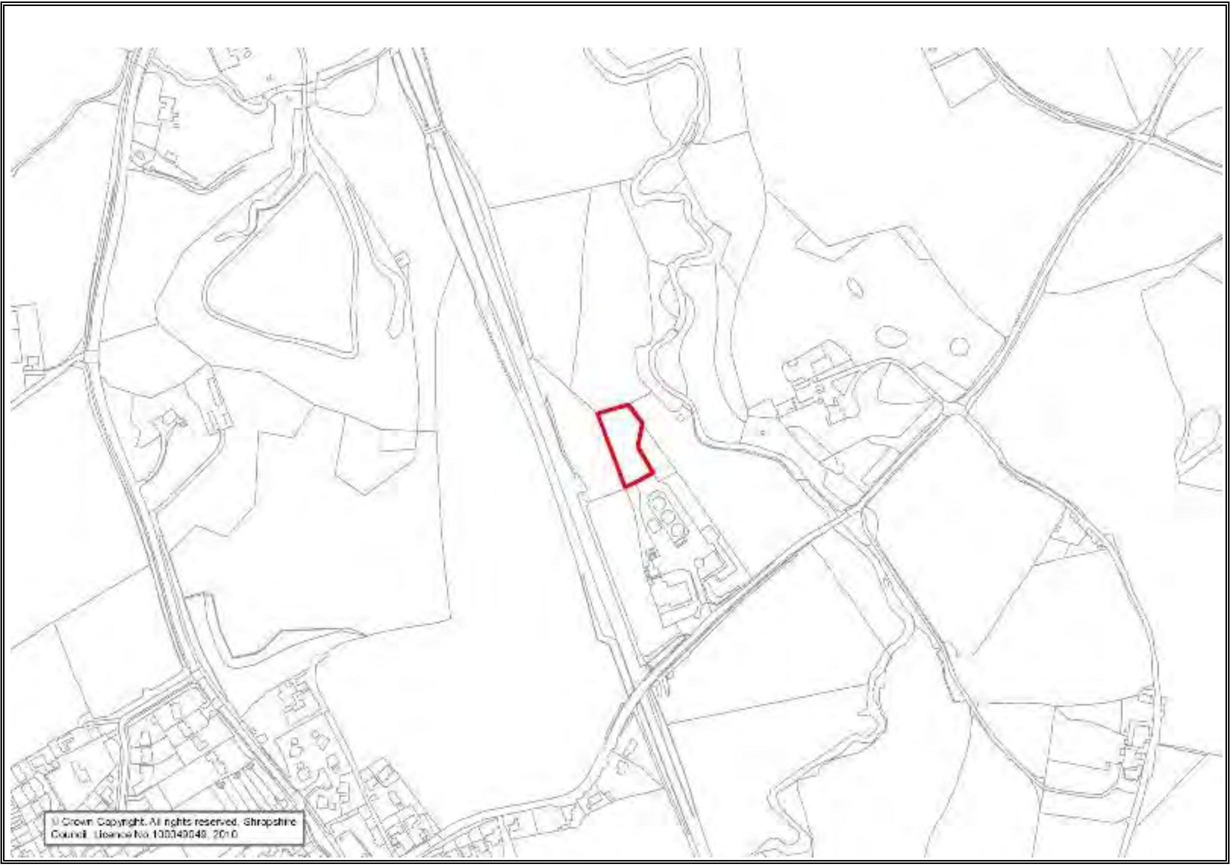
CENTRAL

Site reference	SY2008/01551
Name	Land at Sweetlake Business Village, Longden Road, Shrewsbury
Owner	Not Known
Size, ha	0.18
Market availability	Since developed for units occupied by Shrewsbury Home Care Services
Likely development potential	Office
Potential ODPM ELR guidance market segment uses	General Industrial/business area Established or Potential office location
Planning Status	Windfall B1 – Full planning permission
Planning Issues	Adjacent to railway line
Other information	Greenfield
Serviced	Yes
Availability, years	0-1

CENTRAL

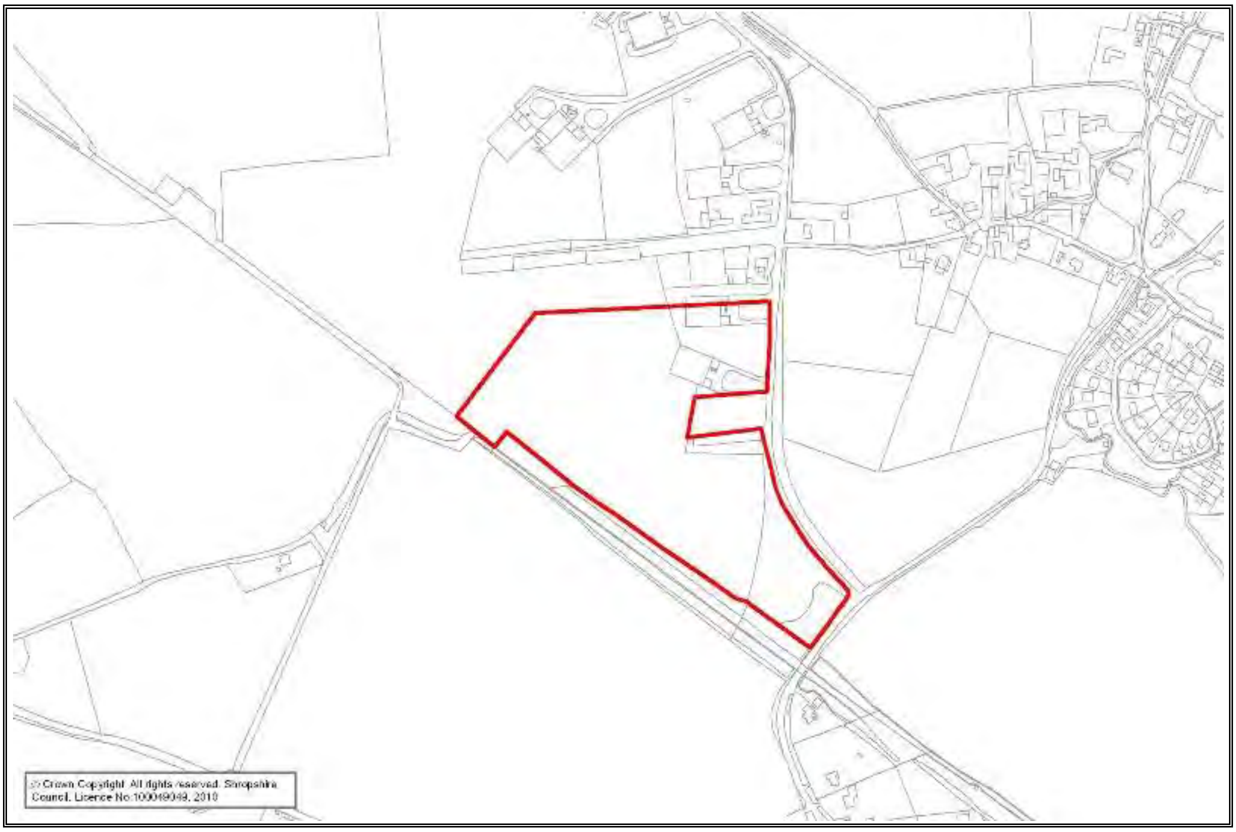
Site reference	SY2006/01334
Name	Land Adjacent to Atcham Business Park, Atcham
Owner	[redacted]
Size, ha	0.98
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	Warehouse/distribution park General Industrial/business area
Planning Status	Windfall B1/B2/B8 – Full planning permission
Planning Issues	LNC3 – development in the countryside Conditions attached to full planning permission
Other information	Greenfield Planning permission for three industrial units Hereford Storage Ltd negotiating with National Trust (current landowner) to acquire the site in order to expand its Atcham Business Park No constraints – although site heavily wooded
Serviced	No
Availability, years	3-5

CENTRAL



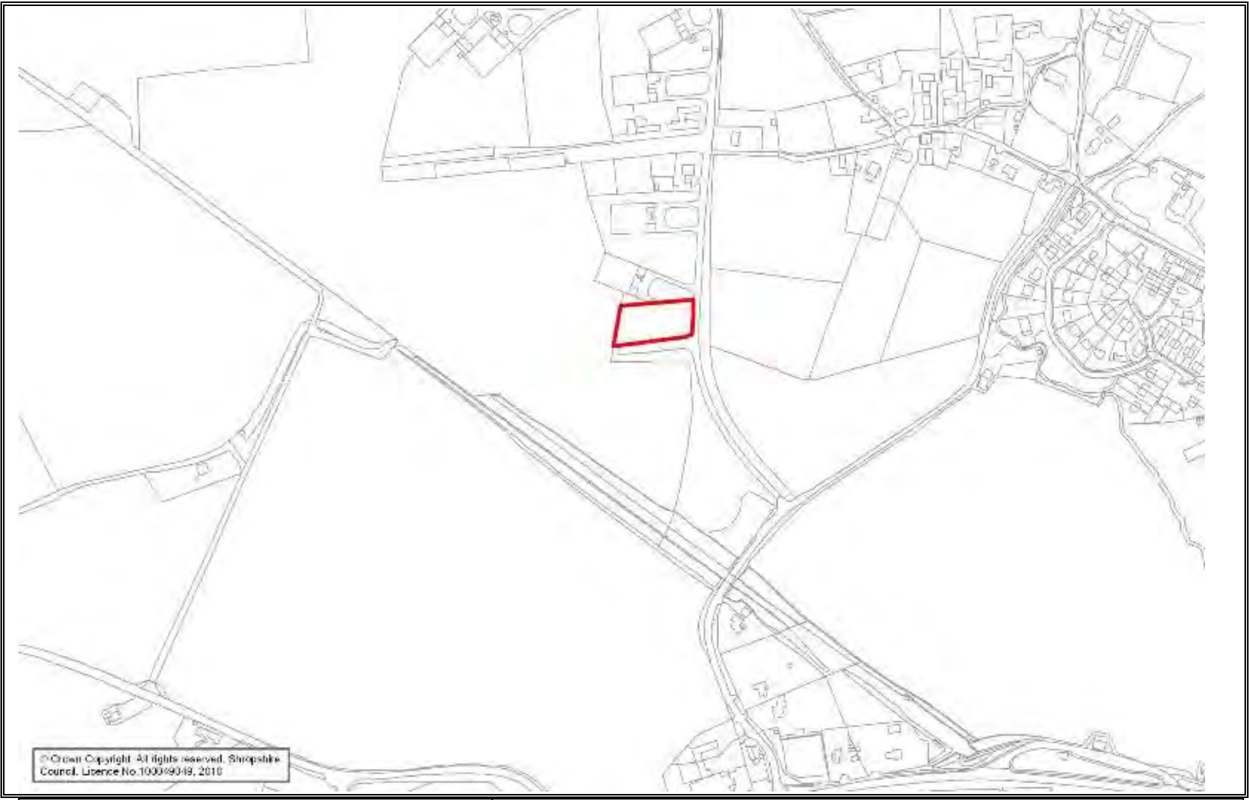
Site reference	LY2001/00012
Name	Station Road, Dorrington
Owner	[redacted]
Size, ha	0.22
Market availability	Not on market
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Site for specific occupier
Planning Status	Allocation B1
Planning Issues	Site is EM1 – allocated employment site Adjacent EM2 – protected employment site Adjacent railway line
Other information	Brownfield AT Wilde and Son holding its site for expansion and negotiating to acquire adjacent GB Oils site as additional expansion land A.T. Wilde's anticipate development within 3-5 years No constraints
Serviced	No
Availability, years	3-5

CENTRAL



Site reference	SY2004/01389
Name	Land Adjacent to Poultry Farm, Ford
Owner	[redacted]
Size, ha	5.58
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Heavy/specialist industrial site Site for specific occupier
Planning Status	Allocated B1/B2/B8 – Reserved matters permission
Planning Issues	Site is EM1 – allocated employment site Adjacent to HE8, HE9, HE12 – conservation area boundary Adjacent T9 – disused railway
Other information	Greenfield Information from 2007 Shrewsbury Employment Land Review: • Highways improvements likely to be required to A458 junction once occupancy exceeds 3600 sqm • Probably contaminated as former munitions depot • Access poor via low/narrow railway bridge • Needs archaeological assessment • Longstanding employment site
Serviced	No
Availability, years	3-5

CENTRAL



Site reference	SY2003/00715
Name	Plot 1, Poultry Farm, Ford
Owner	[redacted]
Size, ha	0.24
Market availability	Not marketed
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	General industrial/business area Heavy/specialist industrial site Site for specific occupier
Planning Status	Allocation B1/B2/B8 – Reserved matters permission
Planning Issues	Site is EM1 – allocated employment site Adjacent HE8, HE9, HE12 – conservation area boundary Adjacent T9 – disused railway
Other information	Greenfield Detailed planning for 11 x B1/B2/B8 units (permission granted November 2004) Full permission commenced because Lloyds Animal Feeds have improved site access but no buildings constructed Information from 2007 Shrewsbury Employment Land Review: • Probably contaminated as former munitions depot • Access poor via low/narrow railway bridge • Needs archaeological assessment • Longstanding employment site

CENTRAL

Serviced	No
Availability, years	1-3

CENTRAL

Site reference	SY2003/01534
Name	Leaton Industrial Estate (Phase 1), Bomere Heath
Owner	[redacted]
Size, ha	0.25
Market availability	Since developed for industrial units
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General Industrial/business area Recycling/environmental industry site
Planning Status	Windfall B1 – Full planning permission
Planning Issues	Site is EMP2 – protected employment site Adjacent railway line
Other information	Brownfield
Serviced	Yes
Availability, years	0-1

CENTRAL

Site reference	SY2004/01849
Name	Uniq, Minsterley
Owner	[redacted]
Size, ha	0.26
Market availability	Not available
Likely development potential	Industrial
Potential ODPM ELR guidance market segment uses	General industrial/business area Heavy/specialist industrial site Site for specific occupier
Planning Status	Windfall B2 – Full planning permission
Planning Issues	Site is part of EM2 – protected employment site
Other information	Brownfield Potential expansion land for Uniq, but no immediate intention of developing No constraints
Serviced	Yes
Availability, years	0-1

CENTRAL

Site reference	NS2007/00018
Name	Sewage Works, Shrewsbury Road, Shawbury
Owner	[redacted] Agent - Mr Jamieson of Bleazard & Galletta – 01939 235 303
Size, ha	0.30
Market availability	Unknown (not being marketed)
Likely development potential	Industrial/office
Potential ODPM ELR guidance market segment uses	Established or potential office location General Industrial/Business Areas
Planning Status	Windfall B1 – Full planning permission
Planning Issues	None
Other information	Brownfield Planning permission granted in 2007 for development of eight industrial units – this permission has now lapsed Site is not being marketed Potential contamination issue – former sewage works
Serviced	No
Availability, years	1-3

Appendix 2 – Spatial Zone Employment Land Schedules

NORTH EAST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
NS2007/02018	Allocation	Muller Dairy (North Site), Shrewsbury Road, Market Drayton	8.50	B2 Greenfield Owned by [redacted] and to be used as expansion land for factory operation Industrial/office No known constraints Not serviced	1-3
NS2007/02420	Allocation	Tern Valley Business Park, Shrewsbury Road, Market Drayton	5.42	B1/B2/B8 Greenfield Owned by Shropshire Council and being developed as Phase Two, Tern Valley Business Park Industrial/office No known constraints Serviced	1-3
NS2007/01687	Allocation	Sych Farm, Adderley Rd, Market Drayton	1.33	B8 Greenfield Fully developed for builder's merchant trade counter unit and associated timber yard Industrial Serviced	0-1
LN2003/00063	Allocation	Sych Farm (Phase 1), Adderley Road, Market Drayton	0.72	B1/B2/B8 Greenfield Owned by [redacted] who intend to develop west of site for housing and live-work units East of site available for employment to be marketed at future date Industrial/office Constraints include tree cover and water course across eastern plot Not serviced	1-3
LN2003/00038	Allocation	Maer Lane/Bert Smith Way, Market Drayton	0.80	B1/B2/B8 Greenfield Site split into two sites – northern site is on long leasehold [redacted]; southern site - no information available Industrial Serviced	1-3

NORTH EAST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
NS2005/00507	Windfall	PD Stevens & Son Ltd, Greenfields Lane, Market Drayton	0.16	B2 Brownfield Owned and in use [redacted] as storage compound and vehicle park Planning permission for workshop on part - may be built in future for own use (i.e. expansion) Industrial Potential for minor contamination from use as vehicle yard Serviced	1-3
LN2003/00054	Allocation	South of Civic Park, Waymills Industrial Estate, Whitchurch	6.02	B1/B2/B8 Greenfield Part owned [redacted] with potential for expansion of Grocontinental Not being marketed Industrial/office Inadequate electricity supply in Whitchurch - funding sought from various sources e.g. Regional Growth Fund Not serviced	3-5
LN2003/00057	Allocation	Heath Road, Whitchurch	4.82	B1 Greenfield Owned by [redacted] Want to develop site as high quality, prestigious office park Not being marketed Office Constraints include restricted uses for land and electricity supply issues in Whitchurch Not serviced	3-5
NS2007/01046	Allocation	Land off Shakespeare Way, Waymills Business Park, Whitchurch	1.39	B1/B2/B8 Greenfield Owned by [redacted] for development of Phase 2, Mullbry Business Park - units for leasehold or freehold To be developed after	1-3

NORTH EAST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				economic recovery Industrial/office No known constraints Serviced	
NS2005/01182	Allocation	Plots 6 & 7 Waymills Industrial Estate, Whitchurch	0.78	B2 Greenfield In use by Grocontinental as storage warehouse and vehicle yard No remaining land for development Industrial Serviced	0-1
NS2005/00683	Allocation	Land Adj Frmr Miller Corp, Civic Green Industrial Estate, Waymills, Whitchurch	0.27	B2 Greenfield Owned by [redacted] Under construction for Phase 2 of Waymills Court scheme - units are available freehold Industrial Serviced	0-1
NS2007/02085	Windfall	Land Adj to Unit 2, Waymillls Industrial Estate, Whitchurch	0.27	B1/B8 Greenfield Owned by [redacted] Site to be developed for industrial unit and associated parking – for company expansion and part leased to another business Industrial Minor constraints from trees on site and inadequate electricity supply for Whitchurch Serviced	1-3
NS1997/00491	Allocation	Units B,C & D Whitchurch Business Park, Ash Rd, Whitchurch	0.10	B1/B2/B8 Brownfield Owned by Shropshire Council In use as car parking for Whitchurch Business Park but could be developed potentially for three small units as self build for SMEs Industrial/office Serviced	1-3
LN2003/00042	Allocation	Wem Industrial	1.76	B2 Brownfield	1-3

NORTH EAST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
		Estate, Soulton Rd, Wem		Owned by [redacted] Site being marketed for development with sale of industrial units but owner reluctant to develop speculatively Industrial No known constraints Serviced	
NS2003/01266	Windfall	Land Adj West Mids Co-op, Smithfield Car Park, Wem	0.14	B1 Brownfield Owned by [redacted] Currently under offer for doctor's surgery with completion of sale imminent and site to be developed immediately Industrial/office No constraints Serviced	0-1
NS2008/00359	Windfall	Ollerton Warehouse, Ollerton Business Park, nr Market Drayton	0.67	B1/B8 Brownfield Owned by [redacted] Site to be developed for industrial start-up units - to be available freehold and leasehold; expected completion mid-2011 subject to effects of economic recession Industrial No known constraints Serviced	1-3
LN2003/00039	Allocation	Prees Industrial Estate, Prees	0.20	B2 Brownfield Owned by [redacted] Infill site on Prees Industrial Estate Not being marketed Industrial Serviced	1-3
LN2003/00052	Allocation	Sandford Industrial Park (Phase 1), nr Prees	2.75	B2 Greenfield Owned by [redacted] to be developed as Phase 2, Sandford Industrial Estate to assist economic recovery Units to be offered on	0-1

NORTH EAST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				leasehold basis Industrial/office No known constraints Serviced	

Source: BE Group 2010

NORTH WEST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
LO1999/00133	Allocation	Weston Farm, West of Mile Oak Industrial Estate, Oswestry	12.00	B2 Greenfield [redacted] owns land and partnered by [redacted] in joint venture Industrial/office Access constraints including bridging crossing rail line and junction upgrade at Maesbury Road Not serviced	5+
OS2006/14712	Allocation	Land at Rod Meadows, Shrewsbury Road, Oswestry	2.75	B1/B2/B8 Greenfield [redacted] managed by J Ross Developments Phased development of larger site has commenced and this land has outline planning permission Industrial/office No abnormal constraints and solutions identified for surface water issues Not serviced	1-3
LO1999/00132	Allocation	South of Mile Oak Industrial Estate / Adj to Bypass, Oswestry	2.19	B2 Greenfield [redacted] own land and will be serviced soon to facilitate development Industrial/office Not serviced	1-3
LO1981/00043	Allocation	Mile End Business Park, off Maes-Y-Clawdd, Oswestry	1.55	B2 Greenfield [redacted] own land which is retained as expansion land Industrial No constraints Serviced	3-5
LO1981/00129	Allocation	Kensington Gardens, Maesbury Road,	0.86	B1 Greenfield	1-3

NORTH WEST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
		Oswestry		[redacted] own land for which industrial/commercial scheme to be proposed after recession Industrial/office Not serviced	
OS2006/14650	Windfall	Site Adjacent Factory No.2, Maesbury Road, Oswestry	0.23	B2 Brownfield [redacted] own Since developed for Lindstrand Technology uses/storage Industrial No constraints Serviced	0-1
OS2005/13705	Windfall	Land Adjacent to Evans Enterprises, Park Hall, Oswestry	0.54	B1/B8 Brownfield [redacted] Since developed as EvaStore facility Industrial No constraints Serviced	0-1
LN2003/00037	Allocation	Ellesmere Business Park, off Oswestry Road, Ellesmere	6.15	B1/B2/B8 Greenfield [redacted] own land which is available for development Shropshire Council have secured outline planning permission for Phase 2 of business park and will consider acquiring and servicing land subject to availability of funding Industrial/office No known constraints Not serviced	3-5
LN2003/00036	Allocation	Off Grange Road, Ellesmere	3.02	B1/B2/B8 Greenfield Owned by [redacted] Investigations of	5+

NORTH WEST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				ground conditions required to determine developable area of land which is believed to be 1.2 ha Industrial/office Not serviced	
NS2006/00725	Allocation	Plots 2&3, Ellesmere Business Park, Oswestry Road, Ellesmere	0.44	B1/B8 Greenfield [redacted] own land and submitted planning application 10/04386/FUL for B8/B1 warehouse and office for own use Planning application 10/04386/FUL still to be determined Industrial/office No constraints Not serviced	1-3
LO1999/00041	Allocation	Old Coal Yard, Llanymynech	1.59	B2 Brownfield [redacted] own land and wish to redevelop for housing use Industrial/office Not serviced	5+
OS2008/15679	Allocation	Former Brickworks Site, Ifton Colliery, Ifton Heath	1.04	Full planning permission for B1/B2/B8 uses Brownfield [redacted] bought site and developed for its own use Industrial No constraints Serviced	0-1
OS2006/14374	Allocation	Former Brickworks Site, Ifton Colliery, Ifton Heath	0.33	B1/B8 Brownfield [redacted] own land with full planning permission Industrial No constraints Serviced	0-1
OS1998/10163	Windfall	Land Adj Newstyle	0.32	B2 Brownfield	0-1

NORTH WEST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
		Fabrications, Ifton Industrial Estate		[redacted] own land Industrial No constraints Serviced	
OS2007/14878	Allocation	Former Brickworks Site, Ifton Colliery, Ifton Heath	0.21	B1/B8 Brownfield [redacted] own land with full planning permission Industrial No constraints Serviced	0-1
LO1999/00160	Allocation	Bank Top Industrial Estate, St Martins	1.47	B1 Greenfield [redacted] own land and awaiting economic recovery before developing site potentially for residential-led, mixed use development Industrial No known constraints Not serviced	5+
NS2003/01138	Windfall	Shaws Estate, Sodylt, nr Ellesmere	0.24	B2 Brownfield [redacted] own land and have developed adj tourism development providing access to employment site and reducing site area Industrial No constraints Serviced	1-3

Source: BE Group 2010

CENTRAL LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
SY2006/00916	Allocation	Plot 3.1, Battlefield Enterprise Park, Knights Way, Battlefield, Shrewsbury	0.43	B8 Greenfield [redacted] own, partly developed for storage business, rest held for future expansion Industrial No constraints Serviced	0-1
LY2001/00010	Allocation	Battlefield Enterprise Park, off Harlescott Lane, Harlescott, Shrewsbury	2.39	B1/B2/B8 Greenfield [redacted] own Available development land Industrial No constraints Not serviced	1-3
SY2008/00448	Windfall	Plot 2, Shropshire Food Enterprise Park, Battlefield, Shrewsbury	1.22	B1/B2/B8 Greenfield [redacted] own land marketed as Greenhills Enterprise Park Full planning permission for three industrial units totaling 4359 sqm Industrial/office No constraints Serviced	0-1
SY2002/01429	Windfall	East of Battlefield Enterprise Park, Battlefield Link Road, Shrewsbury	7.93	B1/B2/B8 Greenfield [redacted] own land which is marketed as Greenhills Enterprise Park Industrial/office No constraints Not serviced	1-3
SY2006/01117	Windfall	Plot 5a Battlefield Enterprise Park, Battlefield Link Road, Shrewsbury	1.09	B1/B2/B8 Greenfield Shropshire Council own Since developed for Shropshire Food Enterprise Centre Industrial/office Serviced	0-1

CENTRAL LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
LY2001/00017	Allocation	Land East of Battlefield Enterprise Park, Harlescott, Shrewsbury	2.25	B2 Greenfield Shropshire Council own this residual land reserved for potential expansion of waste transfer station / environmental technologies businesses Industrial No constraints Not serviced	3-5
LY2001/00016	Allocation	Rear of Stadco, Harlescott Lane, Shrewsbury	1.76	B1/B2/B8 Greenfield [redacted] own Expansion land Industrial No constraints Not serviced	1-3
SY2007/00922	Allocation	Plot 36, Vanguard Two, Vanguard Way, Shrewsbury	0.47	B1/B2/B8/Sui Generis Greenfield [redacted] own land which is available for development subject to market demand Industrial No constraints Serviced	0-1
SY2007/00809	Allocation	Plot 34, Vanguard Two, Vanguard Way, Shrewsbury	0.34	B1/B2/Sui Generis Greenfield [redacted] own land which is available for development subject to market demand Industrial No constraints Serviced	0-1
SY2007/00757	Allocation	Plot 28, Vanguard Two, Vanguard Way, Shrewsbury	0.21	B2 Greenfield [redacted] own land which is available for development subject to market demand Industrial No constraints Serviced	0-1

CENTRAL LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
SY2007/00795	Windfall	Plots 6 & 7, Vanguard Way, Shrewsbury	0.50	Outline planning for B1/B2/B8 uses Brownfield [redacted] own land with outline planning permission and available for development subject to market demand Industrial/office No constraints Serviced	0-1
SY2008/01327	Windfall	Vanguard 3, Vanguard Way, Shrewsbury	2.22	B1/B2/B8 Brownfield [redacted] own land with outline planning permission for two plots available development subject to market demand Industrial/office No constraints Serviced	1-3
SY2009/00031	Windfall	Plots 3 & 5, Vanguard One, Vanguard Way, Shrewsbury	0.68	B1/B2/B8 Brownfield [redacted] own land with outline planning consent and available for development subject to market demand Industrial/office No constraints Serviced	0-1
SY2001/01177	Windfall	Former Cattle Market – Park & Ride, Battlefield Road, Shrewsbury	1.68	B1/B2/B8 Brownfield Shropshire Council own land with outline planning permission Industrial/office No constraints Not serviced	1-3
LY2001/00014	Allocation	Adj G.I. Motors, off Arlington Way, Sundorne, Shrewsbury	0.19	B1 Greenfield [redacted] own land Owner states land is available and wishes to realise value in due	3-5

CENTRAL LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				course Industrial Likely to be environmental constraints Not serviced	
SY2008/00565	Windfall	Sundorne Trade Park, Featherbed Lane, Shrewsbury	0.31	B1/B8 Brownfield [redacted] own land with full planning permission for eight workshops Development subject to market demand Industrial No constraints Serviced	0-1
LY2001/00006	Allocation	Kendal Road / Whitchurch Road, Harlescott, Shrewsbury	0.54	B1/B2/B8 Brownfield Shropshire Council own land and is proposed for open storage - part in use and remainder being marketed Industrial/office No constraints Serviced	1-3
LY2001/00004	Allocation	Off Ellesmere Road (East) / Castle Foregate, Shrewsbury	0.37	B1 Brownfield [redacted] own land which is used for storage business but requires formal planning consent Industrial Land prone to flooding and current use is unauthorised Serviced	0-1
SY2008/00732	Windfall	Former Farr and Harris Builders Merchants, Horse Fair, Abbey Foregate, Shrewsbury	0.23	B1 Brownfield [redacted] own land and awaiting pre-let interest after relocating to new site Full planning consent for offices Industrial/office No constraints	1-3

CENTRAL LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				Serviced	
SY1998/01237	Allocation	Shrewsbury Business Park (Plot 10), Emstrey, Shrewsbury	0.91	B1 Greenfield Shropshire Council's preferred developer partner is Alaska Group who have outline permission for offices Office No constraints Serviced	0-1
SY2007/01839	Allocation	Plot 24, Shrewsbury Business Park	0.19	B1 Greenfield Alaska Group own Since developed for offices Office Serviced	0-1
SY2008/01038	Allocation	Plot 24a, Shrewsbury Business Park	0.13	B1 Greenfield Alaska Group own Since developed for offices Office Serviced	0-1
LY2001/00015	Allocation	Shrewsbury Business Park (Phase 2), Emstrey, Shrewsbury	4.98	B1 Greenfield Shropshire Council's preferred developer partner is Alaska Group within major business park formerly known as Shrewsbury Business Park Office No constraints Not serviced	1-3
SY2007/00056	Windfall	Nobold Business Park, Longden Road, Shrewsbury	0.51	B1 Brownfield [redacted] own land with full planning permission for 16 offices but applying for industrial use to meet market demand Industrial/office No constraints Serviced	1-3

CENTRAL LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
SY2008/01551	Windfall	Land at Sweetlake Business Village, Sweetlake, Shrewsbury	0.18	B1 Greenfield Since developed for Shrewsbury Home Care Services facility Office No constraints Serviced	0-1
SY2004/01849	Windfall	Uniq, Minsterley	0.26	B2 Brownfield [redacted] own land retained for expansion of factory operation Industrial No constraints Serviced	0-1
NS2007/00018	Windfall	Sewage Works, Shrewsbury Road, Shawbury	0.30	B1 Brownfield Owned by [redacted] Detailed planning permission granted in 2007 for development of 8 industrial units – now lapsed Not being marketed Industrial/office Not serviced	1-3
SY2006/01334	Windfall	Land adj Atcham Business Park, Atcham	0.98	B1/B2/B8 Greenfield [redacted] own land and [redacted] negotiating to purchase with full planning permission for three industrial units Industrial No constraints Not serviced	3-5
LY2001/00012	Allocation	Station Road, Dorrington	0.22	B1 Brownfield Part owned by [redacted] / part by [redacted] [redacted] expected to acquire land from [redacted] and expand onto whole site in future Industrial No constraints	3-5

CENTRAL LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				Not serviced	
SY2004/01389	Allocation	Land Adjacent to Poultry Farm, Ford	5.58	B1/B2/B8 Greenfield [redacted] own land Industrial/office No up-to-date information about site but possible contamination Not serviced	3-5
SY2003/00715	Allocation	Plot 1, Poultry Farm, Ford	0.24	B1/B2/B8 Greenfield [redacted] own land Industrial/office No up-to-date information about site but possible contamination Not serviced	1-3
SY2003/01534	Windfall	Leaton Industrial Estate (Phase 1), Bomere Heath	0.25	B1 Brownfield [redacted] own Since been built out as industrial units Industrial No constraints Serviced	0-1

Source: BE Group 2010

SOUTH LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
LS2005/00006	Allocation	North of Eco Park, Sheet Road, Ludlow	2.32	B1 Greenfield Shropshire Council own land and reviewing marketing strategy for Eco Park including proposal for hospital relocation Office No known constraints Not serviced	1-3
LS2005/00006 (S1)	Allocation	Land adj Sheet Road, Eco Park, Ludlow	0.51	B1 Greenfield Shropshire Council reviewing marketing strategy for Eco Park Office Not serviced	1-3
SS2008/20838	Allocation	Plot 7, Eco Park, Sheet Road, Ludlow	0.40	B1 Greenfield Shropshire Council owns land and currently reviewing marketing strategy for Eco Park with site expected to be marketed for sale in near future Office No known constraints Serviced	0-1
LS2005/00006 (S2)	Allocation	Plot 2, Eco Park, Ludlow	0.20	B1 Greenfield Shropshire Council reviewing marketing strategy for Eco Park Office Serviced	1-3
SS2007/19559	Allocation	Ludlow BP, Sheet Road, Ludlow	0.12	B1/B2/B8 Greenfield Since developed for Evans Easyspace scheme Industrial/office Serviced	0-1
SS2006/18312	Allocation	Plots 5, 6, 8 & 9, Eco Park, Sheet Road, Ludlow	0.08	B1 Greenfield Office	0-1

SOUTH LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				Marketed for design and build let/sale by Sherpa Properties No known constraints Serviced	
SS2004/16080	Windfall	Adj Shukers (Land Rover), Ludlow Business Park, Parys Road, Ludlow	0.27	B2 Brownfield [redacted] own land 1000 sqm unit under construction Industrial Serviced	0-1
SS2007/19921	Windfall	Adj DMS Plastics, Ludlow Business Park, Parys Rd, Ludlow	0.14	B8 Brownfield [redacted] own site which is available for development Industrial No known constraints Not serviced	1-3
SS2008/21360	Allocation	Adj Unit 11, Ludlow Business Park, Orleton Road, Ludlow	0.12	B1/B2/B8 Brownfield [redacted] own land and managed by agent David Davies Consultants Planning permission to develop for small workshops for sale Industrial No known constraints Serviced	1-3
SS2006/17896	Allocation	Land at Foldgate Lane, Ludlow	0.51	B1 Greenfield [redacted] own land and in discussions with various parties for sale of land including potential non B class use Industrial/office No known constraints Serviced	1-3
LS2005/00002	Allocation	North of Long Lane, Craven Arms	3.44	B1/B2/B8 Greenfield [redacted] owns land currently used for farmland Industrial/office	3-5

SOUTH LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				May require significant highways improvements Not serviced	
LS1998/00212	Allocation	Land at Long Lane Industrial Estate, Craven Arms	0.83	B1/B2/B8 Greenfield Owned by Shropshire Council Soon to be marketed for sale Industrial/office No constraints Not serviced	1-3
LS1998/00212 (S3)	Allocation	Land at Hopesay Hill Road, Long Lane Industrial Estate, Craven Arms	0.26	B1/B2/B8 Greenfield Shropshire Council own land Industrial/office Serviced	0-1
SS2005/17420	Allocation	Plot K, Long Lane IE, Craven Arms	0.24	B1/8 Greenfield Developed for Craven Court office scheme Industrial/office Serviced	0-1
LS1998/00212 (S4)	Allocation	Land at Callow Hill Road, Long Lane Industrial Estate, Craven Arms	0.18	B1/B2/B8 Greenfield [redacted] own land Industrial/office Serviced	0-1
SS2003/14391	Allocation	Border Holdings UK Ltd, The Grove, Craven Arms	1.21	B8 Brownfield [redacted] own site and maintain as expansion land Industrial Serviced	0-1
LS1998/00229	Allocation	The Grove, Craven Arms	0.60	B1 Brownfield [redacted] own land Expansion land Industrial Not serviced	1-3
SS1989/01127	Allocation	Adj Junction A488/B4385, Bishops Castle Business Park, Bishops Castle	2.75	B1/B2/B8 Greenfield Owned by Shropshire Council In process of selling	1-3

SOUTH LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				through tender No constraints Office Not serviced	
SS2007/19386	Allocation	Plot E, Bishops Castle Business Park, Bishops Castle	0.09	B1/B2 Greenfield [redacted] own land First building of two built, second awaiting decision on biomass plant, and proposed for starter workshops Industrial/office No known constraints Serviced	0-1
SS2008/20717	Allocation	Charles Ransford, Station Street, Bishops Castle	0.42	B2 Brownfield Redevelopment since completed by Charles Ransford & Son Industrial Serviced	0-1
SS2007/20065	Windfall	Adj Lacon Childe School, Love Lane, Cleobury Mortimer	0.11	B1 Brownfield Since developed for Cleobury Community Centre Office Serviced	0-1
LS2005/00001	Allocation	Land off B4367, Bucknell	1.75	B1 Brownfield Owned by [redacted] Agent Kembertons Applying for planning permission for mixed-use scheme potentially delivering 0.35 ha of new employment development if existing uses are retained Industrial/office Contaminated site but no other known constraints Not serviced	1-3

SOUTH LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
SS2008/21010	Windfall	Station House, Clee Hill Road, Burford	1.05	B1/B2/B8 Brownfield Owned by [redacted] Site, including office block, on market for sale/let Industrial/office No known constraints Serviced	1-3
SS2007/19995	Windfall	The Oaks Garage, Stone Acton Road, Wall-under-Heywood	0.20	B2 Brownfield Owner-occupier site – replacement of existing unit Industrial Serviced	0-1

Source: BE Group 2010

EAST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
LB2004/00013	Allocation	Stanmore Industrial Estate, Stanmore, Bridgnorth	2.84	B1/B2/B8 Brownfield [redacted] own the two separate sites No plans to develop until receive pre-let enquiries Industrial/office No constraints Serviced	0-1
LB2006/00004	Allocation	East of Faraday Drive, Bridgnorth	0.61	B1/B8 Brownfield [redacted] own southern 2/3, held as potential expansion land Northern 1/3 – owned by [redacted], available development site Industrial/office No known constraints Not serviced	3-5
BR2008/00425	Allocation	Faraday Drive, Bridgnorth	0.04	B1 Brownfield Developed since April 2009 Industrial/office Serviced No constraints	0-1
BR1992/00598 BR1993/00463	Allocation	Chartwell Business Park, Stourbridge Road, Bridgnorth	5.74	B1/B2/B8 Brownfield Site is jointly owned by [redacted] that was marketing plots for sale whilst [redacted] retaining land for pre-let design and build Industrial/office No constraints Serviced	0-1
LB2004/00017	Allocation	Adj Netherton Workshops, Highley	0.59	B1 Greenfield [redacted] own land as potential development land for next phase of Netherton	3-5

EAST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
				Workshops Industrial Not serviced	
LB2004/00018	Allocation	Land off Stretton Road, Much Wenlock	0.65	B1/B2/B8 Greenfield Ownership not known Industrial Constrained Not serviced	1-3
BR2008/00595	Windfall	Alveley Industrial Estate, Alveley	0.29	B2 Brownfield [redacted] own land and will develop for own use in due course Industrial No constraints Serviced	0-1
LB2004/00012	Allocation	Alveley Industrial Estate, Alveley	0.15	B1/B2/B8 Brownfield [redacted] own land which is land banked for future development Industrial No constraints Not serviced	1-3
BR2006/00866	Windfall	Old Station Business Park, Bridgnorth Road, Cleobury Mortimer	0.26	B1 Brownfield Site expected to be developed following completion of three buildings since April 2009 Industrial No constraints Serviced	0-1
LB2004/00016	Allocation	Land adj Industrial Estate, Ditton Priors	1.19	B1/B2/B8 Brownfield Owned by [redacted] but have no plans to develop land which is available for pre-lets Industrial No constraints Not serviced	1-3

EAST LAND SUPPLY					
Site Ref	**Allocation/ Windfall**	**Name**	**Size, ha**	**Comment**	**Timescale, years**
BR2008/00310	Windfall	Adj Shell Petrol Station, Sutton Maddock	0.11	B2 Brownfield Since developed for car/van sales – unit and forecourt Industrial Serviced No constraints	0-1

Source: BE Group 2010

Appendix 1 – Vacant Property Schedule

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
North East			
Unit 8A, Mereside Industrial Estate	Whitchurch	Leasehold	18
Unit 29, Wem Business Park	Wem	Leasehold	38
Unit 9, Walkmills Business Park	Market Drayton	Leasehold	43
Unit 11, Mereside Industrial Park	Whitchurch	Leasehold	45
Unit 4, Walkmills Industrial Estate	Whitchurch	Leasehold	47
Unit 2, Walkmills Business Park	Market Drayton	Leasehold	65
The Arches, Tilley Green	Wem	Leasehold	66
Unit 30, Wem Business Park	Wem	Leasehold	66
Unit at Grange farm, Ash Road	Whitchurch	Leasehold	83
Unit 5, Wem Business Park	Wem	Leasehold	85
Unit D2 Rosehill Industrial Estate	Stoke Heath	Leasehold	87
Workshop adjoining 42 Coton	Whitchurch	Leasehold	90
Unit C15 Wem Industrial Estate	Wem	Freehold/ Leasehold	93
Unit C16 Wem Industrial Estate	Wem	Freehold/ Leasehold	93
Unit 2 Civic Green Workshops	Whitchurch	Leasehold	93
Unit 7 Waymills Industrial Estate	Whitchurch	Leasehold	93
Unit 12, Llewellyn Roberts Way, Maer Lane Industrial Estate	Market Drayton	Leasehold	94
Unit B, The Old Creamery, Aston Road	Wem	Leasehold	98
Unit C6 Rosehill Industrial Estate	Stoke Heath	Leasehold	99
Unit C19 Rosehill Industrial Estate	Stoke Heath	Leasehold	99
Unit 28 Wem Business Park	Wem	Leasehold	103
Unit C20 Rosehill Industrial Estate	Stoke Heath	Leasehold	110

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Former Community Centre, Pool Head	Whixall	Freehold	120
Unit 16 Wem Business Park	Wem	Leasehold	135
Hope Farm	Clive	Leasehold	139
Unit 2 Marlowe Court, Shakespeare Way	Whitchurch	Freehold	140
Unit 5 Marlowe Court, Shakespeare Way	Whitchurch	Freehold	141
Unit 1, Trade Stop, Waymills Industrial Estate	Whitchurch	Leasehold	150
Unit 2, Trade Stop, Waymills Industrial Estate	Whitchurch	Leasehold	162
Unit 11, Llewellyn Roberts Way, Maer Lane Industrial Estate	Market Drayton	Freehold/ leasehold	167
Industrial Unit, Adderley Road Industrial Estate	Market Drayton	Leasehold	167
Unit 6 Mereside Industrial Park	Fenns Bank	Leasehold	172
Unit C27 Rosehill Industrial Estate	Stoke Heath	Leasehold	173
Unit G15A Wem Industrial Estate	Wem	Freehold/ Leasehold	212
Boundary Grange, Yard and Workshop, Ellesmere Road,	Bronington	Leasehold	213
1 Betton Hall Farm	Betton	Leasehold	216
Unit 8 Wem Business Park	Wem	Leasehold	275
Broad View Buildings	Hinstock	Freehold/ Leasehold	310
Unit D3 Rosehill Industrial Estate	Stoke Heath	Leasehold	314
Unit A2 Wem Industrial Estate	Wem	Freehold/ Leasehold	321
Unit B2 Wem Industrial Estate	Wem	Freehold/ Leasehold	321
Unit B3 Wem Industrial Estate	Wem	Freehold/ Leasehold	321
Unit C7 Wem Industrial Estate	Wem	Freehold/ Leasehold	321
Unit E3 Wem Industrial Estate	Wem	Freehold/ Leasehold	321
Unit E8 Wem Industrial Estate	Wem	Freehold/ Leasehold	321

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Unit E10 Wem Industrial Estate	Wem	Freehold/ Leasehold	321
Unit E16 Wem Industrial Estate	Wem	Freehold/ Leasehold	321
Unit G13 Wem Industrial Estate	Wem	Freehold/ Leasehold	321
Workshop Unit, Broad Oak Business Park	Whitchurch	Leasehold	334
Unit 4B Wem Engineering Centre	Wem	Leasehold	438
Unit 5A Civic Park	Whitchurch	Leasehold	524
Unit 1B Wem Engineering Centre	Wem	Leasehold	671
Unit 1 Mullbry Business Park	Whitchurch	Freehold/ Leasehold	700
Unit 2 Mullbry Business Park	Whitchurch	Freehold/ Leasehold	700
Unit 3 Civic Park	Whitchurch	Leasehold	941
Aychley Farm	Tern Hill	Freehold/ Leasehold	1208
Farm Buildings	Hanmer	Freehold/ Leasehold	1414
Units 3/5 Mereside Industrial Park	Fenns Bank	Leasehold	1654
North West			
Unit 5 Maes-Y-Clawdd Enterprise Units	Oswestry	Leasehold	28
Unit 26 Maes-Y-Clawdd Enterprise Units	Oswestry	Leasehold	28
Unit 5, Ellesmere Business Park	Ellesmere	Leasehold	46
Unit 7, Ellesmere Business Park	Ellesmere	Leasehold	46
Unit 274 Rednal Industrial Estate	West Felton	Leasehold	52
Unit 10 Maes-Y-Clawdd Enterprise Units	Oswestry	Leasehold	56
Unit 269 Rednal Industrial Estate	West Felton	Leasehold	69
Unit 2 Radfords Field Industrial Estate	Oswestry	Leasehold	90
Unit 268 Rednal Industrial Estate	West Felton	Leasehold	92

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Border House	Oswestry	Freehold	93
Unit 12 Radfords Field Industrial Estate	Oswestry	Leasehold	93
Unit 259 Rednal Industrial Estate	West Felton	Leasehold	100
Unit 276 Rednal Industrial Estate	West Felton	Leasehold	107
Unit 267 Rednal Industrial Estate	West Felton	Leasehold	116
Cambrian Green, Coney Green	Oswestry	Leasehold	130
Broomhill Farm	Hampton Wood	Leasehold	131
Unit 254 Rednal Industrial Estate	West Felton	Leasehold	163
Unit 262 Rednal Industrial Estate	West Felton	Leasehold	169
Unit 1 Gledrid Industrial Park	Gledrid	Leasehold	212
Eamon House, Walford Heath	Baschurch	Leasehold	215
Unit, Whittington Business Park	Oswestry	Leasehold	219
Unit 275 Rednal Industrial Estate	West Felton	Leasehold	223
Unit 7 Radfords Field Industrial Estate	Oswestry	Leasehold	229
Unit 2, Plot 5, Ellesmere Business Park	Ellesmere	Leasehold	232
Bryn y Plentyn Middleton	Oswestry	Leasehold	279
Unit 2 Gledrid Industrial Park	Gledrid	Leasehold	317
Unit 261 Rednal Industrial Estate	West Felton	Leasehold	326
Unit 257 Rednal Industrial Estate	West Felton	Leasehold	361
Unit 4 Gledrid Industrial Park	Gledrid	Leasehold	364
June House, Gledrid Industrial Park	Chirk	Leasehold	386
Unit 258 Rednal Industrial Estate	West Felton	Leasehold	405
Unit 264 Rednal Industrial Estate	West Felton	Leasehold	420
Unit 263 Rednal Industrial Estate	West Felton	Leasehold	421

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Unit 266 Rednal Industrial Estate	West Felton	Leasehold	422
Unit 3 Oswestry Trade Park, Maes-Y-Clawwd	Oswestry	Leasehold	475
Unit 4 Oswestry Trade Park, Maes-Y-Clawwd	Oswestry	Leasehold	475
Detached Building, Maes-Y-Clawdd	Oswestry	Leasehold	485
Unit 5 Oswestry Trade Park, Maes-Y-Clawwd	Oswestry	Leasehold	485
Unit 1 The Old Mill Industrial Park	Maesbury	Leasehold	511
Unit 2 The Old Mill Industrial Park	Maesbury	Leasehold	511
Unit 3 The Old Mill Industrial Park	Maesbury	Leasehold	511
Unit 4 The Old Mill Industrial Park	Maesbury	Leasehold	511
Unit 3 Gledrid Industrial Park	Gledrid	Leasehold	540
Unit 2 Ifton Industrial Estate	St Martins	Freehold/ Leasehold	569
Farm Buildings, Old Marton Farm,	Perthy	Freehold/ Leasehold	650
Unit I Cargotec Industrial Park	Ellesmere	Leasehold	658
Unit 2 Oswestry Trade Park, Maes-Y-Clawwd	Oswestry	Leasehold	724
Unit G Cargotec Industrial Park	Ellesmere	Leasehold	778
Unit 7-9 Moreton Business Park	Oswestry	Leasehold	929
Former Burgess Agricultural Machinery Site, Mile Oak Industrial Site	Oswestry	Freehold/ Leasehold	1383
Unit F Cargotec Industrial Park	Ellesmere	Leasehold	1415
Aspect House, Maes-Y-Clawdd	Oswestry	Leasehold	2053
Unit 1 Oswestry Trade Park, Maes-Y-Clawwd	Oswestry	Leasehold	2745
Unit at Mile Oak Works	Oswestry	Freehold	2988
Central			
Unit 14 Harlescott Barns, Harlescott Lane	Shrewsbury	Leasehold	28
Unit 18 Harlescott Barns, Harlescott Lane	Shrewsbury	Leasehold	28

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Unit 1 The Barns, Codeway	Alberbury	Leasehold	41
Unit 1 Harlescott Barns, Harlescott Lane	Shrewsbury	Leasehold	46
Unit 4 The Barns, Codeway	Alberbury	Leasehold	41
Unit 5 The Depot	Hanwood	Leasehold	74
Arch 4, Castle Business Park	Shrewsbury	Leasehold	75
Unit 47 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	84
Unit 5D Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	96
Unit 1D Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	96
Unit 50 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	98
Unit 42 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	98
Arch 5 Castle Business Park	Shrewsbury	Leasehold	103
Former J & D electrical Unit, Sabrina Court	Shrewsbury	Leasehold	103
Unit 7A Henry Close, Knights Way, battlefield Enterprise Park	Shrewsbury	Leasehold	109
Unit 5B Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	118
Unit 1C Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	118
Unit 1E Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	118
Unit 5E Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	118
Arch 3 Castle Business Park	Shrewsbury	Leasehold	123
Unit 7B Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	135
Unit 7C Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	135
Unit D4 Greenwood Industrial Estate, Greenwood Court	Shrewsbury	Leasehold	138
Unit B2 Greenwood Industrial Estate, Greenwood Court	Shrewsbury	Leasehold	140
Wrentnall Farm Stables, Wrentnall	Pontesbury	Leasehold	146

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Dale House, Ennerdale Road	Shrewsbury	Leasehold	171
Unit 9a Leaton Industrial Estate	Bomere Heath	Leasehold	180
Unit 11 Sundorne Trade Park,	Shrewsbury	Leasehold	183
Trade Counter, Hanwood Depot	Hanwood	Leasehold	186
Unit 21B Vernon Drive, Battlefield	Shrewsbury	Leasehold	186
Unit F6 Greenwood Industrial Estate, Greenwood Court	Shrewsbury	Leasehold	187
GDS Building, Harlescott	Shrewsbury	Leasehold	204
Unit 2A Foxhall Trade Park, Battlefield Enterprise Park	Shrewsbury	Leasehold	206
Unit 1B Foxhall Trade Park, Battlefield Enterprise Park	Shrewsbury	Leasehold	226
Unit 1C Foxhall Trade Park, Battlefield Enterprise Park	Shrewsbury	Leasehold	226
Unit 1D Foxhall Trade Park, Battlefield Enterprise Park	Shrewsbury	Leasehold	226
Unit 5 Hotspur Park, Battlefield Enterprise Park	Shrewsbury	Freehold/ Leasehold	233
Unit 1 March Way, Battlefield Enterprise Park	Shrewsbury	Freehold	234
Unit 2 March Way, Battlefield Enterprise Park	Shrewsbury	Freehold	234
Modern Warehouse Premises, March Way, Battlefield Enterprise Park	Shrewsbury	Freehold/ Leasehold	237
Mytton Mill	Montford Bridge	Leasehold	260
Shropshire Food Enterprise Centre, Vanguard Way, Battlefield Enterprise Centre	Shrewsbury	Leasehold	279
Unit 2 Maverick Business Park, Monkmoor	Shrewsbury	Leasehold	284
Unit 96 Condover Industrial Estate	Condover	Leasehold	300
Inter Food House, Green Lane, Meole Brace,	Shrewsbury	Freehold	302
Unit 8 Knights Park, Battlefield Enterprise Park	Shrewsbury	Leasehold	332
Haston Farm	Hadnall	Freehold/ Leasehold	351
Former Maintenance Depot, Silkmoor, Frankwell,	Shrewsbury	Leasehold	366

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Unit 7G Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	376
Burgess Site, Severn Acres	Shrewsbury	Leasehold	397
Unit 2 Arches Way, Battlefield Enterprise Park	Shrewsbury	Leasehold	401
Unit 14 Yeomanry, Battlefield Enterprise Park	Shrewsbury	Freehold	448
32 Vanguard Way, Battlefield Enterprise Park	Shrewsbury	Freehold/ Leasehold	465
Unit 7H Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	517
Unit 8 Centurian Business Park, Kendal Road	Shrewsbury	Leasehold	517
Units 6/6A Lancaster Road	Shrewsbury	Leasehold	555
Units 87/87A Whitchurch Road	Shrewsbury	Leasehold	613
Allfield Court, Condover	Shrewsbury	Freehold	644
Workshop and Premises, Lancaster Road	Shrewsbury	Freehold	661
Unit 46 Atcham Business Park	Atcham	Leasehold	693
Unit 1 Grange Business Park	Shrewsbury	Leasehold	716
Former Railway Goods Shed, Coleham Yard	Shrewsbury	Leasehold	720
Storage King, Archers Way	Shrewsbury	Leasehold	743
Unit 25 Atcham Business Park	Atcham	Leasehold	929
Part of Burgess Premises, Severn Acres	Shrewsbury	Leasehold	1098
Warehouse, Ennerdale Road	Shrewsbury	Leasehold	1115
Warehouse, Cartmel Drive	Shrewsbury	Leasehold	1172
Unit 1C, Sundorne Industrial Park	Shrewsbury	Leasehold	1433
101 Longden Road	Shrewsbury	Freehold	2077
Former Burgess Site, Newport Road	Shrewsbury	Freehold	2991
South			
Unit 1 Coder Road, Ludlow Industrial Estate	Ludlow	Leasehold	26

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Unit 6 Coder Road, Ludlow Industrial Estate	Ludlow	Leasehold	26
Building 2, Downton-on-the -Rock	Ludlow	Leasehold	28
Unit 7 Lingen Road, Ludlow Industrial Estate	Ludlow	Leasehold	37
Unit 1 Enterprise House, Love Lane	Bishops Castle	Leasehold	46
Unit 2 Enterprise House, Love Lane	Bishops Castle	Leasehold	46
Unit 3 Enterprise House, Love Lane	Bishops Castle	Leasehold	46
Unit 4 Enterprise House, Love Lane	Bishops Castle	Leasehold	46
Unit 5 Enterprise House, Love Lane	Bishops Castle	Leasehold	46
Unit 6 Enterprise House, Love Lane	Bishops Castle	Leasehold	46
Unit 1 The Aspire Centre	Burford	Leasehold	46
Unit 4 The Aspire Centre	Burford	Leasehold	46
Unit 7 The Aspire Centre	Burford	Leasehold	46
Unit 5, Long Lane Industrial Estate	Craven Arms	Leasehold	48
Unit 6, Long Lane Industrial Estate	Craven Arms	Leasehold	48
Unit 7, Long Lane Industrial Estate	Craven Arms	Leasehold	48
The Grannary, The Harley Estate, Brampton Bryan	Bucknell	Leasehold	50
Unit 1 The Mynd Industrial Estate	Church Stretton	Leasehold	69
Unit 2 The Mynd Industrial Estate	Church Stretton	Leasehold	69
Unit 5 The Mynd Industrial Estate	Church Stretton	Leasehold	70
Unit 6 Ludlow Business Park,	Ludlow	Leasehold	93
Unit 5 Craven Court, Craven Arms Business Park	Craven Arms	Freehold/ leasehold	135
Unit 8 Craven Court, Craven Arms Business Park	Craven Arms	Freehold/ leasehold	135
Unit 4 Craven Court, Craven Arms Business Park	Craven Arms	Freehold/ leasehold	139
Unit 6 Craven Court, Craven Arms Business	Craven Arms	Freehold/	139

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Park		leasehold	
Unit 7 Craven Court, Craven Arms Business Park	Craven Arms	Freehold/ leasehold	139
Unit 9 Craven Court, Craven Arms Business Park	Craven Arms	Freehold/ leasehold	139
Unit 10 Craven Court, Craven Arms Business Park	Craven Arms	Freehold/ leasehold	139
Unit 7 Challenge Court, Love Lane	Bishops Castle	Leasehold	153
Unit 7 Enterprise House, Love Lane	Bishops Castle	Leasehold	186
Unit 1 Challenge Court, Love Lane	Bishops Castle	Leasehold	205
Unit 8 The Mynd Industrial Estate	Church Stretton	Leasehold	230
Unit N Coder Road	Ludlow	Leasehold	272
Unit, The Green Industrial Estate	Clun	Leasehold	279
Building 2, Downton-on-the -Rock	Ludlow	Leasehold	343
Unit 2 Lower Teme Business Park	Tenbury Wells	Leasehold	907
Priors Halton Farm, Priors Halton	Ludlow	Leasehold	929
JAG Building, Rear of High Street	Cleobury Mortimer	Freehold	1068
Unit 4 Temeside Industrial Estate	Ludlow	Freehold/ Leasehold	1115
Unit 7 Lower Teme Business Park	Tenbury Wells	Leasehold	1394
Former Borderfoam Premises, Lingen Road	Ludlow	Freehold/ Leasehold	1672
East			
Unit Monkhopton Estate	Monkhopton	Leasehold	26
Unit Monkhopton Estate	Monkhopton	Leasehold	26
The Old Grannary	Burwarton	Leasehold	34
Arch 8 Aston Street	Shifnal	Leasehold	84
Unit 7 Netherton Workshops	Highley	Leasehold	93

INDUSTRIAL			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Unit 5 Stanmore Industrial Estate	Bridgnorth	Leasehold	99
Unit 7 Stanmore Industrial Estate	Bridgnorth	Leasehold	99
Unit at Station Road	Ditton Priors	Leasehold	102
Unit Ditton Priors Industrial Estate	Ditton Priors	Leasehold	111
Unit Ditton Priors Industrial Estate	Ditton Priors	Leasehold	111
Unit 5 Railway Sidings	Shifnal	Freehold	124
Unit 2 Faraday Drive, Stourbridge Road	Bridgnorth	Freehold	140
The Sanatorium Laundry Unit	Shirlett	Leasehold	164
Unit 2 Aston Street	Shifnal	Leasehold	186
Former Arriva Bus Depot, The Railway Sidings	Shifnal	Freehold	190
Unit 1 Faraday Drive, Stourbridge Road	Bridgnorth	Freehold	233
Unit 8 Stanmore Industrial Estate	Bridgnorth	Leasehold	351
Unit 3 Aston Street	Shifnal	Leasehold	494
Unit 11A Stanmore Industrial Estate	Bridgnorth	Leasehold	516
Coalport House, Lamledge Lane Industrial Estate	Shifnal	Freehold/ Leasehold	547
Unit 6 Stanmore Industrial Estate	Bridgnorth	Leasehold	669
Unit 12 Stanmore Industrial Estate	Bridgnorth	Leasehold	807
Unit 10/11B Stanmore Industrial Estate	Bridgnorth	Leasehold	1099

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
North East			
1st Floor, Front Left Office, The Hollies, Chester Road	Whitchurch	Leasehold	12
Office Suite 4 ,The Hollies, Chester Road	Whitchurch	Leasehold	16
Office Suite 9, The Hollies, Chester Road	Whitchurch	Leasehold	16
Office Suite 10, The Hollies, Chester Road	Whitchurch	Leasehold	16
1st Floor, Rear Left Office, The Hollies, Chester Road	Whitchurch	Leasehold	17
St Mary's Street	Whitchurch	Leasehold	19
Unit AAA Broad Oak Business Park	Whitchurch	Leasehold	21
Unit 33, Wem Business Park	Wem	Leasehold	21
St Mary's Lodge, St Mary's Street	Whitchurch	Leasehold	23
2nd Floor, 10 High Street	Wem	Leasehold	51
Offices, The Old Creamery, Aston Road	Wem	Leasehold	52
Unit 1B Broad Oak Business Park	Whitchurch	Leasehold	54
Ground Floor Office, The Old Brewery, Oakley Hall,	Oakley	Leasehold	76
1st Floor Office, The Old Brewery, Oakley Hall	Oakley	Leasehold	76
Suite 1 Central Chambers, Morris Central Shopping Park	Wem	Leasehold	85
Unit 3 Tower House, Maer Lane	Market Drayton	Leasehold	88
Office 1 Central Chambers, Morris Central Shopping Park	Wem	Leasehold	88
Poynton House, Shropshire Street	Market Drayton	Leasehold	107
Penprys, Nook Lane, Weston-under-Redcastle	Nr Prees	Leasehold	167
North West			
Unit 1B Station Buildings	Gobowen	Leasehold	78
5-7 Willow Street	Oswestry	Leasehold	172

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Trimpley House, Trimpley Street	Ellesmere	Freehold	186
15 English Walls	Oswestry	Leasehold	199
Central			
Suite 3, Tower Park, Ennerdale Road	Shrewsbury	Leasehold	8
Suite 4, Tower Park, Ennerdale Road	Shrewsbury	Leasehold	9
Suite 6, Tower Park, Ennerdale Road	Shrewsbury	Leasehold	9
Office, Baker House Small Business Centre	Shawbury	Leasehold	14
Office, Baker House Small Business Centre	Shawbury	Leasehold	14
Office, Baker House Small Business Centre	Shawbury	Leasehold	14
Office, Baker House Small Business Centre	Shawbury	Leasehold	14
Office, Baker House Small Business Centre	Shawbury	Leasehold	14
Office, Baker House Small Business Centre	Shawbury	Leasehold	14
Office 35 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	15
Suite 3, the Old Grammar School, Castle Street	Shrewsbury	Leasehold	17
Suite 5, Sabrina House, Sabrina Court	Shrewsbury	Leasehold	18
Suite 11, Tower Park, Ennerdale Road	Shrewsbury	Leasehold	18
Suite 5, Tower Park, Ennerdale Road	Shrewsbury	Leasehold	20
Office 32 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	20
Suite 9, Tower Park, Ennerdale Road	Shrewsbury	Leasehold	24
17A Clifford Street, Cherry Orchard	Shrewsbury	Leasehold	25
Suite 10, Tower Park, Ennerdale Road	Shrewsbury	Leasehold	28
Office 24 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	29
Office 15 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	30
Office 14 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	30

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Office 19 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	30
Office 9 Leaton Forest Offices	Bomere Heath	Leasehold	31
1st Floor Rear Office, 77 Wyle Cop	Shrewsbury	Leasehold	31
2nd Floor Rear Office, 77 Wyle Cop	Shrewsbury	Leasehold	31
Office 3 Leaton Forest Offices	Bomere Heath	Leasehold	31
Office 5 Leaton Forest Offices	Bomere Heath	Leasehold	31
10 Wyle Cop	Shrewsbury	Leasehold	32
Office Suite, Battlefield Enterprise Park	Shrewsbury	Leasehold	34
Melbreak, Upton Magna Business Park	Upton Magna	Leasehold	34
Office 16 The Stables, Sansaw Business Park	Hadnall	Leasehold	34
Office 18 The Stables, Sansaw Business Park	Hadnall	Leasehold	34
Office 2 The Stables, Sansaw Business Park	Hadnall	Leasehold	36
Suite 8, Sabrina House, Sabrina Court	Shrewsbury	Leasehold	36
35-37 Nettles Lane	Shrewsbury	Leasehold	36
Office 21 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	36
Office 23 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	36
1st Floor Front Office, 77 Wyle Cop	Shrewsbury	Leasehold	37
Office 17 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	37
Office 40 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	37
Coniston D, Upton Magna Business Park	Upton Magna	Leasehold	38
Office 16 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	39
Office 11 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	40
Rooms 9 & 10, High Street Chambers	Shrewsbury	Leasehold	43

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
143 Longden Coleham	Shrewsbury	Leasehold	45
Unit 3A The Farriers	Annscroft	Leasehold	45
Office 1 The Stables, Sansaw Business Park	Hadnall	Leasehold	45
Office 11 The Stables, Sansaw Business Park	Hadnall	Leasehold	46
17B & 17C Clifford Street	Shrewsbury	Leasehold	46
Suite C, Global House, Shrewsbury Business Centre	Shrewsbury	Leasehold	46
4 Belmont	Shrewsbury	Leasehold	46
Lunesdale A, Upton Magna Business Park	Upton Magna	Leasehold	47
Office, Merrington Hall Farm	Merrington	Leasehold	48
Lunesdale B, Upton Magna Business Park	Upton Magna	Leasehold	50
Office 20 Evans Easyspace Business Centre, Battlefield Enterprise Park	Shrewsbury	Leasehold	52
Part 3rd Floor, Princess House, The Square	Shrewsbury	Leasehold	53
22 Dogpole	Shrewsbury	Leasehold	53
Eskdale, Upton Magna Business Park	Upton Magna	Leasehold	55
Suite 1 Claremont House, Claremont Bank	Shrewsbury	Leasehold	56
Suite 2 Claremont House, Claremont Bank	Shrewsbury	Leasehold	56
Suite 3 Claremont House, Claremont Bank	Shrewsbury	Leasehold	56
Part 1st Floor, Princess House, The Square	Shrewsbury	Leasehold	56
69B Wyle Cop, Bowdlers Passage	Shrewsbury	Leasehold	57
25 Castle Street	Shrewsbury	Leasehold	58
Rooms 12-15 1st Floor, Old Bank Buildings, Bellstone	Shrewsbury	Leasehold	60
Suite 4B Network House, Oxon Business Park	Shrewsbury	Leasehold	62
Lunesdale C, Upton Magna Business Park	Upton Magna	Leasehold	64
Ullswater, Upton Magna Business Park	Upton Magna	Leasehold	65

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Office 3 The Stables, Sansaw Business Park	Hadnall	Leasehold	68
Office 7 Leaton Forest Offices	Bomere Heath	Leasehold	68
Suite 1 Tower Park, Ennerdale Road	Shrewsbury	Leasehold	68
12A Castle Street	Shrewsbury	Leasehold	68
1st Floor, Suite 1, Grove House, St Julian's Friar	Shrewsbury	Leasehold	69
Talbot House, 3rd Floor Office Suite, Market Street	Shrewsbury	Leasehold	70
1A Victorian Arcade, Hills Lane	Shrewsbury	Leasehold	71
Suite 1A, Countrywide House, Knights Way, Battlefield Enterprise Park	Shrewsbury	Leasehold	73
Unit 1 Radbrook Green Professional Centre	Shrewsbury	Leasehold	75
48-52 Ennerdale Road	Shrewsbury	Leasehold	77
17/18 Mardol	Shrewsbury	Leasehold	78
Ground Floor Office, Abbey Lawn, Abbey Foregate	Shrewsbury	Leasehold	79
Unit 7 Bicton Business Park	Bicton	Leasehold	79
Suite 1, Cannon Court , Abbey Lawn, Abbey Foregate	Shrewsbury	Leasehold	79
Suite 2 Observer House, Abbey Lawn, Abbey Foregate	Shrewsbury	Leasehold	81
Office 2 Leaton Forest Offices	Bomere Heath	Leasehold	81
Unit 3 Darwin Court, Oxon Business Park	Shrewsbury	Leasehold	84
101 Frankwell	Shrewsbury	Leasehold	85
Unit 2 The Farriers	Annscroft	Leasehold	87
Unit B Silkmoor, New Street, Frankwell	Shrewsbury	Leasehold	89
Mutual House, Anchorage Avenue, Shrewsbury Business Park	Shrewsbury	Leasehold	93
Suite 1B Network House, Badgers Way, Oxon Business Park	Shrewsbury	Leasehold	95
Kingfisher House, Samuel Court, Oxon Business Park	Shrewsbury	Leasehold	96

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Ground Floor, Willow House West, Shrewsbury Business Park	Shrewsbury	Leasehold	106
Building 3 Harnage Barns, Harnage Estates	Shrewsbury	Leasehold	108
Ground Floor Suite, Global House, Shrewsbury Business Centre	Shrewsbury	Leasehold	116
Unit 2, Infill House	Hadnall	Leasehold	116
Suite 2, 8 Longbow Close, Longbow Professional Centre	Shrewsbury	Leasehold	123
Sycamore House, The Professional Quarter, Shrewsbury Business Park	Shrewsbury	Leasehold	124
Unit 5, Yeomanry Road, Battlefield Enterprise Park	Shrewsbury	Leasehold	126
Mercury House, The Creative Quarter, Shrewsbury Business Park	Shrewsbury	Leasehold	135
Sterling House, Shrewsbury Business Park	Shrewsbury	Leasehold	139
39 Hills Lane	Shrewsbury	Leasehold	139
3rd Floor, Crown House, St Mary's Street	Shrewsbury	Leasehold	148
1st & 2nd Floors, 5A/6 Shoplatch	Shrewsbury	Leasehold	152
18-20 Castle Street	Shrewsbury	Leasehold	158
Unit 3 The Farriers	Annscroft	Leasehold	166
Mardol House	Shrewsbury	Leasehold	172
4-5 Park Plaza, Battlefield Enterprise Park	Shrewsbury	Leasehold	177
1 Carnarvon Lane, off Hills Lane	Shrewsbury	Leasehold	177
Superior Office Suite, Belle Vue Road	Shrewsbury	Leasehold	200
Office 1 Charlesworth Court, Battlefield Enterprise Park	Shrewsbury	Leasehold	225
Office 2 Charlesworth Court, Battlefield Enterprise Park	Shrewsbury	Leasehold	225
1st Floor, New Park House, Old Potts Way	Shrewsbury	Leasehold	237
Longden House, 105 Longden Road	Shrewsbury	Freehold/ Leasehold	250
1st Floor, East Pavilion, Sansaw Business Park	Hadnall	Leasehold	250

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Wightman Chambers, Princess Street, The Square	Shrewsbury	Leasehold	301
Office B Archers Way, Battlefield Enterprise Park	Shrewsbury	Leasehold	304
Office D Archers Way, Battlefield Enterprise Park	Shrewsbury	Leasehold	304
Office C Archers Way, Battlefield Enterprise Park	Shrewsbury	Leasehold	307
New Zealand House, 160-162 Abbey Foregate	Shrewsbury	Leasehold	311
1st Floor office Suite, Abbey Lawn, Abbey Foregate	Shrewsbury	Leasehold	336
7A Claremont Street	Shrewsbury	Leasehold	372
163 Abbey Foregate	Shrewsbury	Leasehold	418
Spruce Building, Shrewsbury Business Park	Shrewsbury	Leasehold	437
1st Floor Talbot House, Market Street	Shrewsbury	Leasehold	463
Office E Archers Way, Battlefield Enterprise Park	Shrewsbury	Leasehold	488
West Pavilion, Sansaw Business Park	Hadnall	Leasehold	542
Chronicle House, 6 Castle Foregate	Shrewsbury	Leasehold	557
Part 3rd Floor, Princess House, The Square	Shrewsbury	Leasehold	576
Whitehall, Monkmoor Road	Shrewsbury	Leasehold	638
Longbow House, Longbow Professional Centre, Battlefield	Shrewsbury	Leasehold	803
Jupiter House, The Creative Quarter, Shrewsbury Business Park,	Shrewsbury	Leasehold	929
South			
Office 17 Evans Easyspace Business Centre, Rural Enterprise Centre	Ludlow	Leasehold	21
Office E Challenge Court, Love Lane	Bishops Castle	Leasehold	21
Office F Challenge Court, Love Lane	Bishops Castle	Leasehold	26
Office 2 Evans Easyspace Business Centre, Rural Enterprise Centre	Ludlow	Leasehold	26
Office 12 Evans Easyspace Business Centre, Rural Enterprise Centre	Ludlow	Leasehold	28

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Office 16 Evans Easyspace Business Centre, Rural Enterprise Centre	Ludlow	Leasehold	28
10 Drovers House	Craven Arms	Leasehold	29
Office 8 Evans Easyspace Business Centre, Rural Enterprise Centre	Ludlow	Leasehold	29
Office 1 Evans Easyspace Business Centre, Rural Enterprise Centre	Ludlow	Leasehold	30
9 Drovers House	Craven Arms	Leasehold	37
12 Drovers House	Craven Arms	Leasehold	37
Suite 3, 44 Shrewsbury Road	Craven Arms	Leasehold	37
Office B Challenge Court, Love Lane	Bishops Castle	Leasehold	51
11 Drovers House	Craven Arms	Leasehold	51
14 Drovers House	Craven Arms	Leasehold	51
Suite 1, 44 Shrewsbury Road	Craven Arms	Leasehold	51
31 Broad Street	Ludlow	Leasehold	52
2nd Floor, 22 Broad Street	Ludlow	Leasehold	53
Harrier Fluid Power Building, Parry's Road	Ludlow	Leasehold	60
Mill Building, Case Mill	Ludlow	Leasehold	93
Unit 4 Marshbook Business Park	Church Stretton	Leasehold	98
Office 8 Lower Teme Business Park	Tenbury Wells	Leasehold	128
Chapelworks	Ludlow	Leasehold	158
Ground Floor Office, Craven Arms Business Park	Craven Arms	Leasehold	190
7 The Business Quarter, Eco park Road	Ludlow	Freehold/ Leasehold	475
113 Corve Street	Ludlow	Freehold	572
East			
Room F17 James House, Albrighton Business Park	Albrighton	Leasehold	11

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Room F1 James House, Albrighton Business Park	Albrighton	Leasehold	12
Room F6 James House, Albrighton Business Park	Albrighton	Leasehold	12
Room F15 James House, Albrighton Business Park	Albrighton	Leasehold	13
1st Floor Beech House, Kingswood Business Park	Albrighton	Leasehold	22
Room F26 James House, Albrighton Business Park	Albrighton	Leasehold	25
Room F11/12 James House, Albrighton Business Park	Albrighton	Leasehold	25
Office, Monkhopton Estate	Bridgnorth	Leasehold	26
Room F10 James House, Albrighton Business Park	Albrighton	Leasehold	48
Suite 6, Zone A Stargate Business Centre, Faraday Drive	Bridgnorth	Leasehold	50
33-34 High Street	Bridgnorth	Leasehold	50
14B Bradford Street	Shifnal	Leasehold	56
1st Floor Front Office, Churchill Court, Faraday Drive	Bridgnorth	Freehold/ Leasehold	72
12A Northgate	Bridgnorth	Leasehold	88
Unit 6, Little Posenhall Farm	Broseley	Leasehold	93
Ground Floor Rear Office, Churchill Court, Faraday Drive	Bridgnorth	Freehold/ Leasehold	101
1st Floor Rear Office, Churchill Court, Faraday Drive	Bridgnorth	Freehold/ Leasehold	103
1 East Castle Street	Bridgnorth	Leasehold	116
5 Park Street	Shifnal	Leasehold	117
2nd/3rd Floor 33-34 High Street	Bridgnorth	Leasehold	138
1st Floor Maple House, Kingswood Business Park	Albrighton	Leasehold	143
Ground Floor Maple House, Kingswood Business Park	Albrighton	Leasehold	155
Zone C, Stargate Business Centre, Faraday Drive	Bridgnorth	Leasehold	183
Rowan House, Kingswood Business Park	Albrighton	Leasehold	441

OFFICE			
Address	**Settlement**	**Tenure**	**Size (sqm)**
Highlea	Bridgnorth	Freehold	481

Source: BE Group 2010

Note: Schedules exclude units at Cambrian House Business Centre, Shrewsbury and Lasyard House and Cottsbrook Farm in East spatial zone.

CONTENTS

Note: Executive Summary also supplied as separately bound document

Note: Appendices bound separately

EXECUTIVE SUMMARY

Introduction

i) This report assesses the demand for and the supply of employment land and premises (Use Class B) in Shropshire at April 2009 and the need for new employment land provision for the period to 2026. It has been carried out for Shropshire Council to provide robust evidence to underpin and inform its Local Development Framework for the period to 2026, and to support economic development. There are six main elements to this study:

- An assessment of the local economy and property market conditions to inform the amount, location and type of employment land and premises required to facilitate development and growth
- A review of the current portfolio of employment land and premises
- An assessment of the future land needs of the County
- Identification and appraisal of additional potential sites which could meet the County's future employment land needs
- An appraisal of relevant employment land and premises relating to the County's key employment sectors
- An assessment and recommendations on the allocation of new employment land.

Methodology

ii) A number of research methods have been used – site visits, interviews with property market stakeholders and consultations with key businesses. This has been combined with extensive consultation with public sector agencies involved in the study area. Desktop analysis of existing strategies, reports and documents has also been used to inform the overall findings. The methodology follows ODPM guidance on the production of employment land reviews. This study was commissioned by Shropshire Council following the unification of the six former County and District local authorities and will inform the preparation of the Local Development Framework. This study provides a consistent methodology to update the previous Employment Land Reviews completed by the former district authorities between 2005 and 2007 by three separate authors.

Findings

iii) Shropshire is an affluent, skilled area with low unemployment. Its economic centre is

Shrewsbury, but there are a range of opportunities in other key market towns – Whitchurch, Market Drayton, Oswestry, Bridgnorth and Ludlow. However, as a rural County, it does exhibit typical issues common in such areas, e.g. pockets of deprivation, low wage economy, out-commuting, home-working, declining agricultural employment.

iv) Shropshire has a good portfolio of employment land and premises on its business parks and industrial estates. It has a reasonably active property market, although it is currently stalled by the recession. Public sector support is generally required to overcome market failure in major property development and site servicing. The industrial market is significantly larger than the office market, which is principally focused in Shrewsbury and is relatively minor in all other locations in the County. The most attractive business locations are the areas close to key arterial routes and on the main business parks and industrial estates, together with Shrewsbury town centre (for the office sector). However, it is a diverse area and different locations have slightly different characteristics and issues.

v) The demand for industrial sites and premises is reasonable, although this is, in some places, caused by a lack of supply – limited industrial land, freehold properties and modern premises – for example Shrewsbury, Whitchurch and Oswestry. Some market towns have minimal availability, e.g. Cleobury Mortimer, Much Wenlock and Broseley. Companies still require space for storage, distribution and assembly of goods (even if traditional manufacturing is in decline).

vi) Industrial demand tends to be for units up to 500 sqm, with larger requirements more prevalent in the Shrewsbury area. There is limited demand for large distribution warehousing units. Industrial companies generally want moderate quality premises on industrial estates. The key market failure issue is the lack of industrial availability (100-200 sqm units) in Shrewsbury.

vii) The bulk of office demand is for units up to 100 sqm. It is concentrated in Shrewsbury – and mostly served elsewhere by small scale serviced office schemes. Despite the limited demand, there are some good quality office parks and developments throughout the County, e.g. Shrewsbury Business Park, Ludlow Eco Park.

viii) Shropshire Council has successfully addressed some of the issues constraining the property market in the County. It has recently serviced new employment land in Market Drayton, and brought forward Shrewsbury Business Park and Ludlow Eco Park. It is attempting to do the same in Whitchurch and Ellesmere; and supported the servicing of sites in Bridgnorth. It has facilitated rural enterprise centres in Ludlow and Shrewsbury, and hopes to provide additional centres in Oswestry and Bridgnorth.

ix) The review of significant Shropshire firms involved in key industrial sectors – creative industries, food and drink, environmental technology and advanced manufacturing – did not identify any significant land and property issues. Their needs and concerns are typical of businesses in general.

x) Shropshire is bordered by a large number of other local authorities. Most have little impact on Shropshire's land and property market. Cheshire East to the north dominates in terms of size, but the greatest impact comes from Telford. Telford tends to intercept potential inward investment that could come into the County and overshadows the North East and East Spatial Zones (particularly Bridgnorth).

Employment Land Supply

xi) The adopted Shropshire Councils LDF Core Strategy has set a target for Shropshire of 290 ha of employment land between 2006 and 2026, which is set out in Policy CS14 of the Core Strategy.

xii) There is a headline total of 140.84 ha of available employment land made up of 102 sites. Almost a third of this (46.28 ha) is serviced. Just under 65 percent (86 ha) is available within three years which more than satisfies the Shropshire LDF Core Strategy guidance that 72 ha of employment land should be readily available at any time.

xiii) However, the headline land supply picture is only part of the story. Some land is subject to alternative development proposals and may be lost from the portfolio. Furthermore, other sites are held by local businesses for future expansion, this is shown in Table ES1.

xiv) The worst case scenario is that there is only 119.54 ha (85 sites); however it is assumed that expansion land will continue to play a role in accommodating businesses in the future. Therefore, a more realistic assessment is that there are

135.28 ha comprising 98 sites. Table ES1 also identifies 484 ha (comprising 65 sites) in additional land which is available as a reserve supply. Sites from this supply could be allocated to meet any shortfalls in the existing portfolio. This land has been sourced from sites put forward to the Council by landowners; previously considered potential employment allocations and housing or other sites with employment potential. It also includes proposed employment allocations within the Shrewsbury and Oswestry Sustainable Urban Extensions (SUEs). It comprises mainly greenfield sites of 2-10 ha.

Table ES1 – Shropshire Employment Land Supply Summary

Area	Headline Land Supply, ha (number of sites)	Potential Land Losses, ha (number of sites)	Realistic Scenario, ha (number of sites)	Expansion Land, ha (number of sites)	Worst Case Scenario, ha (number of sites)	Additional Land Supply, ha (number of sites)
North East	36.10 (18)	-	36.10 (18)	8.66 (2)	27.44 (16)	148.00 (16)
North West	34.93 (17)	1.59 (1)	33.34 (16)	1.99 (2)	31.35 (14)	61.00 (9)
Central	39.54 (32)	0.19 (1)	39.35 (31)	2.24 (3)	37.11 (28)	79.00 (11)
South	17.80 (24)	2.32 (1)	15.48 (23)	2.01 (3)	13.47 (20)	94.00 (16)
East	12.47 (11)	1.46 (1)	11.01 (10)	0.84 (3)	10.17 (7)	102.00 (13)
Total	**140.84 (102)**	**5.56 (4)**	**135.28 (98)**	**15.74 (13)**	**119.54 (85)**	**484.00 (65)**

Source: BE Group 2010

Recommendations

xv) Following Core Strategy guidance, which marries closely with BE Group's preferred forecasting methodology based on the levels of historic employment land take-up, Shropshire Council needs to identify another 118.84 ha of new employment land over the period to 2026. Table ES2 outlines how the 118.84 ha should be apportioned across the study area.

xvi) In Shrewsbury, the key short-to-medium term issue is to allocate additional industrial employment land, of which there is a shortage. This constrains the market, and limits the development of new industrial premises to meet local business needs. In the longer term a successor to Shrewsbury Business Park will be needed, but there is still currently plenty of office development land remaining there. The Shrewsbury Food Enterprise Park needs looking at, to ensure it remains viable given the recession. Its restricted use class, at least in the short term, is constraining the industrial market in the town.

Table ES2 – Recommended Distribution of New Employment Land Allocations

Spatial Zone	Realistic Land Supply, ha	New Allocations, ha	Comments
North East	27.60	36.13	The bulk of this is divided between: Whitchurch – 15 ha Market Drayton – 15.5 ha (including 8.5 ha to replace Mullers expansion land) Wem – 4.0 ha
North West	33.34	16.81	Most of this is allocated to Oswestry possibly with 12 ha to replace Weston Farm
Central	39.35	37.16	Shrewsbury takes 35 ha of the allowance
South	15.48	14.78	Key allocations: Ludlow – 6 ha Craven Arms – 2 ha Church Stretton – 2 ha Bishops Castle – 1 ha Cleobury Mortimer – 1 ha
East	11.01	13.96	Bridgnorth soaks up 5 ha, with 1-2 ha allocations in the other towns in this Zone
Total	**126.78**	**118.84**	

Source: BE Group 2010

xvii) In the North East, Muller's reservation of 8.50 ha of the existing land supply needs to be recognised as a 'special use'. An additional land allocation allowance therefore needs to be made in Market Drayton. Public sector support will be required to bring forward existing sites in Whitchurch (Heath Road and South of Civic Park) due to the power supply issues. This needs to be addressed immediately in Whitchurch, as the town lacks readily available employment land.

xviii) In the North West, there is a shortage of readily available land in Oswestry. Weston Farm remains a longstanding allocation in Oswestry. If it does not come forward for development soon the Council should consider de-allocating it and providing replacement land. The extension to Ellesmere Business Park will require public sector support to service it. Consider de-allocating Old Coal Yard, Llanymynech and Grange Road, Ellesmere: neither are particularly attractive employment sites.

xix) In the South, the new land allocations need to take into account the Ludlow Community Hospital's proposed relocation to the Eco Park in Ludlow – although if this does not happen, then allowance can be made. The servicing of the extension to Long Lane Industrial Estate in Craven Arms will require public sector support. New land is suggested for those settlements with none/minimal supply of employment land especially Church Stretton and Cleobury Mortimer. Bishops Castle has existing land available at Bishops Castle Business Park, and further allocations in the settlement are accorded a low priority.

xx) In the East, Bridgnorth has a sufficient existing supply of land. However, much of that supply is tied to a near-monopoly owner and not readily available. An alternative land supply is therefore required to meet the wider needs of the town. Additional provision is suggested for Much Wenlock, Shifnal, Albrighton, Broseley and Highley where there is currently none or a minimal supply of employment land.

xxi) Land supply in the rural area is focused in a few areas, some centres have little, or no, supply. However economic development in such areas is better served by property development rather than land availability because of economic viability issues associated with new build costs and low rental returns. In general the provision of small workshops in the smaller rural settlements should be prioritised over the other alternatives (e.g. conversions). It is likely that many micro/small businesses in the office sector can work from home, but rural enterprise centres would make a positive contribution to opportunities in Bridgnorth, Oswestry and Market Drayton.

xxii) Additional sites are available to meet the needs of every key settlement/market town except for Minsterley/Pontesbury, Cleobury Mortimer, Highley and several areas outside the key settlements/market towns. Overall there is some land need which cannot be met by any of the identified additional sites.

xxiii) The 118.84 ha figure should be seen as a baseline for new allocations. in order to ensure all key settlements have employment opportunities during the plan period appropriate to their roles then the Council may need to consider introducing further sites through the SAMDev.

Other

xxiv) The employment land review should be carried out again in three-to-five years' time, based on a plan:monitor:manage approach.

1.0 INTRODUCTION

1.1 This report assesses the demand, supply and need for employment land and premises (Use Class B) in Shropshire up to 2026. It has been carried out on behalf of Shropshire Council (the Council).

1.2 The study has been commissioned to provide robust evidence to underpin and inform the Council's Local Development Framework (LDF).

1.3 BE Group, economic development and property consultants based in Warrington, has compiled this report. It was carried out during 2010-2011.

Objectives

1.4 There are six main elements to the study:

- An assessment of the County's economy that will inform the amount, location and type of employment land and premises required to facilitate its development and growth
- A review of the current portfolio of employment land and premises
- An assessment of the future land needs of the County
- Identification and appraisal of additional potential employment land which could be used to meet the County's future land needs
- An appraisal of relevant employment land and premises issues relating to the County's key employment sectors
- Recommendations on employment land and premises to maintain the County's sustainable economic growth.

Background

1.5 As a result of the Planning and Compulsory Purchase Act 2004, old style Development Plans are being replaced by the LDF. This Employment Land Review and Sites Assessment will form part of the evidence base for policies and proposals in the Shropshire LDF. As part of the plan preparation process, the Council is required to review and assess the level and quality of its existing employment sites and premises to help ensure an adequate supply of appropriate sites has been identified over the plan period. This study will:

- Provide a quantitative and qualitative analysis of the existing employment land and premises in the County

- Forecast future demand for land and premises to 2026
- Indicate any deficiencies in the supply of employment land and premises to meet forecasted demand in their present form.

Purpose of the Study/Study Rationale

1.6 An important objective of the Development Plans system is to deliver an appropriate balance between competing uses for land, particularly housing and employment. The purpose of this Employment Land Review and Sites Assessment is to assess the demand for, and supply of, employment land and premises in the County.

1.7 The Review covers all industrial, warehousing and distribution uses, as well as offices. It does not refer to all uses that provide jobs, but to the above group of uses, which tend to share certain locational and physical characteristics. The Review is concerned with those uses included within the planning Use Class B – B1 (business offices/light industrial), B2 (general industrial) and B8 (storage and distribution) and appropriate sui generis uses including recycling and environmental industry uses.

1.8 Land and premises need to reflect the changing requirements of businesses and local economies. The Review will therefore help assess the suitability of sites, indicating which sites might be best safeguarded for employment uses, any sites that appear no longer suitable for employment uses at least in their present form, and any need for new allocations. Planning policies are intended to intervene in the market to ensure amongst other things an appropriate balance between housing and employment uses in the County. However, as well as securing sustainable development for employment purposes, a realistic view is taken of the operation and vitality of the market.

1.9 The need for this study has resulted from national policy guidance. PPS3 (Housing) and PPS4 (Planning for Sustainable Economic Growth), which highlight the requirement for local authorities to assess and provide for future need and demand for housing and employment land respectively. PPS3 emphasises the need to assess if land allocated for employment use, but no longer required for industrial or commercial purposes, could be re-allocated for housing or mixed-use development. As well as assessing current supply and future demand, local authorities must ensure they have an adequate future supply, and so this Review will assist in determining this. PPS10 (Planning for Sustainable Waste Management) also requires local authorities to facilitate sufficient and timely provision of waste management facilities to meet the needs of their communities and to identify a broad range of potential development locations (including employment sites) with opportunities to co-locate facilities along with other complimentary activities.

1.10 PPS4 provides national policy guidance on economic development, including development within the B Use Classes, public and community uses, as well as the main town centre uses. Policy EC1(.3d) (Using Evidence to Plan Positively) indicates that the LDF evidence base for each local authority area should *"assess the existing and future supply of land available for economic development, ensuring that existing site allocations for economic development are reassessed against the policies in this PPS, particularly if they are for single or restricted uses."*

1.11 Other key points from PPS4 include that:

- Economic development is viewed in a more positive fashion than in previous guidance, requiring local planning authorities (LPAs) to be more proactive in securing new investment opportunities
- The definition of economic development covers a wide range of uses, meaning that a significant number of uses (including applications for housing) are subject to this policy - this is important as national guidance takes precedence over more dated local policy guidance
- The PPS is more flexible towards change of use applications and applications in town centres which are policy compliant
- Where a proposal conflicts with the development plan, LPAs must consider whether the costs of a development outweigh the benefits, attaching material weight to the economic benefits of the scheme
- Employment sites not developed during the lifetime of the development plan should be considered for reallocation to other uses or deallocation.

1.12 This study will assist in developing the future policies and proposals within the Shropshire Local Development Framework and will help to inform the monitoring procedures which will assist future reviews of the employment policies and plans. This study is therefore an important part of the evidence base for the preparation of the Site Allocations and Management of Development DPD providing information on which existing allocated employment sites should be safeguarded and indicating the scale, type and location of new land required to meet gaps in the land supply. This study will also inform the formal decisions taken in relation to planning policy to ensure development is managed in an integrated manner taking into account the requirements of all land uses and the delivery of sustainable development in its widest sense.

Employment Land Review: Guidance Notes (ODPM, 2004)

1.13 Government guidance covering employment land reviews promotes a three-stage process, and provides the framework for this study.

1.14 Stage One: take stock of the existing situation including an initial assessment of 'fitness for purpose' of existing allocated employment sites. The objective is to identify the best employment sites to be protected; identify employment sites to be released and prepare an effective brief for stages two and three of the review. The outcome of this stage is to understand key employment land supply issues and generate a portfolio of potential employment sites to take forward for more detailed review.

1.15 Stage Two: understand the future quantity of land required across the main business sectors; to provide a breakdown of that analysis in terms of quality and location and provide an indication of 'gaps' in supply through economic forecasting, consideration of recent trends and/or assessment of local property market circumstances. The outcome of this stage is to provide broad quantitative employment land requirements across the principal market segments covering the LDFs' period and an analysis of the likely 'gaps' in supply that need to be filled.

1.16 Stage Three: entails a qualitative review of all significant sites (and premises) in the existing portfolio in order to; confirm which of them are unsuitable for/unlikely to continue in employment use; to establish the extent of 'gaps' in the portfolio; and if necessary, identify additional sites to be allocated or safeguarded. The outcome will be the completion of the employment land review, to be taken forward in the LDF. The Shropshire Employment Land Review and Sites Assessment is prepared in compliance with this advice.

1.17 Table 1 shows how this report aligns with, and answers the requirements of the ODPM's guidance. The link between the report and the ODPM steps is not always clear cut, with different sections overlapping, indeed certain steps overlap.

Table 1 – Employment Land Reviews – Guidance Note

Stage 1 – Taking Stock of the Existing Situation	
Step 1 – Devise Brief	Prepared by Shropshire Council
Step 2 – Collate Data on Land Stock and Revealed Demand	Land Stock covered in Sections 4 and 6 Revealed Demand covered in Section 5
Step 3 – Devise and Apply Site Appraisal Criteria	Site Appraisals covered in Section 6 and Appendices 4 and 5
Step 4 – Undertake Preliminary Site Appraisal	Site Appraisals covered in Section 6 and Appendices 4 and 5
Step 5 – Confirm Brief for Stages 2 & 3	Agreed in study progress meetings
Stage 2 – Creating a Picture of Future Requirements	
Step 6 – Understand Market Areas and Segments	Covered in Sections 4, 5 and 8 Relationship with neighbouring areas covered in Section 9
Step 7 – Select and Apply Suitable Forecast Model/Demand Analysis	Covered in Section 7
Step 8 – Quantify Employment Land Supply	Covered in Sections 6 and 7
Step 9 – Translate Employment Land Forecasts to Land Requirements	Covered in Section 7
Step 10 – Scenario Testing	Covered in Sections 6 and 7
Stage 3 – Identifying a New Portfolio of Sites	
Step 11 – Devise Qualitative Site Appraisal Criteria	Covered in Section 6
Step 12 - Confirm Existing Sites to be Retained or Released and Define Gaps in Portfolio	Covered in Sections 6, 7, 10 and 11
Step 13 – Identify Additional Sites	Covered in Sections 7, 11 and 12
Step 14 – Complete Employment Land Review	Covered in Sections 6, 7, 8, 11 and 12

Source: BE Group 2010

1.18 In line with the guidance the study covers, very broadly, all the employment property market segments and types of sites outlined in it (see Table 2). To keep the report simple, and to meet the budget limitations, the research combines most of these requirements into three broad areas: employment land, office premises and industrial properties. Each site is appraised on its ability to meet these uses or accommodate the market segments.

Table 2 – Main Employment Property Market Segments and Sites

Established or Potential Office Locations	Heavy/Specialist Industrial Sites
High Quality Business Parks	Incubator/SME Cluster Sites
Research and Technology/Science Parks	Specialised Freight Terminals
Warehouse/Distribution Parks	Sites for Specific Occupiers
General Industrial/Business Areas	Recycling/Environmental Industries Sites

Source: ODPM 2004

Study Area

1.19 Shropshire is a large diverse, predominately rural inland county, situated in the far western corner of the West Midlands. It is just over 250 km to the north west of London. It lies west of Birmingham (28 km) and south of Chester (25 km). It covers 3200 sq km, of which a quarter (81,000 ha) is covered by the Shropshire Hills Area of Outstanding Natural Beauty. 94 percent is classed as rural, six percent as urban. It has a close relationship and strong sub-regional ties with neighbouring Telford & Wrekin and Herefordshire. The eastern part of Shropshire has strong links with the West Midlands conurbation. Parts of north east Shropshire have connections with the Potteries and towns in south Cheshire. Western and southern parts of Shropshire have strong links with adjacent parts of Wales.

1.20 The County is characterised by small settlements and large areas of farmland. The County town and main growth point is Shrewsbury in the heart of Shropshire. Other key market towns include Oswestry, Whitchurch, Market Drayton, Bridgnorth and Ludlow. Shropshire has a relatively underdeveloped transport infrastructure. However it is serviced by two major trunk roads, the A49, which crosses the County from north to south and the A5 which crosses from east to north west, providing the main link to the national motorway network via the M54. Other key routes include the A53 and A458. Figure 1 shows a map of the County.

1.21 Shropshire has a predominately small business economy. The service sector accounts for three quarters of jobs; with agriculture and manufacturing employing higher than national average shares of the workforce. There are a small number of major employers in manufacturing and food processing, whilst the public sector is a large employer through the health service and local government.

Figure 1 – Shropshire County

Source: ONS 2010

1.22 Rail connections link Shrewsbury to London Euston, via Wolverhampton and Birmingham and therefore London is less than 3 hours away. The nearest international airport is Birmingham.

1.23 Shrewsbury is the county town and largest settlement, and contains about a quarter of the population. It is the main commercial, cultural and administrative centre and the County's main growth point. Its catchment extends into Wales.

1.24 Each of the main market towns has a distinctive role, and function. Oswestry is a very important cross border commercial centre with a large hinterland on both sides of the border. It is a high provider of jobs, more than its resident workforce and is still an important manufacturing centre. It has a clear, varied and developing tourism product with a nearby world heritage site and significant railway and canal heritage.

1.25 Ludlow is an internationally renowned food centre with Michelin starred restaurants, food festival and an enviable reputation courtesy of John Betjeman as the "*loveliest town in England*". It is an important tourism and heritage centre with a high level of employment self-containment. It has an important cross border role for communities in Herefordshire, Worcestershire and Wales.

1.26 Bridgnorth is the central market town for visitors to the historic Severn Valley and the Severn Valley Railway. Due to its proximity to Telford, Kidderminster and Wolverhampton many of its residents commute out to work as well as for leisure and shopping. It is constrained by the Green Belt and the River Severn floodplain. As a typical medieval market town with a unique linked low and high town, it has an important visitor economy role.

1.27 Whitchurch is a very accessible market town on the A49 and on the Shrewsbury to Crewe rail-line. It has a vibrant logistics and haulage sector. The town does not provide enough employment for its residents and many commute to work in Cheshire, Wales or elsewhere in Shropshire.

1.28 Market Drayton is a market town with a large agricultural hinterland based on food processing. Two such businesses are Muller and Palethorpes. Both employ many local people. There is a high level of commuting both in and out of the town.

1.29 Craven Arms is a medium sized town providing a key location for services and facilities including tourism attractions with the potential to become the principal second tier centre for a range of residential, employment and service developments in the South Zone. Craven Arms is specifically excluded from the AONB and does not carry with it the particular limitations created by this sensitive landscape.

1.30 Church Stretton is a medium-sized town playing a strategic role within the south of Shropshire, particularly within the AONB, and as a tourism hub.

Methodology

1.31 It is a statutory obligation that there is extensive community consultation as part of the LDF preparation and this has been reflected in the study methodology.

1.32 A number of research methods have been used in the compilation of data for this study. They include site visits to assess employment sites and areas, and face-to-face and telephone interviews with property market stakeholders such as developers, investors and their agents.

1.33 Consultation with various arms of the public sector agencies with responsibility for the study area has also been entered into. Desktop analysis of existing reports and documents has also been filtered into the overall findings to set a context for the study and appraise existing research.

1.34 Finally the land supply has been assessed against forecast data to understand future land need. This is then developed into a series of economic development recommendations that cover not just land, but also premises.

Note

1.35 At the time of this study, the UK continues to experience recessionary conditions. This is affecting the general economy and property market. Businesses have reduced confidence and are reining in investment. While the effect in the short-to-medium term may be severe, it is hoped that recovery will return the UK economy to a healthy state. While the effects of this recession cannot be ignored in the short term, and are recognised in the report, this study is for the period to 2026. This study therefore adopts a longer term view, and while economic growth and property investment is currently constrained, it should revert to longer term averages in due course.

2.0 STRATEGY CONTEXT

2.1 This chapter focuses on national, regional and local reports and strategies that have a relevance to the allocation of employment land and premises. An understanding of the strategies and reports contained in this review is needed to show strategic alignment and a holistic approach to promote sustainable development. It summarises the most relevant points in them. BE Group's recommendations follow the general principles set by them.

2.2 In respect of employment, relevant national planning policy guidance is contained in five key areas, which will be considered in forming the conclusions and recommendations:

- PPS1: Delivering Sustainable Development including Economic Development (2005)
- PPS3: Housing (2006)
- PPS4: Planning for Sustainable Economic Growth (2009)
- PPS7: Sustainable Development in Rural Areas (2004)
- PPG13: Transport (2001).

2.3 These guidance notes and statements are intended to assist local authority policy makers. The following key factors are important in deciding on new employment land allocations in LDFs:

- Provide sufficient land to meet future business and commercial requirements
- Provide land readily capable of development i.e. minimal servicing and remediation costs
- Provide sites well served by infrastructure i.e. services, communication and transport
- Utilise sustainable locations i.e. do not perpetuate use of the motorcar, rather encourage the use of public transport, cycling and walking
- Avoid locations that are not well served by public transport.

Regional

2.4 The West Midlands Regional Spatial Strategy (WMRSS) was published in June 2004. At that time, the Secretary of State supported the principles of the strategy but suggested several issues that needed to be developed further. It was proposed that the Revision process should be undertaken in three phases.

- Phase One – Black Country
- Phase Two – housing figures, employment land, transport and waste
- Phase Three – critical rural services, culture/recreational provision, various regionally significant environmental issues and the provision of a framework for gypsy and traveller sites.

2.5 Following the publication of the Phase One Revision, a revised WMRSS was issued in January 2008. The Phase Two Revision, which includes revisions to employment land policies, was launched in November 2005. A Draft Submission document was submitted to the Secretary of State in December 2007 and was the subject of an Examination in Public in 2009. The Examination Panel's Report was published in 2009. Proposed Modifications have not been published and the Phase Two Revision has not been formally adopted. Through a change in Government in May 2010, it is now proposed that Regional Spatial Strategies be abolished, although at the time of preparing this report the WMRSS remains part of the Development Plan. It is still relevant, therefore to consider the context provided by the WMRSS.

Regional Spatial Strategy for the West Midlands – Government Office for the West Midlands (2008)

2.6 The WMRSS provides the framework for the preparation of local development documents and local transport plans across the West Midlands. It also forms part of the Development Plan for each planning authority in the region.

2.7 The overall vision for the West Midlands is *"an economically successful, outward looking and adaptable region, which is rich in culture and environment, where all people, working together, are able to meet their aspirations and needs without prejudicing the quality of life of future generations."*

2.8 Specifically, the vision looks to a region:

- Where there are opportunities for all to progress and improve their quality of life
- with an advanced, thriving and diverse economy occupying a competitive position within European and World markets
- Where urban and rural renaissance is successfully being achieved
- With diverse and distinctive cities, towns, sub-regions and communities with Birmingham at its heart

- Which is recognised for its distinctive, high quality natural and built environment
- With an efficient network of integrated transport facilities and services which meet the needs of both individuals and the business community in the most sustainable way
- Where all regional interests are working together towards a commonly agreed sustainable future.

2.9 Chapter 3 of WMRSS highlights four major challenges for the West Midlands:

- Urban renaissance
- Rural renaissance
- Diversifying and modernising the economy
- Modernising transport infrastructure.

2.10 It states that, beyond the Major Urban Areas (MUAs), of which there are none in Shropshire, the region's other main settlements (including Shrewsbury), will continue to act as a focus for new investment in order to support wider regeneration and help meet the economic needs of the surrounding rural areas. This will be achieved by building upon their traditional strengths of historic heritage and high quality environment. Other main towns and villages will build on their locational strengths, environmental qualities, regeneration opportunities and the linkages between them and their local hinterlands to deliver improved local services and develop their own distinctive roles and character.

2.11 The following strategic objectives are relevant to this study:

- To support the cities and towns to meet their local and sub-regional development needs
- To support the diversification and modernisation of the economy while ensuring that opportunities for growth are linked to meeting needs and reducing social exclusion
- To ensure the quality of the environment is conserved and enhanced.

2.12 Rural renaissance is another key objective of the WMRSS. Policy RR1 states that the diversification of the rural economy will help to regenerate rural areas. For those areas with strong links to the MUAs, the main priority will be to manage the rate and nature of further development to meet local need, and ensure that local character is protected. For more remote areas economic diversification will be prioritised.

2.13 Chapter 7 of WMRSS, ‘Prosperity for All’, states that the economic performance of the West Midlands lags behind other UK regions. It details the policies aimed at improving and strengthening the economy through the development of new employment sectors, modernisation of traditional industries and attraction of investment. Existing economic activities will be encouraged to modernise, to stay competitive and support opportunities offered by new technologies.

2.14 It states that a portfolio of suitability located and sustainable sites should be established. These sites should be attractive to developers and businesses, and appropriate to market need. Development should be focused on areas in greatest need of investment and concentrated at ‘Regeneration Zones’ and ‘High Technology Corridors’, as well as at key urban centres. The strategy highlights the importance of reassessing employment land supply to ensure that only realistically developable sites are retained. It recommends that all sites are reviewed for ‘market realism’ and sustainability in terms of access to public transport.

2.15 Policy PA1 emphasises that economic growth should predominantly be focused on the MUAs – Birmingham/Solihull, the Black Country, Coventry and the North Staffordshire conurbation (there is no MUA in Shropshire). Outside these MUAs growth should be focused in areas that are accessible or have potential to be accessible to the MUAs, or at sites that are well serviced by public transport.

2.16 Policy PA3 identifies three ‘High Technology Corridors’ that will encourage clustering and the diversification of the region’s economy. There are no such corridors in Shropshire; however parts of the County will support the Wolverhampton to Telford corridor. The policy also highlights the need to encourage development linked to higher and further education and research facilities, which will support innovation and cluster development (this is expanded on in Policy PA4). In addition, Policy PA5 highlights the need to regenerate tired and run down employment areas.

2.17 Policy PA6 sets out a hierarchy for the development of employment sites. First tier sites consist of Regional Investment Sites, Major Investment Sites and Regional Logistics Sites, none of which are relevant to Shropshire.

2.18 Second tier sites comprise:

- Sub-regional Employment Sites – sites that are high quality, attractive and likely to be suitable for international, national and regional investment – generally 10 to 20 ha in size
- Good Quality Employment Sites – those suitable for local investment, generally over 0.4 ha in size
- Other Employment Sites – smaller sites (less than 0.4 ha) suitable for local investors and/or 'bad neighbour' uses.

2.19 The policy also states that local authorities should review all existing employment sites to establish their continued suitability for employment in terms of physical suitability, market attractiveness, and accessibility by public transport, and the level of employment land required. For sites that are not realistically developable, consideration should be given to what remedial action is required to justify retention, or appropriate alternative uses.

2.20 Policy PA6 does not include recommendations for the development of town centre employment land. However Policy PA11 states that any office development over 5000 sqm should be developed within the region's network of 25 strategic town and city centres (which includes just Shrewsbury in Shropshire).

2.21 Policies PA14 and PA15 set out the priorities for the rural economy, which are to:

- Broaden the economic base
- Reduce over reliance on traditional employment
- Provide a wider range of local job opportunities.

2.22 These can be achieved through the diversification and development of existing businesses and the creation of new enterprises, with a particular focus on typical rural activities such as food and drink, tourism and agriculture. Policy PA14 highlights the importance of new development being appropriate to the local environment. It also emphasises the need for affordable broadband provision to support ICT related businesses and homeworking.

2.23 Policy PA15 recognises the continued importance of the agriculture sector and encourages the promotion of diversification and innovation.

Regional Spatial Strategy for the West Midlands, Phase Two Revision – Draft Submission – Government Office for the West Midlands (2007)

2.24 The Draft Submission Document for Phase Two Revision of the WMRSS sets out a number of proposals to revise policies relating to employment land in the West Midlands. An additional note has been added to Policy PA6 which states that local authorities should monitor the supply of premises to ensure an adequate choice to meet the needs of businesses. A new policy, PA6A, has been introduced which states that local authorities should ensure there is a continuous five year supply of readily available land, throughout the plan period. Furthermore longer term supply should be monitored and released appropriately. Brownfield land should be prioritised for development. In addition, it sets land requirements for each of the former Shropshire districts, as shown in Table 3.

Table 3 – WMRSS Shropshire Employment Land Requirement

Former Local Authority Area	Rolling Five Year Supply (ha)	Indicative Long Term Requirements (ha)
Bridgnorth	6	18
North Shropshire	22	66
Oswestry	8	24
Shrewsbury and Atcham	28	84
South Shropshire	8	24
Shropshire Total	**72**	**216**

Source: Government Office for the West Midlands 2007

2.25 The document states that indicative long term requirements have been set cautiously to avoid the unnecessary release of large amounts of land, and should therefore be tested and revised as part of local authorities' Core Strategies.

2.26 Following the Examination in Public, the Report of the Panel recommended that the methodology for calculating the total indicative long term employment land requirements be amended. This recommendation adjusted the Shropshire employment land requirement to 288 ha (with a five year reservoir of land of 72 ha). The Core Strategy has accepted and validated the WMRSS target at the independent Core Strategy Examination as the rounded target of 290 ha.

2.27 Revised Policy PA11 sets out a hierarchy of 25 strategic town and cities across the region to be the focus for major retail, leisure, tourism and office developments.

Shrewsbury is identified as a Tier 3 town. No other Shropshire town is included in the list.

2.28 Two new policies regarding office development are introduced. PA13A sets out the amount of new office development that should be planned for each of the 25 strategic towns. It states that 20,000 sqm should be developed in Shrewsbury. It also highlights the need for town centre office development to be of high quality if there is to be a shift in the focus of new investment from out-of-town locations. It states that a number of town centres have capacity constraints and therefore may struggle to accommodate all of the office space set out in the policy. In these circumstances sites at edge-of-centre locations with good pedestrian links are preferred.

2.29 Policy PA13B states that large scale office development (over 5000 sqm) outside the strategic centres will only be permitted providing that a clear need has been demonstrated and that it will not damage the success of town centre schemes.

West Midlands Regional Spatial Strategy Phase Two Revision Preferred Option – Employment Land Provision Background Paper West Midlands Regional Assembly (2009)

2.30 This report provides guidance on employment land requirements to local authorities in the West Midlands. It is to help inform Core Strategies; and provide alignment between them and the Regional Spatial Strategy and Regional Economic Strategy. The objective is to provide a flexible and robust supply of employment land to support sustainable economic development.

2.31 The report recognises that there also needs to be an adequate supply of business premises, particularly to accommodate new start-ups and SMEs. It also recognises that the land portfolio must recognise the needs of all businesses – whatever their type, size, sector, etc.

2.32 In deciding upon the land supply needed, the research looked at existing policies and methodologies used throughout the West Midlands. It found a mixture of approaches had been used. In looking forward, the report considered both labour demand projections and past development rates. However, the former method was discounted based on the model's limitations. The latter looked at employment land completions of above 0.4 ha. However, following consultation, additional land was recommended based on various local issues.

Table 4 – RSS Preferred Option (Past Trends Approach)

Area	Total Hectares Developed, 1995-2004	1995-2004 Average Completions, ha/year	Indicative Readily Available Five Year Reservoir	Indicative Longer Term Requirements, 2006-2026
Bridgnorth	4.7	0.5	6.0	18.0
North Shropshire	20.2	2.0	22.0	66.0
Oswestry	5.3	0.5	8.0	24.0
Shrewsbury & Atcham	24.3	2.4	28.0	84.0
South Shropshire	7.0	0.7	8.0	24.0
Shropshire	**61.5**	**6.1**	**72.0**	**216.0**

Source: West Midlands Employment Land Advisory Group 2009

2.33 The employment land figures in Table 4 are for a 20 year period, from 2006 to 2026. The longer term indicative requirement was based on the delivery of readily available land drawn down from the five year minimum reservoir. The longer term requirement was initially based on the assumption that the 5 year reservoir would only need to be refreshed x3 before 2026 but this was adjusted to the more logical x4 by the RSS Examination Panel increasing the longer term requirement for Shropshire to 288 ha.

Sub-regional/Local

Shropshire Core Strategy – Shropshire Council (2010)

2.34 The Core Strategy is the principal document making up the Shropshire LDF. Following the independent Examination by the Planning Inspectorate in November 2010 and subsequent receipt of the Inspector's Report the Core Strategy was adopted in February 2011. The Core Strategy sets out the Council's vision, objectives and broad spatial strategy to guide development to 2026. One of the three priorities of Shropshire's Sustainable Community Strategy (2010-2020) is *"enterprise and growth, with strong market towns and rebalanced rural settlements."*

- A dynamic and modern economy, with an enterprise culture that attracts investors and skilled workers
- Shrewsbury and Shropshire's market towns will have a distinct identity, and be vibrant and accessible
- Rural settlements will be strengthened as hubs of activity and development

either individually or as networked clusters, providing community benefit leading to more sustainable places and a rebalancing of the countryside.

2.35 The Core Strategy Spatial Vision for Shropshire is made up of a number of elements. Those relevant to this study are:

- By 2026, quality of life will have been significantly improved and it will have become a better place in which to live and work
- Shrewsbury will be developed as a strong sub-regional centre and the main commercial centre, and it will be the strategic focus for economic growth and inward investment
- Oswestry, Whitchurch, Market Drayton, Bridgnorth and Ludlow will be vibrant and prosperous market towns with employment development in sustainable locations
- In rural areas appropriate development will have encouraged greater economic resilience
- Shropshire will have a thriving, diversified economy with a growing enterprises culture, and will have raised its profile as a business location
- Inward investment, local enterprises and indigenous business growth will have helped to generate better employment opportunities. In rural areas Shropshire's economy will have continued to diversify with homeworking, supported by improved broadband infrastructure, becoming increasingly important. Farm diversification, food and drink processing, the environmental economy, green tourism and leisure will be expanding areas of economic activity. Agriculture and farming will also still be a prominent sector.

2.36 Derived from the Spatial Vision, the Core Strategy also contains a series of 12 strategic objectives, which provide broad direction for the strategic approach to development and growth, as well as the individual policies. The following objectives are most relevant to this study:

- *"Objective 1 – support the development of sustainable communities which are thriving, inclusive and safe, ensuring that people in all areas of Shropshire have access to decent affordable homes, jobs, education and training, multifunctional open space and the countryside, healthcare, leisure, cultural, shopping and other facilities and services, and the provision of infrastructure, to meet their needs*
- *Objective 2 – develop the roles of Shrewsbury as a sub-regional centre, and*

Shropshire's market towns and key centres as more sustainable and self-sufficient settlements, providing the main focus for new housing, employment and infrastructure development and the preferred location for a range of services and facilities to serve the wider needs of their respective hinterlands

- *Objective 3 – rebalance rural communities through the delivery of local housing and employment opportunities appropriate to the role, size and function of each settlement, or group of settlements, ensuring that development delivers community benefit*
- *Objective 6 – promote sustainable economic development and growth by providing a flexible and responsive supply of employment land and premises, and the development of further/higher education and training opportunities, to support business development, satisfy the changing needs and demands of the Shropshire economy, promote inward investment, and help generate skilled, well paid employment opportunities*
- *Objective 7 – support the development of sustainable tourism, rural enterprise, broadband connectivity, diversification of the rural economy, and the continued importance of farming and agriculture, ensuring that development proposals are appropriate in their scale and nature with the character and quality of the location*
- *Objective 8 – support the improvement of Shropshire's transport system in a sustainable and integrated way and locate development to improve accessibility by quality public transport, cycling and walking, help reduce car dependency and the impact of traffic on local communities and the environment*
- *Objective 9 – promote a low carbon Shropshire, delivering development which mitigates and adapts to the effects of climate change, including flood risk, by promoting more responsible transport and travel choices, more efficient use of energy and resources, the generation of energy from renewable sources, and effective and sustainable waste management."*

2.37 Responding to the Strategic Objectives, the Core Strategy directs the majority of development to places that already have good infrastructure, services and facilities. Policy CS1 states that Shrewsbury will be the main focus for employment and will strengthen its role as a regional centre and Shropshire's growth point. Oswestry, Market Drayton, Whitchurch, Ludlow and Bridgnorth will also be focal points for employment opportunities. Furthermore rural economic development will also be supported (although tightly controlled – as outlined in Policy CS5).

2.38 Policy CS1 also outlines land requirements relevant to the preparation of the Site Allocations and Management of Development (SAMDev) Development Plan Document, and states that up to 290 ha of employment land should be provided in Shropshire, allocated within the Spatial Zones as shown in Table 5. A Plan showing the geographic extent of each Spatial Zone is shown in Figure 2.

Table 5 – Core Strategy Employment Land Requirements

Spatial Zone	Employment Land Requirement (ha)
Central	95 – 105
Shrewsbury	*85 – 95*
North West	55 – 65
North East	50 – 60
South	35 – 45
East	30 – 40
Total	**265 – 315**

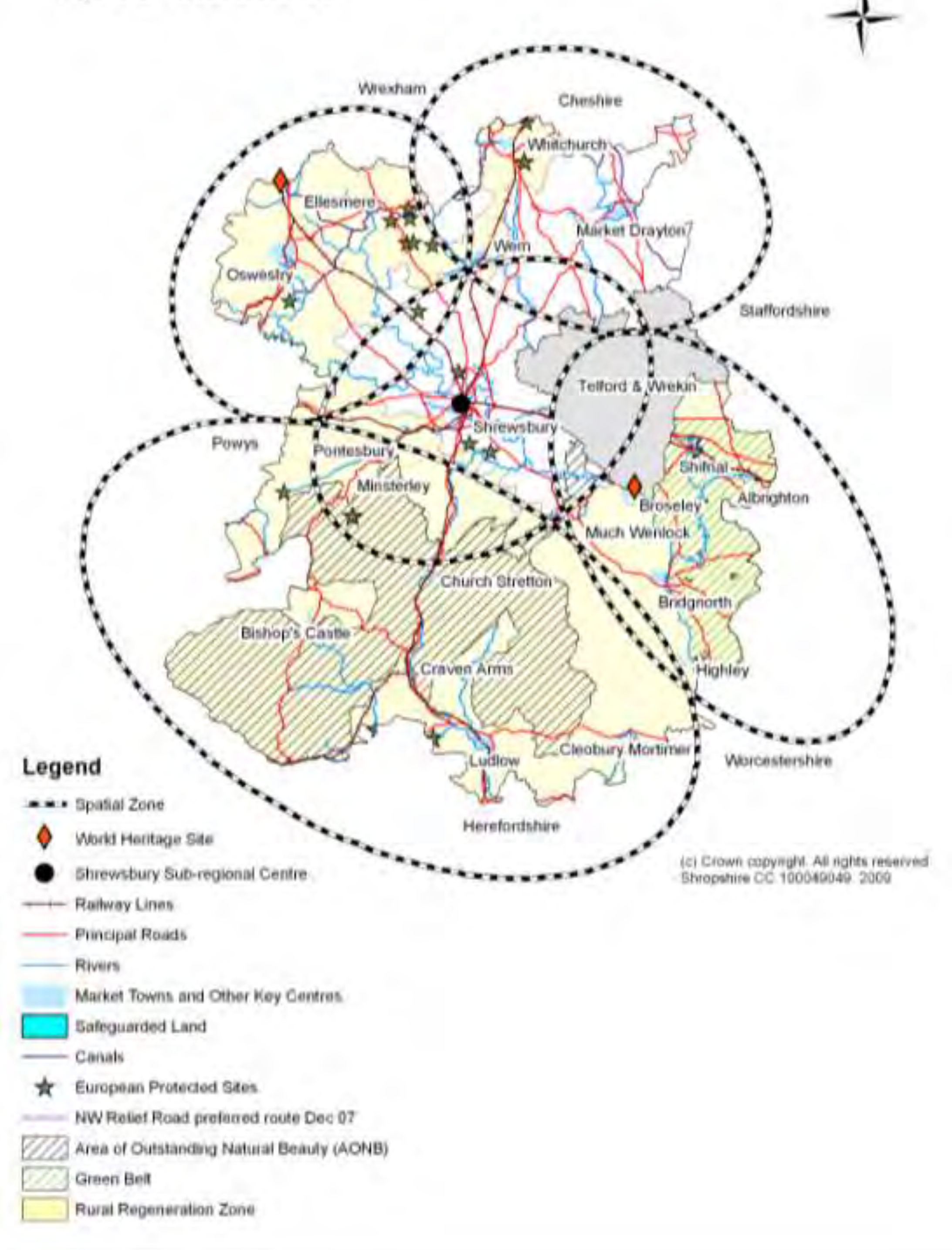
Source: Shropshire Council 2010

2.39 Policy CS2 sets out a development strategy for Shrewsbury. In summary this states:

- Shrewsbury will be the primary focus for development, providing up to 90 hectares of employment land
- It will develop its role as Shropshire's primary office and commercial centre, with the Riverside and West End as town centre redevelopment priorities
- The Northern Corridor will be improved in accordance with the aims of the Northern Corridor Regeneration Framework, with the restoration and redevelopment of the Ditherington Flaxmill and the enhancement of major existing commercial, employment and mixed-use areas a priority
- The continuing need for the development of high quality business parks on the edge and periphery of town will be recognised
- Allocation/release of development land will make the best use of brownfield land and buildings in the built-up area, and bring forward two phased, sustainable urban expansions providing 50 percent of the employment growth. In Shrewsbury South land off Thieves Lane/Oteley Road/Hereford Road will incorporate the expansion of Shrewsbury Business Park and a new strategic employment site adjoining Shrewsbury Town Football Club. In

Shrewsbury West additional employment land will be developed at Bicton Heath and off Welshpool Road.

Figure 2 - Spatial Zones



2.40 Policy CS3 states that Shropshire's market towns and key centres will maintain and enhance their roles in providing services and facilities to their rural hinterlands, and providing foci for economic development and regeneration, with balanced housing and employment development of an appropriate scale, supported by improvements in infrastructure. Policy CS3 sets out a settlement hierarchy to support these objectives. This includes principal centres, which will act as a focus for development, and district centres which will see development at a more local level. Shropshire's principal centres are:

- Oswestry
- Whitchurch
- Market Drayton
- Ludlow
- Bridgnorth.

2.41 Its district centres are:

- Ellesmere
- Wem
- Minsterley/Pontesbury
- Craven Arms
- Church Stretton
- Bishops Castle
- Cleobury Mortimer
- Shifnal
- Much Wenlock
- Broseley
- Highley
- Albrighton.

2.42 Policy CS5 states that new development in the countryside will be strictly controlled in accordance with national planning policy. However appropriate development will be permitted where it improves the sustainability of rural communities.

2.43 The Core Strategy contains three policies specifically relevant to employment land provision, which support the development and diversification of Shropshire's economy. Policy CS13 supports enterprise and encourages sustainable growth. Policy CS14 states that a portfolio of employment land will be identified to provide a range and choice of opportunities. 290 ha of employment land will be delivered between 2006 and 2026, distributed in accordance with Policies CS1 to CS5. Furthermore this will include a rolling five year forward supply (72 ha) of readily available land.

2.44 The Core Strategy states that there has been 44.4 ha of development between 2006 and 2008. It also identifies 132.8 ha of committed development. A further 113 ha of new land must therefore be delivered by 2026 in order to meet Shropshire's land supply target. This report also provides a more rigorous assessment of the land supply requirements for the LDF and will inform the SAMDev DPD to support the objectives of the Core Strategy.

2.45 Policy CS15 highlights that town centres will be the preferred location for office development, with large-scale office development being centred in Shrewsbury, which is expected to deliver 20,000 sqm of offices between 2006 and 2026.

2.46 On the adoption of the Shropshire Core Strategy in February 2011, many of the 'saved' policies from the former Shropshire and Telford & Wrekin Joint Structure Plan and the former Shropshire district Local Plans have now been replaced.

Shaping Our Future/Business Plan 2009-2012 – Shropshire Business Board (2009)

2.47 This document presents practical steps for Shropshire Council and its partners to drive forward economic development and regeneration. The key strategic objectives include improving economic competitiveness (including maximising export opportunities); harnessing the region's technology base; maximising research and development capability. The economic priorities have been identified as:

- Investing in economic infrastructure
- Raising the profile of Shrewsbury
- Conserving the high quality environment
- Supporting knowledge-based industries, environmental technologies, creative and cultural industries
- Supporting the land based sector, particularly food and drink businesses
- Creating better opportunities/jobs for young people
- Supporting home working and social enterprises
- Raising workforce skills
- Exploiting opportunities in regional, national and international markets.

Shropshire's Community Strategy 2010-2020 – Shropshire Partnership (2010)

2.48 The strategy is a roadmap to achieving the vision for Shropshire in 2020. The vision is made up of three priorities and a range of underlying objectives, shown in Table 6.

Table 6 – Shropshire Community Strategy Summary

Priority 1	**Priority 2**	**Priority 3**
Enterprise and growth, with strong market towns and rebalanced rural settlements	Responding to climate change and enhancing the natural and built environment	Healthy, safe and confident people and communities
Aspirations		
Sustainable economy, business are competitive and resilient Local workforce has higher skill levels and access to better paid employment Services meet the needs of local people and access is easier Housing meets the needs of local people, which includes affordable options Shropshire has a reputation as a great place to live, work and visit	Shropshire has a lower carbon footprint Built environment and heritage is protected and enhanced, balanced by innovative thinking in design build and technology Streets are clean, roads maintained and there are accessible countryside areas and green spaces Natural resources are managed sustainably, and the generation and landfilling of waste is reduced	Communities are vibrant, cohesive and residents take collective responsibility for their wellbeing People have better social, cultural and leisure facilities Children and young people reach their potential and choose Shropshire to live/work Health inequalities are reduced Older people are more active and healthy People feel safe, secure and protected Vulnerable families and individuals, or those with more complex needs, are better supported and protected

Source: Shropshire Partnership 2010

Summary

2.49 It is a responsibility of local and regional government to support and encourage economic growth. This includes the provision, initially through planning policy, of sufficient employment land and premises. This must be of the right scale, type, location, be readily available for development and be well related to the strategic or local highway network according to the nature of the site and the function of the settlement. One of the most important issues to consider is that the land must be allocated in sustainable locations and be readily capable of development. The employment land portfolio needs to be balanced and to adequately cater to all sectors of the economy, i.e. small and large businesses, offices and industrial, high and low quality operations.

2.50 The strategies recognise the socio-economic weaknesses of the wider area, i.e. peripherality, low population density and a lack of infrastructure. Consequently their focus is on diversifying, broadening, modernising and strengthening the economy, combined with upskilling the workforce.

2.51 The shift from manufacturing to service sector employment suggests the need for better quality employment sites and premises.

2.52 Shrewsbury is a focus for development in the County. The principal centres are the main market towns of Oswestry, Whitchurch, Market Drayton, Ludlow and Bridgnorth. There are 12 district centres (counting Minsterley and Pontesbury as one) spread around the County which form a third tier of development focus.

2.53 The rural part of the County is supported and recognised for its contribution to the socio-economic well being of Shropshire.

2.54 There are WMRSS-derived Core Strategy guidelines on how much employment land should be provided in each of the spatial Zones between 2006 and 2026, together totalling 290 ha as follows:

- Central – 100 ha
- North West – 60 ha
- North East – 55 ha
- South – 40 ha
- East – 35 ha.

Challenges and Opportunities

2.55 The first challenge is that of meeting the needs of all business uses in Shropshire. For example, does the County's employment land portfolio need to meet all types of uses in all locations, or can larger centres act as a focus for specialised uses or sectors? Also, as most businesses are micro-businesses, with less than ten employees, there is a need to provide small business centres and starter workshops as well as employment land.

2.56 Shropshire's property and land portfolio must help to address some of the socio-economic weaknesses of the County. However, at the same time it must also allow for the improved quality aspirations of employers. There is also a balance to be struck between economic development and environmental protection in a rural county such as Shropshire.

2.57 There is the challenge of determining the appropriate scale of development (or provision) in each of the main market towns. Obviously the principal centres act as a focus for development, but the needs of the smaller centres are less certain, and more difficult to ascertain in a study of this breadth.

3.0 SOCIO-ECONOMIC PROFILE

Introduction

3.1 It is important to understand the nature of the economy in Shropshire in order to provide suitable employment opportunities to facilitate sustainable economic growth. For example, employment land should generally be provided close to existing concentrations of businesses, in regeneration areas or in areas where companies want to locate.

3.2 This section, therefore, considers the size of the economy, where the businesses are, and what type of businesses they are. By appreciating these aspects it is easier to facilitate economic development by allocating land and premises in the correct locations and of the right type. The profile is a result of secondary research, drawing together a number of existing data sources. It should be noted that socio-economic data has not yet been published for the new Shropshire Council, and therefore this chapter comprises data either relating to the former Shropshire County Council area or aggregated from each of the former district authority areas totals.

Demographic Assessment

3.3 The population of the study area as of mid-year 2009 was 291,800 residents (167,000 residents were of working age). 78.4 percent of the working age population were in employment (130,928 residents), which was significantly higher than both the West Midlands and British averages (70.2 percent and 72.9 percent respectively). The study area had a working age unemployment rate of 6.4 percent, lower than the West Midlands average of 9.6 percent (Annual Population Survey, 2009).

3.4 Table 7 highlights that there are 192 Lower Super Output Areas (LSOAs) in Shropshire. Four LSOAs are in the top 20 percent most deprived in England, and 23 are in the top 20 percent least deprived, based on the Department of Communities and Local Government's 2007 Index of Multiple Deprivation.

3.5 Three of the four most deprived LSOAs are in the former local authority area of Shrewsbury and Atcham, and are all close to Shrewsbury town centre and the employment opportunities it provides. One is the ward of Harlescott, to the north of the town centre. Employment areas nearby include Lancaster Road Industrial Estate with the remanufacturing plant of Caterpillar Engines and Battlefield Enterprise Park with its later additions at Benbow Business Park and Vanguard Way. The second is in Monkmoor, between the employment areas of Harlescott and Shrewsbury Town Centre with employment areas nearby including the Monkmoor Industrial Estate and Old Potts Way. The third is in Meole Brace, to the south of the town centre. This location has employment areas such as Longden Road Industrial Park and Meole Brace Retail Park nearby and Shrewsbury Business Park to the east and Oxon Business Park to the north within easy reach of the neighbourhood. The fourth most deprived LSOA is Castle in Oswestry, in Oswestry town centre which provides a range of employment opportunities including principal employer Richard Burbidge (domestic wood products).

Table 7 – 2007 Index of Multiple Deprivation Ranking

Former LA Area	Total LSOAs	LSOAs in Top 20 percent Most Deprived in England	LSOAs in Top 20 percent Least Deprived in England
Bridgnorth	34	0	8
North Shropshire	40	0	1
Oswestry	29	1	1
Shrewsbury & Atcham	61	3	10
South Shropshire	28	0	3
Shropshire Total	**192**	**4**	**23**

Source: DCLG Index of Multiple Deprivation 2007

3.6 Table 8 shows that the working age population of Shropshire is considerably better qualified when compared to regional National Vocational Qualification (NVQ) figures. The level of qualifications in Shropshire generally follows the national trend but Shropshire has a slightly higher balance of NVQ attainment over Other Qualifications when compared with the national trend.

Table 8 – Qualifications

Qualification Level	Proportion of Working Age Population, percent		
	Shropshire	West Midlands	Great Britain
NVQ4 and above	28.6	24.8	29.9
NVQ3 and above	48.8	43.8	49.3
NVQ2 and above	65.1	60.9	65.4
NVQ1 and above	80.5	75.6	78.9
Other qualifications	7.2	8.2	8.8

Qualification Level	Proportion of Working Age Population, percent		
	Shropshire	West Midlands	Great Britain
No qualifications	12.3	16.2	12.3

Source: ONS Annual Population Survey Jan 2009 to Dec 2009

3.7 Table 9 illustrates the breakdown of employment by main occupation group. The proportions employed in most occupations broadly follow the regional and national averages. However Shropshire has higher proportions of people employed as managers and senior officials, and associate professional and technical occupations. Shropshire also has a slightly lower proportion of people employed in the lower order occupations than is the case regionally.

Table 9 – Employment by Main Occupation Group

Socio-economic Class	Shropshire, percent	West Midlands, percent	Great Britain, percent
Managers and senior officials	16.2	14.4	15.5
Professional occupations	9.9	12.8	13.5
Associate professional and technical occupations	16.4	12.9	14.7
Administrative and secretarial occupations	9.8	11.1	11.2
Skilled trades occupations	13.4	11.2	10.6
Personal service occupations	8.4	9.4	8.6
Sales and customer service occupations	5.8	7.0	7.4
Process, plant and machine operatives	8.0	8.3	6.8
Elementary occupations	12.0	12.4	11.3

Source: ONS Annual Population Survey Jan 2009 to Dec 2009

Economic Activity

3.8 The public administration, education and health sector employs the largest proportion of people in Shropshire, and accounts for 31.3 percent of jobs. This is higher than both the regional and national figures (see Table 10). The distribution, hotels and restaurants sector also employs a considerable number of people – accounting for 26.8 percent of jobs. The proportion of manufacturing jobs, although lower than the regional figure, is relatively higher than the national level. There is a significantly smaller proportion of banking, finance and insurance sector jobs than in both the West Midlands and Great Britain. Although farm based agricultural employment is excluded in data from the Annual Business Inquiry, the agriculture sector in Shropshire remains significant.

Table 10 – Standard Industrial Classification Breakdown

SIC 92	Employment Structure, proportion of jobs, percent		
	Shropshire	West Midlands	Great Britain
Agriculture & Fishing	0.6	1.0	1.0
Energy & Water	0.8	0.6	0.6
Manufacturing	11.1	13.8	10.2
Construction	6.0	4.9	4.8
Distribution, Hotels and Restaurants	26.8	23.6	23.4
Transport & Communications	5.4	5.8	5.8
Banking, Finance & Insurance, etc	12.2	18.6	22.0
Public Administration, Education & Health	31.3	27.0	27.0
Other Services	5.9	4.6	5.3

Source: ONS Annual Business Inquiry 2008

Note: Excludes farm based agriculture

Numbers and Sizes of Businesses

3.9 Annual Business Inquiry data published in July 2008 identifies that there were 13,804 businesses registered for VAT in the study area. However, this figure will not pick up on very small companies operating below the minimum financial threshold, nor the corporate/national companies registered elsewhere. Furthermore, approximately 30 percent of these businesses will be in non-relevant sectors e.g. retail.

3.10 Table 11 shows that 85.0 percent of businesses in Great Britain employ ten people or less, and overall 96.5 percent of all businesses are classified as small (up to 49 employees). Business numbers and sizes in Shropshire generally follow regional and national averages although there are, in general, more small, and fewer large businesses.

3.11 Between 2004 and 2008 the study area saw slightly more growth in the number of businesses than the West Midlands. This is based on Business Demography statistics compiled by the Office of National Statistics, which includes all PAYE registered, not just VAT registered, businesses. (see Table 12).

Table 11 – Business Numbers and Sizes

Area		Business Size, Number of Employees				
		1-10	11-49	50-199	200+	Total
Shropshire	Number of Businesses	12,085	1402	265	52	13,804
	Percent	87.5	10.2	1.9	0.4	100.0
West Midlands	Number of Businesses	174,365	24,802	6432	1450	207,049
	Percent	84.2	12.0	3.1	0.7	100.0
Great Britain	Number of Businesses	2,078,698	282,058	69,286	15,973	2,446,015
	Percent	85.0	11.5	2.8	0.7	100.0

Source: ONS Annual Business Inquiry 2008

Table 12 – Number of Businesses

Area	2004	2008	Percentage Change
Shropshire	12,210	13,135	+ 7.6
West Midlands	180,380	191,490	+ 6.2
Great Britain	2,106,730	2,265,740	+ 7.5

Source: ONS Business Demography 2004 & 2008

Geographic Location

3.12 The bulk of Shropshire's businesses (both industrial and office) are in the former local authority area of Shrewsbury and Atcham (32.2 percent). Reasonable evidence of this is provided by Valuation Office hereditament statistics (see Table 13 – these are the latest figures available). There are more than twice as many factories and warehouses than offices in Shropshire. This is true in all areas, except Shrewsbury and Atcham (which dominates the supply of offices).

Table 13 – Valuation Office Hereditaments

Former Local Authority Area	Number of Units		Homeworking	
	Factories/ Warehouses	Office	Number of people	Proportion of people
Bridgnorth	673	266	3575	13.2
North Shropshire	765	235	3988	14.9
Oswestry	471	183	1919	11.1
Shrewsbury & Atcham	891	692	4881	10.6
South Shropshire	525	212	3791	20.4
Shropshire Total	**3325**	**1588**	**18,154**	**13.4**

Source: ONS Commercial and Industrial Floorspace 2008 and ONS Census 2011

Homeworking

3.13 In Shropshire, homeworking accounted for 13.4 percent of the working age population in employment in 2001 (these are the latest figures available). This figure was considerably higher than the West Midlands figure (8.9 percent).

3.14 The greatest proportion of people worked from home in South Shropshire (20.4 percent), with the least in Shrewsbury and Atcham (10.6 percent).

Commuting

3.15 Table 14 shows that although there are 115,000 people with jobs living in Shropshire, there are only 93,000 jobs in the County. This trend is followed in each of the former local authority areas, with the exception of Shrewsbury and Atcham – which has a higher number of jobs than working residents.

Table 14 – Job Numbers Analysis

Former Local Authority Area	Number of jobs* (Analysis by place of work)	Number of jobs* (Analysis by place of residence)
Bridgnorth	10,000	20,000
North Shropshire	16,000	27,000
Oswestry	12,000	14,000
Shrewsbury & Atcham	44,000	39,000
South Shropshire	11,000	15,000
Shropshire Total	**93,000**	**115,000**

Source: Annual Survey of Hours and Earnings 2009

**Figures for Number of Jobs are for indicative purposes only and should not be considered an accurate estimate of employee job counts.*

3.16 According to the West Midlands Regional Economic Assessment (2008), an analysis of travel to work patterns from the 2001 Census highlighted that nearly half of Shropshire's net commuting flow was to Telford & Wrekin – around 5800 more people commuted from Shropshire to Telford & Wrekin than went in the opposite direction. Other significant net outflows (over 800 people each) were to Birmingham, Dudley, Wolverhampton and Worcestershire. In contrast, there was a net inflow of nearly 1100 people from Wales, whilst commuting between Shropshire and neighbouring Staffordshire was similar in both directions. Despite its proximity to the County, commuting flows to and from the North West region were relatively limited.

3.17 Within Shropshire, the largest commuting flows were into Shrewsbury. Over 14,200 people from elsewhere in the County worked there, with just over 9700 commuting out of Shrewsbury to elsewhere in the County. Other than this, most commuting flows were local, with only the principal market towns of Oswestry, Market Drayton, Ludlow, Bridgnorth, and Whitchurch with Albrighton (RAF Cosford) and Gobowen (Robert Jones & Agnes Hunt Orthopaedic and District Hospital) having more than 1000 people commuting in.

3.18 Shropshire Council's 2010 Spotlight on the Shropshire Economy document highlights that commuting patterns differ between occupational groups. For example lower grade jobs tend to be filled by more local workers. However the fact that most of the County's market towns sit close to Shropshire's border means that the larger employers rely on workers from outside of the County to meet their labour force requirements. Higher grade workers are generally prepared to travel further and for up to an hour or more and therefore out-commuting is more common among professionals and skilled workers.

3.19 Table 15 shows that on the whole average earnings of people living and working in Shropshire are lower than regional and national levels. The only exceptions to this are Bridgnorth and Oswestry residents, who earn more than the regional average.

Table 15 – Average Weekly Earnings*

Area	Gross Median Weekly Pay, £ (Analysis by place of work)	Gross Median Weekly Pay, £ (Analysis by place of residence)
Great Britain	405.7	406.7
West Midlands	376.8	382.0
Shropshire	334.9	391.8
Bridgnorth	308.5	399.3
North Shropshire	349.9	381.5
Oswestry	355.8	394.1
Shrewsbury & Atcham	345.1	400.1
South Shropshire	290.2	329.1

Source: Annual Survey of Hours and Earnings 2010

**These figures have been updated from figures previously provided by Shropshire Council*

3.20 The impact (and rationale) of out-commuting is that the people who people live in Shropshire earn more than those who simply work there (and may live outside of the

County) – £391.80 compared to £334.90. Thus a proportion of Shropshire's working population is commuting outside of the County to (relatively) better paid jobs. This trend is also seen in each of the five local authority areas, and is particularly noticeable in Bridgnorth, Oswestry and South Shropshire where, on average, people living in the area earn 12-15 percent more than those who work there.

Summary

3.21 The study area has a population of 291,800, comprising a skilled and qualified workforce. Unemployment is low and economic activity high. It is an affluent area, just four of Shropshire's 192 LSOAs are in the top twenty percent most deprived in England.

3.22 The public administration, education and health sector employs the highest proportion of people. Considerably more people are employed in agriculture than regionally and nationally but considerably fewer are employed in the banking, finance and insurance sector. Furthermore, comparatively higher proportions of people are employed as managers and senior officials, and associate professional and technical occupations than regionally.

3.23 Most of the study area's businesses employ ten or less employees (87.5 percent). Most businesses are industrial – there are twice as many factories and warehouses than there are offices. The bulk of Shropshire's businesses are in the former local authority area of Shrewsbury and Atcham (32.2 percent).

3.24 In 2001 homeworking in Shropshire accounted for 13.4 percent of the working age population, significantly more than the West Midland's average of 8.9 percent.

3.25 There are generally more people with jobs living in Shropshire than there are jobs (with the exception of Shrewsbury and Atcham) and these varying levels of self-sufficiency are expressed in commuting patterns within and beyond the County. Average earnings of people living and working in Shropshire are predominantly lower than national and regional levels however, the effect of commuting patterns is that generally people who only reside in Shropshire earn more than those who work there. Consequently the County is a low wage economy with established patterns of out-commuting which are both typical of rural areas.

Challenges and Opportunities

3.26 The socio-economic data will be to some extent historic, things are likely to change significantly as the effects of the recession are felt. Especially given the County's high proportion of public sector employment which is likely to be hard hit. Although there may be ways that land and property development can help alleviate the impact of this, the public sector will be constrained in its ability to facilitate development.

3.27 Shrewsbury is the dominant economic centre of Shropshire. Future strategies need to consider if this dominance should be maintained and enhanced (encouraging the County's residents to commute to the town), or if its importance should be diluted.

3.28 Homeworkers are a key element of Shropshire's economy and the Council should look to better understand this sector, identifying if there is anything that it can do to encourage and support homeworking.

3.29 It is clear that high skilled and waged residents commute outside the County to work. Strategies need to consider if these people, or the businesses they work for/own, can be attracted into the County.

4.0 PROPERTY MARKET – GENERAL

Introduction

4.1 Prior to analysing the study area's property market by the individual components of sites, industrial and offices, commentary is provided relating to the study area as a whole. It is important to understand the supply and demand for property, as this is the key driver affecting the market for employment land. This comprises mainly data from the public sector, the analysis of monitoring data and review of premises availability. The section ends with information on general national property and business trends, which although affected by the current recession will still hold true over the longer term. It should be remembered that this report covers the period to 2026.

Public Sector Enquiries

4.2 Shropshire Council monitors private sector enquiries it receives as part of its economic development remit. This is linked to both its portfolio of commercial property and the commercial property register it maintains. It should be noted these are tracked in terms of the former District areas, rather than the new Spatial Zones. Between 2006 and 2009 there were 800 enquiries, these rose steadily through 2006, 2007 and 2008, before declining in 2009 (see Table 16). This decline in recorded enquiries relates both to the onset of the economic recession and changes to the recording systems across the County during the transition from district local authorities to the unitary Shropshire Council. Except in 2006, there have been consistently more industrial than office, and more office than land enquiries.

Table 16 – Shropshire Enquiries Type

Type	2006	2007	2008	2009	Total
Industrial/Warehouse	16	73	139	138	366
Office	27	54	123	57	261
Land	40	27	77	29	173
Total	**83**	**154**	**339**	**224**	**800**

Source: Shropshire Council 2010

4.3 Table 17 shows that of the 366 industrial enquiries, over half were for small units of up to 200 sqm. The number of enquiries steadily falls as the size of property increases and, across the four years analysed, only 4 percent of enquiries were for units of more than 2000 sqm. The most significant growth between 2006 and 2009 has been in enquiries for units of up to 500 sqm. This reflects the national industrial market, which is driven by a rapid turnover of micro businesses complemented by the more moderate growth and expansion of SME companies. Table 16 also shows an increasing demand for property in the market since 2006.

Table 17 – Shropshire Industrial Enquiries Size

Size Band, sqm	2006	2007	2008	2009	Total
0-100	5	22	34	39	100
101-200	10	17	38	43	108
201-500	1	13	28	32	74
501-1000	0	10	16	9	35
1001-2000	0	8	14	12	34
2001+	0	3	9	3	15
Size not given	0	0	0	0	0
Total	**16**	**73**	**139**	**138**	**366**

Source: Shropshire Council 2010

4.4 Table 18 shows that office enquiries peaked in 2008, with the 123 enquiries that year forming nearly half the four year total from 2006 to 2009. Between 2006 and 2009, 110 of the total (42 percent) were for small offices of up to 100 sqm. A further 19 percent were for 101-500 sqm units. Beyond 501 sqm there were very few enquiries reflecting the nature of the office market in Shropshire. However, there is some demand for larger office floorspace in Shrewsbury, especially at Shrewsbury Business Park.

Table 18 – Shropshire Office Enquiries Size

Size Band, sqm	2006	2007	2008	2009	Total
0-50	6	10	30	13	59
51-100	3	11	27	10	51
101-200	3	5	14	6	28
201-500	2	4	10	6	22
501-1000	1	3	3	4	11
1001-2000	1	3	0	1	5
2001+	0	2	0	0	2
Size not given	11	16	39	17	83
Total	**27**	**54**	**123**	**57**	**261**

Source: Shropshire Council 2010

4.5 Table 19 shows that Shropshire Council received 173 enquiries for land between

2006 and 2009 with enquiries peaking at 77 in 2008. It is not clear whether this peak is an effect of the recession or demand simply returning to normal levels. Of these enquiries, 40 percent were for sites of up to 2 ha (5 acres) and a further 14 percent were for sites of 2-4 ha (5-10 acres). The number of enquiries reduces quite significantly beyond this point but there is potential for larger developments especially in Shrewsbury and the principal market towns. Whilst the quantity of demand for larger developments might be lower, the investment potential from each development is significant and such demand is encouraging.

(Note: Shropshire Council record site enquiries in acres reflecting the convention of the property market)

Table 19 – Shropshire Land Enquiries Size

Size Band, acres	2006	2007	2008	2009	Total
0.25 - 1 (0.1 – 0.4 ha)	9	5	14	6	34
1 - 5 (0.1 – 2 ha)	9	6	15	6	36
5 - 10 (2 – 4 ha)	2	4	14	4	24
10 - 15 (4 – 6 ha)	0	2	6	3	11
15 - 20 (6 – 8 ha)	0	2	5	1	8
20 - 50 (8 – 20 ha)	0	2	5	1	8
50 & over (20+ ha)	0	0	1	0	1
Size not given	20	6	17	8	51
Total	**40**	**27**	**77**	**29**	**173**

Source: Shropshire Council 2010

4.6 Table 20 shows that the greatest proportion of enquiries (12.7 percent) from companies seeking business premises were received from companies based in Shrewsbury & Atcham. In terms of indigenous enquiries this is followed by North Shropshire, South Shropshire, Oswestry and then Bridgnorth. The level of enquiries will be influenced not only by the size of the District, hence Shrewsbury being the frontrunner, but also by the amount of property the Council markets in each of the areas. For example it has quite a lot in South Shropshire, perhaps inflating the enquiries from this less populated rural area. In terms of enquiries from outside the County, 140 came from the rest of the West Midlands. There is no information on how many of these actually led to investment. There were very few from Wales and none from international sources.

Table 20 – Shropshire Enquiries Source

Source	2006	2007	2008	2009	Total
North Shropshire	17	15	32	32	96
Bridgnorth	12	10	15	3	40
Oswestry	7	4	22	10	43
Shrewsbury & Atcham	44	50	66	28	188
South Shropshire	23	16	25	9	73
Rest West Midlands	46	40	53	1	140
Wales	1	0	4	1	6
Rest of UK	15	10	16	2	43
Overseas	0	0	0	0	0
Not known	9	33	100	706	848
Total	**174**	**178**	**333**	**792**	**1477**

Source: Shropshire Council 2010

4.7 Some 60 percent of the enquiries received by the Council do not specify a preferred location. Tables 21-23 therefore summarise the 321 enquiries where a relevant desired location has been provided.

4.8 Table 21 shows the relative levels of attraction of the former district areas for industrial enquiries, which can be ranked as follows:

- Shrewsbury & Atcham
- North Shropshire
- Oswestry
- Bridgnorth
- South Shropshire.

Table 21 – Shropshire Industrial Enquiries Location Desired

Source	2006	2007	2008	2009	Total
North Shropshire	2	13	14	16	45
Bridgnorth	1	7	6	13	27
Oswestry	2	8	11	12	33
Shrewsbury & Atcham	4	15	19	26	64
South Shropshire	2	8	6	8	24
Total	**11**	**51**	**56**	**75**	**193**

Source: Shropshire Council 2010

4.9 Table 22 shows the relative levels of attraction of the former district areas for office enquiries which can be ranked as follows:

- Shrewsbury & Atcham
- North Shropshire
- Bridgnorth
- South Shropshire
- Oswestry.

4.10 Table 22 shows that Oswestry has the lowest level of enquiries for office floorspace indicating the limited office market in the town.

Table 22 – Shropshire Office Enquiries Location Desired

Source	2006	2007	2008	2009	Total
North Shropshire	2	1	4	2	9
Bridgnorth	0	2	4	1	7
Oswestry	0	0	3	2	5
Shrewsbury & Atcham	5	6	8	4	23
South Shropshire	2	0	3	2	7
Total	**9**	**9**	**22**	**11**	**51**

Source: Shropshire Council 2010

4.11 As Table 23 illustrates, North Shropshire received the most enquiries for sites – approximately double the numbers for Bridgnorth, Oswestry and South Shropshire. Shrewsbury & Atcham had the second highest number of enquiries. Table 23 shows the relative levels of attraction of the former district areas for employment land enquiries which can be ranked as follows:

- North Shropshire
- Shrewsbury & Atcham
- South Shropshire
- Oswestry
- Bridgnorth.

Table 23 – Shropshire Site Enquiries Location

Source	2006	2007	2008	2009	Total
North Shropshire	7	2	10	4	23
Bridgnorth	0	3	6	2	11

Source	2006	2007	2008	2009	Total
Oswestry	1	2	8	1	12
Shrewsbury & Atcham	4	4	8	2	18
South Shropshire	1	2	9	1	13
Total	**13**	**13**	**41**	**10**	**77**

Source: Shropshire Council 2010

Property Supply

4.12 A schedule of the vacant floorspace being marketed in the study area (as at August 2010) has been compiled mainly from Shropshire Council's vacant commercial property database. This has been clarified with relevant property agents and owners (for those premises where only a range of sizes was provided), and/or their websites, together with consultation with other stakeholders. The marketed space is taken to be a reasonably close approximation to that vacant – obviously there may be occupiers waiting for interest in their property before moving, and empty units not actually being marketed. The schedules for industrial (including warehouses and workshops) and offices have been included in Appendix 1.

Industrial

4.13 Table 24 details that there are 246 available/marketed premises in the County – their total floorspace is 86,755 sqm. There is reasonable availability in all areas and size bands up to 1000 sqm. There is limited availability thereafter. Nowhere has premises available in the 5001 sqm+ category; and only North West and Central has space in the 2001-5000 sqm size band. Central has the largest amount of floorspace/properties. East has by far the smallest available supply of industrial floorspace/properties.

Table 24 – Amount of Vacant Industrial Property

Size Band, sqm		0-100	101-200	201-500	501-1000	1001-2000	2001-5000	5001+	Total
North East	Floorspace, sqm	1495	1879	5201	3536	4276	0	0	16,387
	Number	20	13	17	5	3	0	0	58
North West	Floorspace, sqm	793	816	6951	6892	2798	7786	0	26,036
	Number	12	6	20	11	2	3	0	54
Central	Floorspace, sqm	805	2697	6587	7308	4818	5068	0	27,283

Size Band, sqm		0-100	101-200	201-500	501-1000	1001-2000	2001-5000	5001+	Total
	Number	12	19	22	11	4	2	0	70
South	Floorspace, sqm	1026	1304	1329	1836	5249	0	0	10,744
	Number	21	9	5	2	4	0	0	41
East	Floorspace, sqm	461	1128	1078	2539	1099	0	0	6305
	Number	7	8	3	4	1	0	0	23
Total	**Floorspace, sqm**	**4480**	**7924**	**21,146**	**22,111**	**18,240**	**12,854**	**0**	**86,755**
	Number	**71**	**56**	**67**	**33**	**14**	**5**	**0**	**246**

Source: BE Group 2010

4.14 As Table 25 shows where the available vacant industrial premises are within each spatial zone. There are clearly deficiencies in the distribution of industrial premises across the County even with regard to the market towns as the data suggests there is only a limited supply in Market Drayton, Ellesmere, Church Stretton, Cleobury Mortimer, Minsterley/Pontesbury, Much Wenlock, Highley, Albrighton and Broseley.

Table 25 – Location of Vacant Industrial Property

Area	Number
North East	
Whitchurch	16
Market Drayton	5
Wem	22
Elsewhere	15
North West	
Oswestry	20
Ellesmere	6
Elsewhere	28
Central	
Shrewsbury	59
Minsterley/Pontesbury	1
Elsewhere	10
South	
Ludlow	10
Craven Arms	10
Church Stretton	4

Area	Number
Bishops Castle	9
Cleobury Mortimer	1
Elsewhere	7
East	
Bridgnorth	11
Much Wenlock	0
Highley	1
Shifnal	6
Albrighton	0
Broseley	0
Elsewhere	5
Total	**246**

Source: BE Group 2010

4.15 As Table 26 shows, 78 percent of the properties presently being marketed are available leasehold. Reflecting national trends, there is very little freehold space available, particularly in the North West given the size of this Zone and the amount of space overall.

Table 26 – Tenure of Vacant Industrial Property

Tenure	Freehold	Leasehold	Either
North East	3	37	18
North West	2	49	3
Central	8	58	4
South	1	31	9
East	4	18	1
Total	**18**	**193**	**35**

Source: BE Group 2010

Offices

4.16 Table 27 shows that there is 22,776 sqm of vacant offices (205 premises). Central (i.e. Shrewsbury) dominates the supply with 71 percent of the floorspace and 64 percent of the premises. There is very little on offer larger than 501 sqm, even in Shrewsbury. There are very few available premises larger than 101 sqm, outside Shrewsbury. North West has a severe lack of available premises although this would appear to reflect the nature of the office market in Oswestry, which has few offices on the market and therefore (as Table 22 shows) generates only a small number of enquiries from companies looking for accommodation in Shropshire. North East, South and East all have roughly the same number of properties at between 9-12 percent but the South and East have much higher levels of vacant office floorspace.

Table 27 – Amount of Vacant Offices

Size Band, sqm		0-50	51-100	101-200	201-500	501-1000	1001+	Total
North East	Floorspace, sqm	161	570	274	0	0	0	1005
	Number	9	8	2	0	0	0	19
North West	Floorspace, sqm	0	78	557	0	0	0	635
	Number	0	1	3	0	0	0	4
Central	Floorspace, sqm	1652	2616	2582	5228	4045	0	16,123
	Number	54	37	18	16	6	0	131
South	Floorspace, sqm	349	560	476	475	572	0	2432
	Number	12	9	3	1	1	0	26
East	Floorspace, sqm	294	309	1056	922	0	0	2581
	Number	11	4	8	2	0	0	25
Total	**Floorspace, sqm**	**2456**	**4133**	**4945**	**6625**	**4617**	**0**	**22,776**
	Number	**86**	**59**	**34**	**19**	**7**	**0**	**205**

Source: BE Group 2010

Note: Excludes Lasyard House, Bridgnorth; Cambrian House, Shrewsbury; Cottesbrook Farm, Shifnal

4.17 The distribution of the available office space around the five spatial Zones is shown in Table 28. There are some key points to make:

North East	Market Drayton lacks supply
North West	Both Oswestry and Ellesmere lack premises
Central	Shrewsbury dominates, but there are plentiful rural options, except in Minsterley/Pontesbury
South	Supply is focused in Ludlow and Craven Arms, other settlements lack options
East	Few options outside Bridgnorth and Albrighton.

Table 28 – Location of Vacant Offices

Area	Number
North East	

Area	Number
Whitchurch	9
Market Drayton	2
Wem	5
Elsewhere	3
North West	
Oswestry	2
Ellesmere	1
Elsewhere	1
Central	
Shrewsbury	99
Minsterley/Pontesbury	0
Elsewhere	32
South	
Ludlow	13
Craven Arms	8
Church Stretton	1
Bishops Castle	3
Cleobury Mortimer	0
Elsewhere	1
East	
Bridgnorth	11
Much Wenlock	0
Highley	0
Shifnal	2
Albrighton	11
Broseley	1
Elsewhere	0
Total	**205**

Source: BE Group 2010

4.18 As Table 29 shows most of the premises available are leasehold. There are only a handful of freehold options.

Table 29 – Tenure of Vacant Offices

Tenure	Freehold	Leasehold	Either
North East	0	19	0
North West	1	3	0

Tenure	Freehold	Leasehold	Either
Central	0	130	1
South	1	24	1
East	1	21	3
Total	**3**	**197**	**5**

Source: BE Group 2010

Valuation Office Data

Industrial

4.19 According to Valuation Office statistics there are 3325 industrial hereditaments in the study area, totalling 1,892,000 sqm. There are 246 vacant premises (known about/being marketed) totalling 86,755 sqm (from Table 24 above). This suggests an overall occupancy rate for the study area of 95.4 percent by floorspace. By premises numbers, the overall occupancy rate is 92.6 percent.

Offices

4.20 There are 1588 office hereditaments in the study area, totalling 284,000 sqm. There are 205 vacant premises (known about/being marketed) totalling 22,776 sqm included in Table 27 above. This suggests an overall occupancy rate for the study area of 92.0 percent by floorspace. By premises number the overall occupancy rate is 87.1 percent.

4.21 The Valuation Office states 16.9 percent of offices in Shropshire are 'non-commercial' (i.e. public sector). This is higher than the West Midlands proportion of non-commercial offices, which is 15.0 percent.

4.22 It should be noted that the latest available Valuation Office data used here is from April 2008, whereas the vacancy data is current to June/July 2010.

Modern Occupier Needs

4.23 In this sub-section the report outlines what modern businesses are looking for in terms of their property, as well as those developers providing space for them. These are general comments and apply across the UK, as well as in the study area.

4.24 There are two key property sub-markets to consider in understanding the demand for premises. The first is the demand from companies looking for sites for their own occupation; the second, which is necessarily derived from the first, comes from specialist property developers who will provide solutions for these companies.

4.25 Many end-user companies, especially small ones, looking for accommodation prefer occupying an existing building to either organising the construction of one for themselves or entering into a design and build agreement with a developer. This is due to the management time involved; while it may also be difficult to rationalise and visualise such an important acquisition off-plan.

4.26 Having premises built for owner occupation requires a long lead-time to cover the planning, negotiation and construction time involved. Furthermore, not every company wants a brand new building, partly because they are generally more expensive than second-hand ones.

4.27 However the recent combination of low interest rates and the depressed stock market has led to an unusually large number of companies looking to own their premises (although current market conditions, i.e. the credit crunch, are softening this due to the lack of available finance). One route to achieving this is by developing their own site, especially if they cannot find a suitable freehold property. Nationally most requests for such small sites to enable self-build are of less than 0.4 ha in size.

4.28 Although design and build options can be convenient, they are quite expensive because the controlling developer makes its profit not only on the land sale, but also on managing the building process. Consequently, if the company is able, some prefer to buy land direct and organise building contractors themselves. This is especially the case with lower value added industries where high quality buildings are of secondary importance. However, without strong planning control this scenario can lead to business areas of lower aesthetic value and layout.

4.29 Developers acquiring sites consider the nature of the market, as outlined above, as well as the potential for speculative development, i.e. riskier, supply-led, rather than demand-driven construction. They also prefer to acquire prominent, (easy to develop) greenfield sites close to arterial roads or motorways because irrespective of sustainable transport policies, private transport still predominates. They naturally want land that is attractive to end-users. Furthermore property development is intensely entrepreneurial and extremely price sensitive. So although land may be available on the open market, if it is at too high a price, then the developer will not acquire it.

Emerging Property Trends

Industrial

4.30 Occupiers are generally looking for smaller premises as average company size continues to decrease. In line with a healthy economy, rising aspirations and a concentration on higher value added activities, companies are looking for higher quality accommodation. In rural parts, company sizes are generally already small; and the desire for high quality is less of a priority due to affordability issues. Successful industrial businesses typically require dedicated, self-contained, secure yard areas, and for units over 2000 sqm the trend seems to be at least one dock level loading bay and a 40 metre turning circle to allow heavy goods vehicles access into and out of the unit. Eaves heights are also continuing to rise from an average of six metres to more towards ten metres to allow storage racking and more efficient use of space.

4.31 Large requirements, above 10,000 sqm, are rare in Shropshire, and where they do exist are generally for distribution warehousing. Most of these are contract-led with a flurry of activity as a number of specialist distribution companies look for units, before one of them secures the contract on offer. However, these companies generally cannot wait for a bespoke warehouse to be built for them and so, due to the rarity of such large, available buildings their search areas are increasingly wide.

4.32 Freehold demand is relatively strong as a result of low interest rates, poor stockmarket pension performances and increased private sector interest in property investment. However, the lack of available finance is constraining this sub-market currently. This previously resulted in an overheated investment market, rising values, lowering yields and led to property developers being more willing to offer speculative, freehold buildings. However, speculative development has stopped dead; it may resume in Shropshire once the recession lifts. In more rural areas, speculative development will never be the norm.

4.33 Outsourcing of many aspects of the production and distribution process has led to a declining need for traditional, large scale, all-encompassing manufacturing facilities. This is gradually being replaced by smaller, sub-assembly light manufacturing space. Shorter leases (five years) and break clauses (three years) are now becoming much more the norm.

Offices

4.34 The trend is for smaller office suites as average business sizes fall. There are two strands to this. Micro-businesses (those with less than ten employees) want serviced offices or similar types of easy-in, easy-out schemes that lower their risk of exposure. Whilst small businesses (with 10-49 employees) are looking for offices in the region of 150-300 sqm, often they are satellite facilities for larger companies.

4.35 Improving technology means specifications are changing, for example wireless networks may soon make raised floors superfluous and make the conversion of Victorian buildings and the like easier.

4.36 In line with a healthy economy, rising aspirations and a concentration on higher value added activities, successful companies are looking for higher quality accommodation. For example air conditioning is becoming almost a standard requirement in new schemes, which pushes up rentals by £5-10/sqm on average. Furthermore, some occupiers (looking for more than 200 sqm) increasingly want self-contained premises, i.e. their own front door, toilets, reception, utilities, etc.

4.37 Car parking remains a big problem for occupiers everywhere as planning policy seeks to limit spaces in response to the sustainability agenda. However, more often than not, businesses cannot rely on public transport, especially in rural areas, and so there remains a strong demand for car parking spaces. Developers are starting to charge per car park space in major cities, and this is now hitting city outskirts.

4.38 Prior to the credit crunch, freehold demand was strong as a result of low interest rates, poor stockmarket pension performances and increased private sector interest in property investment. This has resulted in an overheated investment market, rising values, lowering yields and led to property developers now being more willing to offer speculative, freehold buildings. Aside from this, on the leasehold side, there is increasing demand for relatively short leases (one to three years), which helps account for the increasing popularity of serviced offices. However the recession and rural nature of parts of Shropshire limit speculative development in the study area.

4.39 In a tight job market (i.e. low unemployment) and with increasing employee legislation, organisations are taking more care of their staff in ensuring accommodation is close to amenities, especially retail and leisure facilities. The Commission for Architecture and Built Environment research on the value of developing, owning and operating a typical office over the 25 years of a traditional occupational lease shows that, excluding land, 6.5 percent of the total goes on construction cost; 8.5 percent goes on furnishing, maintaining and operating the facility and 85 percent goes on the salary costs of the occupiers. Therefore factors that influence the effectiveness of staff, such as an improved working environment, are the factors that will have the greater financial/productivity gains.

4.40 Occupiers requiring higher skills, especially those linked to key growth sectors will be concerned about access to an appropriate pool of skilled labour, which will drive demand towards city centres, research facilities and higher education institutes.

4.41 Property will need to be increasingly flexible to accommodate research-based manufacturing space as more complex processes develop, but still within an office environment.

4.42 Clustering around like-minded companies will also drive demand to key business park locations, with good availability of 'white collar', knowledge-based, skilled staff. Other businesses will require central urban locations such as the professions and creative industries, where face-to-face contact is important or where public transport is important to attract staff.

The Future

4.43 Research in Regional Futures: England's Regions in 2030 published in 2005 projects that "*the number of jobs in the distribution and service sectors will increase by up to 600,000 and two million respectively over the next ten years*." This increase in service sector employment will result in "*an increase in demand for offices and higher density accommodation, whereas the increase in distribution will require locations with good strategic road and rail access*."

4.44 It is also worth highlighting some of the historic but still relevant findings of the Government's Foresight programme which sought to predict future trends and influences on the socio-economic environment of the UK.

4.45 The research finds that structural forces at work in the economy will create an explosion of SMEs (small and medium enterprises) in the near future. The UK has around 4.3 million such businesses. This rapid growth and change will be driven by:

- Revolutionary advances in computing and communication technologies, especially the internet
- Advances in other technologies such as material sciences and biotechnology
- Growth in knowledge-intensive work supplanting labour-intensive industries
- The rise of intellectual capital as the key value creation.

4.46 This will lead to new opportunities for SMEs. Many more will be in technology intensive sectors. Other opportunities will arise from large corporations outsourcing, unbundling or investing in start-ups. There will be parallel opportunities in the public sector – in health, caring services for the elderly and the disabled.

4.47 The majority of today's SMEs will not exist in 2015 and the majority of SMEs that will exist in 2015 do not exist today. This will obviously lead to very dynamic business profiles in all areas, increasing the emphasis on planning policy to be equally dynamic and flexible.

4.48 This will also see new ownership patterns (with more companies owned by women, minorities, and people in their 20s and 60s); intangible assets as the main drivers of value; SMEs acting in collaborative groups, in procurement for example; access to more financing options; and proportionately more companies trading internationally.

4.49 Although the industrial base in developed markets will continue to be eroded as jobs transfer to emerging markets, fears of the demise of Western manufacturing are unfounded. Developed manufacturing economies will still hold an advantage in high-value and capital-intensive activities; proximity to customers will also be critical for many.

Summary

4.50 The public sector receives more enquiries for industrial space than for offices; and fewest for sites. Most industrial enquiries are for units up to 200 sqm; and for offices of 0-100 sqm. Land demand is for sites up to 4 ha. The Shrewsbury area dominates the enquiries.

4.51 There is four times as much available industrial floorspace as there is office. The available space is all less than 1000 sqm in size. Central Zone dominates the supply of space, and there is very little in East. There is a lack of available units in key settlements in the County (e.g. Cleobury Mortimer, Much Wenlock, Broseley); there is also a lack of freehold availability in the North West Zone.

4.52 Central Zone dominates the supply of available office space. There are few units larger than 100 sqm outside Shrewsbury. North West severely lacks available offices. There are key settlements with no availability, e.g. Oswestry, Ellesmere, Market Drayton, as well as none in the smaller settlements in the South and East Zones.

4.53 Modern businesses (and developers) want easily developable, accessible, prominent sites for their premises. A healthy property market will have a mix of options: speculative development, design and build schemes and freehold plots for owner-occupiers to self-build. However development is entrepreneurial; and not every company (looking for space) can realistically be satisfied all the time. The property market, by its nature, is inherently imperfect. Companies move from existing property to provide themselves with better, more efficient, cost effective accommodation of an appropriate size.

4.54 Modern trends are leading to more businesses that are on average smaller in size. They are more dynamic and technology driven. They come and go more fluidly.

Challenges and Opportunities

4.55 This analysis considers property availability at a specific point in time. The continuing recession may mean more companies fail, freeing up more property in the future. However the absolute lack of premises availability in key locations needs to be monitored and considered in future economic development strategies.

4.56 Although there are gaps in industrial supply, those gaps are even more pronounced in terms of offices. However, there is an increasing trend, especially in a recession, towards home offices which may reduce demand for small scale office provision in the smaller settlements.

4.57 The lack of supply in certain spatial Zones and settlements could be a challenge. However, businesses may be able to rely on neighbouring provision, both within the

County (e.g. Shrewsbury) and outside it (e.g. Telford).

4.58 With the trend towards smaller firms, and away from larger ones, the opportunity may exist to sub-divide ageing factory premises to provide small business centres, rather than regenerating them for alternative uses.

5.0 PROPERTY MARKET – SPATIAL ZONE ANALYSIS

Introduction

5.1 This section considers the supply and demand conditions in the property market in the study area. It is important to consider this as a prelude to understanding the need for land, as the requirement to identify new land is essentially derived from the demand for property and the availability of supply to satisfy that demand. These findings are mostly from consultations with private sector stakeholders such as commercial property agents and developers. Managers of public sector property schemes have also been consulted.

5.2 The analysis is broken down into five sub-sections, one for each of the spatial Zones. Each of these sub-sections has been sub-divided: industrial and offices. Industrial space, in this instance, refers to accommodation for manufacturing, storage, distribution and warehousing purposes, together with smaller workshop premises.

5.3 The stakeholders consulted made a wide range of comments covering all aspects of the market. To best illustrate the weight of feeling, their views have been summarised in a series of tables. Tables 30, 33, 36, 40 and 44 provide a breakdown of the industrial comments. Tables 31, 34, 37, 41 and 45 outline the performance of a selection of self-contained industrial schemes in the study area (updated from previous reports based on the findings in Section 4). Most of the industrial schemes have high occupancy levels, most with very few or no empty units, especially those run by the public sector. Newly built schemes have suffered because of the recession. Tables 32, 35, 38, 42 and 46 provide a breakdown of comments about the office market but no information on the performance of existing office schemes was obtained for the North East and North West s reflecting the limited supply of office floorspace in the north of the County. Tables 39, 43 and 47 illustrate the performance of selected office schemes in the study area. However, for the North East and North West Spatial Zones it has been difficult to find or gather any evidence for the few that do exist.

5.4 Due to the recession, the consultations with property developers and agents have concentrated on considering current issues and aspects of property supply. Generally enquiries and demand for all types of premises are low, and thus the focus is on supply side issues. To compensate for this, a summary of the property market analysis from the relevant former district employment land reviews, which this County-wide study is updating, is included at the start of each sub-section.

North East

North Shropshire Employment Land Study – North Shropshire District Council (2007)

5.5 The study found an insular property market especially in the office sector. The industrial sector is much larger than the office sector. The focus of activity is Whitchurch and Market Drayton. The most demand is for industrial workshops and grow-on space, from 0-200 sqm up to 500 sqm. There is a very limited office market, with most requirements for suites of up to 100 sqm. There is limited inward investment, due to the District's peripheral rural location, distance from motorway network and limited quality modern premises availability.

5.6 Compared to demand, there was deemed to be a lack of 0-100 sqm workshops, industrial units of 0-500 sqm and freehold units. The study recommended kick-starting the underdeveloped office sector by developing an enterprise centre in Market Drayton and providing more serviced land in both Whitchurch and Market Drayton. Demand is variable and rentals are low in the North East and public sector support has been required to service development sites in order to attract much needed private investment. As with the other Zones in Shropshire, the success of the rural industrial estates in the North East should be encouraged as a good supply of reasonable land and premises at affordable rental levels.

Table 30 – Commercial Agent and Developer Comments – Industrial – North East

Contact	Comment
Advantage West Midlands	The major problem in Whitchurch is trying to sort out the lack of electricity capacity. AWM was looking to invest £3.5m in partnership with Shropshire Council prior to recession. This would help provide an additional 1 MW of power. The lack of power constrains any major new inward investment or expansion of existing large companies. Whitchurch Business Park extension, which is the hands of two private sector interests, needs further infrastructure investment to open it up. However this is likely to require public sector support. The servicing of Tern Valley Business Park Phase 2 should alleviate any lack of available land in Market Drayton

Contact	Comment
Nock Deighton	Whitchurch and Market Drayton have performed reasonably well in recent years. There has been quite good take-up, but there is plenty of remaining land. These two towns do not need any more
Towler Shaw Roberts	Market Drayton's industrial market is working well, there is reasonable demand given the size of the town. It comprises generally older stock compared to Shrewsbury. There are also quite a few larger businesses, so better demand for 1000-1500 sqm units. There is demand for both freeholds and leaseholds. There is no obvious shortage of industrial units in Market Drayton

Source: BE Group 2010

Table 31 – Industrial Scheme Performance – North East

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Floorspace Occupancy Rate, percent	Comment
Units 1, 2 & 3 Civic Park, Waymills Industrial Estate, Whitchurch	350	3 (100-250)	100	All units occupied by one leisure type operator
Burnside Business Park, Adderley Road, Market Drayton	2098	7 (232-465)	100	New, modern premises
Whitchurch Business Park, Whitchurch	412	6 (49-97)	100	Shropshire Council scheme Converted classrooms therefore not suitable for all businesses Get occasional enquiries Mix of local businesses – bakery, wood shop, racing bike tuning Rent recently reduced to £50/sqm Used to be a high turnover of tenants but less recently Flexible leases – two months notice Problems with security
Sandford Industrial Estate, Sandford	16,188	20 (74-1115)	100	Good demand
Prees Industrial Estate, Prees	5000	10 (All 500)	100	Budget accommodation
Talbot Way, Adderley Road	1300	10 (All 130)	100	Fully let Moderate quality

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Floorspace Occupancy Rate, percent	Comment
Industrial Estate				
Wem Industrial Estate, Wem	89,031	82 (46-929)	96	Ex MOD base Low quality units Access recently upgraded
Rosehill Industrial Estate, near Tern Hill, Market Drayton	9290	35 (99-333)	91	Managed by Shropshire Industrial Estates Low quality units
Civic Green Workshops, Civic Way Industrial Estate, Whitchurch	747	9 (51-120)	86	Shropshire Council scheme Modern units – well maintained Flexible leases – two months notice Mix of local businesses – pie maker, builders firm, plumbers, landscape gardeners Smaller units are more popular Rents approx. £50/sqm
Units 4-8 Waymills Industrial Estate, Whitchurch	554	5 (92-139)	83	PXP Scheme
Wem Business Park, Wem	3252	40 (21-500)	78	-
Mulberry Business Park, Shakespeare Way, Whitchurch	2793	5 (465-700)	50	Brand new high quality industrial units

Source: BE Group 2010

Table 32 – Commercial Agent and Developer Comments – Office – North East

Contact	Comment
Advantage West Midlands	The office market in Whitchurch is fairly limited. Whitchurch Office Park, where the developer built speculative offices has struggled to find occupiers
Towler Shaw Roberts	Minimal office market in Market Drayton, larger occupiers tend to go to Shrewsbury
Pooks	Outside of Shrewsbury the office market is very limited. In the north of the County the office market is limited to Market Drayton and Whitchurch. Although both only have small, insular markets based around the local, professional firms. Premises are predominantly above retail and converted residential properties in the town centre.

Contact	Comment
	There are no good quality out-of-town office schemes in either town. Irrespective of this level of demand, land values are high, even for office development.
Fieldcrest Partnership	Whitchurch could support the development of a good quality, edge-of-town business park (as proposed at The Heath) – there is no similar development in the area, and there is indication that companies from locations such as Wolverhampton would relocate to the area, in favour of the 'green' environment. Such a development would be of great benefit to the local economy.

Source: BE Group 2010

5.7 No information on office schemes was obtained for the North East Zone.

North West

Oswestry Employment Land Study – Oswestry Borough Council (2006)

5.8 The study found that the Borough had an insular property market with limited inward investment. The industrial market substantially outweighs the office market. Office requirements tended to be for units up to 100 sqm. Industrial demand had a greater range, and there was demand for both starter units (0-200 sqm) and grow-on space for more established businesses (200-500 sqm).

5.9 There was a general lack of available space in the Borough, but relatively limited demand. This was not found to be a serious problem on the office side; but a slight concern with regards industrial premises. However, certain shortages had spurred some speculative developments on the main Oswestry Industrial Estate – generating modern units, some available freehold, and especially trade counter units.

5.10 The study identified that the Borough did not have sufficient employment land, both in terms of meeting long term supply and immediately available plots to satisfy companies looking to relocate and modernise. This was, in part, caused by the difficulties associated with bringing the 12 ha Weston Farm site forward for development.

5.11 Although the focus of supply and demand is for Oswestry itself, the study recognised the merits of the Borough's rural business locations, e.g. Ifton and Rednal Industrial Estates. These provide low cost premises to aid rural diversification, even though their locations may not be particularly sustainable in planning terms. The study recommendations also encouraged rural conversions where they help achieve the same objective.

5.12 In economic development terms the study recommended that Oswestry needed an enterprise centre and a small campus style development of smaller offices. Both would help encourage the economy, even if they could not be immediately justified with market demand evidence.

Table 33 – Commercial Agent and Developer Comments – Industrial – North West

Contact	Comment
Brynkinalt Estates	Rural property development is very marginal. With current economic conditions even the conversion and refurbishment of existing industrial estates and buildings is very difficult. Rural schemes can prove to be very popular and extremely important in providing local employment opportunities. Demand is mainly for low cost, small industrial units
J Ross Developments	A lack of readily available employment land in Oswestry means there remains a modicum of interest for new development schemes
Advantage West Midlands	Oswestry lacks available employment land, especially given the continued difficulty in bringing forward Weston Farm. Finding additional land should be a priority for Shropshire Council
Dennis Edward Developments	Property market is very quiet at the moment

Source: BE Group 2010

Table 34 – Industrial Scheme Performance – North West

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Floorspace Occupancy Rate, percent	Comment
Units 1,2 & 3, Ellesmere Business Park	360	3 (120)	100	-
Trade Stop Scheme, Maesbury Road, Oswestry	2200	9 (20-40)	100	Trade counter scheme, popular in Oswestry
Ellesmere Business Park, Ellesmere	1022	12 (46-139)	91	Shropshire Council scheme Modern units Flexible leases – two months notice

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Floorspace Occupancy Rate, percent	Comment
				Mix of local businesses – electrical contractor, upholstery company, furniture maker Bigger units more popular Some enquiries
Maes Y Clawdd Enterprise Units, Oswestry	1338	28 (28-111)	92	Shropshire Council scheme Flexible leases – two months notice More demand for smaller units Mix of local companies – taxi firm, cleaning company, wedding organiser
Oswestry Trade Park, Oswestry	5639	7 (300-2745)	20	Modern trade counter scheme
Radfords Field Industrial Estate, Oswestry	2097	15 (69-276)	80	-

Source: BE Group 2010

Table 35 – Commercial Agent and Developer Comments – Office – North West

Contact	Comment
Celt Rowlands	Prior to the recession, there was a modest demand for offices matched by minimal supply – mainly above shops or surplus space elsewhere. Currently no office market
Morris, Marshall & Poole	There are no office schemes in Oswestry, no demand and no supply to speak of

Source: BE Group 2010

5.13 No information on office schemes was obtained for the North West Zone.

Central

Economic Assessment & Employment Land Study – Shrewsbury & Atcham Borough Council (2005)

5.14 The study found that the Borough, although it includes Shrewsbury as the key centre and the focus for the service sector in the County, still had an industrial orientated property market. Property need was for the smaller end of the spectrum – up to 100 sqm offices; 0-500 sqm industrial; and 0-0.5 ha land plots. There was concern at the apparent public sector monopoly of land assembly and ownership and the limited availability of freehold property. The property market also sought greater clarity over the use of employment land for non-traditional uses including sui generis uses, quasi-retail and the health services sectors.

5.15 Shrewsbury was naturally the focus of activity, given its large public sector and administrative function. Land had been serviced at Oxon Business Park, Shrewsbury Business Park and Battlefield meaning that pent-up demand had been released leading to significant development activity in Shrewsbury. There was, however a shortage of land in Shrewsbury and stakeholders expressed a desire for more land at Battlefield in north Shrewsbury with new allocations to the south and west of the town to balance the traditional focus on north Shrewsbury. In the south and west, stakeholders sought new office provision to build on the strong demand from office based employers seeking high quality out of town locations.

5.16 Shrewsbury town centre was expected to continue its office function but required significant refurbishment of the existing offer especially in established office schemes and protection of this available supply from competing higher value uses.

5.17 Overall in the Borough, market supply and demand seemed to be in equilibrium, although there were potential shortages of managed workspace and small starter workshops. There is also reasonable demand in the rural areas based around a number of significant industrial estates, e.g. Minsterley, Atcham, Leaton and Condover with potential for further development at Ford and Dorrington.

Table 36 – Commercial Agent and Developer Comments – Industrial – Central

Contact	Comment
Alaska Property Group	Further industrial employment development should be focused in the north close to existing concentrations. The south of Shrewsbury should be for office development. Shrewsbury lacks modern industrial grow-on units 200-500 sqm
Morris Property Group	Market demand is very low, waiting to let existing available space before developing any more units on its land bank. New units will only be built to meet specific enquiries. Trade counter units are an increasingly popular segment of the market. Additional industrial employment land is needed in Shrewsbury, this should be close to existing supply in Battlefield

Contact	Comment
Pooks	Shrewsbury has a number of businesses looking for modern industrial premises; however market is constrained by inability to raise finance from the banks. There is demand for 500-1000 sqm industrial units. Battlefield Enterprise Park is slowly being built out. Development so far has focused on units under 5000 sqm – this highlights that there is limited demand for larger space in the area (there are readily available large units in Telford). Significant amount of remaining land tied up as Food Enterprise Park, this should be opened up for all types of businesses. There is not a large enough specialist market, especially when food companies can go to Whitchurch, Market Drayton and Telford and find cheaper land. Quiet property market means speculative development is on hold – schemes will be built but only on a pre-let/sale basis
Samuel Wood & Co	The lack of available employment land in Shrewsbury is stifling economic growth. The town’s significant landowner tends to landbank and drip feed supply onto the market. Consequently it has stopped trying to buy land in the town for third parties as it is too frustrating. Quite a number of keen developers have shifted their attention to locations outside the County in response to the lack of land. The Food Enterprise Park is not working and the land should be made available for general employment uses
Towler Shaw Roberts (Shrewsbury)	The industrial market is constrained by a lack of land. Shrewsbury urgently needs more industrial land. The company has five companies looking for 500-2000 sqm units – either freehold or leasehold – which cannot be satisfied. Only 40 percent of Towler Shaw Roberts’ business is now in Shrewsbury, due partly to the lack of available land. There are probably enough small starter workshops to satisfy new businesses. There is concern about the food park which has been poorly marketed and researched. It needs a local agent, and greater promotion
Advantage West Midlands	Battlefield Enterprise Park is pretty much built out, and Shropshire Council needs to be thinking about the next stage of development – especially when the economy comes out of recession. It might be worth looking away from Battlefield, to balance land provision across the town. This should be a priority for Shropshire Council
Nock Deighton	With Battlefield nearly completed, industrial land, and hence premises availability, is drying out in Shrewsbury. The low enquiry levels at moment mean this is not causing problems, but Shropshire Council needs to think about this issue in the medium term. New industrial land allocations are needed. Not sure whether to extend Battlefield or look at alternative locations to balance development across the town. There is concern about the food park – it is not realistic for the area – there is not enough critical mass and it is too aspirational

Contact	Comment
Towler Shaw Roberts (Telford)	Industrial side is where there is a real shortage in Shrewsbury. This is linked to the shortage of available land. There is real demand for 100-500 sqm units, both freehold and leasehold. Rents have risen, due to the lack of supply, and so occupiers that trade well are managing to secure finance (even if more difficult than before) to purchase their own units. Even though schemes such as Vanguard Way have done really well – landowners will still not develop speculatively, especially in this climate

Source: BE Group 2010

Table 37 – Industrial Scheme Performance – Central

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Floorspace Occupancy Rate, percent	Comment
Leaton Industrial Estate, Leaton	4877	46-465	96	Operated by Shropshire Industrial Estates Budget accommodation
Condover Industrial Estate, Condover	5760	46-465	95	Operated by Shropshire Industrial Estates Budget accommodation
Atcham Industrial Estate	25,083	186-1858	94	Good quality scheme
Harlescott Barns, Harlescott Lane, Shrewsbury	939	20 (28-102)	86	Shropshire Council scheme Popular with tenants
Greenwood Industrial Estate, Shrewsbury	2787	93-375	83	-
Centurion Business Park, Shrewsbury	11,553	93-517	80	-
Castle Business Park, Shrewsbury	1115	81-95	73	-

Source: BE Group 2010

5.18 Table 38 outlines the commercial agent and developer comments on the office market in Central Zone. It should be noted that each organisation's comments are their perception of the situation, and may well reflect their role and involvement, rather than being the complete picture. However, stakeholders clearly identify Shrewsbury is the focus of Shropshire's office market (see Table 40). Here the supply of budget and moderate quality suites is concentrated in Shrewsbury Town

Centre with larger, self-contained accommodation available at Shrewsbury Business Park.

5.19 Demand has been limited in recent years by the recession, while Shrewsbury also sometimes loses out to Telford, which is viewed as the key business centre of the sub-region. Demand is for suites in a range of sizes, although larger suites are slow to let in the town centre. Most needs are being met and in the short and medium term there is not felt to be a need for significant additional premises.

5.20 In Shrewsbury Town Centre several stakeholders highlighted a lack of car parking as a concern. The lack of parking may be pushing some occupiers to locate in out-of-town schemes as well as constraining development prospects. Shrewsbury Business Park has been successful in providing moderate and good quality suites to established firms, although some of the larger office properties have been slow to let.

5.21 In the longer term, expansion land is available at Shrewsbury Business Park to meet future needs for self-contained accommodation. In the town centre, the refurbishment of older office property could meet the requirements of smaller firms. Improvements to car parking provision may also release some latent demand.

Table 38 – Commercial Agent and Developer Comments – Office – Central

Contact	Comment
Alaska Group	Out of town office development should be focused on the south of town around Shrewsbury Business Park. Further office development should be restricted until Shrewsbury Business Park is closer to fully developed
Pooks	Shrewsbury is the only town in Shropshire with an active office market. Demand is mainly for suites of up to 1500 sqm. Many companies are forced to locate at out-of-town developments because of the lack of car parking and inadequate public transport in the town centre. There is probably around 1500 sqm of latent office demand for Shrewsbury town centre which could be released if these issues were resolved. The Council tend to permit housing in the town centre – which means employment uses get outbid from land and premises. Shrewsbury sometimes loses out to Telford, which is viewed by a lot of companies as the ‘key’ business location in the sub-region. Shrewsbury has quite a lot of 1960s office space that lies empty. This should be refurbished and brought back into economic use to reinvigorate the town centre. This would provide jobs and increase local spending power to help town centre retail which is also suffering in the face of competition from out-of-town retail parks

Contact	Comment
Towler Shaw Roberts (Shrewsbury)	Shrewsbury office market is slow – and there is no shortage of space
Advantage West Midlands	Office market is quiet at the moment. Shrewsbury Business Park has done well. But town centre development will remain difficult - the lack of car parking and congestion play against it
Nock Deighton	The office market is well down on previous years. Consequently there is no lack of premises as a result
Towler Shaw Roberts (Telford)	Plenty of office availability in Shrewsbury. Shrewsbury Business Park has done well, but there are still available offices there. Small offices usually find occupiers in Shrewsbury town centre, but larger offices struggle. There is a significant price differential between the town centre and business park (£50-100/sqm v. £120/sqm) which is a reflection of the quality of the building and type of business that locates there

Source: BE Group 2010

5.22 Table 39 considers the performance of office schemes in the Central Zone. Most schemes are to be found in Shrewsbury Town Centre or at Battlefield Enterprise Park. There are also several rural schemes. Most town centre schemes perform well, while the rural schemes generally have lower occupancy rates. Managers of the rural schemes report reduced demand over the last few years due to the recession. Requirements are focused on Shrewsbury and rural schemes cannot easily compete with the town's critical mass of accommodation, services and infrastructure.

5.23 As discussed in Section 4, the Central Zone contains the bulk of Shropshire's office supply. Three quarters of this Zone's supply is within Shrewsbury. The remaining offices are focused in Upton Magna (Upton Magna Business Park), Hadnall (Sansaw Business Park) and Baker House Small Business Centre, Shawbury, which provides small serviced suites (14 sqm each) to rural micro businesses and start-ups.

5.24 In Shrewsbury, most available suites comprise self-contained properties, individual floors of town centre buildings, or larger suites which have been sub-divided. As Table 41 shows, most of the main multi-let schemes are more than 90 percent let and there is little serviced accommodation available. Only Shrewsbury Enterprise Centre has significant availability, with 14 suites on the market. The Enterprise Centre manager reports good demand for these suites, but stakeholders do not indicate that there is a general shortage of serviced or multi-let offices in Shrewsbury. The available unserviced suites do appear to be meeting the needs of local micro businesses.

Table 39 – Office Scheme Performance – Central

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Occupancy Rate, percent	Comment
Prospect House, Shrewsbury	3251	105-539	100	-
The Chancery, Abbey Lawns, Shrewsbury	1858	93-557	100	-
Canon Court, Abbey Lawns, Shrewsbury	2694	93-557	97	-
Darwin Court, Oxon Business Centre, Shrewsbury	1765	11-465	95	-
Observer House, Abbey Lawns. Shrewsbury	1300	93-557	94	-
Countrywide House, Battlefield Enterprise Park, Shrewsbury	883	46-232	92	-
Bicton Business Park, Shrewsbury	325	9-46	76	-
The Stables, Sansaw Business Park, Hadnall	1036	20 (17-128)	75	Rural conversion scheme Previously a mix of workshops and offices but recently renovated so all office space Still get a lot of workshop enquiries – few office enquiries Opened 30 years ago – always been popular and was fully let until recently
Shrewsbury Enterprise Centre, Shrewsbury	2041	42 9 workshops (73-124) 33 offices (12-53)	65	Evans Easyspace scheme Office units more popular than workshops Centre performs better than sister facility in Ludlow Two years old Flexible leases –

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Occupancy Rate, percent	Comment
				two months notice
Upton Magna Business Park, Upton Magna	1004	18 (42-232)	65	High quality rural scheme, very prestigious Opened 9 years ago Was constantly full up until 2 years ago – blamed on recession Now struggle to get new tenants – few enquires
The Baker House Small Business Centre, Shawbury	230	16 (7-28)	63	Good quality, furnished accommodation Occupiers include accountants, computer software designer and a healthcare business Few enquiries – centre manager no longer based at Centre and so the scheme is no longer as well managed Several empty units have been vacant for four years The scheme is affected by the new office developments in Shrewsbury – can't compete.
Leaton Forest Offices, Leaton	483	9 (30-87)	36	High specification Rural conversion scheme Opened in 2007 – bad timing due to recession Struggled to get tenants

Source: BE Group 2010

South

South Shropshire Employment Land Review – South Shropshire District Council (2007)

5.25 The District's peripherality, poor accessibility and rural nature were stated as contributing to the lack of developer and investor interest, together with low income levels and limited amount of labour. The greatest demand was for small scale light industrial units (0-500 sqm). Activity levels were concentrated in the market towns along the A49. There was a very small office market, with South Shropshire overshadowed by larger, more vital office centres, e.g. Shrewsbury and Birmingham. The strongest office centres in the District were stated as Ludlow and Craven Arms.

5.26 The study found a lack of small offices, starter workshops and grow-on space/development plots, for existing companies to expand in to. This being particularly the case outside of Ludlow. Many of the existing employment areas, e.g. Ludlow Business Park (Ludlow), Mynd Industrial Estate (Church Stretton), Upper/Lower Teme Business Park (Burford), were effectively full and offered little scope for company expansion or investment.

Table 40 – Commercial Agent and Developer Comments – Industrial – South

Contact	Comment
Towler Shaw Roberts	There is no obvious shortage of any types/sizes of space in the South. Most of the main town receive few enquiries, the exception being Ludlow – the focus of demand and activity
McCartneys	Very few enquiries at the moment. No real lack of property in most of the small towns in area. Ludlow probably lacks small workshops; and recently had a few enquiries for Tenbury Wells (but this is out of the norm)
Advantage West Midlands	Ludlow Eco Park is the main source of land supply in the town, if the hospital takes part of the remaining land there it will need to be replaced to ensure sufficient land availability
Estates Dept, Shropshire Council	Manages a number of workshops schemes throughout the South. Demand is reasonable for these, however compared to other Council schemes across the County, there are far more enquiries for those in Shrewsbury and Oswestry
Pooks	Most parts of South Shropshire are marginal areas for development; this includes for example Bishops Castle and Tenbury Wells. Only at height of market has the area seen speculative development, consequently the current state of affairs is more like the normal situation for the South. There is generally plenty of land in South Shropshire. However there is a lack of small plots, combined with the bureaucracy involved in land sales/development puts many small

Contact	Comment
	businesses off expanding – this is a national problem, rather than being specific to Shropshire. There appear to be plenty of small workshops – although sometimes there is a shortage in Ludlow. It is always difficult to find freehold units. Having said this, if a company did come along wanting 150-250 sqm, there is nowhere to put them

Source: BE Group 2010

Table 41 – Industrial Scheme Performance – South

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Floorspace Occupancy Rate, percent	Comment
Old Station Business Park, Cleobury Mortimer	1600	N/k (70-450)	100	All sizes popular
Long Lane Industrial Estate, Craven Arms	286	7 (24-48)	50	Shropshire Council scheme Modern workshops Few enquiries
Enterprise House, Bishops Castle	462	7 (46-186)	0	Shropshire Council scheme Designed as craft workshops – can be used for industrial or office uses (more suited to industrial) Single occupying tenant recently left units in unlettable condition
Challenge Court, Bishops Castle (Workshops)	1567	8 (33-728)	77	Shropshire Council scheme Few enquiries
Coder Road Workshops, Ludlow	264	10 (All 26)	80	Shropshire Council scheme Good demand, frequent enquiries
Lingen Road Workshops, Ludlow	334	9 (All 37)	89	Shropshire Council scheme Good demand, frequent enquiries
Aspire Centre, Burford	372	8 (All 46)	63	Shropshire Council scheme A number of tenants recently left or about to – so re-letting units may be difficult

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Floorspace Occupancy Rate, percent	Comment
Craven Court, Craven Arms Business Centre	1520	11 units (135-227)	37	-
The Mynd Industrial Estate, Church Stretton	1839	11 (69-460)	86	Managed by PXP
Ludlow Business Park, Orleton Road, Ludlow	N/k	20 (42-343)	N/k	Managed by PXP One vacant unit – 93 sqm PXP too busy to provide information
Lower Teme Business Park, Burford	N/k	9 (128-4757)	N/k	Managed by PXP Three vacant units – 2429 sqm PXP too busy to provide information

Source: BE Group 2010

Table 42 – Commercial Agent and Developer Comments – Office – South

Contact	Comment
Towler Shaw Roberts	Ludlow Eco Park has done well for the sub-region. However most of the local businesses that wanted to move now have done so. Shropshire Council needs to now attract inward investment from Shrewsbury/Hereford/South East to continue the town's progress. It should market to R&D/service sector, selling the quality of life, sustainability, etc. The Eco Park offers the requisite supply and quality of land and premises and is a step change in the property offer. However it needs to be pushed; and marketing and signage needs to be improved and tidied up. The Business Quarter has proved quite popular and is mainly local relocations. The Enterprise Centre at the Eco Park also appears to have done quite well
McCartneys	Minimal office market – Ludlow Eco Park initially went well, but seems to have slowed down recently. No demand for town centres office space generally. Small business centres, such as the Central Marches Business Development Centre - small offices let on all inclusive monthly licences is the type of office space that works best
Stoford Developments	Office development in the South is extremely marginal. Very difficult to make money. Without gap funding, most schemes will only be built on a pre-let basis.
Nock Deighton	Do not get heavily involved in the South Zone; it's too distant from the company's Shrewsbury base. Aware of the success, albeit limited, at Ludlow Eco Park. In reality it may be too highly specified for area, e.g. expecting BREEAM standards, and a bit optimistic. A lower quality scheme may have more chance of success in the future and be more akin to local needs

Contact	Comment
Pooks	There is no real office market to speak of. There is just the occasional opportunity. Companies are forced to locate on the outskirts of town because of the lack of car parking in the town centre. Ludlow Eco Park has been successful, but future growth will be limited. Shropshire Council could do with sorting out the uncertainty over Ludlow hospital's relocation to the Eco Park. Some potential schemes on hold while this is sorted out. Not sure it is a good idea; the land should be reserved for employment. If hospital does go there, then alternative land will need to be provided elsewhere
Balfours	Limited activity in the office market in the South – too small and sparsely populated an area

Source: BE Group 2010

Table 43 – Office Scheme Performance – South

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Occupancy Rate, percent	Comment
Business Quarter, Ludlow	2230	10 139-557	100	Popular All sold, except one remaining unit which is yet to be built Mix of local companies – solicitors, vets, medical
Enterprise House, Bishops Castle	N/k	7 (1-2 person offices)	86	Community facility run by social enterprise Reasonable level of enquiries First vacancy for a number of years
Ludlow Rural Enterprise Centre, Ludlow	859	19 offices (16-46) 3 workshops (98-124)	80	Evans Easyspace scheme Could have done with more workshops, as they are full Performs marginally better than equivalent enterprise centres in Herefordshire
Challenge Court, Bishops Castle (Offices)	188	6 (12-51)	47	Shropshire Council scheme Few enquiries

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Occupancy Rate, percent	Comment
				Vacant units need remedial works to make them lettable
Drovers House, Craven Arms	234	6 (29-51)	12	Shropshire Council scheme Modern suites, above retail Very few enquiries Suffers from a lack of free car parking

Source: BE Group 2010

East

Bridgnorth Employment Land Study – Bridgnorth District Council (2005)

5.27 This study found that Bridgnorth is the main hub of activity in the District, due to its size and good road connections. Demand was more limited in Highley, Much Wenlock, Shifnal, Alveley and Ditton Priors. Employment forecasts indicated a strong demand for small, managed workshops and offices; conversely limited need for large, unmanaged industrial units. However a lack of units for medium sized firms was considered a constraint on the market. Most industrial demand was for units of 0-500 sqm. There was little obvious office demand, but local stakeholders felt that there would be demand for offices if some were built. A key market failure was identified as the lack of sites suitable for modern, high quality development, only Faraday Drive and Chartwell Business Park offered potential for this. Most of the existing employment areas cater to small, low cost operators looking for value-orientated accommodation.

Table 44 – Commercial Agent and Developer Comments – Industrial – East

Contact	Comment
Wiggins & Lockett	Not aware of any shortage of property – of any kind – in Bridgnorth
Nock Deighton	No lack of premises in Bridgnorth. There remains a reasonable level of enquiries in Bridgnorth, but potential investors are constrained by a lack of finance. Rural units also popular, however often have difficulties with planning and highways issues
Hickman Stanmore	There is a real shortage of certain types of property in Bridgnorth, particularly starter workshops. Advantage West

Contact	Comment
	Midlands was considering developing these at Chartwell Business Park but this has stopped now that its future is in doubt. Such a scheme is not suitable for Stanmore Industrial Estate as this is aimed at SMEs. Shropshire Council will need to take over the mantle of Advantage West Midlands and help with gap funding and land servicing. The market remains difficult as rents are unchanged in 5-10 years, and although land values have risen slightly, building costs keep on rising – thus making development very difficult from a viability point of view
Advantage West Midlands	The servicing of Chartwell Park means that there is now sufficient supply of land in Bridgnorth, after years of limited supply
Nock Deighton	Bridgnorth has quite a local market – as it falls between Telford and Black Country – where there is quite a lot of supply. There is a lack of industrial units, especially modern and freeholds in Bridgnorth. There is continuing demand for 250 sqm units, despite recession. The limited supply has meant demand has remained constant. Supply is limited as a lot of land/premises has tended to be drip fed onto market by Hickman Stanmore. Get occasional demand for more rural, agricultural conversion schemes – tend to be by more cost conscious operators; and for places like Alveley Industrial Estate
Bulleys	Bridgnorth has historically lost out to Telford and the Black County, where there is a ready supply of land and labour. Plentiful supply there has meant values are lower than in Bridgnorth too. Bridgnorth is affluent area, and there are business leaders in the area, so the fundamentals for demand present. Not aware of a real shortage of any sorts of property. Supply is reasonably balanced to demand. However if schemes were created they may well find occupiers – it is difficult to tell in this market
Towler Shaw Roberts	There is reasonable industrial market in Bridgnorth. It struggles a little against competition from Wolverhampton and Telford. There are no apparent shortages of space of any nature. In Shifnal, industrial units get occupied when they come available, but only if priced competitively. However there is no significant demand, and no need for more workshops. Again it is overshadowed by Wolverhampton & Telford

Source: BE Group 2010

Table 45 – Industrial Scheme Performance – East

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Floorspace Occupancy Rate, percent	Comment
Ditton Priors Trading Estate (North)	N/k	15 (50-300)	100	Recently let last small 50 sqm unit to local business relocating from Bridgnorth Enquiries a little down in recession, but generally done well with companies looking for low cost space Most popular units are 150 sqm, 50 sqm are slightly too small and difficult to let
Ditton Priors Trading Estate (South)	8000	N/k	97	Two 120 sqm units vacant Low cost accommodation
Netherton Workshops, Highley	567	4 (93-186)	83	Shropshire Council scheme, held on long leasehold from PXP West Midlands
Severn Valley Workshops, Alveley Industrial Estate, Alveley. Bridgnorth	560	9 (93-186)	100	Shropshire Council scheme
Stanley Lane Industrial Estate, Bridgnorth	1208	20 (28-336)	100	Shropshire Council Scheme Some units in poor state of repair

Source: BE Group 2010

Table 46 – Commercial Agent and Developer Comments – Office – East

Contact	Comment
Wiggins & Lockett	Limited office market in Bridgnorth – Telford much more popular. Enquiries for office space larger than 65 sqm are minimal
Nock Deighton	Office demand, what there is, is mainly for very small units – 1-2 man suites. Preferably on maximum one year lease lengths
Hickman Stanmore	Bridgnorth lacks small offices – the only multi-let office scheme is Lasyard House
Nock Deighton	The office market is very poor at moment. There would normally have a reasonable turnover of letting in the town centre. Absolutely no enquiries at moment

Contact	Comment
Towler Shaw Roberts	There is only a small office market in Bridgnorth, and practically no office market in Shifnal. No need for additional property supply at the moment

Source: BE Group 2010

Table 47 – Office Scheme Performance – East

Scheme Name	Total Floorspace, sqm	No. Units (Size Range, sqm)	Occupancy Rate, percent	Comment
James House, Albrighton	1134	42 (9-159)	87	Good quality serviced office scheme Mainly administrative type occupiers High turnover – operate on the basis of a 28 day licence therefore availability changes all the time
Zone A, Stargate Business Park, Bridgnorth	307	7 (28-50)	84	Converted warehouse Took a long time to attract occupiers but finally doing well
Churchill Court, Faraday Drive, Bridgnorth	372	n/k (70-204)	45	Struggling – lack of enquiries Part occupied by developer (Beech Insurance) Very local market

Source: BE Group 2010

Summary

5.28 The consultations with property market stakeholders confirm the limited demand at the moment due to the recession. They also confirm the general findings of the earlier employment land and premises reviews, which this study is updating. Industrial (rather than office) is the larger sector, all Zones have relatively insular markets, and small office markets (except in Shrewsbury).

5.29 There are no identified premises shortages in the North East Zone. The servicing of Tern Valley Business Park in Market Drayton should ensure sufficient land supply there. Whitchurch is constrained by the electricity capacity issues, while the servicing of the Civic Park extension will also likely require gap funding irrespective of this.

5.30 Although no property shortages were identified in the North West Zone, especially given the continuing popularity of the area's rural employment areas, most commentators identified the lack of available development land in Oswestry.

5.31 In Central Zone, most consultees indicated that there is a lack of available employment land for the medium-to-long term. Battlefield Enterprise Park is close to being built out, and remaining sites are landbanked by a few landowners that appear to constrain the 'free' market. Other land is reserved for food related uses – a situation that is widely questioned. This shortage of land is leading to property supply issues – these are noted across a wide size range, from 100 sqm up to 2000 sqm. If more land is allocated, there are mixed views on where it should be. The consensus is probably to consolidate industrial uses to the north, and offices elsewhere. The office market is generally in balance – however work is needed in the town centre to facilitate improved supply there to respond to future growth.

5.32 Ludlow is the focus in the South Zone, other settlements being too small for those consulted to provide any significant comment. No definitive shortages of property are identified, however small workshops in Ludlow and freehold property generally were mentioned. There appears to be plenty of land but Ludlow Eco Park needs to refresh the supply of land and possibly provide a broader spectrum of property in order to attract inward investment, now that it has assisted the local market by facilitating local relocations and expansion.

5.33 Supply and demand are perceived to be in equilibrium in the East Zone. The servicing of Chartwell Business Park has alleviated the previous land shortage in Bridgnorth. There are no shortages of premises of any type. The zone has a limited property market due to it being in the shadow of Telford and the Black Country.

Challenges and Opportunities

5.34 The analysis in this section was undertaken in the depths of a recession, consequently its demand-side findings are limited. Furthermore the study addresses the whole of Shropshire, which limits the detail that can be applied to small individual settlements.

5.35 In terms of land supply the public sector continues to play an important gap funding role in bringing forward available development sites. This will be more difficult with tighter budget restrictions in the future. Irrespective of this serious issues remain:

- Electricity supply problems in Whitchurch
- Overall development costs at Civic Park, Whitchurch
- Lack of available land in Oswestry
- Providing additional industrial sites in Shrewsbury.

6.0 EMPLOYMENT LAND SUPPLY

Introduction

6.1 This section looks at the existing portfolio of employment land in the County, not only how much there is, but also its quality, type, suitability and availability. Shropshire needs a balanced portfolio of land to accommodate a sustainable, growing economy that can respond to dynamic market conditions, changing business needs and working practices, including higher technology operations. The land supply analysis is based on the position at 1st April 2009. The basis for identifying the land is Shropshire Council's PLUMS database and the former Districts' 'Saved' Local Plans.

Headline Land Supply

6.2 Table 48 schedules the location of the undeveloped employment land (all allocated land, and windfall sites with planning permission of above 0.10 ha), by spatial zone and settlement (see Figure 2), and if it is serviced. More detailed schedules breaking the sites down individually for each spatial zone are included at Appendix 2. This includes details of sizes; provides comments on current status (e.g. owner intentions) together with an assessment as to when it might come forward for development or use. The assessment of timescale is based upon a number of factors – market demand overview (from discussions with stakeholders and site owners), ownership situation, planning status, infrastructure and services required. Detailed proformas for each site (which include plans) are provided at Appendix 3.

Table 48 – Headline Land Supply Summary

Spatial Zone and Settlement		Number of Sites	All Employment Land, ha	Serviced Land, ha
North East	Whitchurch	7	13.65	2.81
	Market Drayton	6	16.93	7.71
	Wem	2	1.90	1.90
	Elsewhere	3	3.62	3.62
	North East Sub-total	***18***	***36.10***	***16.04***
North West	Oswestry	7	20.12	2.32
	Ellesmere	3	9.61	-
	Elsewhere	7	5.20	2.14
	North West Sub-total	***17***	***34.93***	***4.46***
Central	Shrewsbury	25	31.71	10.53

Spatial Zone and Settlement		Number of Sites	All Employment Land, ha	Serviced Land, ha
	Minsterley/Pontesbury	1	0.26	0.26
	Elsewhere	6	7.57	0.25
	Central Sub-total	***32***	***39.54***	***11.04***
South	Ludlow	10	4.67	1.70
	Craven Arms	7	6.76	1.89
	Church Stretton	-	-	-
	Bishops Castle	3	3.26	0.51
	Cleobury Mortimer	2	0.37	0.37
	Elsewhere	3	3.00	1.25
	South Sub-total	***25***	***18.06***	***5.72***
East	Bridgnorth	4	9.23	8.62
	Much Wenlock	1	0.65	-
	Highley	1	0.59	-
	Shifnal	-	-	-
	Albrighton	-	-	-
	Broseley	-	-	-
	Elsewhere	4	1.74	0.40
	East Sub-total	***10***	***12.21***	***9.02***
Shropshire Total		**102**	**140.84**	**46.28**

Source: BE Group 2010

6.3 There are 102 sites totalling 140.84 ha. These are made up by:

Central	39.54 ha (28.08%)	32 sites (31.37%)
North East	36.10 ha (25.63%)	18 sites (17.64%)
North West	34.93 ha (24.80%)	17 sites (16.66%)
South	18.06 ha (12.82%)	25 sites (24.51%)
East	12.21 ha (8.67%)	10 sites (9.801%)

6.4 The Central Spatial Zone has the largest proportion of the land in the Headline Land Supply with 28.1 percent. It also has the most sites, 32, which is 31.4 percent of the total of 102. The North East and North West Zones also have a significant amount of land/sites, almost on a par with Central. The South and East Zones have a lower level of provision with less than 20 ha each. The South Zone is characterised by a lot of small sites as its 18.06 ha of employment land is made up of 25 sites.

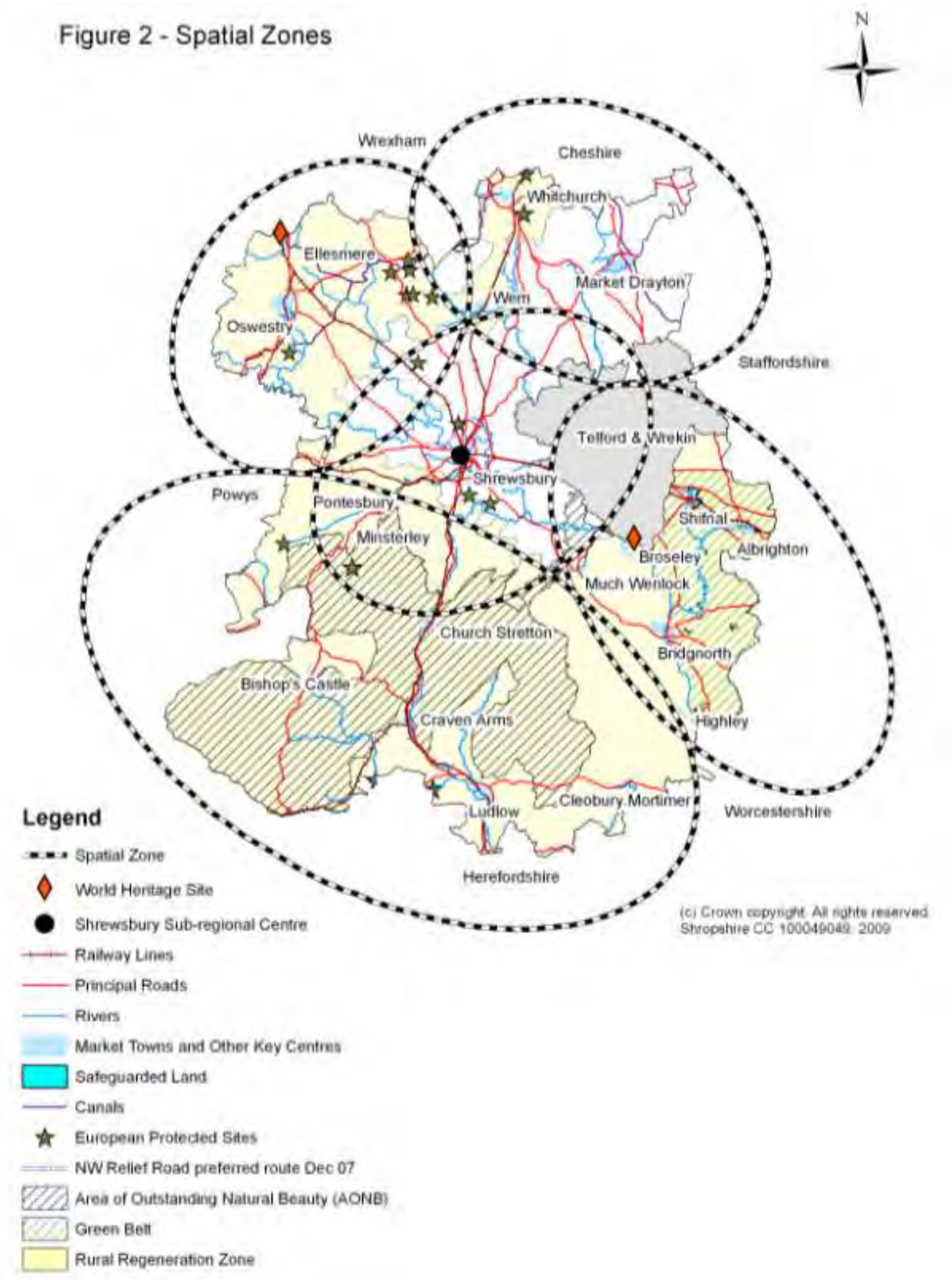


Figure 2 - Spatial Zones
N
Wrexham
Cheshire
Whitchurch
Ellesmere
Market Drayton
Wem
Oswestry
Staffordshire
Telford & Wrekin
Shrewsbury
Powys
Pontesbury
Shifnal
Minsterley
Albrighton
Broseley
Much Wenlock
Church Stretton
Bridgnorth
Bishop's Castle
Craven Arms
Highley
Ludlow
Cleobury Mortimer
Worcestershire
Herefordshire
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Legend
Spatial Zone
World Heritage Site
Shrewsbury Sub-regional Centre
Railway Lines
Principal Roads
Rivers
Market Towns and Other Key Centres
Safeguarded Land
Canals
European Protected Sites
NW Relief Road preferred route Dec 07
Area of Outstanding Natural Beauty (AONB)
Green Belt
Rural Regeneration Zone

6.5 The bulk of the sites, as Table 49 shows, are in the 0.10-1.00 ha size band, with 66 of the sites (65 percent) falling in this size band from the total of 102 sites. As one would expect, the number of sites falls through each of the following size bands, with sites of over 5.00 ha being relatively rare in Shropshire. This trend is generally also true of all the spatial Zones. Only the South Zone has a lack of land in one of the size bands – no sites of above 5.00 ha.

6.6 Naturally the amount of land tends to follow a converse pattern, with the bulk of the employment land made up by sites in the larger size bands. So, for example, the 5.01 ha plus size band accounts for only eight sites, but over 40 percent of the County's total land resource. It is worth noting that the largest sites are located in the North and Central Zones and this consolidation of land on larger sites in fewer locations is itself a constraint on the availability of land in these Zones combined with the assessments in para 6.25 (availability), Table 68 and para 8.11 (readily available land).

Table 49 – Sites Size Analysis

Spatial Zone	**Amount of Land (Number of Sites)**				
	0.10-1.00 ha	**1.01-2.00 ha**	**2.01-5.00 ha**	**5.01+ ha**	**Total**
North East	4.11 (10)	4.48 (3)	7.57 (2)	19.94 (3)	36.10 (18)
North West	3.17 (8)	5.65 (4)	7.96 (3)	18.15 (2)	34.93 (17)
Central	8.44 (22)	5.75 (4)	11.84 (4)	13.51 (2)	39.54 (32)
South	5.54 (19)	4.01 (3)	8.51 (3)	-	18.06 (25)
East	2.44 (7)	1.19 (1)	2.84 (1)	5.74 (1)	12.21 (10)
Total	**23.70 (66)**	**21.08 (15)**	**38.72 (13)**	**57.34 (8)**	**140.84 (102)**

Source: BE Group 2010

6.7 Table 48 also shows how the land is distributed through the key settlements/market towns in the County. Shrewsbury, as the main economic centre, dominates with 25 sites equating to 31.71 ha. A second tier of towns, those with over five sites, and at least 10 ha of land, includes Whitchurch, Market Drayton and Oswestry. The third tier includes towns such as Ellesmere, Ludlow, Craven Arms and Bridgnorth. Towns with limited supply include Wem, Minsterley, Bishops Castle, Cleobury Mortimer, Much Wenlock and Highley. The settlements of Pontesbury, Church Stretton, Shifnal, Albrighton and Broseley have no available employment land.

6.8 A site is defined as 'serviced' if utilities and road access are readily available and this is a key consideration to the site being readily available in addition to the site being actively marketed for development, especially where it is allocated for development or has planning permission. The servicing of land would apply to infill sites in existing employment areas or where major sites have been prepared ready for development. Large allocations, where although services run to the edge of the site they have not been provided into the site itself, are not considered to be serviced. Serviced land makes up 46.28 ha which is only a third of the total headline supply (Table 48). The North West has by far the lowest amount and overall proportion (only 12.76 percent) of serviced land. In North East, close to half the land is serviced (44.4 percent); and in the East almost 75 percent of the land is serviced reflecting recent infrastructure investment in Bridgnorth town.

6.9 In addition to those settlements with no employment land supply i.e. Pontesbury, Church Stretton, Shifnal, Albrighton and Broseley, many of the settlements with employment sites have very little serviced land available. This situation affects some of Shropshire's principal market towns including Whitchurch, Oswestry and Ludlow as shown below:

- Whitchurch
- Wem
- Oswestry
- Minsterley/Pontesbury
- Ludlow
- Craven Arms
- Bishops Castle
- Cleobury Mortimer

and the following settlements have no serviced land at all:

- Ellesmere
- Much Wenlock
- Highley.

6.10 Table 50 shows that most of the land (83.4 percent) is made up of allocated sites, the exception being in the Central Zone where this figure falls to 53.6 percent. As it contains Shrewsbury, the main economic centre, it is not surprising that this is the case. The continual churn of windfall sites will be linked to its larger urban mass and market demand conditions that facilitate redevelopment and the associated windfall sites this consequently encourages.

Table 50 – Employment Land – Allocated/Windfall Split

Spatial Zone	Allocated, ha (Number of Sites)	Windfall, ha (Number of Sites)	Total (Number of Sites)
North East	34.86 (14)	1.24 (4)	36.10 (18)
North West	33.60 (13)	1.33 (4)	34.93 (17)
Central	21.20 (17)	18.34 (15)	39.54 (32)
South	16.03 (19)	2.03 (6)	18.06 (25)
East	11.81 (8)	0.40 (2)	12.21 (10)
Total	**117.50 (71)**	**23.34 (31)**	**140.84 (102)**

Source: BE Group 2010

6.11 As such, this shows the importance of allocated sites in meeting the need for employment land throughout the County. The flow of windfall sites would not meet need and provide an adequate range of choice and supply. The allocated sites are spread throughout the County, but some key settlements do not have any allocated employment land:

- Minsterley/Pontesbury
- Church Stretton
- Cleobury Mortimer
- Shifnal
- Albrighton
- Broseley.

6.12 Table 51 shows that over 75 percent of the employment land supply is greenfield, typical of a largely rural county such as Shropshire. However the split in term of sites is far more even, only 54.9 percent are greenfield in comparison. Brownfield sites are similar to windfall sites in that they will be representative of redevelopment and a stronger property market. Hence the higher proportion of brownfield land in the Central Zone again linked to its economic mass. The other spatial Zones especially the South are more rural, and have lower key property markets that are not so encouraging of ad hoc redevelopment. The southern Zones also show that the presence of higher quality, sensitive landscapes i.e. AONB and Green Belt make it expedient to identify a higher proportion of brownfield land preferably within settlements where possible. This is illustrated in the South but is most clearly evident in the East, where most of the land (and sites) are brownfield. In the South, but especially in the East, this is directly the result of the nature of the sites that were allocated in the past – on land that was formerly used for industry/military purposes – rather than a reflection of a stronger property market in those areas.

Table 51 – Employment Land – Greenfield/Brownfield Split

Spatial Zone	Greenfield Land, ha (Number of Sites)	Brownfield Land, ha (Number of Sites)	Total (Number of Sites)
North East	33.07 (12)	3.03 (6)	36.1 (18)
North West	30.43 (9)	4.50 (8)	34.93 (17)
Central	31.47 (19)	8.07 (13)	39.54 (32)
South	11.93 (14)	6.13 (11)	18.06 (25)
East	1.24 (2)	10.97 (8)	12.21 (10)
Total	**108.14 (56)**	**32.70 (46)**	**140.84 (102)**

Source: BE Group 2010

Sites Suitability

6.13 Land is divided between two types of uses – office and industrial. The data shows that supply is dominated by industrial-orientated land. Only 17.58 ha is specifically for offices, spread across the North East, Central and South Zones. There are no sites dedicated purely for office use in either the North West or East. However, as Table 52 shows, over 67 percent of the study area's land could be suitable for either use, and consequently this is not such a problem.

Table 52 – Anticipated Land Use

Spatial Zone	Site Type, Amount of Land, ha (Number of Sites)			
	Office	Industrial	Industrial/Office	Total
North East	4.82 (1)	6.24 (9)	25.04 (8)	36.10 (18)
North West	-	5.93 (9)	29.00 (8)	34.93 (17)
Central	6.39 (5)	10.43 (14)	22.72 (13)	39.54 (32)
South	6.37 (7)	3.22 (8)	8.47 (10)	18.06 (25)
East	-	2.87 (6)	9.34 (4)	12.21 (10)
Total	**17.58 (13)**	**28.69 (46)**	**94.57 (43)**	**140.84 (102)**

Source: BE Group 2010

6.14 Table 53 shows what the sites could be developed for, using the market segments identified by ODPM's Employment Land Review Guidance. It goes beyond the simple office/industrial classifications. As the analysis shows, most sites in the study area are general/business areas suitable for a wide variety of uses (including some of the uses that could fall under the other categories in the table, but for which few specific sites are identified).

Table 53 – Analysis of Sites Suitability to ELR Guidance Market Segments

Market Segment	Amount of Land, ha (Number of Sites)					
	North East	North West	Central	South	East	Total
Established or Potential Office Locations	17.22 (6)	23.09 (4)	21.19 (13)	7.94 (9)	5.74 (1)	75.18 (33)
High Quality Business Parks	4.82 (1)	-	6.21 (4)	3.63 (6)	-	14.64 (11)
Research and Technology/Science Parks	-	-	-	-	-	-
Warehouse/Distribution Parks	-	12.00 (1)	12.52 (4)	-	8.58 (2)	33.10 (7)
General Industrial/Business Areas	31.28 (17)	34.93 (17)	32.24 (27)	14.17 (18)	12.47 (11)	125.09 (90)

Market Segment	Amount of Land, ha (Number of Sites)					
	North East	North West	Central	South	East	Total
Heavy/Specialist Industrial Sites	14.52 (2)	-	16.99 (6)	-	8.58 (2)	40.09 (10)
Incubator/SME Cluster Sites	-	-	12.63 (4)	0.12 (1)	5.74 (1)	18.49 (6)
Specialised Freight Terminals	-	-	-	-	-	-
Sites for Specific Occupiers	15.46 (4)	-	22.94 (10)	2.43 (4)	-	40.83 (18)
Recycling/Environmental Industries Sites	13.40 (4)	18.15 (2)	14.04 (5)	9.09 (6)	9.77 (3)	64.45 (20)

Source: BE Group 2010

6.15 All areas have potential office locations; although the North West and East Zones lack high quality business park sites. However, this is not considered to be a serious issue given the availability of more general office land and industrial/business sites previously highlighted. There are a number of warehouse/distribution park sites, but none in the North East or South Zones. Again this is not an issue, as Shropshire is not really an area that needs such sites – it is not a specific distribution location, unlike Telford in the neighbouring authority of Telford and Wrekin.

6.16 There are no heavy/specialist industrial sites in the North West and the South; those in the other Zones are linked to specific locations or employers:

- Muller, Market Drayton – Muller is a major dairy producer (both nationally and internationally), and a key part of the Food and Drink Sector in Shropshire. Muller's Market Drayton plant employs around 500 in a 54,000 sqm production facility. 90 percent of its milk sourced is from 150 local farms. 8.50 ha (net) of expansion land is available north of A53 (NS2007/02018 - Muller Dairy (North Site), Shrewsbury Road, Market Drayton) and Muller will be expanding its production facilities in 2011, and beyond, with the creation of 300 jobs.
- Grocontinental, Whitchurch – Grocontinental is one of the largest storage and distribution companies in the UK. The company's 10 ha site in Whitchurch contains 120,000 pallet spaces of multi-temperature storage and employs 300. There is 6.02 ha of employment land to the south west of the facility

(LN2003/00054 – South of Civic Park, Whitchurch). Grocontinental has previously expressed interest in using part of this site in its expansion plans

- Stadco, Shrewsbury – Stadco is a Tier One supplier of automotive body parts and services to vehicle manufacturers such as Ford, Jaguar and Nissan. The 33,000 sqm Shrewsbury factory employs around 300. 1.76 ha of land is retained for expansion within the site (LY2001/00016 - Rear of Stadco, Harlescott Lane, Shrewsbury)
- Greenhills Enterprise Park, Shrewsbury – the location of the Shropshire Food Enterprise Park and the existing Food Enterprise Centre (three employment sites totalling 10.24 ha).
- Uniq, Minsterley – Uniq is a major national producer of dairy products. The 11 ha Minsterley site employs 800 and produces 109 million chilled pot deserts a year. 0.26 ha of expansion land is available within the site (SY2004/01849 - Uniq, Minsterley)
- Lloyds Animal Feeds, Morton, near Oswestry – Lloyds process and distribute grain based feeds in four mills across the UK, including one at Morton, Oswestry. The company employs 250 in total. Lloyds own both expansion land at Morton and land around Poultry Farm, Ford (SY2004/01389 and SY2003/00715, 5.82 ha in total).
- Stanmore Industrial Estate, Bridgnorth – Stanmore Industrial Estate provides 60,000 sqm of industrial/warehouse floorspace, off the A454. Major occupiers include Kumho Motorsport, Clive Cowern Transport, Grainger and Worrall (automotive supplies), Classic Motor Cars Ltd and Coram Showers. 2.84 ha of employment land is available in the estate (LB2004/00013 – Stanmore Industrial Estate, Stanmore, Bridgnorth)
- Chartwell Business Park, Bridgnorth - Chartwell Business Park comprises 5.74 ha of undeveloped employment land (BR1992/00598 and BR1993/00463) off the A458 Stourbridge Road as well as existing employment uses on the rest of Chartwell Business Park to the south. Occupiers in the developed parts of the Business Park include Clive Cowern Transport and Steve Fellows International (road haulage). The undeveloped land is serviced, with 11 plots either on the market, reserved for a potential rural enterprise centre or reserved for other occupiers. There is permission for non-food retail warehousing on 1.46 ha in the north west corner of the site. The landowner is applying for food retail on same plot of land. An adjacent major occupier is Novelis/Bridgnorth Aluminium.

6.17 There are incubator/SME cluster sites in the Central, South and East Zones only – generally linked to existing small business developments. There are no such sites in the North East and North West. However, many of the sites categorised as potential office or general business locations would have capability for this use where a proposal came forward for the provision of appropriate floorspace, e.g. a rural enterprise centre.

6.18 There are no specialised freight terminals or research and technology sites in any of the five areas. Again this is not an issue; a rural county such as Shropshire does not necessarily need such sites.

6.19 Sites for specific occupiers are generally those sites held as expansion land; or where the land is reserved for a particular use, e.g. food-related development at Greenhills Enterprise Park (i.e. the Shropshire Food Enterprise Park) in Shrewsbury. There are also a range of recycling/environmental industries sites throughout the County.

6.20 A similar analysis is provided for the main employment areas (i.e. industrial estates/business parks) in the County at Appendix 4. There are opportunities for most market segments in most of the spatial Zones. As previously highlighted, there are only two high quality business park locations (Shrewsbury Business Park and Ludlow Eco Park). There are no research and technology/science park locations in the County. There is little scope for the development of these in the County given the lack of major university or national science institute/research centre, hence the difficulties in delivering the reserved allocation at Heath Road, Whitchurch to the market. There will be opportunities for small scale research and development throughout the County, and there is much going on that is not readily known about, e.g. Rapra in Shawbury.

6.21 All Zones fall into the general industry/business category, many also have the potential to accommodate office space. There are very few dedicated distribution parks, as can be found in places such as Warrington and Magna Park, Lutterworth; but several areas do contain a range of B8 uses. These include Stanmore Industrial Estate and Stourbridge Road/Chartwell Business Park, Bridgnorth (occupiers include Clive Cowern Transport and Steve Fellows International) and Wem Industrial Estate (where around 30 percent of occupiers are B8 uses, mostly associated with road haulage).

6.22 Most locations also accommodate SME clusters, not surprising given that over 95 percent of the County's businesses are SMEs. As for formal incubators there are probably none in the County. The rural enterprise centres in Shrewsbury and Ludlow, as well as the Shropshire Food Enterprise Centre, do provide space for start-ups. However, they will also accept established micro businesses and do not have limits on how long a business can stay in the centres (which would free up space for the next generation of new firms).

6.23 Areas for heavy industry and specific occupiers are distributed through the County, linked to the legacy of company locations. There are also plenty of options for the emerging recycling/environmental industries – although the actual suitability of sites will be highly dependent on the actual type of recycling/environmental activity in question.

Land Availability

6.24 Each site has been assessed for its expected availability, the point at which it may come to market or be developed. This is derived from consultations with owners, agents, the Council and other evidence gathered in this study.

6.25 As Table 54 shows, the County has a well balanced distribution of land in terms of availability. Nearly 65 percent is theoretically available within three years, with only a relatively small proportion classed as longer term supply in being up to five years or more away from practical development.

6.26 Considering the spatial Zones individually, only the North West has longer term supply (5+ years away). All the others have a high proportion of their land supply theoretically available for development within three years:

East	90.2 percent (11.01 ha)
South	80.9 percent (14.62 ha)
Central	76.7 percent (30.32 ha)
North East	70.0 percent (25.26 ha)
North West	26.2 percent. (9.15 ha)

6.27 The North West's land supply is constrained by the fact that four of its sites will be unlikely to be developed within five years for a mix of constraint and market demand reasons: Weston Farm, Oswestry; Old Coal Yard, Llanymynech; Bank Top IE, St Martins; and Grange Road, Ellesmere. North West also has the lowest amount of land that falls into the 0-1 year category.

6.28 Aside from the North West, most of the other areas have most of their land available in the 1-3 years category. The exception to this being the East Zone, which does even better, with the majority of its land comprising 9.02 ha (74 percent) available for development within one year.

Table 54 – Land Availability Summary

Spatial Zone	Hectares Available, years (Number of Sites)				
	0-1	1-3	3-5	5+	Total
North East	5.27 (5)	19.99 (11)	10.84 (2)	-	36.10 (18)
North West	2.67 (6)	6.48 (5)	7.70 (2)	18.08 (4)	34.93 (17)
Central	7.54 (16)	22.78 (11)	9.22 (5)	-	39.54 (32)
South	3.84 (13)	10.78 (11)	3.44 (1)	-	18.06 (25)
East	9.02 (5)	1.99 (3)	1.20 (2)	-	12.21 (10)
Total	**28.34 (45)**	**62.02 (41)**	**32.40 (12)**	**18.08 (4)**	**140.84 (102)**

Source: BE Group 2010

6.29 Table 55 analyses the sites in terms of their planning status, whether they benefit from outline/full planning permission or remain as allocations. The majority of sites (52 sites) have full planning permission; however just under half of the land area (68.03 ha) remains as allocations and so does not benefit from planning permission as yet. For the same reason that the Central Zone has a large amount of brownfield and windfall sites, the Central Zone also has the highest proportion of land with planning permission. The North East, North West and the South Zones all have a relatively high proportion of land that remains as allocations compared to that which benefits from planning permission. Much of this land is made up of large sites that will probably require public sector support to bring forward:

- Heath Road, Whitchurch
- South of Civic Park, Whitchurch
- Weston Farm, Oswestry
- Ellesmere Business Park, Ellesmere
- Grange Road, Ellesmere
- North of Long Lane, Craven Arms
- Land adjoining the Eco Park, Ludlow.

Table 55 – Sites Planning Status

Spatial Zone	Amount of Land (Number of Sites)			
	Full Permission, ha	Outline Permission, ha	Allocation, ha	Total
North East	5.11 (9)	13.92 (2)	17.07 (7)	36.10 (18)
North West	3.11 (7)	9.14 (3)	22.68 (7)	34.93 (17)
Central	13.46 (19)	13.92 (6)	12.16 (7)	39.54 (32)
South	5.08 (14)	2.89 (2)	10.09 (9)	18.06 (25)
East	0.44 (3)	5.74 (1)	6.03 (6)	12.21 (10)
Total	**27.20 (52)**	**45.61 (14)**	**68.03 (36)**	**140.84 (102)**

Source: BE Group 2010

Sites Quality

6.30 All sites have been graded using a standard scoring system that consists of objective measures (as far as possible). Each site is scored for its attractiveness to the market and for how well it meets planning policy objectives. The categories are: road proximity, prominence, sequential test, environmental setting, road accessibility, public transport, strategic approach, development constraints, services availability, site availability and flexibility. The assessment gives an appraisal of the overall quality of the land resource. The detailed scoring is provided in Appendix 5 and for each zone the sites are ranked according to their scoring in this assessment.

6.31 The highest market scoring site is Chartwell Business Park in Bridgnorth which has recently been serviced with the support of AWM and is ready for development. It scores 100 out of a maximum possible of 110. Other high scoring sites include Waymills Business Park, Whitchurch; Tern Valley Business Park, Market Drayton; parts of Oswestry Industrial Estate, Oswestry; Shrewsbury Business Park, Shrewsbury; various sites at Battlefield Enterprise Park, Shrewsbury; Ludlow Eco Park, Ludlow; and Long Lane Industrial Estate in Craven Arms.

6.32 Based on the average score of all the sites in each spatial zone, the zone with the highest overall quality of its portfolio of sites is the North East; closely followed by the South and Central Zones with the lowest two being the North West and the East Zones as shown in Table 56.

Table 56 – Overall Sites Quality by Spatial Zone

Spatial Zone	Number of Sites	Highest Site Score	Lowest Site Score	Average Site Score
North East	18	95	50	82.4
South	25	95	44	80.8
Central	32	96	48	78.6
East	10	100	48	67.5
North West	17	90	46	64.3

Source: BE Group 2010

6.33 The scoring is intended to give a reasonably objective, transparent appraisal of the overall quality of the land resource. This scoring system is just one method to use when assessing sites. There will be exceptions that prove the rule. However it gives general guidance, and those sites scoring well, are the ones to be protected – at least more so than those scoring poorly. However low scoring sites can still have a role to play in satisfying the needs of all sectors of Shropshire's businesses, for example Wem Industrial Estate, Ifton Industrial Estate, Leaton Industrial Estate, Alveley Industrial Estate all score poorly relative to the rest of the sites. Yet they are all relatively popular sites (recession aside) as they provide otherwise limited land resource in their parts of the County.

Realistic Land Supply

6.34 The sites in the Headline Land Supply (see Table 48) have also been assessed to consider whether there may be potential losses to the supply. This assessment has identified some key issues which could affect the existing supply of employment land – whether by reducing the overall supply, affecting the distribution of land across

Shropshire or the range and availability of sites in particular locations across the Zones. These issues are summarised in Table 57 in relation to sites with key issues about their capacity to be readily available within a specific timeframe:

- longstanding sites – undeveloped or unserviced for over 10 years
- constrained sites – issues in relation to their availability to the market
- sites lost to other uses – issues from their previous allocation
- expansion sites – land for the development needs of specific companies.

Table 57 – Existing Employment Land Supply: Key Issues

Zone	Site Address	Area (ha)	Issues	Comment
North East	South of Civic Park, Whitchurch	6.02	• Development constrained by lack of public sector funding for servicing and electricity capacity issues in Whitchurch, • Land provides an opportunity for expansion by key local employers on existing business park, • Allocated in North Shropshire Local Plan (2005).	Residual allocation in prominent edge of town location, accessible off A525 bypass and A49/A41 trunk road. Site should be retained in employment land supply as extension to Waymills Business Park.
	Heath Road, Whitchurch	4.82	• Development constrained by restricted type of use, lack of public sector funding for servicing and electricity capacity issues in Whitchurch, • land restricted to Class B1(b) high technology use and site boundary might limit developable area to 2.10 ha, • Insufficient demand for high technology uses in Whitchurch preventing land being developed, • Allocated in North Shropshire Local Plan (2005) as Reserve Allocation.	Allocation in prominent edge of town location, accessible from A525 bypass and A49/A41 trunk road. Site should be retained in employment land supply with relaxation of restriction to high technology use and an assessment of the actual developable area of land.
	Mullers, Market Drayton	8.50 (total) (24.00)	• Expansion land for Mullers to provide new 24 ha campus with developable area of 8.5 ha, • Outline planning permission NS2007/02018 granted and Mullers progressing reserve matters, • Allocated in North Shropshire Local Plan (2005).	Mullers expansion land is significant proportion of existing employment land provision in Market Drayton. An additional allowance (8.5 ha) should be made for new land in Market Drayton to ensure an adequate supply of readily available land for general use.
	PD Stevens, Market Drayton	0.16	• Expansion land for PD Stevens with permission for new workshops • Currently used as storage compound & vehicle park.	Land to be retained in employment supply but (0.16ha) will be used specifically for PD Stevens.

Zone	Site Address	Area (ha)	Issues	Comment
North West	Weston Farm, Oswestry	12.00	• Longstanding site comprising significant proportion of existing employment land supply in Oswestry. • Significant off site development costs including bridge/level crossing over Cambrian Railway and off site highway / junction improvements with both the main industrial estate road and the Oswestry by-pass, • Potential high quality extension to Oswestry's Industrial Estates but not a premium investment location, • Constrained by ownership issues and separation from Maesbury Road Industrial Estates by Cambrian Railway, • Allocation in Oswestry Local Plan (1999).	Several attempts to bring land to market have been unsuccessful. To retain land in employment land supply expectations about delivery and development should be tested primarily through infrastructure investment and demand for development land.
	South of Mile Oak, Oswestry Business Park, Oswestry	2.19	• Longstanding site comprising parcel of land on edge of Business Park adjoining A483 by-pass, • Land uses must respect location over major aquifer, • Design and landscaping to respect visible location, • Allocation in Oswestry Local Plan (1999).	Land held back by market demand but no physical development constraints with recent permission to realign access road to site.
	Rod Meadows, Shrewsbury Road, Oswestry	2.75	• Longstanding site comprising large frontage plot adjoining Shrewsbury Road / A483 by-pass.	Development has commenced for mixed use scheme with industrial uses.
	Mile End Business Park, Oswestry	1.55	• Residual allocation in Oswestry Local Plan (1999) used for open storage on short term lease but reserved for expansion by Coldmove Ltd, Oswestry.	Land to be retained in employment supply but (1.55 ha) will be used specifically for Coldmove Ltd
	Old Coal Yard, Llanymynech	1.59	• Longstanding site proposed for live / work development,	Land owner is pursuing a residential redevelopment of this low quality site (1.59

Zone	Site Address	Area (ha)	Issues	Comment
			• Indicated for residential use by redevelopment of former concrete works in locality for housing, • Allocation in Oswestry Local Plan (1999).	ha) which is considered suitable for re-allocation.
	Ellesmere Business Park (Phase 2), Ellesmere	6.15	• Longstanding site for potential high quality extension to Business Park but needs other gap funding sources to replace Advantage West Midlands, • Constrained by flooding along boundary and need for gap funding of services and access, • Residual allocation in North Shropshire Local Plans (2005) and (1996).	Residual allocation in prominent edge of town location, accessible off A495 route into Ellesmere. Site should be retained in employment land supply as extension to successful Ellesmere Business Park subject to infrastructure investment.
	Ellesmere Business Park (plots 2 and 3), Ellesmere	0.44	• Longstanding site located on Phase 1 of Business Park, • Land has existing access and planning permission for warehouse / office building for Oakdale Beds located on Business Park, • Allocation in North Shropshire Local Plans (2005) and (1996)	Land to be retained in employment supply but (0.44 ha) will be used specifically for Oakdale Beds
	Grange Road, Ellesmere	1.20 (total) (3.02)	• Longstanding site constrained by potential ground conditions, location in residential area, limited demand for expansion land from adjoining businesses and need for public sector funding for access and services, • Developable area of site might only be 1.20 ha, • Allocation in North Shropshire Local Plan (2005) and (1996)	To retain land in employment land supply expectations about delivery and development of the land should be tested through investigation of ground conditions to determine actual developable area of land, infrastructure investment and demand for development land.

Zone	Site Address	Area (ha)	Issues	Comment
Central	East of Battlefield Enterprise Park, Shrewsbury	7.93	• Longstanding site within larger windfall site with planning permission granted as departure to Local Plan (2001), • Marketed as Greenhills Enterprise Park reserved for development of Shropshire Food Enterprise Park, • Land serviced and available for development with no known constraints except for limitation to food related uses affecting readily available land supply in Shrewsbury, • Partial allocation in Shrewsbury & Atcham Borough Local Plan (2001)	Located in prominent edge of town location, accessible off Battlefield Link Road from A49 and A53 trunk roads. Sites should be retained in employment land supply as extension to successful Battlefield Enterprise Park with relaxation of restriction on uses.
	Shropshire Food Enterprise Park (Plot 2), Shrewsbury	1.22		
	Rear Stadco, Shrewsbury	1.76	• Longstanding site north of Stadco campus on Battlefield Enterprise Park with access and services, • Allocation partially used for speculative development but now retained for Stadco expansion, • Residual allocation in Shrewsbury & Atcham Borough Local Plan (2001)	Land to be retained in employment supply but (1.76 ha) will be used specifically for Stadco
	adj GI Motors, Shrewsbury	0.19	• Longstanding site constrained by flooding from brook on site boundary and ecological value of site, • Potential for development in Sundorne Retail Park but poorly situated in relation to building layout and distributor road of retail park, • Allocation in Shrewsbury & Atcham Local Plan (2001) and Shrewsbury Local Plan (1985).	Site severely constrained by ecological issues and poor situation within Sundorne Retail Park. Potential re-allocation of this small site (0.19 ha) should be tested through consideration of constraints, potential for infrastructure investment and potential for employment development or re-allocation.
	adj Poultry Unit, Ford	5.58	• Longstanding site with outline planning permission for employment use but constrained by rural location, relative isolation, poor access	Sites with planning permissions will be retained in employment supply but expectations about delivery and development

Zone	Site Address	Area (ha)	Issues	Comment
			off A458 and disproportionate size to Ford village, • Available for significant period of time indicating limited attraction on open market, • Allocation in Shrewsbury & Atcham Borough Local Plan (2001).	should be tested through monitoring processes.
	adj Poultry Unit (Plot 1), Ford	0.24	• Longstanding site with full planning permission • First plot available for significant period of time indicating limited market demand.	
	Uniq, MInsterley	0.26	• Expansion land within Uniq campus with permission for expansion of factory operation, • Protected employment site in Shrewsbury & Atcham Borough Local Plan (2001).	Land to be retained in employment supply but (0.26 ha) will be reserved specifically for Uniq if required.
	Station Road, Dorrington	0.22	• Longstanding site with access and services within successful rural employment site. • Land in two ownerships and retained for use by two existing business, • Residual allocation in Shrewsbury & Atcham Borough Local Plan (2001) and Rural Local Plan (1992).	Land to be retained in employment supply but (0.22 ha) will be used specifically for AT Wilde Plant Hire and GB Oils Ltd (latter is part of Texaco oil storage and distribution network).

Zone	Site Address	Area (ha)	Issues	Comment
South	North of Eco Park, Ludlow	2.32	• Suitable for other uses and released for relocation of Community Hospital as departure to Local Plan, • Site accessed and serviced in high quality Eco Business Park adjoining A49 Ludlow by-pass, • Residual allocation in South Shropshire Local Plan (2005).	Represents significant proportion of existing employment land supply in Ludlow affecting range and quality of available sites. Additional allowance (2.5 ha) should be made in new land provision in Ludlow to ensure continuing and adequate supply of readily available land for general use.
	Foldgate Lane, Ludlow	0.51	• Site constrained by owners intention to negotiate sale of residual land for other uses in mixed use area (employment and roadside services), • Larger site accessed, serviced and partially developed for retail, petrol filling station, public house, hotel and permission for specialist care home, • Residual allocation in South Shropshire Local Plan (2005)	To retain land in employment land supply expectations about delivery and development for employment uses should be tested through monitoring processes.
	North of Long Lane, Craven Arms	3.44	• Constrained by Long Lane with narrow carriageway, level crossing junction, need for public sector funding for access and services, • Potential Phase 2 for relatively successful Long Lane Industrial Estate but Phase 1 not complete, • Allocation in South Shropshire Local Plan (2005)	Site in prominent edge of town location, accessible from A49 trunk road and well located within built form and layout of town. Site should be retained in employment land supply as extension to successful Long Lane Industrial Estate or consider potential for other employment generating uses.
	The Grove, Craven Arms	1.21	• Expansion land held by Border Holdings UK Ltd for expansion of company on The Grove campus • Two sites with permission for Class B8 storage and distribution warehouse (1.21 ha site) and office floorspace (0.60 ha site).	Two sites to be retained in employment land supply but (1.21 + 0.60 ha) will be used specifically for Border Holdings UK Ltd.
	The Grove, Craven Arms	0.60		
	Adj A488 / B4385, Bishops Castle Business Park,	2.75	• Constrained by location in terms of rural character and scale, uses and design of	Land is currently being marketed through formal tender process.

Zone	Site Address	Area (ha)	Issues	Comment
	Bishops Castle	& 0.09	development, • Allocation in South Shropshire Local Plan (2005) for employment use with outline permission.	
	Land off B4367, Bucknell	0.35 (total) (1.75)	• Constrained by retention of existing uses which is only expected to release 0.35 ha of new land even though development, extends beyond allocation, • Allocation in South Shropshire Local Plan (2005) for mixed housing and employment development.	Land should be retained in employment land supply and expectations about surplus land for new employment development (0.35 ha) should be tested through monitoring processes.
	Oaks Garage, Wall under Heywood	0.20	• Expansion land for replacement vehicle repair workshop retained by land owners for private business use, • Windfall mixed use site with permission.	Land to be retained in employment supply but (0.20 ha) will be used specifically for The Oaks Garage.
East	Stanmore Industrial Estate, Bridgnorth	2.84	• Constrained by owner awaiting market demand on pre-let enquiries but sites accessed and serviced offering Green Belt development opportunity, • Residual allocation in Bridgnorth Local Plan (2006) comprising two separate sites 1.01 ha to north and 1.83 ha to south of Stanmore campus.	Site in prominent, good quality out of town location, accessible from A454 (Wolverhampton) & A458 (Stourport) with valuable Green Belt development opportunities close to Telford, Black Country and M54 corridor. Site should be retained in employment land supply with consideration of further small scale land releases at Stanmore campus.
	Chartwell Business Park, Bridgnorth	5.74	• Site constrained by partial permission for non-food retail (1.46 ha) with application for change to food retail, • Site accessed, serviced and levelled through public sector investment and readily available to market, • Allocation in Bridgnorth Local Plan (2006).	Site in prominent, good quality edge of town location, accessible from A458 Bridgnorth by-pass. Site should be retained in employment land supply with exception of land (1.46 ha) committed for retail use.

Zone	Site Address	Area (ha)	Issues	Comment
	East of Faraday Drive	0.61	• Expansion land largely owned (0.40 ha) by HIPC Europe Ltd and retained for company expansion, • Allocation in Bridgnorth Local Plan (2006) with no known constraints.	Land to be retained in employment supply but (0.40 ha) will be used specifically for HIPC Europe Ltd.
	Alveley Industrial Estate, Alveley	0.29	• Expansion sites for Smart Tank Ltd currently unused, larger windfall site (0.29 ha) used for open storage with permission for Class B2 factory, smaller allocated site (0.15 ha) unused • Allocated in Bridgnorth Local Plan with access and services within Industrial Estate.	Land to be retained in employment supply but (0.29 & 0.15 ha) will be used specifically for Smart Tank Ltd.
	Alveley Industrial Estate, Alveley	0.15		
	SHROPSHIRE	**85.87**	•	

Source: Shropshire Council and BE Group 2010

6.35 Table 57 identifies a range of key issues about the existing employment land supply which should be considered in relation to the identification of the future employment land portfolio in Shropshire to 2026.

Longstanding Sites

6.36 There are a number of employment sites that can be classed as longstanding in the Headline Supply. The longstanding sites have remained undeveloped or unserviced for ten years or more and include a number of problematic sites:

- Weston Farm, Oswestry - 12.00 ha
- Grange Road, Ellesmere - 1.20 ha
- Adj Poultry Unit, Ford (2 plots) - 5.58 + 0.24 ha
- Adj GI Motors, Shrewsbury - 0.19 ha

6.37 There are various reasons for this due to issues with the suitability of the site, or the ground conditions, land banking by the owner or lack of demand and there are decisions to be made about whether to include these sites in the employment land portfolio (see above) or possibly to phase them beyond 2026. A significant factor appears to be the economics of development in Shropshire which are marginal in relation to the main urban areas or more centrally located freestanding sites. However, these issues can be overcome by interventions in the management of the portfolio of land especially through public sector assistance to access and service larger sites. This will enable a number of longstanding sites to come forward to the market for development including:

- East of Battlefield EP / Shropshire FEP (2 plots) - 7.93 + 1.22 ha
- South of Mile Oak, Oswestry - 2.19 ha
- Rod Meadows, Oswestry - 2.75 ha
- Adj junction A488 / B4385, Bishops Castle (2 plots) - 2.75 + 0.09 ha

Constrained Sites

6.38 There are a number of sites that can be classed as constrained in the Headline Land Supply in addition to the longstanding sites above:

- South of Civic Park, Whitchurch - 6.02 ha
- Heath Road, Whitchurch - 2.10 ha
- Ellesmere Business Park (Phase 2), Ellesmere - 6.15 ha
- Foldgate Lane, Ludlow - 0.51 ha
- North of Long Lane, Craven Arms - 3.44 ha

- Land off B4367, Bucknell - 0.35 ha
- Stanmore Industrial Estate, Bridgnorth - 2.84 ha

6.39 Despite being constrained to varying degrees it is considered that these sites are capable of being developed within a reasonable timeframe. There is a decision to be made which of these sites should form part of the initial Reservoir of readily available land or which should be phased later in the period to 2026 in preference for sites identified to meet the need for new land identified in Table 84.

Sites Lost to other Uses

6.40 There are a small number of sites in the Headline Land Supply that would be suitable for allocation or development for other uses including:

- Old Coal Yard, Llanymynech - 1.59 ha (suitable for housing use)
- North of Eco Park, Ludlow - 2.32 ha (hospital relocation)
- Chartwell Business Park, Bridgnorth (part) - 1.46 ha (permitted for retail use)

6.41 These sites, along with the site adjacent to GI Motors, Shrewsbury (0.19 ha) which is constrained by flooding and the ecological value of the site, should be removed from the Headline Land Supply to give the Realistic Land Supply (126.78 ha) in Table 58 below.

Expansion Sites

6.42 There are also a number of sites in the Headline Land Supply that are held by their owners for potential future expansion of their businesses as shown below:

- Muller, Market Drayton - 8.50 ha
- PD Stevens, Market Drayton - 0.16 ha
- Mile End Business Park, Oswestry - 1.55 ha
- Ellesmere Business Park, (Plots 2 & 3), Ellesmere - 0.44 ha
- Uniq, Minsterley - 0.26 ha
- Rear Stadco, Shrewsbury - 1.76 ha
- Station Road, Dorrington - 0.22 ha
- The Grove, Craven Arms (x2) - 1.21 + 0.60 ha
- Oaks Garage, Wall under Heywood - 0.20 ha
- East of Faraday Drive (part) - 0.40 ha
- Alveley Industrial Estate (Smart Tank Ltd), Alveley - 0.29 + 0.15 ha

6.43 The restricted development potential of these sites means they are not readily available in the open market and if these sites are discounted from the supply then this would give a worst case land scenario (119.54 ha) identified in Table 58 below. However, it is assumed that these sites will come forward and be developed for employment use by the companies that hold the sites and largely they will not affect the overall quantum of readily available employment land in the County. The only exception to this is Mullers expansion site which at 8.50 ha represents a significant proportion of the land supply in Market Drayton. It is therefore recommended that an allowance be made of 8.50 ha in the land supply of Market Drayton to bring forward another site(s), in addition to any new sites to be identified, to ensure an adequate supply of land in Market Drayton and the North East Zone.

6.44 Sites suitable for alternative uses and expansion land are incorporated into revised totals for the land supply in each area and summarised in Table 58. From a starting point of a headline land supply in Shropshire of 140.84 ha (102 sites), the potential land losses, reduce the realistic land supply to 126.78 ha (97 sites). This involves the loss of the following sites from the headline land supply:

Muller, Market Drayton (expansion land)	8.50 ha
Northern plot of Eco Park, Ludlow (other uses)	2.32 ha
Old Coal Yard, Llanymynech (unsuitable)	1.59 ha
Chartwell Business Park (part), Bridgnorth (other uses)	1.46 ha
adjacent to GI Motors, Shrewsbury (unsuitable)	0.19 ha
TOTAL	14.06 ha

6.45 In a worst case scenario, where none of the expansion sites are released or developed, the study area only has an effective land supply of 119.54 ha (85 sites). However this is unlikely to be the case as expansion sites should play a part in meeting development needs even if they are not readily available in the short term. In addition, the quantum of supply (allowing for the Muller expansion site to be replaced within Market Drayton) of the remaining expansion sites (7.24 ha) is such that where some of these sites might not come forward this could readily be compensated by windfall developments. This assumes that the Mullers expansion land in Market Drayton (8.50 ha) is discounted from the realistic land supply (comprising 126.78 ha) to enable this area of land to be replaced within Market Drayton to balance the local employment land supply in this important Market Town.

Table 58 – Realistic Land Supply Summary

Spatial Zone	Headline Land Supply, ha (number of sites)	Potential Land Losses, ha (number of sites)	Realistic Scenario, ha (number of sites)	Expansion Land, ha (number of sites)	Worst Case Scenario, ha (number of sites)
North East	36.10 (18)	8.50 (1)	27.60 (17)	0.16 (1)	27.44 (16)
North West	34.93 (17)	1.59 (1)	33.34 (16)	1.99 (2)	31.35 (14)
Central	39.54 (32)	0.19 (1)	39.35 (31)	2.24 (3)	37.11 (28)
South	18.06 (25)	2.32 (1)	15.74 (24)	2.01 (3)	13.73 (21)
East	12.21 (10)	1.46 (1)	10.75 (9)	0.84 (3)	9.91 (6)
Total	**140.84 (102)**	**14.06 (5)**	**126.78 (97)**	**7.24 (12)**	**119.54 (85)**

Source: BE Group 2010

6.46 There is actually relatively little land at risk of loss based on this analysis especially as the Mullers expansion land will translate into an allowance within the requirement for new land in Table 81. In terms of sites tied up as expansion land, North West, Central and South are most affected as they contain the greater concentration of market towns and key centres as well as Shrewsbury town.

Summary

6.47 There is a headline employment land supply of 140.84 ha in Shropshire. This is made up of 102 sites and the North East, North West and Central Zones contribute the bulk of this land (each with 30-40 ha); the South and East Zones have lower levels of land but comparable amounts to each other (between 10 and 20 ha each). A third of the land is serviced, although some key locations such as Whitchurch, Oswestry and Ludlow lack such serviced sites.

6.48 The land supply is unevenly distributed within the spatial Zones as shown in Table 48, Shrewsbury dominates with a realistic supply of 31.71 ha, followed by Oswestry (20.12 ha), Market Drayton (8.43 ha with additional 8.50 ha reserved for Muller) and Whitchurch (13.65 ha). Some areas have limited supply:

- North East - Wem only has 1.90 ha
- Central - Minsterley/Pontesbury only has 0.26 ha

- South - Church Stretton has none
  - Cleobury Mortimer only has 0.37 ha
- East - Shifnal, Albrighton and Broseley have none
  - Highley only has 0.59 ha.
  - Much Wenlock only has 0.65 ha.

6.49 Many of the sites are small, less than 1.00 ha in size (see Table 49), and around half of the sites are brownfield (see Table 51). However, in terms of land area, greenfield sites provide 75 percent of the land supply. Most of the land (64 percent) is readily available within 3 years as shown in Table 54 and over 50 percent of the land benefits from planning permission (see Table 55).

6.50 The realistic land supply total is estimated to be 126.78 ha. Four spatial Zones potentially lose land (to alternative uses, or because it is undevelopable). Only North East does not, but that Zone has nearly a quarter of its land tied up as expansion land predominantly for Mullers at Market Drayton but an allowance is proposed to mitigate the impacts on readily available land in the town.

6.51 The land resource is considered to be readily available for development and of reasonable quality, certainly suitable to meet local need and opportunity. The identified land supply has a broad range of potential uses as shown in Tables 52 and 53. Although some sites are either not suited to employment use or are reserved for specific end users there is only a limited realistic loss of employment land (14.06 ha) from the Headline Land Supply (see Table 58).

6.52 There are a number of sites affected by key issues that could impact on the practical land supply in the County and these have been highlighted in Table 57 and paragraphs 6.35 to 6.46 for Shropshire Council to consider in the preparation and monitoring of their Site Allocations and Management of Development DPD (SAMDev).

Challenges and Opportunities

6.53 Irrespective of the take-up between 2006 and 2009, there is still a large gap between the headline land supply of 140.84 ha and the Council's land need target of 290 ha from 2006 to 2026.

6.54 Even if land is allocated to address the identified shortages in certain spatial Zones and settlements, it will not necessarily mean that it will be serviced to make it readily available for development, as the problems in Ellesmere, Whitchurch and Oswestry particularly illustrate.

6.55 The land needs of the small market towns are likely to be limited. It is only realistic to allocate sites if the public sector has the intention to help bring them forward linked to associated development, e.g. starter workshops or a rural enterprise centre.

7.0 POTENTIAL ADDITIONAL SITES

Introduction

7.1 This section reviews a number of additional potential employment land sites sourced from those put forward to Shropshire Council by landowners in the Shropshire Housing Land Availability Assessment (SHLAA), and through consultations on the SAMDev DPD; sites that have in the past been promoted for employment use; sites presently allocated for housing which have not come forward and which Shropshire Council consider may have employment potential, and sites with no previous planning history but their proximity to existing employment or the strategic road network make them worthy of investigation. In all, this assessment comprised 59 sites. A further six sites within the Sustainable Urban Extensions (SUEs), identified in the Core Strategy, are considered as part of the additional land supply, but not assessed in detail.

Volume of Additional Sites

7.2 Table 59 schedules the location of the 65 sites (including SUEs) by Spatial Zone and settlement. Only four of the sites represent brownfield opportunities – Former Dairy, Mile Bank Road, Whitchurch; Existing Abattoir and adjoining land, Corvedale Road (B4368), Craven Arms (partly greenfield); Bridgnorth Livestock Market/Land at Racecourse Farm, Wenlock Road, Bridgnorth (partly greenfield) and J N Bentley Ltd, Lamledge Lane, Shifnal. The rest are greenfield sites, most of which are situated in immediate proximity to the County's strategic road network. The sites (but not the SUEs) have been scheduled individually for each Spatial Zone and these are included at Appendix 8. Appendix 8 contains the scoring for each of the sites, which has been based on the same system and criteria as that prepared for the existing headline land supply detailed in Section 6.0. Detailed proformas (including site plans) are provided at Appendix 9 for all sites apart from the SUEs. In some locations, the sizes of sites are very large, particularly in relation to the amount of additional land that is likely to be needed. However, the number of sites considered represents the range of realistic options available and these need to be assessed to enable decisions to be taken on future directions of growth.

Table 59 – Additional Land Supply Summary

Area		Number of Sites	All Employment Land, ha
North East	Whitchurch	6	81.00
	Market Drayton	4	32.00
	Wem	6	35.00
	Elsewhere	-	-
	North East Sub-total	***16***	***148.00***
North West	Oswestry	6	45.00
	Oswestry Eastern Approach SUE	*1*	*6.00*
	Ellesmere	2	10.00
	Elsewhere	-	-
	North West Sub-total	***9***	***61.00***
Central	Shrewsbury	5	36.00
	Shrewsbury South SUE	*1*	*22.00*
	Shrewsbury West SUE	*4*	*12.00*
	Minsterley/Pontesbury	-	-
	Elsewhere	1	9.00
	Central Sub-total	***11***	***79.00***
South	Ludlow	6	58.00
	Craven Arms	5	17.00
	Church Stretton	3	8.00
	Bishops Castle	2	11.00
	Cleobury Mortimer	-	-
	Elsewhere	-	-
	South Sub-total	***16***	***94.00***
East	Bridgnorth	5	44.00
	Much Wenlock	1	3.00
	Highley	-	-
	Shifnal	3	19.00
	Albrighton	1	17.00
	Broseley	3	19.00
	Elsewhere	-	-
	East Sub-total	***13***	***102.00***
Shropshire Total		**65**	**484.00**

Source: BE Group 2011

7.3 North East has the largest proportion of the potential land, 31 percent of the total supply, comprising 16 sites (24.6 percent) totalling 148 ha. East and South also have a significant amount of land/sites (102 and 94 ha respectively). Central and North West have 79 and 61 ha each. This differs from the County's existing portfolio of employment land where 28.1 percent of the land (and 31.4 percent of sites) are in Central, while South and East have less than 20 ha each (see Section 6.0).

7.4 Table 59 also shows how the land is distributed between the key settlements/market towns in the County. Shrewsbury has five sites equating to 36 ha in addition to the SUEs in the south (1 site) and west (4 sites) of the town that jointly accommodate an equivalent amount of land (34ha). The market towns of Whitchurch, Wem, Oswestry, Ludlow and Bridgnorth each have 5-6 sites and at least 35 ha of land with Oswestry having a mixed use SUE at Mile End to the east of the town with an employment capacity of up to 6 ha. Whitchurch has the largest individual potential supply, with 81 ha in six sites. Three settlements have some available employment land in the County's existing portfolio, but no additional sites suggested for them. These are Minsterley/Pontesbury (although a site has been suggested at nearby Malehurst Mill), Cleobury Mortimer and Highley. The need for a longer term provision of employment land in these settlements and the identification of suitable sites are issues for local determination as part of the SAMDev process.

7.5 There are a number of settlements which have little or no allocated employment land where additional sites have been suggested for consideration in Table 84:

- Wem – 2 allocated sites and 6 additional sites
- Church Stretton – no allocated sites and 3 additional sites
- Much Wenlock – 1 allocated site and 1 additional site
- Shifnal – no allocated sites and 3 additional sites
- Albrighton – no allocated sites and 1 additional site
- Broseley – no allocated sites and 3 additional sites

7.6 83 percent of the sites, as Table 60 shows, are more than 5 ha in size. Each spatial zone also has at least one large site of 17 ha or more. There are few small 1 ha sites (and none in Central or East).This reflects the fact that most of the additional land supply comprises strategic greenfield sites, suggested because of their potential to fill any large shortfalls in the existing portfolio. In comparison the County's existing land supply is dominated by small sites of 0.10-1.00 ha, primarily undeveloped plots in existing industrial estates.

Table 60 – Additional Sites Size Analysis

Spatial Zone	Amount of Land (Number of Sites)						
	0.10-1.00 ha	1.01-2.00 ha	2.01-5.00 ha	5.01-10.00 ha	10.01-15.00 ha	15.01+ ha	Total
North East	1.00 (1)	2.00 (1)	9.00 (2)	48.00 (7)	27.00 (2)	61.00 (3)	148.00 (16)
North West Incl SUE	1.00 (1)	2.00 (1)	3.00 (1)	27.00 (4)	11.00 (1)	17.00 (1)	61.00 (9)
Central Incl SUEs	-	2.00 (1)	9.00 (2)	29.00 (5)	-	39.00 (3)	79.00 (11)
South	1.00 (1)	4.00 (2)	21.00 (6)	38.00 (5)	13.00 (1)	17.00 (1)	94.00 (16)
East	-	2.00 (1)	19.00 (5)	17.00 (2)	47.00 (4)	17.00 (1)	102.00 (13)
Total	**3.00 (3)**	**12.00 (6)**	**61.00 (16)**	**159.00 (23)**	**98.00 (8)**	**151.00 (9)**	**484.00 (65)**

Source: BE Group 2011

7.7 As stated in Section 6.0, a site is serviced if utilities and road access are readily available. This would apply to infill sites in existing employment areas or where major sites have been prepared ready for development. Large sites, where although services run to the edge of the site they have not been provided into the site itself, are not considered to be serviced. All but four of the additional sites fall into the latter category comprising: Livestock Market, Bridgnorth and J N Bentley, Shifnal in the East; the former Dairy, Whitchurch in the North East and the Abattoir, Craven Arms in the South. The four serviced sites (two in East and one each in North East and South, totalling 20 ha) contain operational or non-operational industrial/wholesale facilities. These are also the only brownfield opportunities. The additional sites analysis continues below, but excludes the six SUEs, focusing instead on the remaining 59 sites (444 ha).

Additional Sites Suitability

7.8 Land is divided between two types of uses – office and industrial. As Table 61 shows, 75.9 percent of the additional land could be suitable for either use. This comprises mostly strategic greenfield sites, large enough to accommodate a mix of uses and with no constraints which might limit the type of occupiers. 89 ha (20.0 percent) is likely to be suitable only for industrial uses and 18 ha (4.1 percent) only for offices. The industrial land opportunities are focused in North East (adjacent to existing industrial estates) while the office opportunities are focused in South (primarily at Ludlow Eco Park).

Table 61 – Additional Sites, Anticipated Land Use

Spatial Zone	Site Type, Amount of Land, ha (Number of Sites)			
	Office	Industrial	Industrial/Office	Total
North East	-	43.00 (5)	105.00 (11)	148.00 (16)
North West	9.00 (2)	-	46.00 (6)	55.00 (8)
Central	6.00 (1)	9.00 (1)	30.00 (4)	45.00 (6)
South	-	26.00 (3)	68.00 (13)	94.00 (16)
East	3.00 (1)	11.00 (3)	88.00 (9)	102.00 (13)
Total	**18.00 (4)**	**89.00 (12)**	**337.00 (43)**	**444.00 (59)**

Source: BE Group 2011

7.9 Table 62 shows what the sites could be developed for, using the market segments identified by ODPM's Employment Land Review Guidance. It goes beyond the simple office/industrial classifications. As the additional sites are primarily unserviced greenfield land, the viable market segments for each site can only be estimated. However, in assessing which market segments may be appropriate for the additional sites, reference is made to the market segments of any adjacent employment areas or allocated employment land.

7.10 As the analysis shows, most of the additional sites are general/business areas suitable for a wide variety of uses.

Table 62 – Analysis of Additional Sites Suitability to ELR Guidance Market Segments

Market Segment	Amount of Land, ha (Number of Sites)					
	North East	North West	Central	South	East	Total
Established or Potential Office Locations	98.00 (10)	55.00 (8)	36.00 (5)	56.00 (10)	84.00 (9)	**329 (42)**
High Quality Business Parks	-	31.00 (3)	6.00 (1)	32.00 (3)	-	**69 (7)**
Research and Technology/Science Parks	-	-	-	-	-	-
Warehouse/Distribution Parks	114.00 (9)	28.00 (2)	23.00 (2)	14.00 (4)	75.00 (7)	**254 (24)**
General Industrial/Business Areas	142.00 (15)	46.00 (6)	31.00 (2)	52.00 (10)	99.00 (12)	**370 (45)**
Heavy/Specialist Industrial Sites	58.00 (4)	11.00 (1)	17.00 (1)	6.00 (2)	5.00 (1)	**97 (9)**
Incubator/SME Cluster Sites	142.00 (14)	52.00 (6)	30.00 (4)	90.00 (15)	102.00 (13)	**416 (52)**
Specialised Freight Terminals	-	-	-	-	-	**-**
Sites for Specific Occupiers	60.00 (8)	22.00 (4)	19.00 (2)	40.00 (8)	16.00 (3)	**157 (25)**
Recycling/Environmental Industries Sites	98.00 (9)	38.00 (4)	32.00 (3)	24.00 (6)	99.00 (12)	**291 (34)**

Source: BE Group 2011

7.11 All areas have potential office locations; although North East and East lack high quality business park sites. However, this is not a serious issue given the availability of more general office land and industrial/business sites previously highlighted. There are warehouse/distribution park sites in all of the areas.

7.12 Each spatial zone has at least one heavy/specialist industrial site. These are linked to specific locations or employers including Grocontinental, Whitchurch; ABP, Shrewsbury; D Wall and Son, Craven Arms and Stanmore Industrial Estate, Bridgnorth.

7.13 There are a large number of incubator/SME cluster sites in all the areas. This reflects the fact that most of the land categorised as potential office or general business locations would have capability for this use with the appropriate proposal attached to them, e.g. rural enterprise centre.

7.14 There are no potential freight terminal or research and technology sites in any of the five areas. Again, this is not an issue as a rural county such as Shropshire does not necessarily need such sites. The former would need some form of major port, the latter a national standard research facility/institute.

7.15 None of the 59 sites are held as expansion land for existing firms or reserved for a particular use. However, 157 ha could potentially be used to provide sites for specific occupier(s). This is due to the size of the sites, their shape and proximity to existing large firms. There is a range of possible recycling/environmental industries sites throughout the County.

Additional Land Availability

7.16 Each additional site has been assessed for its expected availability, the point at which it may come to the market or be developed. This assessment has been conducted with reference to the expected availability of the allocated employment sites (see Section 6.0). Thus if allocated employment land at (for example) Ludlow Eco Park is only likely to be available in 1-3 years, then it is assumed that alternative sites at the Eco Park will only be available in a similar or longer period.

7.17 As Table 63 shows 73.6 percent of the land could theoretically be available within 1-5 years. 26.4 percent of the additional sites are unlikely to be developed within five years due to their constraints, irregular shape or peripheral locations.

Table 63 – Additional Land Availability Summary

Spatial Zone	Hectares Available, years (Number of Sites)				
	0-1	1-3	3-5	5+	Total
North East	5.00 (2)	22.00 (3)	97.00 (8)	24.00 (3)	148.00 (16)
North West	-	10.00 (3)	34.00 (4)	11.00 (1)	55.00 (8)
Central	-	13.00 (3)	32.00 (3)	-	45.00 (6)

Spatial Zone	Hectares Available, years (Number of Sites)				
	0-1	1-3	3-5	5+	Total
South	2.00 (1)	4.00 (1)	64.00 (8)	24.00 (6)	94.00 (16)
East	2.00 (1)	19.00 (4)	23.00 (2)	58.00 (6)	102.00 (13)
Total	**9.00 (4)**	**68.00 (14)**	**250.00 (25)**	**117.00 (16)**	**444.00 (59)**

Source: BE Group 2011

7.18 Only four sites could, if allocated, be available for development within a year:

- Land adjacent to Aston Road Business Park, Aston Road, Wem
- Former Dairy, Mile Bank Road, Whitchurch
- Existing Abattoir and adjoining land, Corvedale Road (B4368), Craven Arms
- J N Bentley Ltd, Lamledge Lane, Shifnal.

7.19 These are serviced brownfield sites or greenfield plots adjacent to existing industrial estates but the site in Whitchurch occupies a peripheral location with access constraints, the site in Craven Arms is an operational abattoir seeking to relocate and the site in Shifnal is an operational site and existing occupier wishes to relocate.

7.20 Considering the spatial Zones individually, East, South, North East and North West have a significant longer term supply (5+ years away). Although North West and Central lack an immediate supply (0-1 year) all the Zones have a high proportion of their land supply theoretically available for development within 1-5 years:

- Central – 100.0 percent
- North East – 83.8 percent
- North West – 80.0 percent
- South – 74.4 percent
- East – 43.1 percent.

7.21 In East, a significant portion of the land supply comprises large greenfield sites which are in residential areas and distant from existing employment uses. The developable area of these sites is also limited by landscape features such as ponds and trees. Such sites are found in Albrighton, Bridgnorth, Broseley and Shifnal and may include:

- Land at Kingswood Road & Shaw Lane, Albrighton (17 ha – although large enough to support a mix of uses)

- Land south of A458, opposite Wenlock Road, Bridgnorth (13 ha)
- Land between Coalport Road and Rough Lane, Broseley (5 ha)
- Land between Bridgnorth Road (B4373), Avenue Road & Caughley Road, Broseley (11 ha)
- Land off Dark Lane, Broseley (3 ha)
- Land north of Park Street (A464), Shifnal (9 ha).

7.22 The rural and residential nature of these particular sites means that developer aspirations, in these locations at least, are likely to be for housing rather than employment. However, even if none of these sites is ultimately brought forward for employment, 44 ha of additional land remains available from the total supply of potential sites. This includes a further 31 ha in Bridgnorth. Only in Broseley (and possibly Albrighton) is there a risk that all the identified additional land in the settlement might not be brought forward for employment uses.

7.23 In Bridgnorth much of the existing allocated supply of employment land is to east of the town, around Stanmore Industrial Estate, Faraday Drive and Chartwell Business Park. However, the further expansion of these employment areas is constrained by the Green Belt. In comparison the bulk of the potential additional supply (36 ha) is in the west, around the Livestock Market, and outside of the Green Belt. The allocation of land in the west of Bridgnorth would therefore help to address Green Belt constraints on the expansion of this town.

Additional Sites Quality

7.24 As with Shropshire's existing portfolio of employment land, all the additional sites have been graded using a standard scoring system that consists of objective measures (see Section 6.0). This gives an appraisal of the overall quality of this additional land resource. The detailed scoring is provided in Appendix 8. This Appendix also includes the sites sorted in order of their score.

7.25 The highest scoring site is Land south of Shrewsbury Business Park, Thieves Lane, Shrewsbury. This is a flexible and relatively unconstrained greenfield site, adjacent to both a high quality business park and the A5. It scores 94 out of a maximum possible of 110. Other sites, which score more than 90, include Land at Oaklands Farm, Waymills (B5398), Whitchurch; Land adjacent to Whitchurch Service Station and land south of Ludlow Eco Park.

7.26 Based on the average score of all the sites in each spatial zone, the zone with the highest overall quality of its alternative sites portfolio is Central; the lowest is the North East, closely followed by East. This is shown in Table 64.

Table 64 – Overall Additional Sites Quality by Spatial Zone

Spatial Zone	Number of Sites	Highest Site Score	Lowest Site Score	Average Site Score
Central	6	94	65	82.2
South	16	91	62	76.3
North West	8	86	50	76.0
East	13	82	57	72.4
North East	16	92	50	70.8

Source: BE Group 2011

7.27 The scoring is intended to give a reasonably objective, transparent appraisal of the overall quality of the land resource. It gives general guidance as to which sites are of the highest quality and would be the most effective additions to Shropshire’s employment land portfolio. It informs this report’s recommendations about what additional land could be provided to meet any supply shortfalls to 2026. These are discussed in Sections 11.0 and 12.0.

7.28 However low scoring sites can also have a role to play in satisfying the needs of Shropshire’s businesses. For example, land at Wem Industrial Estate scores poorly relative to the rest of the sites and yet this is a relatively popular rural industrial estate. The allocation of additional land especially at Wem Industrial Estate could provide a useful resource in an area of the County with an otherwise limited supply of employment land.

Key Issues

7.29 Analysis of the additional land supply has identified some key issues which could affect the expected availability (the point at which it may come to market or be developed) of several of the additional sites. These issues are summarised in Table 65.

Table 65 – Key Issues

Spatial Zone	Site	Comment
North East	31 – Land adjacent to Shawbury Road (B5063), Wem – 7 ha	Highway access to site would reduce HGV and lorry traffic through Wem Town Centre and the B5065 level crossing of the Shrewsbury to Crewe rail line
	33 – Land at Oaklands Farm, Waymills (B5398), Whitchurch – 20 ha	Expression of interest submitted by Grocontinental to acquire expansion land for the business in Whitchurch.
	35 – Land between Nantwich Road (A525)/Heath Road (A41), Whitchurch – 6 ha	Land to south of Site 35 is in different ownership (Fieldcrest) who wish to develop existing allocated site as high quality, prestigious office park. Existing allocation and this adjoining site could form a good quality, gateway employment site for Class B1 uses in Whitchurch with removal of existing local plan restriction for 'high technology' business development' to permit Class B1(a) office and Class B1(c) light industrial uses. Site 35 would increase developable area of land at Heath Road or provide a second phase of such a development.
	38 – Former Dairy, Mile Bank Road, Whitchurch – 4 ha	Road access is constrained, along mainly residential roads leading into rural area north of Whitchurch. Site largely cleared but still accommodates vacant buildings and has storage tanks and water treatment facilities on site. Possibility of ground contamination. Site could be redeveloped for recycling/ environmental where the proposed use would otherwise be a bad neighbour, subject to restrictions on road access.
North West	39 – Land adjacent to The Lakelands School, Scotland Street, Ellesmere – 7 ha	South east of existing out of town business park but not accessible from Ellesmere Business Park / A495 roundabout. Uneven site. Trees on site. Previous interest from developer Living Villages for residential development of the land.
	43 – Land south east of Whittington Road roundabout, off A5 bypass, Oswestry – 6 ha	Irregular shaped site proposed for employment use by owner. Additional 21 ha of surrounding land has also subsequently been suggested for mixed use development to include employment uses.
	46 – Land south of Weston Farm, Weston Lane, Oswestry – 11 ha	Site 46 could provide a second phase to the existing allocation at Weston Farm. Previous feasibility studies indicated that such a scheme may not be viable without public

Spatial Zone	Site	Comment
		subsidy or private joint venture. Road access is constrained with present layout unsuitable for HGVs and requiring junction improvements to estate road and A5 / A483. New site access must cross an existing rail line along eastern site boundary either as automatic crossing or as a viaduct road bridge. Site 46 could be an extension / Phase 2 development at Weston Farm subject to the availability of the land and the viability of development.
Central	1 – Land adjacent to Malehurst Mill, Minsterley Road (A488), Malehurst – 9 ha	New, safer highway access required off A488 to replace existing access on elevated ridge line with limited visibility. Adjacent to existing, budget quality, rural industrial estate. Sloping site.
	2 – Land south of Shrewsbury Business Park, Thieves Lane, Shrewsbury – 6 ha	Potentially the next phase of Shrewsbury Business Park providing between 4 and 6 ha of developable land. Site elevated in central section, sloping east and west with very low lying land /drainage issues on western boundary.
	7 – Land at Lion Coppice, A49/A53 Roundabout, Shrewsbury – 2 ha	Site adjoins Lion Coppice ancient woodland. Site accommodates high voltage power lines with single pylon located within south western boundary of site. Irregularly shaped site adjacent to housing on road frontage.
South	50 – Land between A49 north & rail line, Church Stretton – 3 ha	In Area of Outstanding Natural Beauty (with Site 51). Outside of settlement boundary, separated from settlement by Local Nature Reserve (E2). West of site is within flood plain.
	52 – School playing field, Shrewsbury Road (B5477), Church Stretton – 3 ha	Site in use as playing field for adjacent school, but there is potential for a land swap to release the site for development.
	53 – Land at Newington Farm, A49 North, Craven Arms – 4 ha	In flood risk area along eastern boundary of site. Site sloping and uneven. Existing houses and farm buildings on site. Proposed for potential relocation of Abattoir (on Site 54) in saved South Shropshire Local Plan (S9) and in former draft Craven Arms Area Action Plan.

Spatial Zone	Site	Comment
	54 – Existing Abattoir and adjoining land, Corvedale Road (B4368), Craven Arms – 2 ha	Site contains an operational abattoir with an aspiration to relocate potentially to Site 53. In flood risk area along River Onny. Existing Abattoir buildings on site with possibility of ground contamination.
	59 – Land east of Ludlow Eco Park, Sheet Road, Ludlow – 7 ha	Residential uses on Sheet Road frontage would restrict employment uses. Sloping site with drainage issues.
	60 – Land north of Ludlow Eco Park, A49 bypass, Ludlow – 17 ha	Limited access options from highway network.
	61 – Land north of Foldgate Lane, Ludlow – 4 ha	Land slopes toward river corridor to west. Limited access options from highway network.
East	11 – Land south of A458, opposite Wenlock Road, Bridgnorth – 13 ha	Improvements required at Bridgnorth / A458 junction to provide access to land.
	12 – Bridgnorth Livestock Market/Land at Racecourse Farm, Wenlock Road, Bridgnorth – 12 ha	Landowner has aspirations for mixed use development, including employment on this site and adjacent Site 13. Existing buildings on site, possible ground contamination. Trees on site.
	13 – Land between A458 and Church Lane, Bridgnorth – 11 ha	Landowner has aspirations for mixed use development, including employment on this site and adjacent Site 12. . Farm buildings on site. Trees on site.
	20 – Land at Aston Road/Lamledge Lane, Shifnal – 8 ha	Previous interest from Persimmon Homes for housing development. Footpaths cross site.
	21 – J N Bentley Ltd, Lamledge Lane, Shifnal – 2 ha	Existing single industrial premises with potential for partial or full redevelopment. Potential for adjoining Site 20 to be redeveloped

Source: BE Group 2011

Summary

7.30 484 ha of additional employment land has been assessed, identified from a range of sources, which could be used to fill shortfalls in the County's employment land supply. This is made up of 65 sites. North East, East and South contribute the bulk of this land (each with 94-148 ha); Central and North West have lower but comparable amounts to each other (between 45 and 55 ha each) but both of these Zones are also expected to deliver Sustainable Urban Extensions (SUEs) including employment land around Shrewsbury (34 ha) and Oswestry (6 ha). The land outside the SUEs is primarily greenfield land, with only four serviced brownfield sites which are affected by particular constraints on their availability:

- Former Dairy, Mile Bank Road, Whitchurch
- Existing Abattoir and adjoining land, Corvedale Road (B4368), Craven Arms (partly greenfield)
- Bridgnorth Livestock Market/Land at Racecourse Farm, Wenlock Road, Bridgnorth (partly greenfield)
- J N Bentley Ltd, Lamledge Lane, Shifnal.

7.31 The additional land supply is unevenly distributed within the spatial Zones. Whitchurch dominates with 81 ha, followed by Ludlow, Oswestry and Bridgnorth. Shrewsbury has five sites equating to 36 ha. The settlements of Much Wenlock, Minsterley/Pontesbury, Cleobury Mortimer and Highley have some available employment land in the County's existing portfolio, but will require some suitable additional sites to be identified in as part of the SAMDev process.

7.32 There are a number of settlements which have little or no allocated employment land where additional sites have been suggested for consideration in Table 84:

- Wem – 2 allocated sites and 6 additional sites
- Church Stretton – no allocated sites and 3 additional sites
- Much Wenlock – 1 allocated site and 1 additional site
- Shifnal – no allocated sites and 3 additional sites
- Albrighton – no allocated sites and 1 additional site
- Broseley – no allocated sites and 3 additional sites

7.33 Most of the additional sites are 2.01-10.00 in size and each spatial zone has at least one large site of 17 ha or more. There are few small sites of less than 2.00 ha.

7.34 Although greenfield and unserviced, most of the additional sites could, if allocated, be theoretically available within 1-5 years. 26.4 percent of the sites are unlikely to be developed in five years due to their constraints, irregular shape or peripheral locations. The additional land supply is flexible, and most sites are large enough to support a broad range of potential office and industrial uses.

Challenges and Opportunities

7.35 With 484 ha overall, and 45-148 ha in the individual spatial Zones, the additional land supply is more than sufficient and would be capable of meeting any outstanding land needs which emerge.

7.36 It will help the Council meet its land needs target of 290 ha (from 2006 to 2026). However, supply shortfalls may still occur in individual key settlements/market towns.

7.37 Almost all the additional sites are unserviced greenfield land. In most cases, it is not clear what demand exists for the sites and whether landowners/developers are willing or able to bring them forward for employment uses in the plan period.

7.38 The alternative supply includes some very large sites (17-24 ha) in Whitchurch, Ludlow and Albrighton but the costs of bringing forward such sites could still result in a more conservative delivery of land in these settlements.

8.0 FORECASTING

Introduction

8.1 This chapter explains the alternative models that are applied to the forecasting of employment land need through to 2026. None provide a definitive answer, but are influences to be considered. They are:

1. Projection forward of historic employment land take-up
2. Forecast based on employment changes
3. Labour supply changes
4. Public sector economic development strategies.

8.2 Different methods are used in different regions. ODPM guidance is not prescriptive about which to use – but makes it clear that local circumstances need to be accounted for. Model 1, employment land historic take-up trends, is relatively straightforward. Indeed some regions uplift these rates to account for improved economic performance in the future. Models 2, 3 and 4 are analysed together here with Model 1, using data provided by Shropshire Council. This method considers the growth in population that will mean more jobs are needed/created, the change in occupations (the shift from industrial to office-based work) and aspirational economic development growth targets (e.g. Shrewsbury's Growth Point status). This type of modelling relies on the understanding of an area's macroeconomic context, exploring past trends, and applying key economic relationships.

8.3 This study has been undertaken during a period when the UK economy has been tentatively emerging from recession. Although this will obviously affect employment land take-up rates and future economic growth, the report takes a long term view (to 2026). Over this period it is hoped that the trends will revert to their long term averages, even though there will be a short term downturn.

8.4 Before looking at these forecasting methodologies, the chapter considers existing strategic policy guidance. This sets a target for Shropshire of 290 ha of employment land between 2006 and 2026 which has now been confirmed in the adopted Core Strategy for Shropshire. The County's current land supply position as at 1st April 2009 has been assessed against this guidance.

Strategic Policy Guidance

8.5 The West Midlands Regional Spatial Strategy (RSS) identified indicative employment land requirements for the County, which as amended by the Panel Report: Examination in Public of the RSS Phase 2 Revision, were set at 288 ha. The overall target indicates the shortfall between actual development in the County from 1989 to 2009 and the aspiration for future growth. Shropshire Council's LDF Core Strategy, took guidance from this and rounded the figure to 290 ha in Policy CS14. These employment land targets are set out in Table 66 and are based on the mid-points of the ranges set out in Policy CS1. Note that Policy CS1 does give a leeway either side of 5 ha to allow for the practicalities of under or over provision in actuality.

Table 66 – Core Strategy Employment Land Requirements

Spatial Zone	Completions, 2006/07-2008/09, ha	Realistic Current Land Supply, ha	2006-2026 Employment Land Requirement, ha	Land Shortfall, ha
North East	5.77	27.60	55.00	21.63
North West	4.85	33.34	60.00	21.81
Central	23.49	39.35	100.00	37.16
South	4.74	15.74	40.00	19.52
East	5.53	10.75	35.00	18.72
Total	**44.38**	**126.78**	**290.00**	**118.84**

Note: Completion figures rounded to two decimal places
Source: Shropshire Council 2010

8.6 From the land need target, the completions between 2006/07 and 2008/09 (detailed in Appendix 6) and the existing realistic land supply are subtracted to generate the net land need, or land shortfall, as shown in Table 66. The land shortfall (118.84 ha) in Table 66 is higher than the requirement of 113 ha in Table 4 of the adopted Shropshire Core Strategy (2011).

8.7 The Core Strategy sought to predict the realistic land supply prior to the completion of the Shropshire Employment Land Review. The differences between the Core Strategy and the realistic supply (126.78 ha) in Table 66 is that this report now provides an accurate summary of all realistically available sites in each of the Zones (primarily changing the Central and North East Zones) and the effects of land losses (primarily changing the North West, South and East Zones) as shown in Table 67.

Table 67 – Adjusted Land Supply: Core Strategy Table 4

Spatial Zone	Core Strategy Land Supply, ha	Corrections to Land Supply, ha	Sites lost to Other Uses, ha	Total Diff, ha	Adjusted Land Supply, ha
North East	26.99	Sych Farm, Market Drayton (+ 1.33) Sych Farm (Phase 1), Market Drayton (- 0.56) Units 1-6, Waymills, Whitchurch (- 0.16)		+ 0.61	27.60
North West	35.00	Shaws Estate, Sodylt, Ellesmere (- 0.07)	Old Coal Yard, Llanymynech (- 1.59)	- 1.66	33.34
Central	39.39	14 sites with small decreases (- 2.21) 9 sites with small increases (+ 2.17)		- 0.04	39.35
South	17.96	Old Station BP, Cleobury Mortimer (+ 0.26)	North of Eco Park, Ludlow (- 2.32) Oaks Garage, Wall under Heywood (- 0.11) adj Plot 7, Eco Park, Ludlow (- 0.05)	- 2.22	15.74
East	13.42	Land at Stretton Road, Much Wenlock (- 0.95) Old Station BP, Cleobury Mortimer (- 0.26)	Chartwell Business Park (- 1.46)	- 2.67	10.75
Total	**132.76**			**- 5.98**	**126.78**

Source: BE Group 2010

8.8 In Table 66 the total additional land required is 118.84 ha. This is spread around the five spatial Zones: Central needs the most, 37.16 ha; the East needs the least, 18.72 ha; the other three Zones need around an additional 20 ha each. To inform the preparation of the Site Allocations and Management of Development DPD, the suitability of this supply and its distribution is explored later in this study in Table 81.

8.9 Policy CS2 of the Core Strategy states that 90 ha of Central's land supply should be in Shrewsbury and with the minor loss of land in Table 67 there is an existing net supply in Shrewsbury town of 31.52 ha from the Headline Land Supply (31.71 ha) in Table 48. Approximately 80 percent of the completions during the period 2006/07-2008/09 were in Shrewsbury, so, realistically, the greater proportion of the identified additional land need (indicated in Table 66) reflects demand in Shrewsbury town.

8.10 There is also guidance in the Core Strategy that suggests that each area should contribute to a rolling five year supply (the 'Reservoir') of readily available land. An assessment of the capacity of the spatial Zones to contribute to the rolling five year supply of 72 ha in Shropshire is summarised in Table 68. This shows the five year supply split into three requirements for north, central and south Shropshire which allows a comparison between former district targets in the RSS and the assessment of land supply within the spatial Zones identified in the Core Strategy. This comparison also compares the land supply within the 0-1 and 1-3 years availability categories. This is considered to be land that is readily (if not immediately) available for development, i.e. minimal constraints to overcome. For comparison purposes the amount of serviced land is also shown. The three measurements could be used as a proxy against the 'five year supply', but the 0-3 years category is considered to be the most appropriate and shows how the five year supply requirements could be readily satisfied in a relatively short timeframe.

Table 68 – Readily Available Land

Spatial Zone & District	District	Spatial Zone			
	* Five Year Supply Required, ha	Realistic Land Supply	Realistic Land Supply - 0-1 years Availability, ha	Realistic Land Supply - 0-3 years Availability, ha	Realistic Land Supply - Serviced Land, ha
North East & North West (North Shropshire & Oswestry)	30	60.94	7.94	34.41	20.29
Central (Shrewsbury & Atcham)	28	39.35	7.54	30.32	11.04
South & East (South Shropshire & Bridgnorth)	14	26.49	11.4	21.85	13.28
Total	**72.0**	**126.78**	**26.88**	**86.58**	**44.61**

Source: WMRSS 2007& BE Group 2010

* *District five year supply requirements were removed from the RSS but can be used to test whether existing land supply would be sufficient to satisfy needs in the North, Centre & South of Shropshire .*

8.11 This indicative comparison shows that the groupings of spatial Zones have sufficient quantity of land to meet the former RSS five year supply requirements when compared against the 0-3 years availability proxy. This does however obscure some of the findings in Section 6.0 about issues affecting the quantity of land in the North and Centre of the County and the distribution and range and choice of sites especially in the South. Land supply in the larger settlements needs to be replenished and refreshed especially in Shrewsbury and Oswestry and the range and choice of sites is also an issue especially in those Zones with principal settlements, even though the overall supply may appear adequate. This latter point also affects the South where there are issues in the distribution of land in smaller 'key centre' settlements.

8.12 The findings of this indicative assessment against the provisional distribution in WMRSS provides some justification for giving further consideration to the potential distribution of new land identified in Table 66 above (see paras 8.6-8.7).

Historic Employment Land Take-up Forecast

8.13 Employment land take-up is monitored by the Council. In Table 69, a summary of completions between 1989/90 and 2005/06 is shown. The 211.94 ha of land developed over the 17 years of data equates to an average annual take-up of 12.45 ha/year.

8.14 The summary table also breaks down the take-up between allocated and windfall sites. This total take-up can be itemised for each of the spatial Zones, in size order and can also be shown for both allocated and windfall development which is:

- Central – 4.17 ha/year
- North East – 3.00 ha/year
- North West – 2.15 ha/year
- South – 1.88 ha/year
- East – 1.25 ha/year.

Table 69 – Shropshire Employment Land Take-up Summary 1989/90-2005/06

Spatial Zone	Area, ha		
	All Employment Land	Allocated/Protected Sites	Windfall Sites
North East Total	51.08	28.61	22.48
North East Average/ year	3.00	1.68	1.32

Spatial Zone	Area, ha		
	All Employment Land	Allocated/Protected Sites	Windfall Sites
North West Total	36.64	19.78	16.86
North West Average/ year	2.15	1.16	0.99
Central Total	70.89	47.87	23.03
Central Average/ year	4.17	2.82	1.36
South Total	32.00	21.87	10.14
South Average/ year	1.88	1.29	0.60
East Total	21.30	7.24	14.06
East Average/ year	1.25	0.43	0.83
Shropshire Total	**211.91**	**125.37**	**86.57**
Shropshire Average/ year	**12.45**	**7.38**	**5.10**

Note: figures rounded to two decimal places

Source: Shropshire Council 2010

8.15 The analysis in Table 70 breaks down the take-up between total take-up (allocated and windfall) and the take-up of just allocated/protected sites.

Table 70 – Forecast Land Need (based on Historic Take-up)

Spatial Zone	Total Average Take-up, ha/year 1989/90-2005/06	Total Land Need 2006/07 – 2025/26, ha	Allocated/ Protected Sites Take-up, ha/year 1989/90-2005/06	Allocated/ Protected Land Need 2006/07 – 2025/26, ha
North East	3.00	60.00	1.68	33.60
North West	2.15	43.00	1.16	23.20
Central	4.17	83.40	2.82	56.40
South	1.88	37.60	1.29	25.80
East	1.25	25.00	0.43	8.60
Shropshire Total	**12.45**	**249.00**	**7.38**	**147.60**

Source: BE Group 2010

8.16 The next stage of the analysis considers two scenarios – firstly, the higher end of the range looks at rolling forward total take-up and secondly, the lower end considers rolling forward just the allocated/protected land take up. If these long term trends continue, the study area would need 147.60-249.00 ha (gross) to cater for an expected annual take-up of 7.38-12.45 ha/year for the 20 year period (2006/07 to 2025/26) as shown in Table 70. The individual spatial zone requirements are also shown.

8.17 The second scenario comprising just allocated/protected land identifies a requirement of just 147.60 ha. This requirement alone would not satisfy the combined take up of 44.38 ha of land from 2006 to 2009 and the existing realistic land supply of 126.78 ha which would deliver a surplus of 23.56 ha. The second scenario does not take account of any windfall development and does not allow for growth in the local economy. This second scenario would therefore damage the local economy by critically under supplying the market with land for development and has not been pursued further for that reason.

8.18 Reverting to the first scenario, considering total take-up, the requirement of 249 ha would satisfy the combined take up (44.38 ha) and the existing realistic supply (126.78 ha) at April 2009 but the resulting requirement for new land across Shropshire would be just 77.84 ha compared with the requirement for new land of 118.84 ha to meet the Core Strategy requirement to deliver 290 ha of land from 2006 to 2026. This requirement has been identified in the Core Strategy based on the maintenance of the 'Reservoir' of 72 ha of readily available land in any 5 year period. Over the duration of the Core Strategy period from 2006 to 2026 the 'Reservoir' should be completely refreshed four times giving a requirement for 288 ha of land rounded in the Core Strategy to 290 ha.

8.19 Table 71 shows how the forecast requirement affects the shortfalls in development land across the spatial Zones in relation to both the Headline and Realistic Land Supply. In fact, the forecast requirement would push the North East Zone beyond the requirement for this zone in the Core Strategy (see Table 66) due to the rate of past take up in the North East Zone. The forecast need would, however, significantly lower the provision of land in the North West, Central and East Zones and also in the South Zone but to a lesser degree.

Table 71 – Land Need & Supply Summary

Spatial Zone	Forecast Land Need 2006/07 – 2025/26, ha	Completions 2006/07-2008/09	Current Total Headline Land Availability, ha	Surplus/ Shortfall, ha	Current Total Realistic Land Availability, ha	Surplus/ Shortfall, ha
North East	60.00 *	5.77	36.10	18.13 shortfall	27.60	26.63 shortfall
North West	43.00	4.85	34.93	3.22 shortfall	33.34	4.81 shortfall
Central	83.40	23.49	39.54	20.37 shortfall	39.35	20.56 shortfall
South	37.60	4.74	18.06	14.8 shortfall	15.74	17.12 shortfall
East	25.00	5.53	12.21	7.26 shortfall	10.75	8.72 shortfall
Shropshire Total	**249.00**	**44.38**	**140.84**	**63.78 shortfall**	**126.78**	**77.84 shortfall**

** This forecast requirement would be higher than the Core Strategy requirement for 55 ha.*

Source: BE Group 2010

8.20 The impacts of the forecasted needs in Tables 70 and 71 on the requirement for new land in Shropshire would be likely to frustrate the aspirations for employment growth in Core Strategy Policies CS1, CS13 and CS14. This could also prevent the Site Allocations DPD from addressing issues affecting the quantum and distribution of employment land in Shropshire identified in Table 48 and Section 6 of this report and referred to above (paragraphs 8.11 – 8.12).

8.21 The Core Strategy requirement seeks to address these issues by making an allowance for past under performance from the take up of land to provide a sufficient range and choice of sites to facilitate a future rate of growth above past take up. Table 72 shows that this Core Strategy allowance varies across the Zones causing a degree of deflection away from the North East Zone (with a lower requirement than past take up) and only a nominal increase in the South Zone. The Core Strategy allowance will have the greatest impact on the aspirations for growth in the North West and East Zones specifically on the roles of Oswestry and Bridgnorth as key employment and service centres. In making recommendations on the distribution of new land in the County, it will be necessary to consider the extent to which these aspirations can be achieved. The aspirations reflect the need to promote employment development and to support the economy in each of the Zones and across Shropshire. The extent to which these aspirations can be achieved will be largely influenced by the actual geography of demand and the availability of land suitable for employment development. The reality of these constraints may require further consideration of the distribution of new land to reflect the overall needs of the County as suggested in paragraph 8.12.

Table 72 – Land Requirements and Shortfall – Allowance for Future Growth

Spatial Zone	Forecast Land Need 2006 – 2026, ha	Forecast Shortfall 2009-2026, ha	Core Strategy Land Need, ha	Core Strategy Shortfall 2009 - 2026, ha	Core Strategy Allowance on Forecast Need, percent
North East	60.00	26.63	55.00	21.63	- 8.3
North West	43.00	4.81	60.00	21.81	39.5
Central	83.40	20.56	100.00	37.16	19.9
South	37.60	17.12	40.00	19.52	6.4
East	25.00	8.72	35.00	18.72	40.0
Shropshire Total	**249.00**	**77.84**	**290.00**	**118.84**	**16.5**

Source: Shropshire Council 2011

8.22 The effect of this Core Strategy allowance has significant impacts on the shortfall in each zone reflecting past underperformance in key locations. This results in a shortfall in some parts of the County that is close to 50 percent above the level of past performance. However, the overall Core Strategy allowance for the land requirement in the County is only in excess of 16 percent above past performance as shown in Table 72. This raises three key issues about the distribution of supply: firstly, whether provision in the North West will provide sufficient encouragement to demand in Oswestry, secondly, whether provision in the East is in balance with the opportunities and potential in Bridgnorth and finally whether the potential of the principal settlements in the North East (Market Drayton and Whitchurch) offer better opportunities to promote the Shropshire economy as a whole, in which case should additional land beyond the Core Strategy shortfall be considered.. It would appear that provision in the South and Centre is adequate although it is necessary to provide a sufficient range and choice of sites in Shrewsbury town and to satisfy the requirements in the settlements of the South.

Strategic Policy Effects, Population and Job Changes

8.23 Another important influence to consider is Government strategic policy that looks to actively change the local economy. This might include, for example, proposals to increase the number of businesses in an area; the servicing of employment land or the creation of new premises (especially for small and start-up businesses); raising the economic activity rate; reducing unemployment; growing certain, potentially high growth, industry sectors; or reducing out-commuting. All these actions, if pursued aggressively, would have an implication on the need for employment land and premises because more people and businesses would be working locally. A further key issue is Shrewsbury's status as a Growth Point, and the planned provision of approximately 6500 new dwellings in Shrewsbury from 2006 to 2026.

8.24 The expected changes in employment according to Shropshire's economic forecasts (which account for the impact of the Growth Point) are shown in Table 73. As this shows there is a 5.3 percent forecast employment increase in Shropshire (6700 jobs). More employment premises and land will be needed to accommodate them.

Table 73 – Employment Forecast

Area	Employment (jobs)		
	2006	2026	Difference
Shropshire	127,200	133,900	+ 6,700 (+ 5.3%)

Source: Shropshire Council 2010

8.25 Another consideration is how changes in likely future occupations will affect the demand for land. There will be a shift from industrial to office-based employment. The basic principle is that more people working in higher job density office space will mean less employment land is needed to accommodate them. Table 74 shows the proportional floorspace/land split between sectors in Shropshire, as well as the numbers therefore employed in them according to the average job/floorspace assumptions outlined.

Table 74 – Employment Space Use Assumptions

Sector	Proportion of those Employed in B1a/b Space, percent	Proportion of those Employed in B1c/B2 Space, percent	Proportion of those Employed in B8 Space, percent
Average Job Floorspace Density	19 sqm/worker	34 sqm/worker	50 sqm/worker
Food, Drink & Tobacco	-	100	-
Textiles, Clothing & Leather	-	100	-
Wood & Paper	-	100	-
Printing & Publishing	-	100	-
Manufacture of Fuels	-	100	-
Pharmaceuticals	-	100	-
Chemicals	-	100	-
Rubber & Plastics	-	100	-
Non-Metallic Mineral Products	-	100	-
Basic Metals	-	100	-
Metal Goods	-	100	-
Mechanical Engineering	-	100	-
Electronics	-	100	-
Electrical Engineering & Instruments	-	100	-
Motor Vehicles	-	100	-
Other Transport Equipment	-	100	-
Manufacturing – Other	-	100	-
Construction	25	-	75
Distribution	-	-	100
Land Transport, etc	25	-	75
Water Transport	25	-	75
Air Transport	25	-	75
Communications	25	-	75
Banking & Finance	100	-	-
Insurance	100	-	-
Computing Services	100	-	-
Professional Services	100	-	-
Other Business Services	100	-	-
Public Administration	75	25	-
Miscellaneous Services	100	-	-

Source: BE Group 2010

8.26 The following industry sectors have been excluded from the analysis on the basis that they do not typically use B1, B2 or B8 employment land. They are:

- Agriculture
- Coal
- Oil & Gas
- Other Mining
- Electricity
- Gas Supply
- Water Supply
- Retailing
- Hotels & Catering
- Education
- Health & Social Work.

8.27 Table 75 applies these assumptions to the change in the number of workers in each sector in the study area between 2006 and 2026. This is then used to create a floorspace requirement for each industry sector and the economy as a whole. This is then translated into an equivalent land requirement. This uses the standard development density of 3900 sqm/ha, which represents 40 percent site coverage – the property industry norm. The calculations are shown alongside the forecasts at Appendix 7. The model suggests an additional 5.04 ha of employment land is needed in Shropshire which is similarly considered to be inadequate for the future needs of the Shropshire economy. This methodology similarly provides questionable outputs to the forecast scenario which projects land needs forward based only on take up of allocated/protected employment land.

Table 75 – Economic Forecast Floorspace/Land Need

Area	Type	Additional Space Required			Total
		B1a/b Office	B1c/B2 Industrial	B8 Warehouse	All
Shropshire	Floorspace, sqm	119,225	-147,050	47,500	19,675
	Land, ha	30.57	-37.71	12.18	5.04

Source: Various

8.28 This is a net need rather than a gross need as generated by the historic employment land take-up forecasting method (and RSS target guidance). This means that the 5.04 ha is required on top of all that land currently in use. Thus any land lost from employment use will need to be replaced elsewhere.

8.29 However, it is widely recognised that the use of economic forecasts at local authority level is far from perfect. By their nature they can be somewhat misleading and should be treated with caution, some of the reasons for this are outlined below.

8.30 This model is likely to be affected by the future mix of activities in terms of office, manufacturing and warehousing employment within different sectors; it is also impossible to predict the impact of evolving technical change over the study period, and the analysis therefore assumes the current ratios are maintained; and no variation in the density rates is assumed through to 2026. The property market is not a perfect market, and is rife with market failures. It makes no allowance for companies modernising or relocating into different sized properties; that land is not used totally efficiently; that brownfield land will remain undeveloped due to the costs of remedying it; or that some companies occupy more space than they need, etc.

8.31 There are a number of further caveats. These forecasts are typically based on an increasing proportion of higher density employment uses, i.e. offices, reducing the need for further employment land. However, these theoretical forecasts contradict what is happening in practice, which is continuing development and expansion, even though these theoretical trends have been occurring for some twenty years or more.

8.32 There will be a move to higher density employment, however, counter to this and increasing the need for land, will be the continuing growth in numbers of small business; and increasing preference for better quality, more spacious accommodation. BE Group also consider that more of the 'service sector employment' will be in light industrial premises rather than offices, than is generally predicted, especially in a rural area such as Shropshire. Consequently this model should be interpreted as a direction of travel as much as anything else.

Summary

8.33 The WMRSS Revision and the Core Strategy indicate that Shropshire should provide 290 ha of employment land between 2006 and 2026. Based on completions of 44.38 ha to 2009, and the realistic land supply of 126.78 ha there is a projected shortfall of 118.84 ha. This needs to be provided in Shropshire to give an adequate quantity of land and a distribution that delivers a suitable range and choice of sites around the spatial Zones, in Shrewsbury and across the main market towns. The land shortfall is distributed as follows:

- North East – 21.63 ha
- North West – 21.81 ha
- Central – 37.16 ha
- South – 19.52 ha
- East – 18.72 ha.

8.34 Applying the annual average gross employment land take-up of 12.45 ha/year, means the County needs 249.00 ha of land. Allowing for completions to date (44.38 ha), and based on the realistic land supply (126.78 ha), there is a shortage of employment land to cater for the study area's needs to 2026 of 77.84 ha.

8.35 The forecasting model based on historic take-up does not relate well to the RSS driven model (Section 6.0) which identifies a shortfall of 118.84 ha. The Core Strategy objectives in Policies CS1 and CS13 are aspirational for the growth of the Shropshire economy. A Core Strategy allowance is therefore required to accommodate these aspirations which vary across the Zones with a reduction in the North East and significant increases in the North West, Central and East Zones. However, the overall Core Strategy allowance for Shropshire is of the order of 16 percent above past performance and it will be important to identify and deliver this aspiration to promote the Shropshire economy as a whole. This may provide justification for giving further consideration to the potential distribution of new land identified in Table 66 above and indeed to increase the level of new allocations beyond the 118.84 ha shortfall to ensure all key settlements provide appropriate local employment opportunities during the Plan period.

8.36 It will be necessary to monitor delivery against these models and to assess the economy's direction of travel towards such emerging trends as higher density office employment. Although admittedly, this will be less pronounced in a rural county such as Shropshire, as compared to more urban areas.

8.37 In terms of having a sufficient stock of readily available land, the spatial Zones would appear to perform adequately against the five year 'Reservoir' of readily available land that is expected to be maintained in Shropshire.

9.0 INDUSTRY SECTORS

Introduction

9.1 This section looks at the land and property needs of Shropshire firms in a number of high growth sectors. The sectors considered are:

- Creative Industries
- Food and Drink
- Environmental Technology
- Advanced Manufacturing.

9.2 The section looks at the nature of each sector, the type of businesses it includes, their growth and aggregate demand. General locational drivers have been identified from consultation with public sector agencies; existing research and through dialogue with companies themselves. More specific property issues have been ascertained from similar direct company consultations.

Creative Industries

National Background

9.3 The Department for Culture, Media and Sport (DCMS) define the Creative Industries as:

"*those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property. This includes advertising, architecture, the art and antiques market, crafts, design, designer fashion, film and video, interactive leisure software, music, the performing arts, publishing, software and computer games, television and radio*."

9.4 Creative Industries is one of the fastest growing UK sectors, creating up to 12 jobs for every one job created in other industries. In 2008, Creative Industries contributed £59.9 billion to the UK economy and employed around 2 million people (1.1 million directly within Creative Industries, 800,000 in companies outside the sector). 7 percent of all UK businesses are Creative Industries.

9.5 The largest sub-sectors are software, computer games and electronic publishing (75,000 companies), music and the visual/performing arts (31,200), advertising

(13,200) and video, film and photography (11,000). These four sub-sectors employ more than 1.2 million people.

9.6 The sector has a number of key characteristics:

- Half of the businesses employ less than five people
- 25 percent of the industry is self-employed
- Small, fluid companies with rapid start-up and contraction
- Development linked to educational, community and social conditions
- Micro-businesses can have ‘macro’ output.

West Midlands

9.7 There are 11,000 creative industry firms in the West Midlands (15.7 percent of the total business base), employing 60,000 people (5.2 percent of the total employed).

9.8 The largest sub sector is software, computer games and electronic publishing, which accounts for almost half of all jobs in creative industries in the region. Architecture and advertising are also significant employers. This is mainly concentrated in Birmingham, which also has a strong cluster of arts and antiques and designer fashion businesses. Stratford-upon-Avon is a regional focus for music and the performing arts.

Shropshire

9.9 Shropshire Council estimates that in 2008, there were 2089 creative industry firms in Shropshire, employing 6953 people. This is 15.1 percent of the total business base and 6.4 percent of total employment in the County.

9.10 Arts and antiques is the largest sub-sector (accounting for 31 percent of employees in creative industries), followed by designer fashion (24 percent), architecture (19 percent) and software and computing (9 percent).

9.11 Creative Industries are found throughout the County, but there are particular concentrations of craft businesses in the Ironbridge area, supporting local tourist attractions. As cultural centres, Shrewsbury, Oswestry and Ludlow are a focus for arts businesses.

9.12 Advertising and architecture are seen as the sub-sectors with the most potential for future growth. Advertising is likely to benefit from the growth in web-based activities, while demand for architectural services will grow in the post-recession property market, combined with publicly funded regeneration schemes.

9.13 A range of business networks operate in the Creative Industries sector, encouraging joint working and marketing. These include the Shropshire Guild of Contemporary Craft, 'Made in Shropshire' and 'Creative Shropshire'.

Case Studies

Quantum Web Solutions

9.14 Quantum employs 40 people in its Shrewsbury office. Shrewsbury is the focus for the local Creative Industries/ICT sector, offering good road access and an attractive working environment.

9.15 There is a shortage of good quality freehold/long leasehold office space, of 50-300 sqm, in Shrewsbury Town Centre. This is limiting the ability of firms to expand. Start-ups are finding accommodation in existing multi-let schemes, such as The Design Centre, College Hill, Shrewsbury.

9.16 Poor accessibility and limited broadband coverage is discouraging Creative Industry businesses from locating in other Shropshire towns or rural office schemes.

Source Web Design

9.17 Source is a small firm with seven employees, based at the Design Centre, Shrewsbury. It specialises in graphic design, online marketing and other new media activities for companies in Shropshire and Telford.

9.18 Source is part of Shrewsbury's small, but successful cluster of Creative Industry firms. Most are in the web design and media/marketing sub-sectors, operating locally to meet the needs of Shropshire's large firms. Creative Industries like Source are attracted to Shrewsbury because of the availability of reasonable quality office space, good local environment and excellent transport links. Source's only concern is the difficulty in attracting skilled graduates to Shrewsbury, over the much larger ICT/media clusters of Birmingham and Coventry.

Baart Harries Newall

9.19 Baart Harries Newall is a Shrewsbury based architectural firm. It employs 12 staff, working on projects across the West Midlands. The practice specialises in designing community/education, office and residential buildings, alongside the conservation of historic churches. Recent Shropshire commissions include a headquarters building for the Burnt Tree Group in Shrewsbury.

9.20 There are six significant architectural practices in Shropshire, along with a number of home-based practitioners. They exist to meet local needs, with historically good demand from large manufacturers for new office/production facilities.

Fat Dog Film and Media

9.21 Fat Dog Film and Media are a small film production company based in Oaks Business Park, Shepherds Lane, Shrewsbury. Five-strong, the firm creates and edits corporate information films, including health and safety briefings and staff inductions. Fat Dog has worked for large firms across the region including JCB, Intel, Cadburys and Rolls Royce.

9.22 Outside of London, most independent film makers are sole traders/micro-businesses, frequently home-based. The specialised nature of the business means that they must seek commissions and market concepts across the country. The film industry is footloose and will seek out budget office/studio accommodation in both urban and rural schemes. Price is the most important factor in any relocation decision and producers can operate out of budget workshops, if required.

9.23 Towns like Shrewsbury and Ludlow are attractive filming locations, but the County does not contain a strong cluster of local production firms.

Parker Ward

9.24 Parker Ward is a public relations consultancy based in Oaks Business Park, Shrewsbury. It works with firms of all sizes across the West Midlands, providing media support (including web and print based media).

9.25 The company moved to Shrewsbury in 2007, due to the area’s quality of lifestyle, image, and available good quality office space and transport access, particularly to

London where it has another office. The firm's client list is region-wide and it has few links with local firms.

Food and Drink

National Background

9.26 The Department for Business Innovation and Skills (BIS) estimate that UK consumers spent £173 billion on food, drink and catering services in 2008 (a 22 percent increase from 2004). Food and Drink manufacturing achieved a GVA of £21.8 billion in the same year.

9.27 Food and Drink manufacturing includes all stages of production from primary processing (milling, malting and slaughtering) to the final cooking/baking and packaging of complex prepared foods. It excludes the retail sale of finished products or their catering to customers in restaurants, cafes, canteens, etc. There were 7028 UK food and drink manufacturers in 2008, employing 402,000 people at 9865 sites and factories (14 percent of the UK manufacturing sector).

9.28 The national Food and Drink sector is the second most productive in the world (after Canada), with a 1.7 percent productivity growth in 2007. Much of this productivity growth has been achieved through moves from bulk commodity production to specialised value-added products (such as cakes), introducing 10,000 new products annually.

West Midlands

9.29 Across the region, Food and Drink manufacturing employs 58,000 people and generates an annual GVA of £6 billion. Key sub-sectors include red meat (with 19 percent of all UK businesses), bakery and confectionary, fruit and vegetables, breweries and soft drinks, ethnic foods, dairies and support services. Market trends towards locally produced products are encouraging the development of smaller value added business, close to centres of agriculture.

9.30 Production is complemented by a strong research and development structure, including food science departments at Harper Adams University College, University College Birmingham and the University of Birmingham.

Shropshire

9.31 The historic dominance of agriculture in Shropshire has encouraged the development of a strong Food and Drink sector, including large international manufacturers, small artisan producers and specialist wholesalers/retailers. In 2008, 3.5 percent of Shropshire's workforce was employed in Food and Drink manufacturing, compared to 1.4 percent nationally.

9.32 However, between 2001 and 2008, employment in food manufacturing fell by almost a quarter to 3774. Reasons for this include increasing automation of production and an increasing number of micro/sole trader artisan businesses.

9.33 Food and Drink firms are found across Shropshire, but are most significant in the north of the County. This includes a substantial dairy and meat processing industry, supported by local farming. Dairy producers Muller (Market Drayton) and Uniq (Minsterley) are both major local employers, as are the meat producers Anglo-Beef Processors (Ellesmere) and Pork Farms-Palethorpes (Market Drayton).

9.34 Orchards are more common in South Shropshire (and close to Herefordshire) and these support fruit and vegetable packaging industries, including Kerry Foods. Other locally important Food and Drink sub-sectors include:

- Farm Animal Feed
- Pet Foods
- Bread
- Pastry Goods and Cakes
- Beer
- Mineral Water and Soft Drinks.

Advantage West Midlands

9.35 AWM considered Food and Drink to be a key employment sector in Shropshire, notably dairy and red meat production (both focused in north Shropshire). There are also a range of support/logistics services around Shrewsbury and the market towns including Whitchurch and Market Drayton.

9.36 The Shropshire Food Enterprise Centre in Shrewsbury has recently been completed to house start-up and expanding food manufacturing businesses. The Centre provides 12 purpose built production units of 150-300 sqm, tailored business support and networking opportunities. The scheme is managed by Heart of England Fine Foods, the regional food group, which is based at the Centre.

9.37 The sector has seen little growth in the West Midlands over the last few years. This is due to reduced demand for luxury foods in the recession, although the market for general dairy products remains strong. Firms are focusing on the retention of key contracts (e.g. with the major food retailers) over investment in staffing or property.

9.38 When firms are looking to expand, demand is for freehold sites. Large Food and Drink manufacturers will generally build bespoke facilities to meet their unique production and hygiene needs. Food production can be a ‘bad neighbour’ use in terms of noise and smells, 24 hour working and the number of lorry trips generated. Businesses will therefore prefer more isolated greenfield locations over brownfield/mixed use sites, particularly where the latter are close to housing.

9.39 Access to a supply of semi-skilled labour is a key consideration, and firms frequently have to provide workforce transport to isolated production plants.

Case Studies

Fabdec

9.40 Fabdec is based in Grange Road, Ellesmere. The company engineers and manufactures stainless steel tanks. Its core product is milk tanks for the agriculture industry (the main users are farmers). Milk is stored in them prior to transport to the processing factory. With the continuing decline of agriculture the company has diversified into other products, for example hot water boilers, smoke ovens and hot air balloon tanks.

9.41 The company currently employs 100 staff, but this has been in decline for a number of years, linked to the concurrent decline in agriculture. Fabdec used to be part of its neighbouring company Fullwood & Bland, which has just celebrated its 240th anniversary. Fullwood & Bland imports, markets and sells milk tanks in the UK. It had to sell its manufacturing arm to survive the foot and mouth crisis of the 1960s, hence the creation of Fabdec, which was bought at the time by an American company. The two companies have a competitive, but friendly, relationship, even though they are in very similar market sectors.

9.42 Fabdec sells its tanks across the world, as well as in the UK. It has a Queen's Award for export, and is currently finding a large market in Russia. It manufactures on site, despite the trend to overseas sourcing. It states that maintaining quality is a key reason to retain manufacturing in the UK, but also the tanks are very large, making importing them not cost viable.

9.43 One of its main staff needs is for skilled welders that can cope with thin gauge stainless steel. It has to train its own workforce as it cannot rely on drawing in from a wide catchment area. The wage levels for such workers are not particularly high, so many are reliant on public transport or only having to travel short distances. Getting to Ellesmere on public transport is not easy, thus Fabdec has found it most efficient to focus on maintaining a loyal, local, trained workforce.

9.44 Another area of difficulty is around transport of materials and products. Fabdec imports its main raw material, stainless steel, which has to be transported to the factory. Going the other way, large tanks have to be freighted out of the town. The HGVs used for this often get stuck in Ellesmere's narrow streets causing inconvenience and occasionally minor damage.

9.45 Housing is gradually encroaching closer and closer to Fabdec's factory. In part, this is Fabdec's doing as it has sold land for housing development in the past. However this is likely to cause problems in the future, as it may constrain out-of-hours manufacturing activity due to noise pollution affecting neighbouring residents.

9.46 There are no specific land and property issues affecting Fabdec. Neither is there any obvious scope for Shropshire Council to help support Fabdec.

Culina Logistics

9.47 Culina provide logistical services to drinks producers across the UK. It operates from nine depots across the UK, including a 16,000 sqm chilled drinks plant in Market Drayton, which employs 500 people.

9.48 The company has recently opened new facilities at Haverhill, Cambridgeshire and Bristol and has no further expansion plans. A small amount of expansion land is available at Market Drayton, but is unlikely to be brought forward.

9.49 Culina has a national client base, but supports a range of Food and Drink producers in Shropshire. Major Food and Drink manufacturers are found throughout the County, but the strongest concentration is in the northern towns of Wem, Market Drayton, Ellesmere and Whitchurch.

9.50 Poor access to some rural industrial estates can discourage food businesses from locating there. Broadband access has been historically poor across Shropshire, but now seems to be improving.

Lloyds Animal Feeds

9.51 Lloyds process and distribute grain based animal feeds in four mills across the UK, including one at Morton, Oswestry. The company employs 250 people in total.

9.52 There is a large area of expansion land at Morton, but no plans to bring it forward for development. Recent investment has been in the acquisition and refit of a new mill in Darlington.

9.53 Lloyds supply feed to farms in North Shropshire, which in turn support a strong local food production industry. Muller is the largest local employer, but a range of other firms process and distribute dairy, egg and red meat products. This cluster has been hard hit by the recession (particularly the fall in demand for luxury foods) but is now recovering. Companies are still deferring relocation/expansion plans though and concentrating on plant modernisation and other cost saving investment.

9.54 Food and Drink firms have specialist property requirements and prefer to build their own accommodation and historically, demand has been for sites of 1-5 ha.

Milk Link

9.55 Milk Link is the UK's largest cheese producer. It operates from five creameries across the country, along with a packaging plant at Maes y Clawdd, Oswestry, which employs 500. The company is a co-operative, owned by 1500 dairy farmers.

9.56 All land at Maes y Clawdd is in use and the firm has no further requirements for space. It is already investing in a range of projects outside of Shropshire, including modernisation of dairies at Kirkcudbright, Dumfriesshire; Crediton, Devon; and

Llandyrnog, Denbighshire. Milk Link is also developing a production innovation centre at the Taw Valley Creamery in Devon.

Oakland Eggs

9.57 Oakland is a local egg producer and large landowner in Shropshire. Its property portfolio includes an egg packing plant at Edstaston, Wem; an 8 ha site near RAF Shawbury, near Shrewsbury and 22 agricultural holdings (of 8-49 ha) across the County.

9.58 Oakland has a number of expansion plans, including development of an anaerobic digester at Shawbury. However, the company feels that the local planning authority would not support such developments in rural areas.

9.59 Seven of Oakland's agricultural holdings (primarily around Shrewsbury) have unused land, in plots of 1-8 ha. The firm would like to develop some of these sites for housing, specifically for rural workers. It would not look to develop any site for employment uses as there is sufficient business property in the County.

9.60 Oakland sells eggs nationally. Its suppliers are farms under contract, 60 percent of which are in Shropshire, the rest in Cumbria. The most recent expansion of its suppliers has been outside of Shropshire.

9.61 The company feels that industry legislation (regarding bird welfare) combined with local planning policy (which discourages farm intensification/industrialisation) makes further expansion of its Shropshire operations difficult.

Pork Farms – Palethorpes

9.62 Palethorpes package locally sourced meat from a large production plant at Market Drayton. It is a large, established firm which has been at the same location since the 1960s and now employs 900 people. It has no plans to move or expand and all its land is in use.

9.63 Although Palethorpes is part of the wider Food and Drink cluster in Shropshire, its dealings with other local firms are limited. Most of its suppliers and customers come from outside of the County.

Environmental Technology

National Background

9.64 The UK environmental goods and services industry is diverse, with its roots in some long established sectors, notably in the areas of drinking water supply, waste water treatment, and solid waste management. Today's industry has helped to deal with the legacy of pollution from Britain's industrial past, providing practical and effective solutions to a wide range of environmental problems. The Department of Environment, Food and Rural Affairs estimate that the sector employs 400,000 people across the UK, with an annual turnover of £25 billion. The UK industry accounts for almost five percent of the world total.

9.65 The industry is defined by the OECD as "*goods and services to measure, prevent, limit, minimise or correct environmental damage to water, air and soil, as well as problems related to noise and eco-systems*." It comprises various aspects such as:

- Air pollution control
- Cleaner technologies & processes
- Contaminated land remediation
- Energy management
- Environmental consultancy
- Environmental monitoring & analysis
- Landscape services
- Marine pollution
- Noise & vibration control
- Recovery & recycling
- Renewable energy
- Transport pollution control
- Waste management
- Water & waste treatment.

9.66 The areas with the strongest growth prospects are believed to be waste management; cleaner technologies and processes; contaminated land remediation; and renewable energy.

West Midlands

9.67 The West Midlands Environmental Technology sector comprises 1500 businesses, employing 24,000-29,000 people (1 percent of total employment in the region) and generating up to £1 billion in turnover.

9.68 AWM considered Environmental Technology to be a growing regional sector, albeit one suffering from some labour shortages. Recruiting skilled staff to rural areas such as Shropshire can be difficult and the region's cities are generally more attractive to graduates. Firms in sub-sectors such as waste management report a particular shortage of engineers.

Shropshire

9.69 Research undertaken by Shropshire County Council, indicates that in 2006, there were 148 local Environmental Technology businesses, employing 1400 people, in Shropshire. Total turnover was £123 million, contributing £37 million to the County's GVA.

9.70 The dominant sub-sectors are water; wastewater management; waste management (including recycling) and environmental consultancy. The areas of operation, of the 148 identified businesses, are highlighted below:

- Waste management – 28 percent
- Environmental consultancy – 21 percent
- Water and wastewater management – 14 percent
- Skip hire – 9 percent
- Energy and renewables – 9 percent
- Air pollution – 7 percent
- Environmental monitoring and instrumentation – 5 percent
- Contaminated land management – 4 percent
- Noise and vibration management – 2 percent
- Other – 1 percent.

9.71 The industry is being driven forward by legislation to reduce industrial pollution, such as the Integrated Pollution Prevention and Control and Climate Control Levy, alongside private sector moves to sustainable business management. Consequently the greatest recent growth has been in the Environmental Consultancy, Waste Management and Energy Efficiency/Renewable Energy sub-sectors.

Case Studies

Balfours Environmental Consultants

9.72 Balfours is a firm of environmental assessors, planning consultants and chartered surveyors, employing 40 people in three offices across Shropshire. Its head office is at Windsor Place, Shrewsbury.

9.73 On the business side it has no real problems, it can find staff as required, and broadband is not a problem as it is available at all offices.

Enterprise

9.74 Enterprise provides a range of infrastructure and support services for local authorities and private utility firms, such as BT, United Utilities and Staffordshire County Council. Relevant activities include grounds maintenance, waste collection, leak detection and repair. A national firm, Enterprise employs 13,000 people in 200 offices and depots. The company has four offices in Shropshire (all around Shrewsbury) providing highways and staff training services.

9.75 The company is now looking to expand into the private sector energy market, away from the constrained public sector. Such growth is likely to focus on southern England. Elsewhere, Enterprise is pursuing a strategy of minimal capital investment and any future requirements are likely to be for freehold offices of 200-600 sqm.

BiogenGreenfinch

9.76 Bedfordshire based BiogenGreenfinch operate an anaerobic digestion plant in Ludlow, the first such facility in the UK to process source-separated household waste into biogas and fertiliser. The site employs 23 people, with sufficient expansion land for a second digestion plant. BiogenGreenfinch has no plans for further expansion in Shropshire and is investing in other new plants, elsewhere in the UK.

E4Environment

9.77 E4Environment is a consultancy specialising in renewable energy and waste management. The company has recently occupied a 250 sqm office at Abbey Lawns, Shrewsbury, which meets all its property needs.

9.78 There is a strong cluster of environmental consultancy firms in and around

Shrewsbury. Many were spun out of Aspinwall (now Enviros), a large consultancy with a long presence in Shrewsbury. The sector is well integrated and firms regularly work together on projects. Waste management is also strong in Shropshire, although such businesses are dispersed throughout the County.

9.79 There are a number of multi-let property schemes in the County, which market space to the Environmental Technology sector. These include the Shrewsbury Environmental Technology Centre at the Pump House, Chester Street, Shrewsbury, which provides 900 sqm of offices to new and expanding firms. The Centre is popular with renewable energy and hydrology consultancies. However, most Environmental Technology firms only require general office space and will not always be willing to pay extra for specialist accommodation.

9.80 Although perceived to be a nice working environment, it can be difficult to attract skilled employees to Shrewsbury compared to larger centres such as Birmingham and Cardiff. Both the Council and local/regional cluster organisations such as the Marches Environmental Technology Network could do more to market Shropshire to graduates.

SKM Enviros

9.81 With origins in the West Midlands, Enviros (part of the Sinclair Knight Merz group) is now an international consultancy employing 500 people in 20 offices. Areas of expertise include water management, sustainability and health and safety. Shropshire operations are now based at Enviros House, a 1400 sqm self-contained office at Shrewsbury Business Park. 80 people are employed at Enviros House which is only half full. The market for environmental consultancy services is presently weak and Enviros will not be recruiting any more staff, or expanding its operations, in the near future.

Environmental Simulations International

9.82 Environmental Simulations International (ESI) carries out consultancy in water resources and ground source engineering both nationally and internationally. Based at Abbey Foregate, Shrewsbury, there are further offices in London, Italy and the USA.

9.83 ESI has a requirement for freehold office premises of 600 sqm, in Shrewsbury town centre. The town centre has a shortage of good quality office space and ESI has been unable to find appropriate accommodation. In part, this is due to the loss of several office schemes to housing development.

9.84 There is a strong cluster of environmental consultancy firms in and around Shrewsbury. Key sub-sectors include river management and hydrology, which supports the work of British Waterways and the Environment Agency.

9.85 There are concerns about the lack of high speed broadband in Shropshire, which is not readily available west of Telford.

Tudor Griffith Group

9.86 Tudor Griffith employs 260 people in Shropshire. Its areas of operation include sand gravel extraction, farming, concrete production, wholesale construction supplies and waste management. Tudor Griffith works with other Environmental Technology firms in Shropshire and regularly contracts services to local consultants, notably hydrologists and waste managers. Property holdings in the County include five builders merchants, four concrete plants and a quarry/landfill and headquarters office in Ellesmere.

9.87 The company has a requirement for sites of 1-2 ha, with good road access, on which it can develop additional builders merchants. Sites in the east of the County are preferred. Tudor Griffith also has surplus land, which it would be willing to release for development. However, most are isolated agricultural plots of around 0.5 ha, which could not support employment uses.

9.88 Tudor Griffith has no issues with transport access or staff recruitment, although it is often difficult for its employees to secure affordable rural housing.

Advanced Manufacturing

National Background

9.89 BIS define Advanced Manufacturing as *“businesses which use a high level of design or scientific skills to produce technologically complex products and processes. Because of the specialised requirements involved, these are usually goods and associated services of high value.”*

9.90 Advanced Manufacturing is possible across the huge range of activities that encompass modern industry, from large aerospace companies to small firms spun off from university research. Many Advanced Manufacturing firms are suppliers to larger companies higher up the value chain.

9.91 Advanced Manufacturing is a growth sector reflecting wider manufacturing investment in innovation and productivity. Three quarters of all UK business expenditure in research and development comes from the manufacturing sector, and that investment increased by 18 percent in 2008.

West Midlands

9.92 In the West Midlands, AWM considered the automotive, aerospace and medical Technologies sub-sectors to be significant and have a component of advanced manufacturing.

Automotive

9.93 There are 1500 automotive manufacturers and parts suppliers in the West Midlands, employing 115,000 people and with an annual turnover of £13 billion. These include 17 tier 1 manufacturers of high volume and niche vehicles, along with major 2nd and 3rd tier suppliers. Together these provide 28 percent of UK industry output, the second most significant automotive cluster after the South East. The region is also a focus for research and development into low carbon and alternative fuel vehicles.

9.94 Across the region there are sufficient skilled workers but a shortage of general engineering staff. This could be addressed through the introduction of more NVQ Level 2/3 Apprenticeships. However, smaller firms cannot afford to pay the full cost of such apprenticeships and would need public support.

Aerospace

9.95 The West Midlands has a significant aerospace cluster of 700 companies, employing around 45,000 people (20-25 percent of the UK aerospace sector). The region has particular expertise in aircraft control systems and is home to three Rolls Royce engine plants, along with a quarter of the Rolls Royce supply chain.

9.96 Aerospace is a conservative industry, which struggles to adapt to changing economic circumstances. For example, an average airplane model will have a 25 year life cycle, compared to five years for a car model. For this reason firms are slow to acquire and dispose of land and property. Presently the sector is gearing up for production of the Airbus A380 and Boeing 737 replacement. This will impact on the entire supply chain. Demand from smaller firms is for general industrial units of 500-1000 sqm, capable of supporting a range of engineering activities.

Medical Technologies

9.97 The use of electronic and digital technologies to support modern medical practices is increasing. In the UK, innovation is supported by £15 billion in annual NHS spending on products and services. In the West Midlands, key sub-sectors include computer software/hardware, assistive technologies for the disabled, infection control technology and bio-implants.

Shropshire

9.98 Manufacturing remains an important sector in Shropshire, accounting for 11.1 percent of employment in 2008 (albeit reduced from 22 percent in 2001). Food and drink manufacturing, fabricated metal production and machinery/equipment manufacture are the main sub-sectors, collectively accounting for half of all manufacturing employment. Food and Drink manufacturing is focused in north Shropshire, alongside the wider food/agricultural production industry. Fabricated metal production is dominated by two large firms, Novelis and Bridgnorth Aluminium, at Bridgnorth in the south east. Machinery/equipment manufacture is spread across the County and includes McConnel at Ludlow and Fulwoods at Ellesmere, both important employers.

9.99 Other notable manufacturing sectors, which could be said to be ‘advanced’, include rubber and plastic products; other non-metallic mineral products; basic metals, medical, precision and optical equipment; motor vehicles, trailers and semi-trailers and transport equipment. All account for at least two percent of Shropshire’s manufacturing employment.

9.100 According to AWM, most automotive firms in Shropshire are lower tier parts suppliers. This includes a number of firms who support Worcestershire based car manufacturer, Morgan. Several Shropshire based firms have also secured niche markets in the development and production of low carbon vehicles for the agricultural sector. River Simple in Ludlow is also pioneering a two-seat town car powered by hydrogen fuel cells.

9.101 Most local aerospace firms are lower tier parts suppliers, supporting the major manufacturers in Wolverhampton, Birmingham and Coventry.

Case Studies

DMS Plastics

9.102 DMS Plastics makes plastic components and would describe itself as an advanced manufacturer. Its range of products/clients is extensive from aircraft to gaming machine manufacturers. The Ludlow based company has halved in size over the last five years due to foreign competition and the effects of globalisation. It used to employ 75, but this is now down to 30. The company employs mostly skilled/semi-skilled staff, and there is no problem finding staff with the appropriate skills.

9.103 It imports its raw materials from around Europe, and its clients are nationwide. Its only Shropshire client is F.W. McConnel in Ludlow, with which it does only £10-12,000 worth of business. There is nothing specific that Shropshire Council can do to help them, apart from lower the business rates. As the company is downsizing, there is plenty of capacity within its present premises, it also has 0.6 ha of adjacent expansion land at Lingen Road, Ludlow Business Park, Ludlow which it is looking to release. There are no other specific land or property issues that affect it.

Caterpillar Remanufacturing

9.104 Caterpillar is the world's leading producer of agricultural and construction machinery. 350 people are employed at its engine part manufacturing plant at Lancaster Road, Shrewsbury. This 8 ha site is only half occupied, but the global slump in demand for Caterpillar products makes further expansion unlikely in the near future. Caterpillar has a significant local supply chain, both for parts and support services. Most of its suppliers are in industrial estates around Shrewsbury.

Grainger and Worrell

9.105 Grainger and Worrell specialise in bespoke metal castings, primarily of engine parts. Designing and casting is undertaken at its main factory at Stanmore Industrial Estate, Bridgnorth. Precision machining is undertaken in Telford, with a third factory in the

USA. All its properties are leased and the company has no further property requirements.

Varian

9.106 Varian (formally Polymer Laboratories) is a multi-national firm, manufacturing a wide range of scientific and diagnostic instruments. It owns an instrumentation manufacturing plant at Craven Arms and leases a polymer laboratory in Church Stretton. It also leases several support facilities in both towns. 50 people are employed in Craven Arms and 66 at Church Stretton.

9.107 There is some unused land around the Craven Arms factory, although all Varian's present requirements have been met at its leasehold facilities. Additionally, the company has recently been purchased by US-based Agilent Technologies, so any future expansion decisions will be taken outside of the country.

9.108 Varian is unique in Shropshire and there are few local suppliers which could support (let alone do) its specialist manufacturing processes. Parts and services are sourced nationally. Specialist engineering staff must also be recruited from across the UK and the company will support their relocation. The firm has no transport or broadband access issues.

Novelis

9.109 Based at Bridgnorth, Novelis manufacture domestic and industrial metal products out of a 50,000 sqm manufacturing plant. One of the largest aluminium foil production facilities in Europe, the factory has five foil rolling mills and employs 250. The plant was comprehensively refurbished in 2003 and there are no further plans for change. Expansion land is available in the north of the site (at the junction of A458/Old Worcester Road) and in the south. Most is in use as landscaping and open storage.

9.110 Novelis has a large supply chain, obtaining goods and services from across the West Midlands and beyond. Shropshire based firms comprise only a small part of that supplier base.

Summary

9.111 Creative Industries are a large contributor to the national economy. The sector is diverse, although at the national and regional level it is driven by design, software, publishing and advertising. These are important in Shropshire, although the County also has high proportions of arts, antiques and designer fashion firms. Shrewsbury is the focus for Creative Industries, although Oswestry and Ludlow are also cultural and artistic centres.

9.112 Most Creative Industry firms are micro businesses and the local sector is weakly defined, with little interaction between businesses. Companies have few property needs, although some report difficulties in obtaining traditional office space in Shrewsbury.

9.113 At the local level, Food and Drink is the largest and most established sector considered in this study. Key sectors include dairy, red meat processing and logistical support. Most companies are national, with a range of facilities across the UK. Firms are found across the County with a focus in north Shropshire, due to the area's historic links with agriculture.

9.114 Companies have expansion land, and some also have significant agricultural holdings. Despite the recession, investment in land and property is ongoing, but generally outside of Shropshire.

9.115 Environmental Technology is likely to be a strong growth sector over the next decade, due to increasing legislation. In Shropshire, waste management and environmental consultancy (concentrated in Shrewsbury) dominate, with consultancy firms working to support larger industries. Demand is for traditional office accommodation, and again some firms struggle to find appropriate space in Shrewsbury.

9.116 Advanced Manufacturing is a very diverse sector, which can include any manufacturing firm engaging in, or benefiting from, research and development activities. In the West Midlands, the automotive, aerospace and medical technologies sectors are key drivers of Advanced Manufacturing. The automotive industry in particular supports innovation in Shropshire, notably for low carbon vehicles.

9.117 Advanced Manufacturing in Shropshire is undertaken by large established firms. Many have extensive supply chains, both in Shropshire and across the West Midlands. However, the unique nature of their manufacturing activities means they rarely work together. Expansion land is available on many sites, but growth plans are on hold in the present economic climate.

9.118 None of the sectors report significant concerns with staff recruitment, beyond the expected issues of recruiting skilled workers in rural areas. Transport and broadband access are not seen as major barriers to growth. Neither are there any generic land or property issues across any of the sectors.

Challenges and Opportunities

9.119 This is just a snapshot of the industry sectors, and only a few companies have been talked to on an individual basis due to the scale of this study. Cluster development is usually driven forward at a regional level. The findings will also have been affected by the recession that is dampening firms' aspirations and consequently land and property needs.

9.120 The difficulties of such cluster development are illustrated by Shropshire's Food and Drink sector. This is probably the most pronounced sector in Shropshire, and there is a dedicated business centre (and associated land) in Shrewsbury to help them. However it is currently struggling to attract occupiers – although it is not clear how much this is due to the recession as compared to other factors.

9.121 It seems strange that firms in these sectors are struggling to find traditional office space in Shrewsbury – especially when over 15,000 sqm of such space was identified in Central Zone in Section 4.0.

9.122 Many of the difficulties faced by businesses in these sectors are no different than the difficulties faced by all businesses in general.

10.0 NEIGHBOURING AREAS ANALYSIS

Introduction

10.1 This section considers the property market in the local authority areas adjacent to Shropshire. Understanding the supply and demand of employment land and premises in neighbouring areas is important in assessing if they have any impact on Shropshire's land and property market. However, in reality many of the impacts are limited, as companies tend to prefer to remain in their localities due to the desire to retain staff.

10.2 Shropshire is surrounded by a large number of local authority areas. The main ones sharing an extensive boundary are Wrexham and Powys in Wales; Telford & Wrekin, Cheshire East, South Staffordshire and Herefordshire. Other areas that share boundaries include Cheshire West & Chester, Newcastle-under-Lyme, Malvern Hills, Wyre Forest and Stafford, however there is a limited shared boundary and so no analysis of these areas is deemed necessary. Figures for the total property supply are taken from 2008 Valuation Office data (the latest available); while local authority reports and a number of relevant background documents are used as appropriate.

10.3 As Table 76 shows Cheshire East dominates the supply of floorspace in the sub-region, not surprising given its alliance to the prosperous Greater Manchester conurbation. Telford and Shropshire form a second tier, the former dominating in terms of industrial space; the latter has the edge when it comes to offices. Herefordshire, Wrexham and Powys have very similar levels of floorspace, across both industrial and office categories. South Staffordshire is noticeable in that it forms the rearguard, not unsurprising because it is relatively small in size.

Table 76 – Property and Floorspace Distribution

Area	Floorspace, sqm (Number of Units)		Total Floorspace, sqm (Number of Units)
	Factories/ Warehouses	Offices	
Shropshire	1,892,000 (3325)	284,000 (1588)	2,176,000 (4913)
Cheshire East	3,177,000 (3195)	587,000 (2824)	3,764,000 (6019)
Telford	2,132,000	234,000	2,366,000

Area	Floorspace, sqm (Number of Units)		Total Floorspace, sqm (Number of Units)
	Factories/ Warehouses	Offices	
	(1592)	(768)	(2360)
South Staffordshire	667,000 (767)	48,000 (355)	715,000 (1122)
Herefordshire	1,455,000 (2241)	166,000 (999)	1,621,000 (3240)
Powys	893,000 (744)	125,000 (1795)	1,018,000 (2539)
Wrexham	1,577,000 (1462)	119,000 (526)	1,696,000 (1988)

Source: ONS Commercial and Industrial Floorspace 2008

Cheshire East

10.4 On 1st April 2009, the former local authorities of Macclesfield, Congleton and Crewe & Nantwich joined together to form Cheshire East. It is the latter of the three former areas that abuts the northern side of Shropshire which this analysis concentrates on. Cheshire East Council was aiming to begin its Employment Land Review in late 2010.

10.5 Crewe and Nantwich are between 18 and 28 km from Whitchurch and Market Drayton. Key schemes include Crewe Gates Industrial Estate, Crewe Business Park, Marshfield Employment Park and Barony Employment Park. Basford East and West are strategic proposals that are expected to employ 5000-13,000 people in the future. In total there are 130 ha of employment land in the former local authority area of Crewe & Nantwich according to the Council's 2008 Annual Monitoring Report. Given the distance between Crewe and the nearest key settlements in Shropshire, there is little overt competition between the locations – especially as the intervening area is highly rural in nature.

Telford & Wrekin

10.6 The 2006 Telford Employment Land Review study analyses the nature and sub-regional role of Telford's economy, with the aim to help Telford First's business planning and the preparation of the LDF.

10.7 It states that Telford is a new town and has seen significant growth particularly inward investment in manufacturing. This success has been founded on a plentiful supply of employment land and premises, excellent accessibility (linked to the M54) and favourable grant status (regional selective assistance and enterprise zone).

10.8 Almost all the area's land and premises are concentrated in three areas: Hortonwood, Stafford Park and Halesfield. They have a wide range of properties from starter units to large manufacturing complexes and distribution warehouses. The floorspace is relatively modern compared to most neighbouring areas (built between 1981 and 1990) and the large supply of land and premises means it is relatively low cost.

10.9 The study identified 53 sites totalling over 212 ha, more than half of which was actively marketed. It covered the full gamut of site suitability types:

- Warehouse/production
- Large warehouse/production
- Distribution park
- Technology park
- Town centre fringe office/business
- Standard business parks.

10.10 The study concludes that there is plenty of land and premises to meet all the growth scenarios tested to 2016 and 2030. Although there may need to be a shift from B2 to B1 land/premises to meet the growth in the service sector and decline in heavy industry.

10.11 The extensive land and premises supply in Telford impacts on the property markets in both Shifnal and Bridgnorth. It overshadows these locations which consequently use Telford as a higher order service and employment centre. Telford will soak up demand in the sub-region, thereby reducing the need for land and premises in both Shifnal and Bridgnorth. To some extent Telford has a similar, though less significant, impact on Shrewsbury. With the M54 stopping at Telford, accessibility is reduced to Shrewsbury. Although Shrewsbury, as the County town and public sector service centre, retains critical mass, its vitality will be affected by Telford, especially in terms of attracting inward investment.

South Staffordshire

10.12 South Staffordshire is a rural district on the north west edge of the West Midlands. There is no predominant settlement; the largest rural service centres include Kinver and Wombourne (which border Shropshire). However the District relies on larger urban areas outside it for higher order services, retail and employment. South Staffordshire District Council completed an Employment Land Study in 2009. This study provides a detailed assessment of employment land in the District up to 2026.

10.13 South Staffordshire's property market, due to its location and geography, is a difficult area upon which to generalise. However the general requirements for industrial, distribution and office sites are limited. Much of the property activity in the area takes place alongside the M54 and M6 routes many just outside the District. There have, for example, been new distribution facilities built at Four Ashes and Hilton Main. Yet, smaller more typical industrial units have struggled to find occupiers at the same locations.

10.14 There is very limited demand for offices in South Staffordshire. Neighbouring Wolverhampton Business Park and Pendeford Office Park are viewed to have soaked up most of the demand from the general area.

10.15 The southern part of the district, that adjacent to Shropshire, exhibits limited demand and supply across all sectors. Although there are significant employment areas around Wombourne (e.g. Heath Mill Road IE, Ounsdale Road IE, Smestow Bridge IE), demand is more locally driven and smaller scale. Other employment areas in the south of the district include: Wolverhampton Business Airport, Bobbington and Fairfield Drive IE in Kinver.

10.16 The average annual employment land take-up in South Staffordshire between 1996/97 and 2006/07 was 3.46 ha/year. Although the study states that a more accurate estimate is actually 2.44 ha/year (this revised figure excludes one year of extra-ordinary take-up).

10.17 The study identified a total of 31.5 ha of available employment land, most of which is deemed good quality. This total excludes a number of regional sites (i54 Wobaston Road RIS/MIS, 85.0 ha; and Hilton Cross RIS, 6.7 ha). Moog Aerospace is currently looking to relocate to i54, which is promoted by Advantage West Midlands as a flagship site. Against this, the study concludes the District needs a supply of 48 ha to 2026. There are no available sites in the south of the District, but there are 12.65 ha at Bridgnorth Road, Wombourne.

10.18 The findings of the report validate the conclusions of a recent meeting between Shropshire Council and South Staffordshire District Council and South Staffordshire District Council at which no significant cross-boundary issues were identified.

Herefordshire

10.19 The Herefordshire Employment Land Study was commissioned in 2009 by Herefordshire County Council to inform the Council's LDF. The overall aim was *"to consider the economic opportunities and threats to Herefordshire as a whole, and also the specific issues regarding Hereford city, the individual market towns and the wider rural area, in helping to maximise the economic opportunities of the County.*"

10.20 It split Herefordshire up into three sub-areas: County Town, Hereford and its hinterland; Eastern Corridor, which includes Bromyard, Ledbury and Ross-on-Wye; and the Rural Heartland, the most relevant to Shropshire, which covers the rural northern, western and southern parts of the County (and includes Leominster and Kington – the closest settlements to towns such as Ludlow, Burford and Bucknell).

10.21 The study identified 86,724 sqm of vacant industrial premises (144 properties) in Herefordshire. Of this 28,596 sqm (50 properties) were in the Rural Heartland. On the office side, 11,695 sqm were vacant (76 properties). The amount of vacant office space in the Rural Heartland was 3152 sqm (24 properties). There was no industrial space larger than 4500 sqm, nor offices greater than 750 sqm.

10.22 Table 77 shows that in 2009 Herefordshire had over 112 ha of employment land. 34 ha of this was in Rural Heartland, mainly in Leominster and, to a lesser extent, Kington.

Table 77 – Herefordshire Employment Land Supply Summary

Area	Employment Allocations, ha	Allocated Owner Specific Sites, ha	Commitments within UDP Employment Allocations, ha	Commitments Outside of UDP Employment Allocations, ha	Pending Losses, ha	Total, ha
Rural Heartland	27.5	1.4	7.3	0.0	1.8	34.4
Herefordshire Total	85.6	1.4	27.3	5.2	6.6	112.8

Source: Herefordshire County Council 2009

10.23 The County's average annual gross employment land completion rate between 1986/87 and 2007/08 was 6.1 ha/year. This suggests a forward land supply of over 18 years.

10.24 Some of the best sites graded in the study are in Leominster. For example there is Leominster Enterprise Park, a 15 ha site currently under development and being brought forward as 26 individual plots. This scored highly in terms of market attractiveness, environmental sustainability and strategic planning. The established employment area of Southern Avenue in Leominster also scores well.

10.25 The general property market overview of the Rural Heartland makes notes that access is poor and given the agricultural nature of the area, the property available is generally small scale industrial. The exception to this being Leominster which is identified as the dominant conurbation in the sub-area and has the largest concentration of businesses. As such it accounts for the largest share of demand. However even there most demand is for industrial units up to 200 sqm, with it being difficult to find occupiers for anything larger. Freehold property is in high demand, exacerbated by a lack of supply. In Kington the maximum size of space demanded is generally 100-150 sqm, again freeholds are in demand. The study states that, "*there is not a notable office market in the Rural Heartland*." Marketing offices is "*slow and not easy … take-up is unpredictable*".

10.26 In summary the study states that there is a good quantity of employment land in Herefordshire, and sufficient to 2026. However this is unevenly spread across the County. There is deemed to be a good supply in both quality and quantity in Leominster; but limited supply in Kington. The latter can be considered to have very little impact on Shropshire; while Leominster's impact is lessened by the 20 km between it and Ludlow.

10.27 Herefordshire Council do not highlight any significant impacts on Shropshire. Indeed Herefordshire is believed to be lacking available employment land, especially at Leominster and the main Rotherwas Industrial Estate in Hereford. It also lacks industrial and office space suitable for SMEs.

Powys

10.28 Powys shares a lengthy border with Shropshire and a number of settlements are relatively close to those across the border, these include:

- Welshpool – Shrewsbury 35 km
- Newtown – Oswestry 50 km
- Abermule – Craven Arms 37 km
- Presteigne – Ludlow 28 km
- Church Stoke – Church Stretton 25 km.

10.29 The Mid Wales Partnership's Mid Wales Employment Land Strategy 2001-2016 identified only eight readily available sites in Powys (outside the national parks). They totalled 21.1 ha, this was reduced from the headline figure of 43.3 ha (12 sites). It stated that, despite their strategic role, Newtown and Welshpool lacked appropriately significant sites. Indeed Newtown had no employment land.

10.30 This study was updated by the Welsh Development Agency's Property Strategy for Employment in Wales 2004-2008. Its summary of market demand for Mid Wales suggested that:

- Good quality modern buildings are in demand – especially close to the border
- Bulk of demand is from local established companies
- Some 'niche' opportunities for inward investors linked to the quality of environment/lifestyle of the area
- Demand relatively strong in the 500-1000 sqm range.

10.31 It identified strategic supply totalling 16 ha, this included sites at:

- Abermule Business Park – 2.3 ha
- Broadaxe Business Park, Presteigne – 3.0 ha
- Offa's Dyke Business Park, Welshpool – 2.8 ha.

10.32 None are seen as particularly good quality, but are suitable for a variety of uses and readily available for development.

10.33 Powys County Council states that the property market is insular and small-scale. Although there are a number of developments around the County, all are relatively small, and do not impact on Shropshire. Powys actually loses some of its workforce to places such as Shrewsbury and Oswestry. Newtown is the most significant focus of activity, but transport links are poor, so again the impact on Shropshire is limited. Welsh Assembly Government has just funded the servicing of 8.2 ha at Offa's Dyke Business Park in Welshpool and 2.6 ha at Abermule Business Park in Newtown. Powys County Council state there is potential for them and Shropshire Council to work together to address the lack of options, quality space and investment in the Bishops Castle/Bucknell area.

Wrexham

10.34 Wrexham County Borough Council had its Employment Sites Study completed in August 2007. The assessment indicates that there are 114 ha of allocated employment land, with a further 96 ha of potential land suitable for allocation. Most of the available land is at Wrexham Industrial Estate. There is also a relatively good supply of readily available land in the County – some 68 ha (11 sites). Given the relatively low level of demand, this suggests a significant oversupply of land in the County. Even accounting for constraints on some of the sites, this oversupply remains.

10.35 The two key employment areas in the County are Wrexham Industrial Estate and Llay Industrial Estate, just to the north of Wrexham. Wrexham is 20 km from Ellesmere, 25 km from Whitchurch and 26 km from Oswestry. It will have some influence on this part of the study area – but it will not be considerable. There are 65 ha of allocated land at Wrexham IE, 17.5 ha at Llay IE. The quality of this land resource is not great, but it satisfies the nature of local demand. The higher quality Wrexham Technology Park is also establishing itself and there are 15 ha of expansion land there as well.

10.36 Wrexham Council do not think there are any significant cross-border issues with Shropshire. Firstly Wrexham has a high level of self-containment, and secondly the stronger links are with Cheshire West and Chester and Wirral in North West England.

There are close ties between a number of key businesses in Wrexham and those in the North West, for example in the aerospace sector. This is less apparent with Shropshire, as Wrexham does not have the same agricultural basis to its economy.

Summary

10.37 Cheshire East dominates the supply of floorspace in the sub-region according to Valuation Office figures. Shropshire and Telford & Wrekin form a second tier – although the latter absolutely dominates in terms of industrial floorspace. Although Shropshire shares some similarities with Herefordshire (e.g. industrial totals), Herefordshire is grouped more closely with Wrexham and Powys. South Staffordshire is a relatively small player.

10.38 Shropshire shares a border with a large number of other local authority areas, although some are relatively short and thus inconsequential in practice. Longer boundaries are shared with six areas. Most have relatively little impact on the land and property market in Shropshire.

10.39 The greatest impact comes from Telford, a former new town, with an extensive supply of land and premises. It overshadows Bridgnorth and surrounding market towns; and also soaks up major inward investment in the sub-region (in some cases to the detriment of Shrewsbury).

10.40 Wales is also a potential influence. Although there is supply in Wrexham, the distance between it and key settlements in Shropshire lessens any negative effect. The lack of land and premises supply in Powys has the same effect there.

10.41 It is interesting to note the similarities between the property market in Herefordshire and that in Shropshire – there are many parallels, given the rural nature of these counties.

Challenges and Opportunities

10.42 Shropshire will face significant competition from Cheshire East and Telford in terms of property supply. This will affect, and may constrain, the property market in North East and East particularly. Consequently public sector support may be needed to overcome these effects.

10.43 The public sector faces the challenge of promoting and supporting Shrewsbury as a focus for inward investment and overcoming the 'blockage' created by Telford.

10.44 Public sector agencies also need to consider if there are any best practice successful schemes or initiatives that have been undertaken in Herefordshire and Powys (areas with similar characteristics to the southern half of the County) to overcome market failure created by sparse populations and rural profiles.

11.0 CONCLUSIONS

Introduction

11.1 The public sector needs to facilitate economic growth by enabling an appropriate range and choice of sites and premises. This must be delivered using a balanced land and premises portfolio to stimulate local company growth, inward investment and the growth of emerging industries. Ideally employment land and premises should be close to residential areas, well served by public transport, on cycle and walking routes; and should support areas of deprivation or regeneration.

11.2 Service sector growth as a key economic trend means the regeneration and growth of Shrewsbury will be a fundamental driver of the sub-regional economy. This will require a good stock of office and industrial accommodation to cater to modern needs. This will include out-of-town business parks providing attractive office schemes (such as at Shrewsbury Business Park) and modern industrial premises such as those at Battlefield. They should be of a scale and nature that should make them attractive to private sector investment.

11.3 There remains a need for some town and edge-of-centre industrial development – some types of businesses will require such locations. Therefore the better quality existing areas need to be retained and enhanced. Other areas can be regenerated for mixed-use development as appropriate. Support for rural centres is also promoted to ensure sustainable communities are created.

11.4 Shropshire has a good portfolio of employment land and premises on its existing business parks and industrial estates. This includes good quality options and recent developments – across both the office and industrial sectors (B1c, B2 and B8).

Socio-Economic Profile

11.5 There is a population of 291,800 in Shropshire, and some 14,000 businesses (according to ABI data), most of which are small, with less than ten employees. Workforce earnings are below average but they are reasonably skilled. Economic activity is high and unemployment low. However wages analysis suggest the higher skilled tend to leave the area to work. There is a strong service sector; but manufacturing remains important, and still accounts for 11.1 percent of employment. However it is public administration, education and health which are the largest sector, occupying 31.3 percent.

Property Market Assessment

11.6 Shropshire has a reasonably active property market, particularly in Shrewsbury and some of the larger market towns, e.g. Whitchurch, Oswestry, Ludlow and Bridgnorth. This is evidenced by the number of modern property schemes built. However more recent activity has been halted by the recession. The industrial market is larger than the office one, based on the level of public sector enquiries and amount of vacant space. There is four times as much industrial floorspace stock in the County as there is office.

11.7 Modern businesses (and developers) want easily developable, accessible and prominent sites for their premises. They move from existing property to provide themselves with better, more efficient, cost-effective accommodation of an appropriate size.

11.8 The demand for industrial sites and premises remains stronger than for offices, particularly outside the key service centre of Shrewsbury. Companies still require space for storage, distribution and assembly of goods (even if traditional B2 manufacturing is in decline). It might be necessary to provide for the potential expansion of successful local businesses where such companies have not themselves made adequate provision for their future growth.

11.9 The property market research, which is important, because the demand for land is, for the most part, derived from the demand for property, has been compiled from a number of sources: public sector enquiries, comments, property agents and developers. Unfortunately because of the recession, the findings from the property market research conducted in this study have been less useful than they might have been. Investment plans and business confidence have been knocked, and therefore property demand is low.

North East

11.10 Whitchurch and Market Drayton are the key economic centres. It shares the same characteristics as the North West – mainly industrial demand and a very limited office market. Wem Industrial Estate is a key source of budget quality industrial properties in northern Shropshire. No additional unmet demand has been identified for Wem.

North West

11.11 Oswestry is the focus of activity, followed by some distance by Ellesmere. Most demand is for industrial premises. There is very little in the way of an office market. Industrial demand tends to be for units up to 500 sqm. Oswestry Industrial Estate is running out of land, particularly readily available land, given the problems in bringing forward the longstanding Weston Farm identified in Table 57.

Central

11.12 Shrewsbury is the service centre for the whole County and as such is a hub of activity. It dominates the supply and demand for offices in the study area. However there is no identified shortage of office land or premises; although some suggestion that the town centre needs an improved supply of such space. However the lack of industrial land is an issue. This will lead to, and already contributes to, a shortage of suitable industrial premises.

11.13 There is also reasonable demand for industrial premises in the rural areas, based around a number of significant industrial estates, e.g. Minsterley, Atcham, Leaton and Condover. The rural office market is more limited and multi-let office schemes outside of Shrewsbury have been hard hit by the recession. Office requirements are focused on Shrewsbury and rural schemes cannot easily compete with the town's critical mass of accommodation, services and infrastructure.

South

11.14 South contains a number of similarly sized small settlements, but the largest town Ludlow is the focus. There has been good quality development at the Eco Park there, however further efforts are needed to continue its progress, especially with regards to attracting inward investment. There is a small property market in the South, with the office market extremely small and predominantly focused in Ludlow and Craven Arms.

11.15 The towns of Bishops Castle, Church Stretton and Cleobury Mortimer have primarily local property markets and receive few enquiries. Each town has at least one industrial scheme and these generally perform well (with the exception of Enterprise House, Bishops Castle), meeting local needs. There is no evidence of any unmet demand or gaps in supply. Bishops Castle also has several multi-let office schemes. Again these are broadly successful and meet local needs.

East

11.16 East is overshadowed by the large supply of available land and premises in neighbouring Telford and the Black Country. Consequently the property market is relatively small, even in the main town of Bridgnorth. In Bridgnorth stakeholders feel that the existing supply of premises meets local needs (although there is only a limited supply of employment land). However, several suggest that latent demand may exist and if schemes are created (and the national market improves), they may find occupiers.

11.17 There is a limited industrial market in Highley, Much Wenlock, Shifnal, Alveley, Albrighton and Broseley, while only Albrighton has any real office market. No gaps in supply have been identified although one commercial agent identified occasional requirements for agricultural conversions in rural areas.

Settlement Analysis

11.18 In Table 78 there is an analysis of the available land and premises supply in the County's key towns. This is viewed against their population sizes to provide a context. As it shows there are various shortages, some of which are more significant given the size of the town in question.

North East

11.19 Market Drayton lacks small business space, grow-on units and freehold industrial premises given its size. The town has a reasonable supply of workshops and available employment land. Whitchurch lacks grow-on units and a supply of readily available development land. However, the town has a good supply of available small workshops and offices. Wem has no significant gaps in its land and premises supply.

North West

11.20 Oswestry lacks small office space and freehold industrial units. It has a larger supply of workshops and grow-on industrial units. Ellesmere has no available sites and few premises, although this reflects the town's relatively small size.

Central

11.21 Shrewsbury lacks freehold industrial units, relative to its size. In all other categories its supply is the largest in Shropshire, reflecting its status as the dominant settlement of the County. Minsterley and Pontesbury have no available sites and only one available property (a workshop). This reflects the relatively small size of these settlements.

South

11.22 Ludlow lacks freehold and grow-on industrial units. It has a larger supply of land and leasehold property. The second largest settlement, Church Stretton, lacks options in all categories of land and premises. Craven Arms lacks grow-on space and so may not have sufficient land to meet long term requirements. Cleobury Mortimer, is a similar size to Craven Arms, and has no available sites and only one available property (a freehold industrial unit). Bishops Castle lacks freehold industrial premises, but has no other significant gaps in land and premises supply given its size.

East

11.23 Bridgnorth has no significant gaps in its land and premises supply, but is probably under-provided for in conjunction with its relatively small property market, given its position as the third largest town in Shropshire. Shifnal, Albrighton and Broseley, all lack land and property options (although Albrighton has a reasonable supply of small offices). This provision appears particularly low when compared to Wem, a similar size settlement but their proximity to Telford may alleviate any significant constraints to their economic prospects. The two smallest settlements, Much Wenlock and Highley, have no readily available sites and only one available property (an office) between them. This is a limited offer, even given their relatively small sizes.

11.24 Although many of these locations have small property markets, any of them would probably have the latent demand to fill a public sector scheme of five 0-200 sqm workshops let on flexible lease terms. Where there is no available employment land, such workshops could be delivered through property conversions that are likely to be easier, faster, and more economic. The lack of grow-on space is more of an issue in the larger settlements, as is the lack of available development land.

11.25 It should of course be remembered that this assessment is based on a snapshot analysis of property market availability in the summer of 2010. With weak demand conditions due to the recession, there has been limited input from agents and developers consulted to validate these property shortages. More detailed time-series assessment is ideally required ahead of public sector remedial development action.

Table 78 – Settlement Summary

Area	Population (2007 estimates)	Available Workshops 0-200 sqm	Available Small Offices (0-100 sqm)	Available Freehold Industrial Premises	Available Grow-on Industrial Units (200-500 sqm)	Readily Available Development Land
North East						
Whitchurch	8700	11	9	4	1	-
Market Drayton	11,100	5	1	1	0	✓
Wem	5400	9	5	12	11	✓
North West						
Oswestry	18,300	7	0	3	7	✓
Ellesmere	3700	2	0	0	1	-
Central						
Shrewsbury	180,000	25	63	10	19	✓
Minsterley/ Pontesbury	1400/ 1500	1	0	0	0	-
South						
Ludlow	9900	5	10	2	2	✓
Craven Arms	2300	10	7	7	0	✓
Church Stretton	3700	3	1	0	1	-
Bishops Castle	1800	8	3	0	1	✓
Cleobury Mortimer	2400	0	0	1	0	-
East						
Bridgnorth	11,400	3	5	2	2	✓
Much Wenlock	2200	0	0	0	0	-
Highley	3400	1	0	0	0	✓
Shifnal	5600	5	1	3	1	-
Albrighton	5100	0	8	0	0	-
Broseley	4500	0	1	0	0	-

Source: BE Group 2010
Note: Excludes Lasyard House serviced offices in Bridgnorth and Cambrian House in Shrewsbury
Note: Population figures from Shropshire Core Strategy: Final Plan Publication – Feb 2010. Shrewsbury figure is 20 min drivetime catchment population

Sectoral Analysis and Market Segments

11.26 Now, and into the future, according to employment forecasts the agriculture, primary, and manufacturing sectors are expected to decline in Shropshire, just as much as nationally. The growth areas will be construction, financial and business services (e.g. computing, professions, etc) and certain elements of the public sector such as education, health, etc. The distribution sector and retail will also grow significantly.

11.27 Translating these trends into land and property implications is not straightforward, but broad conclusions can be drawn. The service sector growth will generate increasing demand for offices.

11.28 Industrial space will still be needed and remain important to the local economy, especially in more rural areas. Some of the service sector growth will use industrial premises; and specialist/advanced manufacturing will remain, as will activities which cannot be easily/economically outsourced to lower cost countries. There will be, and indeed has been, a growth in small scale storage and distribution activities, again mostly requiring industrial space. What was once built here is now imported, and it needs space to be stored, assembled, packed, and distributed and so on.

11.29 Other key themes that will apply across many sectors will be declining business sizes, hence the increasing requirement for smaller premises than has been typically seen in the 1980/90s; and increasing quality aspirations, meaning better specified premises will be needed to meet demand.

11.30 The consultations with companies in key industry sectors have illustrated few, if any, specific land and property issues of relevance to this study.

Neighbouring Areas

11.31 The assessment of neighbouring areas land and property supply has generated few issues. The key one is the large supply of land and property in Telford that impacts on the market in the East spatial zone and that attracts inward investment in to Telford reducing that which reaches Shrewsbury.

Employment Land Supply

11.32 The study has assessed the amount and quality of the employment land resource in Shropshire. The headline total is 102 sites totalling 140.84 ha. This is shown by spatial zone in Table 79.

Table 79 – Headline Employment Land Summary

Spatial Zone	Land, ha	Sites
North East	36.10	18
North West	34.93	17
Central	39.54	32
South	18.06	25
East	12.21	10
Shropshire	140.84	102

Source: BE Group 2010

11.33 Of this headline total 46.28 ha is serviced (32.8 percent) which is a healthy level. The largest amount of this is in the North East Zone, although East has the largest proportion of serviced land.

11.34 Considering land availability in Table 54, 28.34 ha (20.1 percent) is immediately available for development, i.e. within one year. A further 62.02 ha (44.0 percent) falls within a 1-3 year timeframe. Both are good proportions. The County performs well against RSS/Core Strategy guidance of having a five year forward supply of land readily available.

11.35 The Headline Supply in Table 48 provides part of the explanation of employment land in Shropshire. There are a number of sites that may potentially be lost from the available land resource which could potentially be redeveloped for alternative uses, or are being held for expansion by existing businesses. These issues indicate a realistic land supply for Shropshire of 126.78 ha that is summarised in Table 66, and examined in more detail in Table 58 and paragraphs 6.35 – 6.45.

11.36 As Table 58 shows, 14.06 ha of land is not readily available because 5.56 ha is potentially at risk of being lost from the employment land supply (see para 6.40) and Mullers expansion site (8.50 ha) has 'locked in' a significant proportion of the available land in Market Drayton. A further 7.24 ha is held as expansion land which leaves, in a worst case scenario, 119.54 ha to serve Shropshire's employment land needs.

11.37 A range of site specific issues have been identified which relate to the suitability, availability and deliverability of the existing employment land supply. These specific issues relate to the presence of longstanding sites identified for 10 years or more, sites constrained for other reasons, expansion sites, those suited to alternative uses and sites currently affected by other less significant issues. These issues are not repeated here but can be found in Section 6.0.

11.38 There are also a number of employment areas where there is scope to increase the land supply, as there appears to be surplus land for redevelopment on existing employment sites including Ditton Priors Industrial Estate, Ludlow Industrial Estate, Wem Industrial Estate, Rosehill Industrial Estate.

Employment Land Need

11.39 Compared against the Core Strategy's target of 290 ha, there is a shortfall of 118.84 ha in the County's employment land supply. This is based on the completions to date (2006/7–2008/9 44.38 ha) and the realistic employment land supply (126.78 ha) as at 1st April 2009. In order to meet the 'need' for 290 ha to 2026, an additional 118.84 ha of land needs to be allocated to redress the shortfall in supply.

11.40 The largest proportion of this need appears to be in Shrewsbury which is going to require most of the 37.16 ha shortfall identified in the Central Zone (see Table 80). Other Zones require 18-22 ha each. It will be for the Local Development Framework (in the Site Allocations and Management of Development DPD) to determine the most appropriate distribution of the land to satisfy this requirement. Section 6.0 identifies issues of the quantity of land, distribution and range and choice of sites in each of the Zones. Section 8.0 identifies aspirations for future growth above past performance and the need for new land to offer a range and choice of sites to facilitate this higher growth.

11.41 Recommendations on potential new allocations must address these aspirations and assess where employment development should best be promoted to support the economy in each of the Zones and across Shropshire. In so doing consideration should be given to the introduction of further allocations beyond the 118.84 ha shortfall, particularly within the North East Zone's principal settlements in view of their wider area roles as employment centres. Such further allocations would serve to ensure all key settlements provide some degree of employment opportunity through the Plan period to 2026.

Table 80 – Land Need & Supply Summary

Spatial Zone	Core Strategy Total Land Need 2005/06 – 2025/26	Current Total Realistic Land Availability, ha	Completions 2006/07 – 2008/09, ha	Shortfall, ha
North East	55.00	27.60	5.77	21.63
North West	60.00	33.34	4.85	21.81
Central	100.00	39.35	23.49	37.16
South	40.00	15.74	4.74	19.52
East	35.00	10.75	5.53	18.72
Shropshire Total	**290.00**	**126.78**	**44.38**	**118.84**

Source: BE Group 2010

11.42 The Core Strategy guidance compares favourably to the forecasting model based on a roll-forward of historic employment land take-up rates. Indeed this method indicates a need for slightly more land. However both methods might overplay the actual land need, as they could double-count the take-up of employment land due to including windfall redevelopments but no evidence of this was identified in the study. They also ignore the economy's direction of travel towards more office-based employment. Although admittedly, this will be less pronounced in a rural county such as Shropshire, as compared to more urban areas.

11.43 Table 81 outlines a hypothetical position, showing how the new land allocations could be distributed around the County. This is based on settlement size; the amount of realistic land supply that currently exists in that settlement; as well as the amount of land tied up for future expansion purposes. The largest new allocations would be Shrewsbury with 35 ha, which reflects its status as the County's growth point and economic centre. The next largest allocation, would be Oswestry, Whitchurch and Market Drayton at 15 ha each, which is based on the significant population in Oswestry (18,300 persons) and the potential need to replace land at Weston Farm. The provision in the North West should also make further provision of land in Ellesmere. In Whitchurch, the requirement for 15 ha needs to provide for the future development needs of a significant local employer, Grocontinental, (cold storage and distribution) with a continuing and significant requirement for new land. Subject to the scale of the company's requirements, it might be necessary to exceptionally discount their expansion land from the portfolio of readily available land in Whitchurch. Another significant allocation is 15.5 ha suggested for Market Drayton including an additional provision to compensate for Muller's 8.50 ha plot to the north of Tern Valley, which may necessitate increasing the Zone's allocations beyond the identified shortfall of 16.81 ha.

11.44 8.5 ha is suggested for Ludlow, where the realistic land supply is much lower than the headline level due to the hospital relocation proposal that appears to be going ahead on the Eco Park. The proposed 8.5ha in Ludlow includes an additional 2.5 ha to replace this loss of land to accommodate the new hospital. Bridgnorth has a suggested 5.0 ha allocated, in this large settlement, where part of its key site, Chartwell Business Park, is likely to be lost to retail use. if this should occur then there is need to include 1.5 ha to replace this loss. Land should also be provided in other mid-sized settlements with currently no available employment land, i.e. Church Stretton (2 ha), Much Wenlock (1 ha), Shifnal (2 ha), Albrighton (2 ha), Broseley (2 ha), Highley (1 ha), Bishops Castle (1 ha) and Cleobury Mortimer (1 ha).

Table 81 –New Land Provision Distribution

Area		Population	Realistic Land Supply, ha (A)	Realistic Land Supply Serviced Land, ha	Expansion Land, ha	Land lost to other uses, ha	Additional Allocations Needed, ha (B)	Combined Total = ha (A) Realistic + (B) New Allocations
North East	Whitchurch	8700	**13.65**	2.81	-	-	**15.00**	28.65
	Market Drayton	11,100	**8.43**	7.71	0.16 (8.50)	-	**15.15***	23.58
	Other Locations	-	**5.52**	5.52	-	-	**5.98**	11.50
	North East Sub-total	**-**	***27.60***	***16.04***	***0.16 (8.50)***	***0***	***36.13****	***63.73***
North West	Oswestry	18,300	**20.12**	2.32	1.55	1.59	**15.00**	35.12
	Other Locations	-	**13.22**	2.14	0.44	-	**1.81**	15.03
	North West Sub-total	**-**	***33.34***	***4.46***	***1.99***	***1.59***	***16.81***	***50.15***
Central	Shrewsbury	180,000	**31.52**	10.53	1.76	0.19	**35.00**	66.52
	Minsterley / Pontesbury	1400/ 1500	**0.26**	0.26	2.16	-	**2.16**	2.42
	Other Locations	-	**7.57**	0.25	0.22	-	**-**	7.57
	Central Sub-total	**-**	***39.35***	***11.04***	***4.14***	***0.19***	***37.16***	***76.51***
South	Ludlow	9900	**2.35**	1.70	-	2.32	**6.00**	8.35
	Other Locations	2300	**13.13**	3.76	2.01	-	**8.78**	21.91
	South Sub-total	**-**	***15.48***	***5.46***	***2.01***	***2.32***	***14.78***	***30.26***

Area		Population	Realistic Land Supply, ha (A)	Realistic Land Supply Serviced Land, ha	Expansion Land, ha	Land lost to other uses, ha	Additional Allocations Needed, ha (B)	Combined Total = ha (A) Realistic + (B) New Allocations
East	Bridgnorth	11,400	**7.77**	7.16	0.40	1.46	**5.00**	12.77
	Other Locations	2200	**3.24**	0.66	0.44	-	**8.96**	12.20
	East Sub-total	***-***	***11.01***	***7.82***	***0.84***	***1.46***	***13.96***	***24.97***
Shropshire Total		**-**	**126.78**	**44.82**	**9.14 (8.50)**	**5.56**	**118.84**	**245.62**

Source: BE Group 2010
Note: Population figures sourced from Core Strategy and based on 2007 estimates, Shrewsbury population represents catchment figure
* includes allowance for 8.50ha to replace expansion land for Muller to balance local land supply in Market Drayton

Additional Sites

11.45 Section 7.0 reviews a number of additional potential employment land sites, identified from a range of sources, which could be used to fill shortfalls in the County's employment land supply. In all there are 65 alternative sites totalling 484 ha. As Table 82 shows, filling the identified shortfall (118.84 ha) and compensating for expansion land in Market Drayton and losses from the existing supply would require about a quarter of this potential additional supply. In all five spatial Zones, the additional land meets any shortfalls.

11.46 It leaves a significant surplus affording the Council with flexibility and choice to identify the right sites in the right locations, and if appropriate to allocate further land to ensure all key settlements provide employment opportunities over the Plan period:

- North East – 112.00 ha surplus
- North West – 40.00 ha surplus of which Mile End SUE provides 6 ha
- Central – 38.00 ha surplus of which South & East SUEs provide 34 ha
- South – 75.50 ha surplus
- East – 85.50 ha surplus.

Table 82 – Land Provision Distribution and Alternative Sites Availability

Area		Realistic Employment Land Supply, ha (A)	Alternative Land Supply, ha (B)	Additional Land Needed, ha (C)	Alternative Land Supply Surplus (Deficit) = Alternative Supply (B) minus Allocations Needed (C)
North East	Whitchurch	13.65	81.00	15.00	66.00
	Market Drayton	8.43	32.00	15.15	16.85
	Other Locations	5.52	35.00	5.98	29.02
	North East Sub-total	***27.60***	***148.00***	***36.13***	***111.87***
North West	Oswestry	20.12	45.00	15.00	30.00
	(Plus SUE)	-	6.00	-	6.00
	Other Locations	13.22	10.00	1.81	8.19
	North West Sub-total	***33.34***	***61.00***	***16.81***	***44.19***
Central	Shrewsbury	31.52	36.00	35.00	1.00
	(Plus SUEs)	-	34.00	-	34.00
	Minsterley/ Pontesbury	0.26	9.00	2.16	6.84
	Other Locations	7.57	-	-	7.57
	Central Sub-total	***39.35***	***79.00***	***37.16***	***41.84***
South	Ludlow	2.35	58.00	6.00	52.00
	Other Locations	13.13	36.00	8.78	27.22
	South Sub-total	***15.48***	***94.00***	***14.78***	***79.22***
East	Bridgnorth	7.77	44.00	5.00	39.00
	Other Locations	3.24	58.00	8.96	49.04
	East Sub-total	***11.01***	***102.00***	***13.96***	***88.04***
Shropshire Total		**126.78**	**484.00**	**118.84**	**365.16**

Source: BE Group 2011

11.47 Table 82 indicates how the additional land supply could meet the individual shortfalls of the key settlements/market towns in the County. Additional sites are available to meet the needs of every key settlement/market town except for Minsterley/ Pontesbury (although a site has been suggested at nearby Malehurst Mill), Cleobury Mortimer and Highley but the issues in these settlements may be resolved through the SAMDev process. It is also possible to identify some unmet need outside of the market towns / key settlements in which cannot be met by the additional sites.

11.48 In all other settlements the additional sites suggested significantly exceed land needs except for Shrewsbury where land is being provided alongside the two Strategic Urban Extensions to the South and West of the town.

11.49 Much Wenlock and Albrighton only have one alternative site each to meet their needs. Elsewhere a choice of sites exists and Table 84 recommends the preferred site(s) for each key settlements/market town based on several criteria:

- Site size and ability to meet the shortfall
- Site flexibility
- Links to existing employment areas
- Proximity to the strategic highway network and public transport
- Landowner intentions (where known)
- Site constraints.

11.50 The quality of sites is also considered, as measured through the standard scoring system applied in Section 7.0 and Appendix 8. However, the priority is to provide a balanced land portfolio which will meet the needs of all sectors of Shropshire's businesses. This means (for example) allowing the growth of successful rural industrial estates such as Wem Industrial Estate, even though alternative land here does not score highly because of its distance from the strategic road network.

11.51 In the North East, Whitchurch, Market Drayton and Wem have supply shortfalls but in each town additional sites are available which would permit the expansion of successful local industrial locations. In Whitchurch, a number of potential options exist, all in accessible locations, including 'Land at Oaklands Farm, (B5398)' for expansion at Waymills and 'Land between Nantwich Road (A525) / Heath Road (A41)' to increase the developable area of the existing allocation at Heath Road.

11.52 In Market Drayton, 'Land at Sych Farm (Phase 2), north of A53 bypass' was previously a draft employment allocation in the North Shropshire Deposit Local Plan. In Wem, allocating 'Land south of Wem Industrial Estate, Soulton Road (B5065)' would provide this industrial estate with main road frontage which could be used to develop higher quality units than are currently available.

11.53 In North West, Oswestry needs an additional 15 ha. This could increase to around 27 ha if the existing 11.86 ha allocation at Weston Farm (Site LO1999/00133) cannot be brought forward before 2026. As is discussed in Section 6.0, there are concerns about whether this existing allocation can be developed before 2026, particularly as it requires a rail crossing to link it with Mile Oak Industrial Estate. There are also a number of environmental constraints on the site. An additional 11 ha site has been suggested for employment uses, to the south as an extension of this allocation ('Land south of Weston Farm, Weston Lane'). However, this additional site has the same access constraints. Neither the road which runs south of the additional site (Weston Road) nor the existing rail bridge would be suitable for HGV traffic and an alternative access to the industrial estate would still be required.

11.54 To meet the 15 ha shortfall, up to 6 ha will be promoted for employment uses as part of the 'Eastern Approach SUE, off Shrewsbury Road'. The residual requirement (around 9 ha) could be met by allocating 'Land north of Whittington Road (B4580), off A5 bypass'. Unlike alternatives, which are east of the A5/A483, this 17 ha site is contiguous with both existing employment uses and the urban edge of the settlement. It is more sustainable in terms of accessibility by public transport and links to infrastructure. However, it does lie within the setting of Oswestry Hill Fort, a Scheduled Ancient Monument. Should the site be allocated, care would need to be taken in any masterplanning exercise to reduce the impact of development on the Hill Fort. Significant landscaping would be needed to help to achieve this. Masterplanning would also establish the developable area of the site, which is likely to be less than 17 ha.

11.55 Any outstanding land needs could be met though the allocation of some of the 8 ha 'Land east of Whittington House, Park Hall' site. Although east of the A5, this Council owned site is adjacent to existing employment uses (including BT offices) and could provide expansion land if needed. Further land is also available and being actively promoted around the A5/A495 Whittington Road junction. This could come in to play if the Weston Farm allocation needs to be replaced. In Ellesmere, a mixed use development on 'Land adjacent to the Lakelands School, Scotland Street' off the A495 could support the Business Park, Phase 2 allocation.

11.56 In Central, almost all the identified 35 ha shortfall in Shrewsbury would be met in the SUEs to the south and west of the town (34 ha). The outstanding 1 ha could be met at one of the four additional sites to the north of Shrewsbury. This would ensure a balance between existing employment provision in the north of the town (accessing the A49/A53) and the south (accessing the A5). The four additional sites are:

- 'Land west of Livestock Market, Battlefield Road' (5 ha) – Site has good A49 access, is of a reasonable size and regular shape
- 'Land north of Livestock Market/Loosemores Reclamation Yard, Battlefield Road' (17 ha) – Large greenfield site, adjacent to existing employment/ roadside services and with frontage to both the A49 and A53
- 'Land north of ABP, Battlefield Road' (6 ha) – Although close to existing employment uses, the site has limited access to adjacent major roads and sits behind housing
- 'Land at Lion Coppice, A49/A53 Roundabout' (2 ha) – This site is small, irregularly shaped and close to housing. It is also under option to Persimmon Homes.

11.57 Of the four sites, 'Land west of Livestock Market, Battlefield Road' and 'Land north of Livestock Market/Loosemores Reclamation Yard, Battlefield Road' are the most viable. 'Land west of Livestock Market, Battlefield Road' has A49 and Battlefield Road frontage, while its rectangular shape means that it can be easily sub-divided into development plots. Although close to the battlefield site, a railway embankment screens the site from view and would minimise the impact of any development. The site is in two sections separated by an access road leading to St Mary Magdalene Church. However, only the southern section would be required to meet the identified needs.

11.58 'Land north of Livestock Market/Loosemores Reclamation Yard, Battlefield Road', would also be suitable for employment development. The site is unconstrained, providing both A49 and A53 frontage and building on the existing employment/roadside services at the A road junction. However, this 17 ha site significantly exceeds the 1 ha required. It is therefore recommended that this land be protected in order to provide a forward supply in Shrewsbury, post 2026. It should also be held in reserve in case the SUEs prove unable to deliver all the employment land presently indicated.

11.59 An extra 2.00 ha is needed at Minsterley/ Pontesbury. No additional land is available within these settlements but 9 ha is available on ‘Land adjacent to Malehurst Mill, Minsterley Road (A488)’ (south of Malehurst Mill) which sits between the two communities. An allocation would allow the development of a rural employment area, which would have ‘A’ road frontage and be adjacent to the existing employment uses of Malehurst Mill (which is in separate ownership to this site).

11.60 In South, the largest land need is at Ludlow. This could be up to 8.5 ha if it is necessary to replace land taken by the Community Hospital at the Eco Park. This could be met through further expansion of the high quality Ludlow Eco Park. Although several expansion options exist, the allocation of either ‘Land south of Ludlow Eco Park, Sheet Road’ or ‘Land east of Ludlow Eco Park, Sheet Road’ would provide ample land for future employment growth but it is important to recognise Sheet Road as a potential location for residential development, east of Ludlow.

11.61 In Craven Arms, the modest land shortage could be met through the allocation of either the partly serviced and brownfield ‘Land at Newington Farm, A49 North’ site or the greenfield ‘Land between A49 north and rail line, north of Long Lane’ which both require an access off the A49. Land at Newington Farm is a 4 ha site already identified for an employment use (the relocation of the D Wall and Son Abattoir from its existing site on Corvedale Road), but this relocation should only take up around half the site. At least 2 ha would remain available for other employment uses, although these (primarily industrial) uses would have to be compatible with an abattoir. If the Abattoir did not relocate, the site remains viable given its position on the A49 and partial brownfield status. Land between A49 and the rail line comprises an extension to the existing allocated land north of Long Lane.

11.62 In Church Stretton additional land is available to provide up to 2 ha of new land at either ‘Land adjacent to Churchway Business Centre’ off the A49, north and south of the settlement or at the ‘School Playing Field, Shrewsbury Road’ on the B5477 to All Stretton. Development would need to reflect the fact that this is an Area of Outstanding Natural Beauty with (in the case of the northern site) a Local Nature Reserve adjacent.

11.63 In East, the largest need (up to 6.5 ha) is in Bridgnorth. This could be met through the redevelopment of the brownfield ‘Bridgnorth Livestock Market/Land at Racecourse Farm, Wenlock Road’. The landowner has aspirations for an employment development, both on this site and surrounding land. There are modest land needs in Shifnal, where a small brownfield site, already in employment use, is available. In Broseley, land need could be met through the edge of centre site ‘Land off Dark Lane’. However, this site is bounded on three sides by housing and so could only support office or light industrial uses.

11.64 In Much Wenlock and Albrighton the choice of additional sites is restricted to ‘Land east of Stretton Road industrial estate to extend the existing allocation in Much Wenlock and to ‘Land at Kingswood Road and Shaw Lane’ within the safeguarded land in Albrighton within the Green Belt. Shifnal accommodates a more extensive area of safeguarded land and so provides a dual option on Lamledge Lane to redevelop the brownfield site of ‘J N Bentley Ltd’ or the larger ‘Land at Aston Road / Lamledge Lane’. The extensive historic character of Broseley and the Severn Gorge would dictate an eastward focus for employment development with ‘Land at Coalport Road and Rough Lane’ providing a larger flexible site with access to principal local routes.

11.65 In Shrewsbury, Market Drayton, Whitchurch, Oswestry, Bridgnorth and Ludlow the proposed additional sites have the potential to provide more land than is presently needed. However, this additional provision does provide for flexibility and offers the scope for the Council to make new employment land provision in Shrewsbury and each of the main market towns in support of the wider development strategy for Shropshire outlined in the Core Strategy. It provides an allowance against future increases in land take-up and also allows the exclusion of areas of land which are constrained or the provision of landscape barriers to protect adjacent sensitive uses.

11.66 In Minsterley/Pontesbury and Albrighton the proposed additional sites will provide 7-16 ha more land than is presently needed. Again this provides a significant allowance against future increases in land take-up. Sub-division of these large greenfield sites, to provide both land to meet short/medium term needs (to 2026) as well as a long term forward supply should be achievable.

11.67 In Albrighton, phasing of the ‘Land at Kingswood Road and Shaw Lane’ would prioritise development of land in the north of the site, which is closest to the rail station and the A41. In Minsterley/Pontesbury, phasing should also ensure that the A road frontage is developed before the more isolated plots to the rear.

12.0 RECOMMENDATIONS

12.1 The guidance first set out in the West Midlands Regional Spatial Strategy and in the adopted Core Strategy identifies a need for 290 ha of employment land in Shropshire for the time period 2006 to 2026. Based on an accurate assessment of the study area's existing supply of employment land which indicates a realistic land supply of 126.78 ha, an additional 118.84 ha needs to be found. This is expected to be largely greenfield land with a mix of brownfield regeneration areas and windfalls development across the County.

12.2 There is some concern with the Core Strategy forecasting methodology in that it does increase future land needs a little but this is considered to be an ambitious target that aims to achieve improved economic growth targets for the County. It does take little account of forecast trends towards higher density office employment, which should in theory mean less need for employment land compared to more traditional forms of industrial development. Although admittedly, this will be less pronounced in a rural county such as Shropshire, as compared to more urban areas.

12.3 Based on the sites identified in Table 57 and the assumptions in the explanatory text paragraphs 6.35 to 6.46 about land coming forward for development, the distribution of new allocations to meet the 118.84 ha required is illustrated in Table 84 with an indication of the need to deliver land in these locations identified in Tale 83. These recommendations should be considered in the management of the Reservoir of readily available land in the Local Development Framework.

12.4 The recommendations in Table 83 bring together the analysis in Section 6.0 which looks at the existing supply in each settlement and identifies those settlements with little or no realistic / viable land supply. This analysis further considered the assessment of potential additional sites identified by the study (Section 7.0) and the extent to which new land is required to refresh the overall realistic land supply in each spatial Zone. This is informed by the net need in each of the spatial Zones (Section 8.0) and the overall strategy and socio economic profile for the County (Sections 2.0 – 3.0) and the identified needs of the property markets in general and within the spatial Zones (Sections 4.0 – 5.0).

Table 83 – Suggested New Land Provision

Area		Additional Land Needed	Priority
North East	Whitchurch	15.00	High
	Market Drayton	15.15	High
	Wem	4.00	Medium
	Other Locations	1.98	Low
	North East Sub-total	***36.13***	
North West	Oswestry	15.00	High
	Other Locations	1.81	Low
	North West Sub-total	***16.81***	
Central	Shrewsbury	35.00	High
	Minsterley/Pontesbury	2.16	Low
	Central Sub-total	***37.16***	
South	Ludlow	6.00	High
	Craven Arms	2.00	Medium
	Church Stretton	2.00	High
	Bishops Castle	1.00	Medium
	Cleobury Mortimer	1.00	Medium
	Other Locations	2.78	Low
	South Sub-total	***14.78***	
East	Bridgnorth	5.00	High
	Much Wenlock	1.00	Medium
	Highley	1.00	Low
	Shifnal	2.00	High
	Albrighton	2.00	Low
	Broseley	2.00	Low
	Other Locations	0.96	Low
	East Sub-total	***13.96***	
Shropshire Total		**118.84**	

Source: BE Group 2010

12.5 High priority is given to the new allocations in Whitchurch and Market Drayton, given the need to sustain economic growth in the north of the County and to serve the needs of significant local employers in these two market towns. However, committing to this will require a decision to increase land allocations in the North East Zone beyond the level of the shortfall identified against the Core Strategy. Existing sites (Civic Park and Heath Road) in the former also need to be serviced as a priority to ameliorate the lack of available land there; while in Market Drayton there is a need to maintain the readily available supply currently at Tern Valley Business Park. Although Wem has limited land, it is accorded medium priority only, because there is ‘other’ land available at Wem Industrial Estate.

12.6 A high priority is suggested in finding new allocations in Oswestry, especially given the dependence on existing sites, including the 12.00 ha Weston Farm, which are unlikely to come forward in the short-to-medium term. Ellesmere has a healthy supply of land currently available but requires further investment to service and access the land. There is however a lower priority for the provision of new land given the complementary role with Oswestry.

12.7 The addition of 35 ha in Shrewsbury is a high priority, but this is caveated by the suggestion that finding only an element, perhaps 10-15 ha, of the total of 35 ha is an immediate priority. This 10-15 ha needs to be for general industrial uses, as this is what is lacking in the town. The remainder of the land is expected to provide the successor to Shrewsbury Business Park. Another recommendation for Shrewsbury would be to re-examine the food restriction to certain sites at Battlefield. Loosening this restriction could remedy the lack of industrial sites in the town in the short term. Where preferred sites in Shrewsbury might not come forward for general industrial uses, the scale of provision in north Shrewsbury might be given further consideration. Minsterley and Pontesbury require an additional 2.00 ha, although providing this is considered a low priority when compared to the immediate needs of Shrewsbury and the possibility of land for redevelopment becoming available in Minsterley.

12.8 In the South spatial Zone, a high priority is given to new land in Ludlow. This is the key service centre for the area, and with the Community Hospital proposal for the Eco Park, and other land at risk of alternative development, there is consequently an impending shortage of supply. Church Stretton is a high priority as it is a relatively large settlement with no available land which should move towards a more sustainable mix of development. The existing land in Craven Arms should support Church Stretton in the short term given the complementary role of the two settlements but this cannot be sustained into the future. The land currently available in Craven Arms affords a lower priority for new provision, at least in the short term. Cleobury Mortimer is a medium priority, although it has limited land, it is only a small centre and has the potential for windfall development in and around the town.

Bishops Castle has 2.75 ha of land available at Bishops Castle Business Park to meet short and medium term needs but this land is constrained by its rural location and demand could be stimulated by some further limited provision within the town

12.9 New land in Bridgnorth is recommended as a high priority. It is a key centre in the East spatial Zone, and although there is sufficient existing supply, much of the land is tied to a near-monopoly owner. The strategic location of Shifnal, on the M54 with rail accessibility to Shrewsbury, Telford and the Black Country, is recommended as a high priority as there is no land currently available in the town. As mid-sized towns with little or no currently available land, Much Wenlock, Albrighton and Broseley are accorded a medium priority but issues associated with location and local labour shortages give a lower priority to Highley.

Additional Sites

12.10 59 additional sites, totalling 444 ha, excluding the SUEs in Shrewsbury and Oswestry, have been put forward which could potentially provide the new land allocations recommended above. These could also meet any further allocations considered appropriate by the Council (for example in the North East Zone principal settlements) to ensure Shropshire is best able to sustain and grow its local economy. Additional sites are available to meet the needs of every key settlement/market town except for Minsterley/Pontesbury (although a site has been suggested at nearby Malehurst Mill), Cleobury Mortimer and Highley. There is also a small amount of unmet need outside of the key settlements/market towns, in each area which cannot be met by the identified additional sites. Table 84 shows the additional site(s) recommended for the market towns and key settlements. Where settlements are afforded a low priority but new land has been identified, provision should be determined through the operation of the Reservoir. Where no land is identified in settlements or other rural locations, provision should be determined through local determination in the SAMDev.

Table 84 – Potential Additional Allocations

Area		Additional Allocations, ha	Recommended Site(s)		
			Site	Size, ha	Comments
North East	Whitchurch	15.00	Land at Oaklands Farm (B5398), Waymills, Whitchurch	20.00	Flexible site Access available directly from principal local highway network Oaklands Farm adjacent to existing Waymills Industrial Estate with potential to provide for expansion of Grocontinental
			Land between Nantwich Road (A525) / Heath Road (A41), Whitchurch	6.00	Flexible site Access available directly from principal local highway network Nantwich Road site adjoins existing Heath Road allocation (4.82 ha) with potential to provide gateway site for Whitchurch
	Market Drayton	15.15	Land at Sych Farm (Phase 2), north of A53 bypass,	8.00	Extension area for successful industrial estate/trade park Flexible site Access available Site was a draft employment allocation in the North Shropshire Deposit Local Plan. Removed on inspector's recommendation due (then) to land oversupply
			Further large allocation may be needed	-	-
	Wem	4.00	Land south of Wem Industrial Estate, Soulton Road (B5065)	6.00	Frontage area for successful rural industrial estate Opportunity for higher quality industrial development Flexible site
	Other Locations	1.98	No additional large allocations needed	–	–
North West	Oswestry	15.00	Eastern Approach Sustainable Urban Extension, Off Shrewsbury Road	6.00	Up to 6 ha will be promoted for employment uses at the Eastern Approach SUE

Area		Additional Allocations, ha	Recommended Site(s)		
			Site	Size, ha	Comments
			Land north of Whittington Road (B4580), off A5 bypass	17.00	Large, flexible, prominent site adjacent to existing industrial units and fronting the A5 West of A5, reflecting existing settlement patterns Screened from nearby Hill Fort by landscaping
			Land east of Whittington House, Park Hall	8.00	Flexible, prominent site adjacent to existing BT offices Council owned Larger area requires masterplan but A495 frontage could be allocated
	Other Locations	1.81	No additional large allocations needed	–	
Central	Shrewsbury	35.00	SUEs	34.00	Almost all the identified 35 ha shortfall would be met in the SUEs to the south and south west of the town
			Land west of Livestock Market, Battlefield Road	5.00	Flexible, prominent site, suitable for division into development plots A49 and Battlefield Road frontage Screened from nearby battlefield site by rail embankment If necessary, only the southern site with A49 and Battlefield Road frontage needs to be allocated
			Land north of Livestock Market/ Loosemores Reclamation Yard, Battlefield Road	17.00	Large, flexible, prominent site A49 and A53 frontage Employment/roadside uses adjacent Site size significantly exceeds the 1 ha required. It is therefore recommended this site be held in reserve as a forward supply, or released if employment land cannot be delivered elsewhere
	Minsterley/ Pontesbury	2.16	Land adjacent to Malehurst Mill, Minsterley Road (A488), Malehurst	9.00	Although half a mile from the Minsterley and Pontesbury settlement boundaries, this is the closest additional site Opportunity for high quality rural employment development Flexible site A488 frontage

Area		Additional Allocations, ha	Recommended Site(s)		
			Site	Size, ha	Comments
South	Ludlow	6.00	Land south of Ludlow Eco Park, Sheet Road, Ludlow	8.00	Flexible, prominent site opposite existing high quality business park A49 frontage and proximity to Sheet Road junction on Ludlow by-pass Option to allocate as next phase of Eco Park
			Land east of Ludlow Eco Park, Sheet Road, Ludlow	7.00	Flexible, prominent site adjoining high quality business park Frontage onto Sheet Road with possible link into Eco Park estate road Option to allocate as next phase of Eco Park Potential surface water drainage issues on land
			No additional large allocations needed	–	–
	Craven Arms	2.00	Land at Newington Farm, A49 North, Craven Arms	4.00	Partly brownfield site A49 frontage Already considered suitable for employment use, the relocation of D Wall and Son abattoir. The abattoir would only take up around half the site, leaving 2 ha free for other uses Suitable for a range of industrial uses Potential site for abattoir relocation in former draft Area Action Plan
			Land between A49 north and rail line, north of Long Lane	3.00	Flexible site adjacent to northern area of Craven Arms A49 frontage with need for junction and access Potential employment allocation in former draft Area Action Plan
	Church Stretton	2.00	School playing field, Shrewsbury Road (B5477)	2.00	Land adjoining school with potential for land exchange to release this site for development Possible small office/incubator site
			Land adjacent to Churchway Business Centre, A49 south	2.00	Land south of existing business centre, fronting A49 and visible on southern access into settlement Possible small office/incubator site
	Bishops	1.00	Land north of Bishops Castle Business Park,	7.00	Land adjacent to existing Business Park and provides expansion

Area		Additional Allocations, ha	Recommended Site(s)		
			Site	Size, ha	Comments
	Castle		Love Lane (A488)		opportunity Suitable for a mix of uses
	Cleobury Mortimer	1.00	No additional sites available	-	-
	Other Locations	2.78	-	-	-
East	Bridgnorth	5.00	Bridgnorth Livestock Market/Land at Racecourse Farm, Wenlock Road	12.00	Large, flexible, prominent partly brownfield site A458 frontage Landowner has aspirations for employment development Assumes existing use (livestock market) will be relocated Option for further future expansion (into land between A458 and Church Lane)
	Much Wenlock	1.00	Land east of Stretton Road Industrial Estate, Stretton Road (B4371)	3.00	Extension area for local industrial estate Accessible through existing industrial estate Only alternative site suggested for Much Wenlock Option to reduce the allocation and provide appropriate landscape buffers to adjacent housing
	Highley	1.00	No additional sites available	–	–
	Shifnal	2.00	Land at Aston Road / Lamledge Lane	8.00	Flexible, prominent site on edge of town Public right of way on southern boundary with adjacent J N Bentley site and with extensive tree cover of south eastern part of Aston Road site Adjacent to Spring Hill Trading Estate and safeguarded from Green Belt Area of search in Bridgnorth Employment Land Review
			J N Bentley Ltd, Lamledge Lane	2.00 (gross)	Small, serviced brownfield site with immediate potential for further redevelopment Eastern portion in employment use for office, workshops and storage

Area		Additional Allocations, ha	Recommended Site(s)		
			Site	Size, ha	Comments
					Site part of Spring Hill Trading Estate safeguarded from Green Belt Area of search in Bridgnorth Employment Land Review
	Albrighton	2.00	Land at Kingswood Road and Shaw Lane	17.00	Large, flexible, prominent site Only alternative site suggested for Albrighton Only a portion of the site needs to be allocated (possibly land in the north west, south of railway station)
	Broseley	2.00	Land between Coalport Road and Rough Lane, Broseley	5.00	Flexible prominent site on edge of town Access to principal B4373 Bridgnorth to Telford road Part of site could be allocated with buffer to adjacent housing
	Other Locations	0.96	–	–	–
Shropshire		**118.84**			

Source: BE Group 2011

Property Issues

12.11 The analysis of Shropshire's property needs (Table 85) has been limited by the recession. In general few companies are looking for property, and this is reflected in the comments from the stakeholders consulted. Therefore this analysis relies on supply side issues – how much property there was available in summer 2010. Obviously this is just a snapshot in time, and more detailed investigations need to be made, but this does at least provide a guide. The recommendations are based on an analysis earlier in the report which looks at each settlement's existing available premises supply and their population size. They are again prioritised based on these factors.

12.12 As expected, the largest settlements are prioritised over the small ones, i.e. Whitchurch, Market Drayton, Oswestry, Ludlow and Bridgnorth. It is idealistic to expect a full range of premises in small towns and villages. However, Church Stretton is also prioritised as high to reflect that it is actually mid-sized and lacks options in all categories at the moment. Cleobury Mortimer is similarly ill-provided for, but a medium priority due to its smaller size. In East, Shifnal, Albrighton and Broseley are all classed as medium priority because, although they have very limited property supply (and no land, for that matter), it is assumed that residents/businesses can easily commute to, or base themselves in, Telford.

12.13 In general the provision of small workshops is prioritised over the other types of space. These have the highest degree of market failure, and are most likely to benefit the nature of the smaller rural settlements in Shropshire. It is likely that many micro/small businesses in the office sector can work from home, but rural enterprise centres would make a positive contribution to opportunities in Bridgnorth, Oswestry and Market Drayton. Grow-on industrial units are more appropriate for the larger settlements in each spatial Zone, and such space tends to exhibit lower market failure, as it is assumed that the more established the company the more able it is to look after itself in finding/building suitable accommodation. There is a shortage of freehold space, but this applies to the rest of country, just as much as it does to Shropshire. Accordingly providing freehold units is weighted as a lower priority than the other options outlined.

Table 85 – Suggested Premises Needs

Area	Workshops 0-200 sqm	Small Offices (0-100 sqm)	Freehold Industrial Premises	Grow-on Industrial Units (200-500 sqm)	Priority
North					
Whitchurch	-	-	✓	✓	High
Market Drayton	✓	✓	✓	✓	High
Wem	-	-	-	-	Low
North West					
Oswestry	-	✓	✓	-	High
Ellesmere	✓	✓	✓	✓	Low
Central					
Shrewsbury	-	-	-	-	-
Minsterley/Pontesbury	✓	✓	✓	✓	Low
South					
Ludlow	✓	-	✓	✓	High
Craven Arms	-	-	-	✓	Low
Church Stretton	✓	✓	✓	✓	High
Bishops Castle	-	-	✓	✓	Low
Cleobury Mortimer	✓	✓	✓	✓	Medium
East					
Bridgnorth	✓	-	✓	✓	High
Much Wenlock	✓	✓	✓	✓	Low
Highley	✓	✓	✓	✓	Low
Shifnal	-	✓	-	✓	Medium
Albrighton	✓	X	✓	✓	Medium
Broseley	✓	✓	✓	✓	Medium

Source: BE Group 2010

Other Issues

12.14 Review and monitor this position and undertake the study again in three years time. 2026 is a long time into the future, and much will happen. The outcome of the recession and growth proposals for Shropshire could have a significant impact on the study area and needs to be considered and managed carefully.

12.15 This review will then allow the Council to monitor the progress and success of the actions outlined in this report. Taking stock and reviewing feedback will enable the Council to identify the next phase of development required – which sites to service, what types of property to provide (and where) and the viability of building second phases to some of the land and property schemes recommended in this section.