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# Bromsgrove District Employment Land Review 2012

## Appendices Document

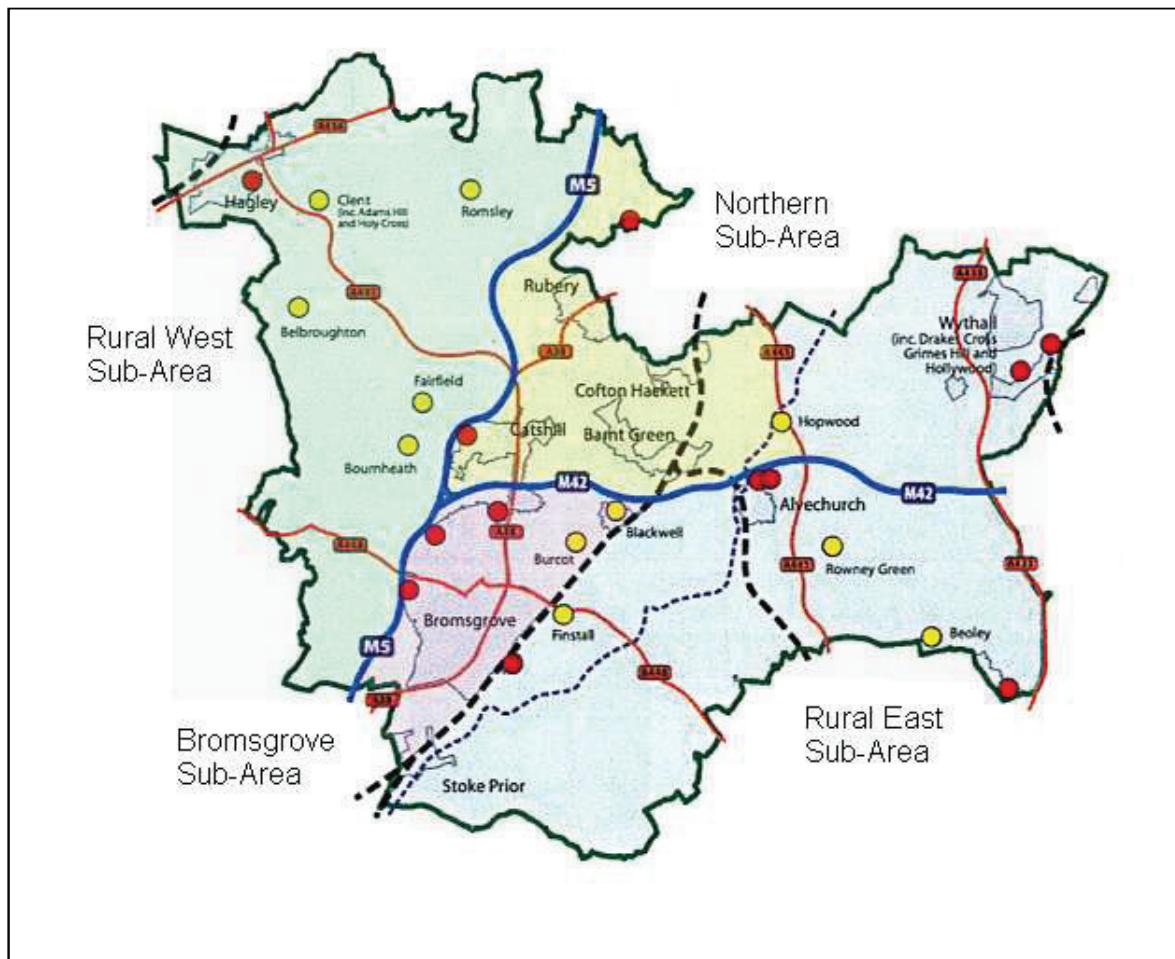
December 2012

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# Appendix 1 – Study Area Plan

Plan Illustrating Sub-Division of the Study Area



# Appendix 2 – Qualitative Assessment Appraisal Criteria

## Bromsgrove Employment Land Review 2012

### Appendix 2 - Qualitative Site Assessment Criteria

Site Name and Address	
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#### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site area (developed, committed/under construction, vacant)	
	(Possible) future floor space on vacant land (by sector/use class)	
General Site Description		

#### Market Attractiveness

Appraisal Criteria	Indicator	Score	Scoring Criteria
Quality of the existing portfolio, internal and external environment*	Quality of the existing portfolio, internal and external environment*	1	Buildings and external areas are of very poor quality and condition / very restricted provision of parking, circulation and servicing / poor quality of surrounding environment
		2	Buildings and external areas are of poor to moderate quality and condition / restricted provision of parking, circulation and servicing / quality of surrounding environment may limit the attractiveness of the site for certain users
		3	Buildings and external areas are of reasonable quality and condition providing an average range of building type and size/adequate provision of parking, circulating and servicing/quality of surrounding environment unlikely to significantly limit the attractiveness of the site for most users.
		4	Buildings and external areas are of good quality and condition providing a good range of building type, size and tenure/good provision of parking, circulation and servicing/quality of surrounding environment will likely be a positive factor to attracting occupiers
	Poor quality of surrounding environment	1	Poor quality of surrounding environment
Quality of the external environment**	Quality/nature of surrounding environment may limit the attractiveness of the site for certain users	2	Quality/nature of surrounding environment may limit the attractiveness of the site for certain users
		3	Quality/nature of surrounding environment unlikely to significantly limit the attractiveness of the site for most users
		4	Quality/nature of surrounding environment will be a positive factor to attracting occupiers

Appraisal Criteria	Indicator	Score	Scoring Criteria
Amenity Impacts (eg noise, dust & smell)		1	The site is substantially exposed to noise, dust and/or smell which significantly affects the quality of the immediate environment.
		2	The site is exposed to some noise, dust or smell which somewhat affects the quality of the environment at certain periods of day.
		3	Occasionally, the site is exposed to some noise, dust or smell which can affect the amenity of the immediate environment.
		4	The site does not appear to be exposed to unreasonable levels of noise, smell, dust or other amenity factors
Adjoining land uses		1	The site is surrounded entirely by 'bad' neighbour uses and/or sensitive uses
		2	The site has some 'bad' neighbour uses/or sensitive uses adjoining or within the site
		3	The site has little or no 'bad' neighbouring uses but has some potentially sensitive uses nearby
		4	The site is located in an area of other similar uses or open countryside
Road Frontage Visibility		1	The site is not visible from any road frontage
		2	The site has some visibility to a local road
		3	The site has some limited visibility to an 'A' Road or motorway/high visibility to a local road
		4	The site has a highly visible frontage to an 'A' road or motorway
Perception of the wider environmental quality (attractive, countryside setting, urban context in need of regeneration etc)		1	The surrounding environment is attractive open countryside where development would significantly detract from the environmental quality
		2	The surrounding environment is already developed to a high standard therefore development/redevelopment would neither detract or enhance the wider environmental quality
		3	The surrounding environment is semi rural where development could have some impact on the environmental quality however high quality development that responds to the environment could override any harm caused
		4	The surrounding area is of poor quality and required significant regeneration. Development/redevelopment of the site would significantly enhance the wider environmental quality
Availability of local facilities including retail and housing		1	The site is located more than 2 kilometres away from local facilities
		2	The site is located 1-2 kilometres away from local facilities
		3	The site is located less than 1 kilometre away from local facilities but not immediately adjacent
		4	The site is located immediately adjacent local facilities
Ease of access to the strategic highway networks (ie an 'A' Road/Motorway)		1	Located more than 2 kilometres away from a motorway or major arterial route
		2	Located 1-2 kilometres away from a motorway or major arterial route
		3	Located less than 1 kilometre away from a motorway or major arterial route but not immediately adjacent
		4	Located immediately adjacent to a motorway or major arterial route with easy accessibility to these routes
Accessibility	Quality of local road access	1	Very narrow surrounding roads potentially unadopted/heavy congestion at most periods
		2	Width of surrounding roads could create potential issues for HGV access/potential for heavy congestion at peak periods

Quality of the Wider Environment

Appraisal Criteria	Indicator	Score	Scoring Criteria
		3	Surrounding roads are relatively wide/ likely to be limited congestion at peak periods.
		4	Surrounding roads are wide/no apparent issues of congestion
Quality of Site Access		1	Significant site access (visibility) constraints/possible 'ransom' issues
		2	Possible site access (visibility) constraints, including for larger commercial vehicles, which could constrain development
		3	Likely to be Only minimal site access (visibility/constraints)
		4	No apparent site access (visibility) constraints
Duration of availability**		1	Site has been available (e.g. allocated or committed) for more than 10 years
		2	Site has been available (e.g allocated) for 6-10 years
		3	Site has been available (e.g. allocated or committed) for 2-5 years
		4	Site has been available (e.g. allocated or committed) for less than 2 years
Marketing and enquiry interest		1	No evidence of active marketing, recent completions or development under construction at the time of the survey. On developed sites vacant levels appear very high
		2	Evidence of limited marketing but low level of interest for employment uses indicated by agents/limited or no recent completions or development under construction at the time of the survey. On developed sites, vacancy levels appear high.
		3	Evidence of active marketing with moderate levels of interest for employment uses indicated by agents/may be some recent completions or development under construction at the time of the survey. On developed sites, vacancy levels appear average
		4	Evidence of active marketing with high levels of interest for employment uses indicated by agents/good level of recent completions or development under construction at the time of the survey. On developed sites, vacancy levels are low
Ownership/Owner aspirations		1	Site owner(s) actively pursuing non-employment uses (eg extant planning permission exists for non-employment use/recent pre-application discussions/submissions for non-employment uses through LDF)
		2	Site is unknown/multiple/single ownership, no extant planning permissions/recent pre-application discussions for employment or non-employment development, owner aspirations unknown
		3	Site is in known multiple/single ownership, no extant planning permissions for employment or non-employment development owner aspirations for employment appear neutral
		4	Site owner(s) actively pursuing employment uses (eg Extant planning permission exists for employment use/recent pre-application discussions)
Environmental constraints and abnormal development requirements (eg landscape/nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements/issues/constraints set out in Local Plan policies, site developments briefs etc)*		1	The site is constrained by several environmental constraints/abnormal development requirements which will likely significant limit development potential
		2	The site is constrained by some environmental constraints/abnormal development requirements which could limit development potential
		3	The site is unlikely to be significantly constrained by environmental constraints/abnormal development requirements and these issues will likely only have a minimal impact on development potential.
		4	There are no identified environmental or known abnormal development requirements applying to the site
Physical site features (eg		1	Site less than 0.5 hectares/significantly constrained by physical site features

Site Development Constraints

Appraisal Criteria	Indicator	Score	Scoring Criteria
	site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site)**	2 3 4	Site is between 0.5 and 1 hectare/constrained by certain physical site features Site is between 1 and 5 hectares/may have some physical constraining features Site is in excess of 5 hectares/no apparent evidence of physical constraining features
Ground conditions/ contamination**		1 2 3 4	Likely to be significantly contaminated requiring substantial ground preparation and remediation Likely to be contaminated requiring some ground preparation and remediation Likely to be only limited potential for contamination requiring minimal ground preparation and remediation works Contamination unlikely, no significant ground preparation works required
Flooding		1 2 3 4	High risk of flooding on the site (Flood Zone 3a or 3b) Medium risk of flooding on site (Flood Zone 2) Low/no risk of flooding on site (Flood Zone 1) n/a

\* Applies to occupied sites/re-use opportunities only

\*\* Applies to vacant/part vacant sites and redevelopment opportunities only

## Environmental Sustainability

Appraisal Criteria	Indicator	Score	Scoring Criteria
Prudent use of Natural Resources	Sequential Location	1 2 3 4	The site is located completely outside of a defined urban area The site is located out of centre, but within the urban area The site is located within or on the edge of an existing district or town centre The site is located within or edge of an existing city centre
	Land classification	1 2 3 4	The site is predominantly/wholly Greenfield The site is less than 50% brownfield The site is more than 50% brownfield The site is wholly brownfield
Ease of access to public transport		1 2	The site is more than 500m from a main bus route and more than 1km of a train or bus station The site is located within 500m of a main bus route (but not immediately adjacent) and/or within 1km of a train or bus station

Appraisal Criteria	Indicator	Score	Scoring Criteria
		3	The site immediately adjacent to a main bus route and within 1km of a train or bus station
		4	The site is located within 500m of a train or bus station
Ease of walking and cycling		1	There are no existing footpaths or cycle links to the site
		2	There are some footpaths or cycle links to the site although provision is limited and is not continuous
		3	There are reasonable footpath and/or cycle links to the site but use may be constrained by certain factors
		4	There are good and attractive footpath and cycle links to the site
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	1	Development of a Greenfield site which would significantly detract from the existing environmental quality and would be detrimental to the environmental resources in this area
		2	Development/redevelopment will neither detract nor enhance the townscape or additionally impact on the environmental resources in the area
		3	Development/redevelopment will provide an improvement to the existing townscape quality without additionally impacting on environment resources
		4	Development/redevelopment will significantly improve the quality of the wider environmental quality and townscape without impacting on environmental resources

\* Applies to occupies sites/re-use opportunities only  
 \*\* Applies to vacant/part vacant sites and redevelopment opportunities only

## Strategic Planning

Appraisal Criteria	Indicator	Score	Scoring Criteria
Economic Development and Regeneration	Ability to deliver local Economic Development objectives	1	Site does not have the ability to deliver any regional or local economic development objectives
		2	The site has a limited ability to deliver regional or local economic development objectives
		3	The site has a good ability to deliver a number of regional or local economic development objectives
		4	The site has an excellent ability to deliver several significant regional and local policy objectives
Ability to deliver specific regeneration objectives (including comprehensive/mixed use development)		1	Development/redevelopment of the site would detract from existing environmental quality (e.g. development would impact on attractive open countryside) and/or would significantly conflict with local regeneration strategies for the area.
		2	Development/redevelopment of the site would likely have a neutral impact on existing environmental and/or local regeneration strategies for the area
		3	Development/redevelopment of the site would improve existing environmental quality and/or could contribute towards local regeneration strategies for the area
		4	Development/redevelopment of the site would make a significant improvement to existing environmental quality and could make a substantial contribution towards local regeneration strategies for the area

# Appendix 3 – Sample Questionnaire

**J11109 Bromsgrove Business Survey – Draft Questionnaire v1 05-10-12.rtf**

Good morning/afternoon. May I speak with S\_Name please?

My name is AgentName and I am calling from an independent research agency called RMG:Clarity on behalf of WM Enterprise Consultants.

We are undertaking a confidential survey of the businesses operating in the District of Bromsgrove.

This survey is being conducted on behalf of Bromsgrove District Council and the purpose of the study is to provide supporting information to guide the future development of the area, including through the allocation of land for employment. As such, the study is of direct relevance to your business in that its outcome could directly impact on the availability of land and premises in the District.

Could you please spare around ten to fifteen minutes in order to complete a brief questionnaire? Your responses will be treated in strictest confidence and will not be released to anyone else in a way that would allow either you or your firm to be identified.

Should you wish to verify that what I have told you is correct and that this is a bona fide survey being conducted on behalf of Bromsgrove District Council, then please telephone [ ] of the Council's [ ] Department on [ ].

**IF YES: "JUST TO INFORM YOU THAT THIS CALL IS BEING RECORDED FOR TRAINING AND QUALITY PURPOSES"**

**ASK IF IT'S CONVENIENT TO CARRY OUT A SHORT TELEPHONE INTERVIEW NOW. IF NOT WOULD IT BE POSSIBLE TO FIX A DATE/TIME TO UNDERTAKE THIS? (RECORD AGREED DATE/TIME)**

**IF YES: "JUST TO INFORM YOU THAT THIS CALL IS BEING RECORDED FOR TRAINING AND QUALITY PURPOSES"**

- 1 Yes  
 2 No

*If = 2, Prompt interviewee with message 'Arrange an appointment at a more convenient time for the respondent'*

SECTION TWO – BUSINESS ACTIVITY1: The first few questions cover the nature of your business

**Q1. Which of the following best describes the status of your business at this site?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 An independent company with no other branches  
 2 A head office site  
 3 A branch or subsidiary of a larger group  
 4 A public sector organisation  
 5 Other (specify)

**Q2. What is the main business activity at this location?**

**DO NOT READ OUT OR PROMPT**

- 1 Agriculture, hunting and Forestry  
 2 Fishing  
 3 Mining and Quarrying  
 4 Manufacturing – Food, Beverages, Tobacco  
 5 Manufacturing – Textiles and Textile Products  
 6 Manufacturing – Leather and Leather Products  
 7 Manufacturing – Wood and Wood Products  
 8 Manufacturing – Paper, Publishing, Printing  
 9 Manufacturing – Coke, Petroleum Products and Nuclear

- 10 Manufacturing - Chemicals
- 11 Manufacturing – Rubber and Plastic Products
- 12 Manufacturing – Other and non metal mineral products
- 13 Manufacturing – Fabricated Metal
- 14 Manufacturing – Machinery and Equipment
- 15 Manufacturing – Electrical and Optical Equipment
- 16 Manufacturing – Other Transport Equipment
- 17 Manufacturing NEC
- 18 Electricity, Gas and Water Supply
- 19 Construction
- 20 Wholesale, Retail, Certain Repair
- 21 Hotels and Restaurants
- 22 Transport, Storage and Communication
- 23 Financial Intermediation
- 24 Real Estate, Renting and Business
- 25 Public Administration and Defence
- 26 Education
- 27 Health and Social Work
- 28 Other Social and Personal Services
- 29 Private Households with Employers
- 30 Extra – Territorial Organisations
- 31 Other (specify)

**Q3. Which of the following best describes your premises?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Offices
- 2 Factory/Production facility
- 3 Distribution depot
- 4 Research & Development facility
- 5 Other (specify)

**Q3. Which of the following best describes your premises?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Residential (business as part of house)
- 2 Other (specify)

If (??Q3\_1?? Has 0 to 4 and ??Q3\_2?? Has 0 to 1) OR(??Q3\_1?? HasNone 0 to 4 and ??Q3\_2?? HasNone 0 to 1) , Prompt interviewee with message 'Please only select one response.'

**Q4. How many people are currently employed at this establishment? Please include both full time and part time employees.**

**DO NOT READ OUT OR PROMPT**

- 1 0
- 2 1 – 10 (Micro)
- 3 11 – 49 (Small)
- 4 50 – 249 (Medium)
- 5 250+ (Large)
- 6 Refused (DO NOT READ OUT)
- 7 Don't know (DO NOT READ OUT)

**Q5a. And could you also provide the breakdown of employment by those that are employed full-time (more than 30 hours per week) and those that work part-time?**

**IF THE RESPONDENT IS UNABLE TO SUPPLY THE EXACT NUMBERS THEN TRY TO GATHER A PERCENTAGE, OTHERWISE LEAVE THE PERCENTAGE BLANK**

**INTERVIEWERS PLEASE NOTE WHETHER THIS IS A PERCENTAGE OR NOT BY TYPING IN THE PERCENTAGE FIGURE E.G. %**

Full time  
Part time

**Q5b. What is the maximum number of employees on this site at any one time?**

**FOR REFUSED TYPE IN 999999**  
**FOR DON'T KNOW TYPE IN 999999**  
(must be between 0 and 999999)

**Q5c. Approximately what proportion of your staff live:**

**FOR REFUSED TYPE IN 999**  
**FOR DON'T KNOW TYPE IN 888**

Locally (within 3 miles)  
Elsewhere within the District  
Outside the District

**Q6a. What is the current tenure of your building?**

**MARK ONE BOX ONLY**

- 1 Freehold
- 2 Leasehold
- 3 Licence
- 4 Other (specify)

**Q6b. Which of the following best defines your premises?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Budget
- 2 Mid-Range
- 3 Prestigious
- 4 Other (specify)

**Q7. How long have you been trading at this address?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Less than 1 year
- 2 1-2 years
- 3 3-5 years
- 4 6-10 years
- 5 More than 10 years

**Q8a. Has the company always been here or has it had a previous address?**

**READ OUT LIST - MARK ONE BOX ONLY**

**(Other = Site is Additional Site)**

- 1 Always been here
- 2 Other (specify)

*If = 1, 2, do not ask 'Q8b'**If = 1, do not ask 'Q9a'***Q8a. Has the company always been here or has it had a previous address?****READ OUT LIST - MARK ONE BOX ONLY****(Other = Previous address elsewhere)**

- 1 Purchased business that was here
- 2 Other (specify)

*If = 1, do not ask 'Q8b'**If = 1, do not ask 'Q9a'***Q8a. Has the company always been here or has it had a previous address?****READ OUT LIST - MARK ONE BOX ONLY****(Other = Other)**

- 1 Previous address in Bromsgrove District
- 2 Other (specify)

*If (??Q8a\_1?? Has 0 to 1 and ??Q8a\_2?? Has 0 to 1 and ??Q8a\_3?? Has 0 to 1) OR(??Q8a\_1?? HasNone 0 to 1 and ??Q8a\_2?? HasNone 0 to 1 and ??Q8a\_3?? HasNone 0 to 1) , Prompt interviewee with message 'Please only select one response.'***Q8b. Why did the business relocate?****TYPE IN EXACTLY WHAT RESPONDENT SAYS****Q9a. What other sites did you consider?****PROMPT IF NECESSARY - MARK ALL THAT APPLY**

(7 maximum responses)

- 1 Bromsgrove Town
- 2 Rubery
- 3 Rural Bromsgrove
- 4 Birmingham
- 5 Worcester
- 6 Sites elsewhere within the West Midlands
- 7 None
- 8 Don't know
- 9 Other (specify)

**Q9b. What are the main reasons why you are located here?****DO NOT READ OUT - MARK ALL THAT APPLY**

(19 maximum responses)

- 1 Proximity to where you/key staff live
- 2 Head office decision
- 3 Local business climate
- 4 Proximity to suppliers
- 5 Proximity to customers
- 6 Quality of environment
- 7 Quality of premises

- 8 Quality of housing and other local facilities
- 9 Cost of premises
- 10 Size of premises
- 11 Flexibility of tenure
- 12 Availability of suitably qualified staff
- 13 Ease of access to motorway and motorway network
- 14 Ease of access to airport
- 15 Ease of access to railway
- 16 Broad band access
- 17 Purchase of business that was already here
- 18 Lack of alternative accommodation
- 19 Other (specify) \_\_\_\_\_

**Q10. How many floors are your premises on at this site?**

**TYPE IN EXACT NUMBER BELOW**

(must be between 0 and 999999)

**Q10a(i). Are you the only occupant of this building?**

**MARK ONE BOX ONLY**

- 1 Yes
- 2 No
- 3 Don't know

If = 1, 3, do not ask 'Q10a(ii)'

**Q10a(ii). How many floors in total does the building have (including those occupied by other people)?**

(must be between 0 and 999999)

**Q10b. What is the total floorspace?**

If unsure see if they can tell you what is the average floorspace for each level but make clear what it is that has been recorded

**STATE IF SQUARE METERS OR SQUARE FEET**

**Q10c. Overall what is the site area (including car parks etc)?**

Remember to write in the units (e.g. square metres)

**Q10d. What proportion of your current accommodation is used for...**

**READ OUT LIST - TYPE IN PERCENTAGE FOR EACH**

**ENTER '0%' IF ACCOMODATION NOT USED FOR SPECIFIED PURPOSE**

Office space/Administration  
Retail/Sales  
Warehousing/storage space  
Research and Development activities  
Industrial space  
Other (please specify in next question)

**Q10d Other, please specify the type of current accommodation used:**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q10e. Are the premises suited to your current needs?**

**MARK ONE BOX ONLY**

- 1 Yes
- 2 No
- 3 Don't know

*If = 1, 3, do not ask 'Q10f'*

**Q10f. If No, why not?**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q11a. What are the three main problems faced by your business at the current time?**

**DO NOT READ OUT OR PROMPT - MARK UP TO 3 RESPONSES ONLY - ORDERED RESPONSES**

(3 maximum responses)

- 1 Rising cost of running the business
- 2 Strength of the Pound/Exporting
- 3 Cashflow constraints (including non-payment by debtors)
- 4 Market pressure (falling demand/competition/price resistance)
- 5 Legislation/red tape
- 6 Staff recruitment and retention
- 7 Shortage of appropriately skilled staff
- 8 Lack of management development training
- 9 Lack of training facilities/ provision
- 10 Lack of land/cost of land within the area
- 11 Lack of suitable premises in the area
- 12 Existing site constraints
- 13 Planning constraints
- 14 Investment constraints
- 15 High labour costs
- 16 Need for improved marketing
- 17 Access to appropriate advice
- 18 Parking problems
- 19 Road /traffic congestion
- 20 Infrastructure problems
- 21 Housing issues
- 22 Don't know

- 23 None
- 24 Other (specify) \_\_\_\_\_

**Q11b How do you rate the following factors in your local area?**

- 1 Size of premises
- 2 Quality of space in premises
- 3 Rent of premises
- 4 Cost of maintenance of premises
- 5 Effectiveness of premises for business productivity
- 6 Availability of new sites
- 7 Environment for staff/customers
- 8 Business rates
- 9 Flexibility of space
- 10 IT infrastructure/capability
- 11 Car parking
- 12 Access by public transport
- 13 Access by road
- 14 Skills of local labour force
- 15 Affordability of housing
- 16 Public sector business support facilities
- 17 Cleanliness of streets/external landscape
- 18 External security (CCTV and street lighting)
- 19 Image of area
- 20 Attractiveness of area for investment

**Q11c. Overall, how do you rate Bromsgrove District as a place from which to do business?****READ OUT LIST - MARK ONE BOX ONLY**

- 1 Very good
- 2 Good
- 3 Average
- 4 Poor
- 5 Very poor
- 6 Do not use/ N/A

**Q11d. Why do you say that?****TYPE IN EXACTLY WHAT RESPONDENT SAYS****Q12. What could be improved to help your business in Bromsgrove District?****TYPE IN EXACTLY WHAT RESPONDENT SAYS****SECTION THREE – FUTURE INTENTIONS****Q13a. In the short term (next year or so) are there any plans to expand the business, reduce it or to stay the same?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Increase
- 2 Decrease
- 3 Stay the same

**Q13b. Do you expect the number of people at this premises to increase, decrease or stay the same?****READ OUT LIST - MARK ONE BOX ONLY**

- 1 Increase
- 2 Decrease
- 3 Stay the same

**Q13c. Could you explain a little more about these plans?****TYPE IN EXACTLY WHAT RESPONDENT SAYS****Q14a. Will the size of the premises required change?****READ OUT LIST - MARK ONE BOX ONLY**

- 1 Increase
- 2 Decrease
- 3 No
- 4 Don't know

*If = 3, 4, do not ask 'Q14cLoop'  
If = 3, 4, do not ask 'Q14b'***Q14b. How much space is required? (Including current space)****STATE IF SQUARE METERS OR SQUARE FEET****Q14c. What proportion of your future accommodation will be used for...****READ OUT LIST - TYPE IN PERCENTAGE FOR EACH****ENTER '0%' IF ACCOMODATION NOT USED FOR SPECIFIED PURPOSE**

Area for subletting (if applicable)  
Office space/Administration  
Retail/Sales  
Warehousing/storage space  
Research and Development activities  
Industrial space  
Other (please specify in next question)

**Q14c Other, please specify the type of current accommodation:****TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q14d. Is your current building suitable for this change?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Yes as it stands
- 2 Yes with building modifications
- 3 No
- 4 Don't know

*If = 1, do not ask 'Qu15'*

**Q14e. Please explain:**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

Qu15

**Q15. Do you feel that there are buildings suitable in Bromsgrove District to meet this required change?**

**MARK ONE BOX ONLY**

- 1 Yes
- 2 No
- 3 Don't know

*If = 1, do not ask 'Q15b-k'*

*If = 3, do not ask 'Q15a-k'*

Q15a-k

**Q15a. What are the main reasons for your answer?**

**PROBE, BUT DO NOT PROMPT - MARK ALL THAT APPLY**

(18 maximum responses)

- 1 Proximity to where you/key staff live
- 2 Head office decision
- 3 Local business climate
- 4 Proximity to suppliers
- 5 Proximity to customers
- 6 Quality of environment
- 7 Quality of premises
- 8 Quality of housing and other local facilities
- 9 Cost of premises
- 10 Size of premises
- 11 Flexibility of tenure
- 12 Availability of suitably qualified staff
- 13 Access to motorway
- 14 Access to airport
- 15 Access to railway
- 16 Broad band access
- 17 Lack of alternative accommodation
- 18 Other (specify) \_\_\_\_\_

Q15b-k

**Q15b. Do you feel there is adequate supply of suitable business premises in:**

**MARK ONE BOX ONLY ON EACH ROW**

1 Yes      2 No      3 Don't  
know

Bromsgrove  
Rubery

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q15c. Would you prefer to remain in Bromsgrove District?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Yes, for all activities
- 2 Yes, for current activities only
- 3 Yes for some activities
- 4 No

If = 4, do not ask 'Q15h'

If = 4, set '1' to question 'Q15d'

If = 4, do not ask 'Q15f-k'

**Q15d. Would you consider?**

**READ OUT LIST - MARK ONE BOX ONLY**

(2 maximum responses)

- 1 Relocation
- 2 An additional site

If true, set '+ ??Q15d??' to question 'Q15elooop'

If = (all) 1, 2, Only ask 'Q15k'

**Q15e(i/ii). Where would you be looking to/ for?**

**IF OTHER POSSIBILITIES, PLEASE SPECIFY UNDER OTHER BELOW**

	1 Broms- grove Town	2 Rubery	3 Rural area of the District	4 Birmingh- am	5 Worcesters- hire	6 Sites elsewhere in West Midlands	7 Sites elsewhere	8 Don't know
Relocation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An additional site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15f-k

**Q15f. What factors would be important in the relocation?**

**READ OUT LIST - MARK ALL THAT APPLY**

- 1 Wish to change tenure type
- 2 Wish to change environment
- 3 Wish to change in terms of cost
- 4 Wish to change to building specified for the business
- 5 Whether there were grants or financial support for relocating to an area
- 6 None
- 7 Other (specify)

If <> 1, do not ask 'Q15g'

If <> 2, do not ask 'Q15h'

If <> 3, do not ask 'Q15i'

If <> 4, do not ask 'Q15j'

**Q15g. Would you prefer to?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Rent under licence
- 2 Rent under tenancy
- 3 Buy
- 4 Other (specify)

**Q15h. What type of environment would you prefer to locate in?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Urban
- 2 Periphery
- 3 Rural
- 4 Other (specify)

**Q15i. What quality of premises will you be looking for?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Budget
- 2 Prestigious
- 3 Mid-Range
- 4 Other (specify)

**Q15j. Would you prefer to move to an existing building or have a design and build solution?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Existing Building
- 2 Design and Build Solution
- 3 Build own premises
- 4 Other (specify)

**Q15k. Is there currently a preference for any of the following?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Expansion on current site
- 2 Relocation /Additional site
- 3 No preference

**Q16a(i). Over the medium to long term (up to 10 years) do you expect your turnover at these premises (or new ones) to increase, decrease or stay the same?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Increase
- 2 Decrease
- 3 Stay the same

*If = 3, do not ask 'Q16a(ii)'*

**Q16a(ii). And by approximately how much each year?**

**MARK ONE BOX ONLY**

- 1 1-2%
- 2 3-5%

- 3 6-10%
- 4 11-20%
- 5 21%+
- 6 Don't know

**Q16b(i). Would you expect to see a change in employment in that time?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Increase
- 2 Decrease
- 3 Stay the same

*If = 3, do not ask 'Q16c'*

*If = 3, do not ask 'Q16b(ii)'*

**Q16b(ii). If so, how much over the period?**

**MARK ONE BOX ONLY**

- 1 1-2%
- 2 3-5%
- 3 6-10%
- 4 11-20%
- 5 21%+
- 6 Don't know

**Q16c. In which types of jobs do you expect to see these changes? Type in along with change likely**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q16d. Are there any other factors which may impact on your future plans?**

**MARK ONE BOX ONLY**

- 1 Yes
- 2 No
- 3 Don't know

**Q16e. Do you foresee a change in the size of your premises requirements in the medium to long term as a consequence of the changes in turnover or employment?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Increase
- 2 Decrease
- 3 None
- 4 Don't know

*if = 3, do not ask Q16f thru Q17e*

**Q16f. What would be the overall change in terms of size of premises (e.g probe for whether there is likely to be a change of 10%, 20% etc)**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q16g. How would you propose to meet the anticipated change?**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q17a. Is your current building suitable for this longer-term change?**

**READ OUT LIST - MARK ONE BOX ONLY**

- 1 Yes as it stands
- 2 Yes with building modifications
- 3 No
- 4 Don't know

*if = 1, do not ask Q17c thru Q17e*

**Q17b. Please explain:**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q17c. Is there currently the capacity in Bromsgrove District to fulfil your longer term requirements?**

**MARK ONE BOX ONLY**

- 1 Yes
- 2 No
- 3 Don't know

*if = 1, do not ask Q17d, Q17e*

**Q17d. Please explain:**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q17e. What are the medium to long term barriers to continuing to do business in Bromsgrove District?**

**TYPE IN EXACTLY WHAT RESPONDENT SAYS**

**Q18. Would you be willing to be re-contacted for future quality control purposes?**

**INTERVIEWER NOTE:** This will involve an interviewer contacting you and asking you a few brief questions to verify and monitor the quality of this call.

- 1 Yes
- 2 No

**INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:**

Thank you for participating in this survey. If you wish to check the credentials of RMG:Clarity, I can provide the telephone number for the Market Research Society, who will be able to verify our company.  
Would you like to take the number? 0500 39 69 99

Explain fully that the results of this survey will be held in the strictest confidence and individual names and addresses will NOT appear in any reports or analysis.

Please check your work because once you move on you will not be able to return to this record.

- 1 Checking (Return to start of survey)
- 2 Continue to end of survey

If = 2, set 'AgentName' to question 'S\_Agent Name'  
If = 1, goto 'Auto Dial'

Enter your initials to complete the survey

# Appendix 4 – Vacant Premises Schedules

**Appendix 4 - Schedule of Vacant Industrial Premises**

Use Type	Sub Area	Address	Size Sq Ft	Size Sq M	Asking Price	Asking Rent	Description	Agent Name and Telephone	Comments
<b>Bromsgrove</b>									
1 Industrial / Warehouse	Bromsgrove	Managed Workshops, Baspoint, Isidore Road, Off Aston Road, Bromsgrove, Worcestershire, B60 3EX	835	77.57	Leasehold On Application	£6,250 PA + VAT	Workshop units within a managed site, mostly including mezzanine floors, providing units of between 460 sqft and 835 sqft.	Thomas Lister Chartered Surveyors 01527 889225 Wilkins Chartered Surveyors 01905 723722	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
2 Industrial / Warehouse	Bromsgrove	Unit 6, Sanders Road Industrial Estate, Bromsgrove, B61 7QG	903	83.89			Good location within walking distance of Bromsgrove Town Centre. Unit has roller shutter door to the front with separate pedestrian door. Approximate height internally 14' x 18'. WC facilities comprising lobby with wash hand basin and WC with low level WC suite.		
<b>Size Band A</b>		<b>Sum</b>	<b>1738</b>	<b>161.46</b>					
<b>Size Band A</b>		<b>Average</b>	<b>869</b>	<b>80.73</b>					
3 Industrial / Warehouse	Bromsgrove	C5 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	1402	130.25	£128,000 £10,750 PA	£6,250 PA + VAT	Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889225	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
4 Industrial / Warehouse	Bromsgrove	C4 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	1402	130.25	£128,000 £10,750 PA	£9,000 PA	Located on the Silver Birches Business Park within the Aston Fields Industrial Estate located adjacent to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889225	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
5 Industrial / Warehouse	Bromsgrove	Unit 16, Silver Birches Business Park, Aston Road, Bromsgrove, B60 3EU	1492	138.62			Located on Aston Fields Industrial Estate located adjacent to the A38 Bromsgrove Eastern Bypass. The property comprises a steel portal framed end terrace warehouse with insulated profile steel roof, incorporating 10% double glazed roof lights providing good natural light. The walls are of brick construction to approximately 2 metres and have insulated profile cladding. The warehouse benefits from fluorescent strip lighting, three phase power distribution and access is gained via an up and overdoor. Office accommodation is provided extending to approximately 600 sq ft benefiting from carpet throughout, surface mounted lighting, power distribution, male and female toilets and kitchen facilities.	Jarvie Bedhall 0121 561 7888	
6 Industrial / Warehouse	Bromsgrove	37, Sugarbrook Road, Aston Fields Industrial Estate, Bromsgrove	2357	218.97	£170,000 £15,300 PA + VAT	£11,750 PA + VAT	Located on Aston Fields Industrial Estate located adjacent to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889225	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
7 Industrial / Warehouse	Bromsgrove	F3 Sapphire Court, Off Isidore Road, Bromsgrove Aston Fields Trading Estate (Unit 3), Bromsgrove, Worcestershire, B60 3EX	2378	220.92	£220,000	£15,000 PA + VAT	Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889225	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
8 Industrial / Warehouse	Bromsgrove	C2 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	2398	222.72			Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889225	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
9 Industrial / Warehouse	Bromsgrove	F2 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	2440	226.68	£220,000 £18,000 PA	£227,000 £18,000 PA	Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889225	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
10 Industrial / Warehouse	Bromsgrove	C3 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	2451	227.7			Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889225	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
11 Industrial / Warehouse	Bromsgrove	D3 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	2891	240.7	£235,000 £18,500 PA	£288,000 £22,500 PA	Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889226	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
12 Industrial / Warehouse	Bromsgrove	F4 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	3305	283.81	£287,000 £23,000 PA	£289,000 £22,500 PA	Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889227	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
13 Industrial / Warehouse	Bromsgrove	F1 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	3165	294.03			Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889226	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.
14 Industrial / Warehouse	Bromsgrove		3173	294.77			Located in Bromsgrove Technology Park, to the south of Bromsgrove town centre close to the A38 Bromsgrove Eastern Bypass. The units construction has achieved a BREEAM Very Good sustainable standard in a high quality, secure and managed business environment. Each unit is self contained and includes: single loading door, separate pedestrian entrance, 6m clear height, designated car parking spaces, floor loading 40 kN per sq m.	Thomas Lister Chartered Surveyors 01527 889227	The units have planning permission for B1 (b), B1 (c), B2, and B8 uses.

Industrial / 15 Warehouse	Bromsgrove	D2 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	3847	357.39	£347,000 £26,750 PA	Thomas Lister Chartered Surveyors	The units have planning permission for B1 (b) B1 (c), B2, and B8 uses.
Industrial / 16 Warehouse	Bromsgrove	9 West Court, Bunsford Business Park, Bromsgrove	2743	254.82	£16,500 PA	Harris Lamb 01905	
Industrial / 17 Warehouse	Bromsgrove	5 West Court, Bunsford Business Park, Bromsgrove	3046	282.97	£15,850 PA	Harris Lamb 01905	
Industrial / 18 Warehouse	Bromsgrove	6 Sherwood Road, Aston Fields, Bromsgrove	4681	434.86	£24,000 PA	Harris Lamb 01905	
Industrial / 19 Warehouse	Bromsgrove	10C, Bunsford Business Park, Bunsford Park Road, Bromsgrove, B60 5DX	5074	471.37	£235,000	JP Dillon Commercial Property Consultants	
Industrial / 20 Warehouse	Bromsgrove	D1 Sapphire Court, Off Isidore Road, Bromsgrove Technology Park, Bromsgrove	5378	499.62	£485,000 £36,500 PA	Thomas Lister Chartered Surveyors	The units have planning permission for B1 (b) B1 (c), B2, and B8 uses.
<b>Size Band B</b>	<b>Size Band B</b>	<b>Sum</b>	<b>53323</b>	<b>4930.45</b>		<b>01527 889227</b>	
<b>Size Band C</b>	<b>Size Band C</b>	<b>Sum</b>	<b>3554.87</b>	<b>328.6887</b>			
Industrial / 21 Warehouse	Bromsgrove	Bromsgrove Technology Park, Isidore Road, Aston Fields, Bromsgrove, Worcestershire	8000	743.2	Freehold on application	Leasehold on application	Units available for occupation from July 2011 on either a Freehold or Leasehold basis.
Industrial / 22 Warehouse	Bromsgrove	4E and 4F (can be subdivided), Sherwood Road, Aston Fields Trading Estate, Bromsgrove, B60 3DR	9903	919.99	£54,800 PA	Colliers International	The property is currently held on a lease expiring 30th September 2014 and so the premises are available by way of a sub-lease or an assignment of the existing lease. Alternatively, the landlord may consider a surrender and new lease should an interested party be looking to take a longer term.
<b>Size Band C</b>	<b>Size Band C</b>	<b>Sum</b>	<b>17903</b>	<b>1663.19</b>			
Industrial / 23 Warehouse	Bromsgrove	Unit 11, Sherwood Road, Aston Fields Industrial Estate, Bromsgrove, B60 3DR	27948	2586.37	Leasehold on application	Leasehold on application	Units available for occupation from July 2011 on either a Freehold or Leasehold basis.
Industrial / 24 Warehouse	Bromsgrove	27 - 29 Sherwood Road, Aston Fields Trading Estate, Bromsgrove, B60 3DR	42431	3941.84	Freehold on application	Leasehold on application	The premises comprise of two main buildings, with a covered link-way offering access and additional storage/loading/unloading. The main former press shop part of the premises comprises a building of portal framed construction with brickclad elevations, surrounded by a lिन roof. Internally it has a concrete floor, gas blower heaters and lighting by way of sodium lamps. The minimum eaves height extends to approximately 5.4 metres. To the northern elevation of the above is a two storey office block of brick construction which offers integral WC facilities. A covered link-way, by way of a change in floor levels offers access to the former Machining and Assembly Building. This section has brickclad elevations, a concrete floor, an eaves height ranging from 3.7 to 5.8 metres and a lined mono pitched profile flat roof incorporating translucent roof lights. Heating is by way of a gas blower heater and lighting by way of suspended fluorescent strip tubes. Additionally there is a small integral office offered via 3 roller shutter doors. Externally there is a tarmac surfaced car parking and loading/unloading area, together with a yard area to the eastern elevation of the main building.
<b>Size Band E</b>	<b>Size Band E</b>	<b>Sum</b>	<b>70379</b>	<b>6558.21</b>			
<b>Size Band F</b>	<b>Size Band F</b>	<b>Sum</b>	<b>35189.5</b>	<b>3289.105</b>			
Industrial / 25 Warehouse	Bromsgrove	Corbett Business Park, Shaw Lane, Stoke Prior, Bromsgrove, B60 4EA	54000	5016.6	Leasehold on application	Corbett Business Park is a well located site in a semi-rural location, yet 2 miles from 15 of the M5. The warehouse floorspace available can be let separately as 3 individual units or combined to make use of the maximum floorspace.	Halls Worcester LLP 6 acres of development land is located to the immediate east of Warehouse 2, suitable for B7/28 development.
<b>Size Band F</b>	<b>Size Band F</b>	<b>Sum</b>	<b>54000</b>	<b>5016.6</b>			
<b>Average</b>	<b>Average</b>						

	Rural East	Plot 8, Saxon Business Park, Hanbury Road, Stoke Prior, Bromsgrove	2200	204.38	Freehold on application	Halls Worcester LLP	Buildout to be completed.
26	Industrial / Warehouse						The unit is situated on the extremely popular Saxon Business Park which is located just off the B4091 Hanbury Road, which gives easy access to J5 of the M5 and J1 of the M42. Six light industrial units are to be built, in a semi rural position but within 4 miles of J1, M42. Only 3 units remain, from 2,200 sq ft, but units can be combined at this stage.
27	Industrial / Warehouse	Rural East	Saxon Business Park, Hanbury Road, Stoke Prior, Bromsgrove	3896	361.94	£10,000 PA	The unit is situated on the extremely popular Saxon Business Park which is located just off the B4091 Hanbury Road, which gives easy access to J5 of the M5 and J1 of the M42. The unit comprises a modern metal portal framed warehouse storage unit with a max height of 5.5m and a lower working height of 5.0m. Towards the front elevation there is an electrically operated roller shutter door which is 3.6m wide and 4.5m high..
28	Industrial / Warehouse	Rural East	Plot 13, Phase IV, Saxon Business Park, Hanbury Road, Stoke Prior, Bromsgrove, Worcestershire, B60 4AD	2480	230.39	Freehold on application	A total of 10 units will be constructed in two terraces of 5 units. The units will have a gross internal area of approximately 2,480 sq ft (230 sq m) to include office space. The buildings are of steel portal framed construction. Halls Worcester LLP Available separately or can be combined.
			<b>Sum</b>	<b>8376</b>	<b>786.71</b>		
			<b>Size Band B</b>				
			<b>Size Band B</b>	<b>Average</b>	<b>2858.667</b>	<b>286.57</b>	
			<b>Rural West</b>				
			<b>Northern</b>				
			<b>NONE</b>				

**Appendix 4 - Schedule of Vacant Office Premises**

Bronsgrove		Use Type	Sub Area	Address	Size Sq Ft	Size Sq M	Asking Price	Asking Rent	Description	Agent Name and Telephone	Comments
2 Office		Bromsgrove	Unit 4 Sherwood House, Aston Fields, Bromsgrove, Worcestershire, B60 3DR	730.0	67.8	£5,679.40	located on the edge of Bromsgrove Town Centre. First floor unit in purpose built office.	A Victor Powell 01527 832222	A Victor Powell 01527 832222		
1 Office		Bromsgrove	Unit 2 Sherwood House, Aston Fields, Bromsgrove, Worcestershire, B60 3DR	844.0	78.4	£6,457.40	Located on the edge of Bromsgrove Town Centre. Ground floor unit in purpose built office accommodation. Car Parking available.		A Victor Powell 01527 832222		
4 Office		Bromsgrove	104, High Street, Bromsgrove, B61 8EX	902.0	83.7	£6,500 PA	Located in central Bromsgrove Town Centre location in close proximity to cafes and retail premises. First and second floor fitted offices with their own access/service arrangements. Ground floor retail unit can be let separately.		Picton Jones and Co 0121 643 3232		
<b>Size Band A</b>			<b>Sum</b>	<b>2476.0</b>	<b>229.9</b>						
<b>Size Band A</b>			<b>Average</b>	<b>825.3</b>	<b>76.6</b>						
34 Office		Bromsgrove	4F Sherwood Road, Aston Fields Trading Estate, Bromsgrove, B60 3DR	1173.0	108.0	On application	The unit is close to the A38 Bromsgrove bypass, giving direct access to Junction 1 of the M42 motorway approximately 3 miles to the North, and Junction 5 of the M5 motorway approximately 5 miles to the South East. They share a secure yard and car parking. Single storey office space of 1,173 sqft with kitchen, WCs and a workshop of 2,133 sqft.		Colliers International		
11 Office		Bromsgrove	Unit 12 Aston Court, Bromsgrove Technology Park, Bromsgrove, B60 3AL	1197.0	111.2	On application	On application	Located in Bromsgrove Technology Park, Aston Court is a courtyard development within Bromsgrove Technology Park, comprising 15 self contained office buildings arranged around a central landscaped courtyard. The buildings have a high specification with raised access floors, modern suspended ceilings and comfort cooling. The property benefits from 5 car parking spaces.	JP Dillon Commercial Property Consultants 01527 872527		
12 Office		Bromsgrove	Unit 13 Aston Court, Bromsgrove Technology Park, Bromsgrove, B60 3AL	1246.0	115.7	On application	On application	Located in Bromsgrove Technology Park, Aston Court is a courtyard development arranged around a central landscaped courtyard. The buildings have a high specification with raised access floors, modern suspended ceilings and comfort cooling. The property benefits from 5 car parking spaces.	JP Dillon Commercial Property Consultants 01527 872528		
20 Office		Bromsgrove	Ground Floor 4, The Courtyard, Bunsford Drive, Bromsgrove, Worcestershire, B60 3DJ	1421.0	132.0	£14,210 PA	£14,210 storey office building featuring mixture of cellular & open plan office accommodation, kitchen facilities and WCs on all floors and 8 car parking spaces.	Located in the Buntsford Gate Office Development. Unit 4 is a purpose built three-storey office building forming part of a large development set in an attractive landscaped environment.	JP Dillon Commercial Property Consultants 01527 872525		
3 Office		Bromsgrove	Unit 7 Sugarbrook Court, Aston Road, Aston Fields, Bromsgrove, Worcestershire, B60 3EX	1440.0	133.7	£7250 PA	£7250 PA	Self contained two storey office building forming part of a large development set in an attractive landscaped environment.	Harris Lamb (01905 22666)		
21 Office		Bromsgrove	First Floor 4, The Courtyard, Bunsford Drive, Bromsgrove, Worcestershire, B60 3DJ	1537.0	142.0	£12,296 PA	£12,296 storey office building featuring mixture of cellular & open plan office accommodation, kitchen facilities and WCs on all floors and 8 car parking spaces.	Located in the Buntsford Gate Office Development. Unit 4 is a purpose built three-storey office building featuring mixture of cellular & open plan office accommodation, kitchen facilities and WCs on all floors and 8 car parking spaces.	JP Dillon Commercial Property Consultants 01527 872526		
22 Office		Bromsgrove	Second Floor 4, The Courtyard, Bunsford Drive, Bromsgrove, Worcestershire, B60 3DJ	1537.0	142.0	£9,222 PA	£9,222 storey office building featuring mixture of cellular & open plan office accommodation, kitchen facilities and WCs on all floors and 8 car parking spaces.	Located in the Buntsford Gate Office Development. Unit 4 is a purpose built three-storey office building featuring mixture of cellular & open plan office accommodation, kitchen facilities and WCs on all floors and 8 car parking spaces.	JP Dillon Commercial Property Consultants 01527 872527		
24 Office		Bromsgrove	1st Floor Offices, Grosvenor House, High Street, Bromsgrove, B61 8DA	1533.0	142.0	On application	On application	Located on Bromsgrove High Street, the units are contained in a purpose built 3 storey office block. The communal lobby provides access to the suite via the lift or staircase. WC facilities are located within the communal areas. The suites provide good quality open plan office accommodation and will be the subject of a refurbishment programme. The two suites available for lease can be combined. The premises has a car park.	Jarvie Bedhall 0121 561 7888		
7 Office		Bromsgrove	7, The Courtyard, Bunsford Drive, Bromsgrove, Worcestershire, B60 3AL	2196.0	204.0	£275,000	£415,000 £36,351 PA	Located in the Buntsford Gate Office Development. Unit 7 is a purpose built two-storey office building featuring two open plan offices areas, kitchen facilities and WCs on both floors and 10 car parking spaces.	JP Dillon Commercial Property Consultants 01527 872525		
8 Office		Bromsgrove	Unit 8b, Aston Court, Bromsgrove Technology Park, Bromsgrove, B60 3AL	2507.0	232.9			Located in Bromsgrove Technology Park, Aston Court is a courtyard development within Bromsgrove Technology Park, comprising 15 self contained office buildings arranged around a central landscaped courtyard.	JP Dillon Commercial Property Consultants 01527 872525		
								The buildings have a high specification with raised access floors, modern suspended ceilings and comfort cooling. The property benefits from 12 car parking spaces.			

25 Office	Bromsgrove	2nd Floor Offices, Grosvenor House, High Street, Bromsgrove, B61 8DA	3283.0	305.0	On application	Located on Bromsgrove High Street, the units are contained in a purpose built 3 storey office block. The communal lobby provides access to the suite via the lift or staircase. WC facilities are located within the communal areas. The suites provide good quality open plan office accommodation and will be the subject of a refurbishment programme. The two suites available for lease can be combined. The premises has 8 car park spaces.	Jarvie Bedfittall 0121 561 7889	
9 Office	Bromsgrove	Avon House, Buntsford Gate Business Park, Stoke Heath, Bromsgrove, Worcestershire, B60 4JE	3559.0	330.0	On application	Located in the Buntsford Gate Office Development. The property consists of modern office accommodation laid out over four floors, serviced by two 8 person passenger lifts. The impressive reception area gives access to super modern and light office accommodation. Suites are available from 1,500 sq ft upwards. Alternatively the whole ground floor is available.	JP Dillon Commercial Property Consultants 01527 872525	The property is currently held on a lease expiring 30th September 2014 and so the premises are available by way of a sublease or an assignment of the existing lease. Alternatively, the landlord may consider a surrender and new lease should an interested party be looking to take a longer term.
33 Office	Bromsgrove	4F Sherwood Road, Aston Fields Trading Estate, Bromsgrove, B60 3DR	4376.0	406.0	On application	The unit is close to the A38 Bromsgrove bypass, giving direct access to Junction 1 of the M42 motorway approximately 3 miles to the North, and Junction 5 of the M5 motorway approximately 4 miles to the South East. self-contained units, constructed in the 900s. They have a secure yard and car parking. Double storey office space totalling 3,76 sqft and with reception area, kitchen and WCs and workshop space of 2,221 sqft.	Colliers International	
23 Office	Bromsgrove	4, The Courtyard, Buntsford Drive, Bromsgrove, Worcestershire, B60 3DJ	4485.0	417.5	£35,728	Located in the Buntsford Gate Office Development. Unit 4 is a purpose built three-storey office building featuring mixture of cellular, open plan office accommodation, kitchen facilities and WCs on all floors and 8 car parking spaces.	JP Dillon Commercial Property Consultants 01527 872528	
10 Office	Bromsgrove	Unit 9, Aston Court, Bromsgrove Technology Park, Bromsgrove, B60 3AJ	2368.0	222.0	On application	Located in Bromsgrove Technology Park. Aston Court is a courtyard development arranged around a central landscaped courtyard. The buildings have a high specification with raised access floors, modern ceilings and comfort cooling. The property benefits from 11 car parking spaces.	JP Dillon Commercial Property Consultants 01527 872526	
			<b>Sum</b>	<b>338,683.0</b>	<b>3144.0</b>			
			<b>Average</b>	<b>2257.9</b>	<b>209.6</b>			
30 Office	Bromsgrove	Churchfields Surgery, Recreation Road, Bromsgrove, Worcestershire, B61 8DT	5801.0	538.0	£425,000	Located in central Bromsgrove Town Centre location in close proximity to cafes and retail premises. The building is two storey brick construction with pitched tiled roof and aarmacadian car parking area to the side. Internally the building is currently sub-divided into a series of consulting, examination and treatment rooms making it ideal for cellular office use, however the building could be adapted to provide larger open plan areas or alternative uses.	£35,000	Existing D1 Planning Consent
31 Office	Bromsgrove	St Johns House, 16 Church Street, Bromsgrove, B61 8DN	5855.0	543.0		Located in central Bromsgrove Town Centre location in close proximity to cafes and retail premises. St Johns House is a purpose built self-contained office building with £76,115 communal reception on the ground floor. The second floor office suite offers flexible open plan accommodation, comprising kitchen facilities, meeting and board room facilities, WCs and 10 personnel lift.	£76,115	JP Dillon Commercial Property Consultants 01527 872527
32 Office	Bromsgrove	Rugby Hall, Rugby Lane, Bromsgrove, B60 2EP	6500.0	603.0	£1,100,000	Located in central Bromsgrove Town Centre location in close proximity to cafes and retail premises. St Johns House is a purpose built self-contained office building with £76,115 communal reception on the ground floor. The second floor office suite offers flexible open plan accommodation, comprising kitchen facilities, meeting and board room facilities, WCs and 10 personnel lift.	£181,563.0	John Truslove 01527 584242
			<b>Sum</b>	<b>181,563.0</b>	<b>1684.0</b>			
			<b>Average</b>	<b>60,522.0</b>	<b>561.3</b>			
13 Office	Rural West	1 The Forge, Belbroughton, Worcestershire, DY9 9TD	1870.0	173.7	On application	The Forge is a brand new high specification development of eight self-contained office buildings located in Belbroughton, just 4 miles from M5 /4, built and specified to the highest standards. Two storey self contained office with independent access. Six car parking spaces allocated for this unit.	1870.0	Jones Lang La Salle 0121 233 2898 KWB 0121 233 2330
14 Office	Rural West	2 The Forge, Belbroughton, Worcestershire, DY9 9TD	1870.0	173.7	On application	The Forge is a brand new high specification development of eight self-contained office buildings located in Belbroughton, just 4 miles from M5 /4, built and specified to the highest standards. Two storey self contained office with independent access. Six car parking spaces allocated for this unit.	1870.0	Jones Lang La Salle 0121 233 2898 KWB 0121 233 2330
15 Office	Rural West	3 The Forge, Belbroughton, Worcestershire, DY9 9TD	1870.0	173.7	On application	The Forge is a brand new high specification development of eight self-contained office buildings located in Belbroughton, just 4 miles from M5 /4, built and specified to the highest standards. Two storey self contained office with independent access. Six car parking spaces allocated for this unit.	1870.0	Jones Lang La Salle 0121 233 2898 KWB 0121 233 2331
16 Office	Rural West	4 The Forge, Belbroughton, Worcestershire, DY9 9TD	1870.0	173.7	On application	The Forge is a brand new high specification development of eight self-contained office buildings located in Belbroughton, just 4 miles from M5 /4, built and specified to the highest standards. Two storey self contained office with independent access. Six car parking spaces allocated for this unit.	1870.0	Jones Lang La Salle 0121 233 2898 KWB 0121 233 2332
17 Office	Rural West	5 The Forge, Belbroughton, Worcestershire, DY9 9TD	1870.0	173.7	On application	The Forge is a brand new high specification development of eight self-contained office buildings located in Belbroughton, just 4 miles from M5 /4, built and specified to the highest standards. Two storey self contained office with independent access. Six car parking spaces allocated for this unit.	1870.0	Jones Lang La Salle 0121 233 2898 KWB 0121 233 2333
18 Office	Rural West	6 The Forge, Belbroughton, Worcestershire, DY9 9TD	1870.0	173.7	On application	The Forge is a brand new high specification development of eight self-contained office buildings located in Belbroughton, just 4 miles from M5 /4, built and specified to the highest standards. Two storey self contained office with independent access. Six car parking spaces allocated for this unit.	1870.0	Jones Lang La Salle 0121 233 2898 KWB 0121 233 2334

19 Office	Rural West	7 The Forge, Belbroughton, Worcestershire, DY9 9TD	1870.0	173.7 On application	On application	The Forge is a brand new high specification development of eight self-contained office buildings located in Belbroughton, just 4 miles from M5/4, built and specified to the highest standards. Two storey self contained office with independent access. Six car parking spaces allocated for this unit.
5 Office	Rural West	8 The Forge, Belbroughton, Worcestershire, DY9 9TD	1970.0	183.0 On application	On application	The Forge is a brand new high specification development of eight self-contained office buildings located in Belbroughton, just 4 miles from M5/4, built and specified to the highest standards. Two storey self contained office with independent access. Six car parking spaces allocated for this unit.
		<b>Size Band B</b>	<b>Sum</b>	<b>15060.0</b>	<b>1399.0</b>	
		<b>Size Band B</b>	<b>Average</b>	<b>1882.5</b>	<b>174.9</b>	
28 Office	Rural West	Crossroads House, Kidderminster Road, Dodford, Bromsgrove, B61 9DU	5489.0	509.0	595,000	The property is located on the main A448 Kidderminster Road, 3 miles west of Bromsgrove, near the village of Dodford. There is good access to the M42 and M5. The property is a recently constructed two-storey commercial unit with substantial front and side car parking.
		<b>Size Band C</b>	<b>Sum</b>	<b>5489.0</b>	<b>509.0</b>	
		<b>Size Band C</b>	<b>Average</b>	<b>5489.0</b>	<b>509.0</b>	
6 Office	Rural East	Cattespool Offices, Stoney Lane, Tardebigge, Nr Bromsgrove, B60 1LZ	2000.0	185.8	£14,000 PA	Imitation barn office building. Self-contained office unit set within a courtyard development with circa 2,000 sq ft of accommodation set over two floors and ample car parking on site.
26 Office	Rural East	Unit, Delta House, Harris Business Park, Stoke Prior, Bromsgrove, B60 4DJ	2382.0	221.0	On application	Delta House is a modern office premises situated at the front of Harris Business Park. The office provides a number of private offices, open plan accommodation and integral stores with roller shutter access. The building benefits from car parking for approximately 21 cars. The property is available for sale as a whole or to let either as a whole or separately.
27 Office	Rural East	Delta House, Harris Business Park, Stoke Prior, Bromsgrove, B60 4DJ	5200.0	483.0 On application	On application	Delta House is a modern office premises situated at the front of Harris Business Park. The office provides a number of private offices, open plan accommodation and integral stores with roller shutter access. The building benefits from car parking for approximately 21 cars. The property is available for sale as a whole or to let either as a whole or separately.
		<b>Size Band B</b>	<b>Sum</b>	<b>9582.0</b>	<b>889.8</b>	
		<b>Size Band B</b>	<b>Average</b>	<b>3194.0</b>	<b>286.6</b>	
29 Office	Rural East	Fairways Park (Office B), Hanbury Park, Stoke Prior, Bromsgrove, Worcestershire, B60 4BD	5725.0	531.0 On application	£45,800	Located in the village of Stoke Prior, south of A38 and close to M5 Junction 5 at Wychbold. Fairways Park comprises 2 free-standing two-storey office buildings, standing in a Commercial/Industrial cul-de-sac, with Hanbury Road frontage. Good parking availability - 23 marked out spaces.
		<b>Size Band C</b>	<b>Sum</b>	<b>5725.0</b>	<b>531.0</b>	
		<b>Size Band C</b>	<b>Average</b>	<b>5725.0</b>	<b>531.0</b>	
	Northern					
35 Office	Northern	Topaz, Junction 1, M42 Motorway, Bromsgrove, B61 0tJ	39213.0	3642.8	£8,430,795	Topaz is a striking, contemporary, modern business park, offering state of the art, high specification offices in an unrivalled location. Car parking provision has been carefully planned within the wooded areas, so as to minimise its impact and maximise the prominence and stature of Topaz within its 'green' environment. Offices occupies the very best opportunity to promote a strong corporate identity. Office suites can be subdivided to amount to smaller space.
		<b>Size Band E</b>	<b>Sum</b>	<b>39213.0</b>	<b>3642.8</b>	
		<b>Size Band E</b>	<b>Average</b>	<b>39213.0</b>	<b>3642.8</b>	

Jones Lang La Salle 0121 233 2898 KW&B 0121 233 2335

Planning permission for a car showroom and village shop application B/2024/0890). Applications for change of use should be directed to the local authority.

Jones Lang La Salle 0121 525 0600

Bonde Wolfe 0121 525 0600

Fisher German 01905 459427

Halls Worcester 01905 720 104

Halls Worcester 01905 720 105

JP Dillon Commercial Property Consultants 01527 872527

# Appendix 5 – Qualitative Site Assessments

## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 1: Wythall Green Business Park
<b>Site Address:</b>	Wythall Green Way, Middle Lane, Wythall B47

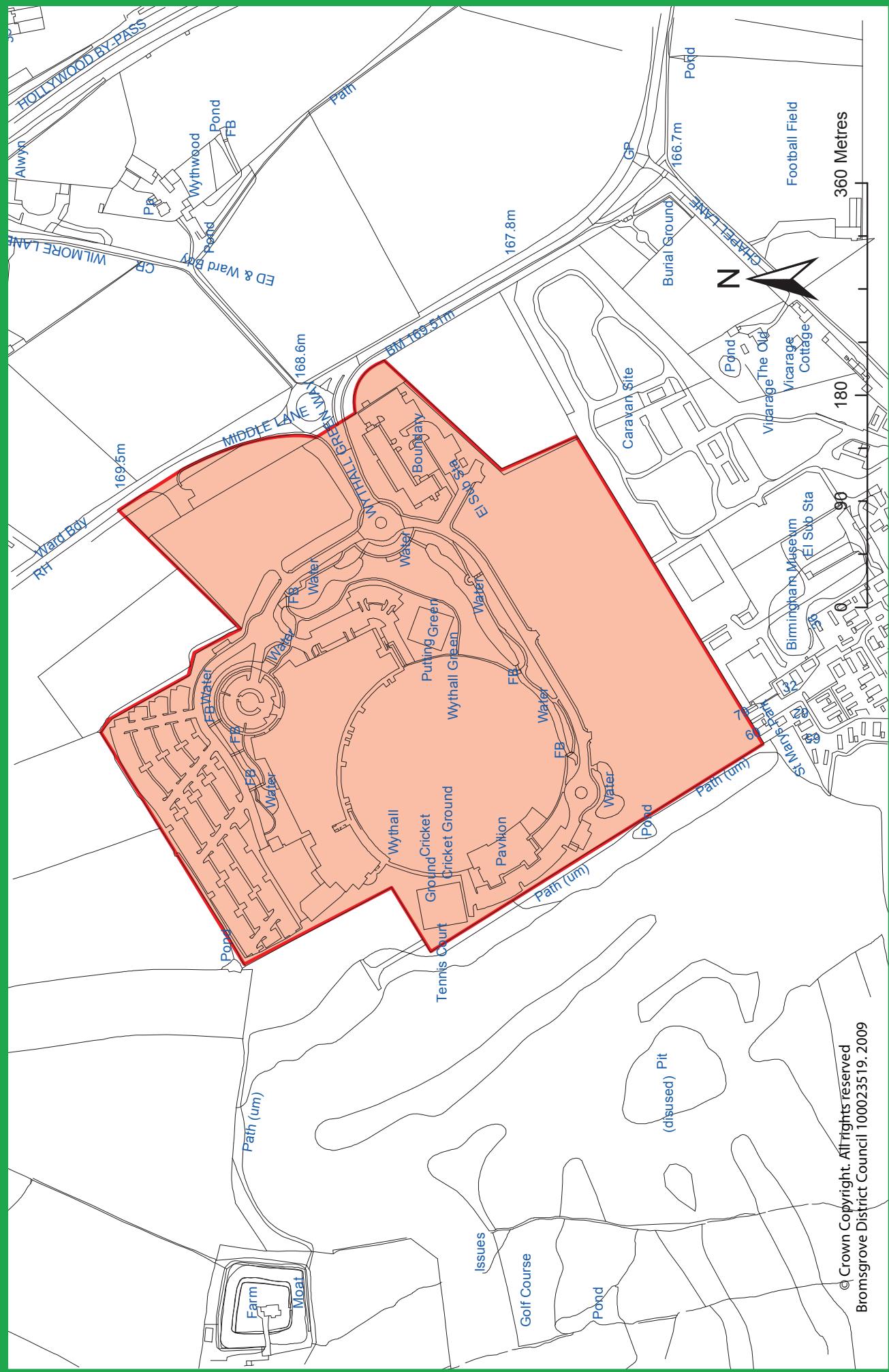
<b>General Site Information</b>	
Site Area	Approximately 17.3ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Wythall South</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Allocated as employment land within the Bromsgrove District Local Plan.</li> </ul>

<b>Market Attractiveness</b>		<b>Score</b>			
<b>Appraisal Criteria</b>	<b>Indicator</b>	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*				✓
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses				✓
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access				✓
	Quality of site access				✓
Market Conditions / Perception of Demand	Duration of availability**			✓	
	Marketing and enquiry interest	✓			
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding			✓	
		<b>Total</b>	<b>3 - 4</b>		

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location	✓			
	Land Classification		✓		
	Ease of access to public transport		✓		
	Ease of walking and cycling		✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓			
		Total	1 - 2		

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives		✓		
Economic Development	Local Economic Development Objectives			✓	
		Total	2 - 3		

## Wythall Green Business Park



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 2: Ravensbank Business Park
<b>Site Address:</b>	Ravensbank Drive, Nr Redditch B98

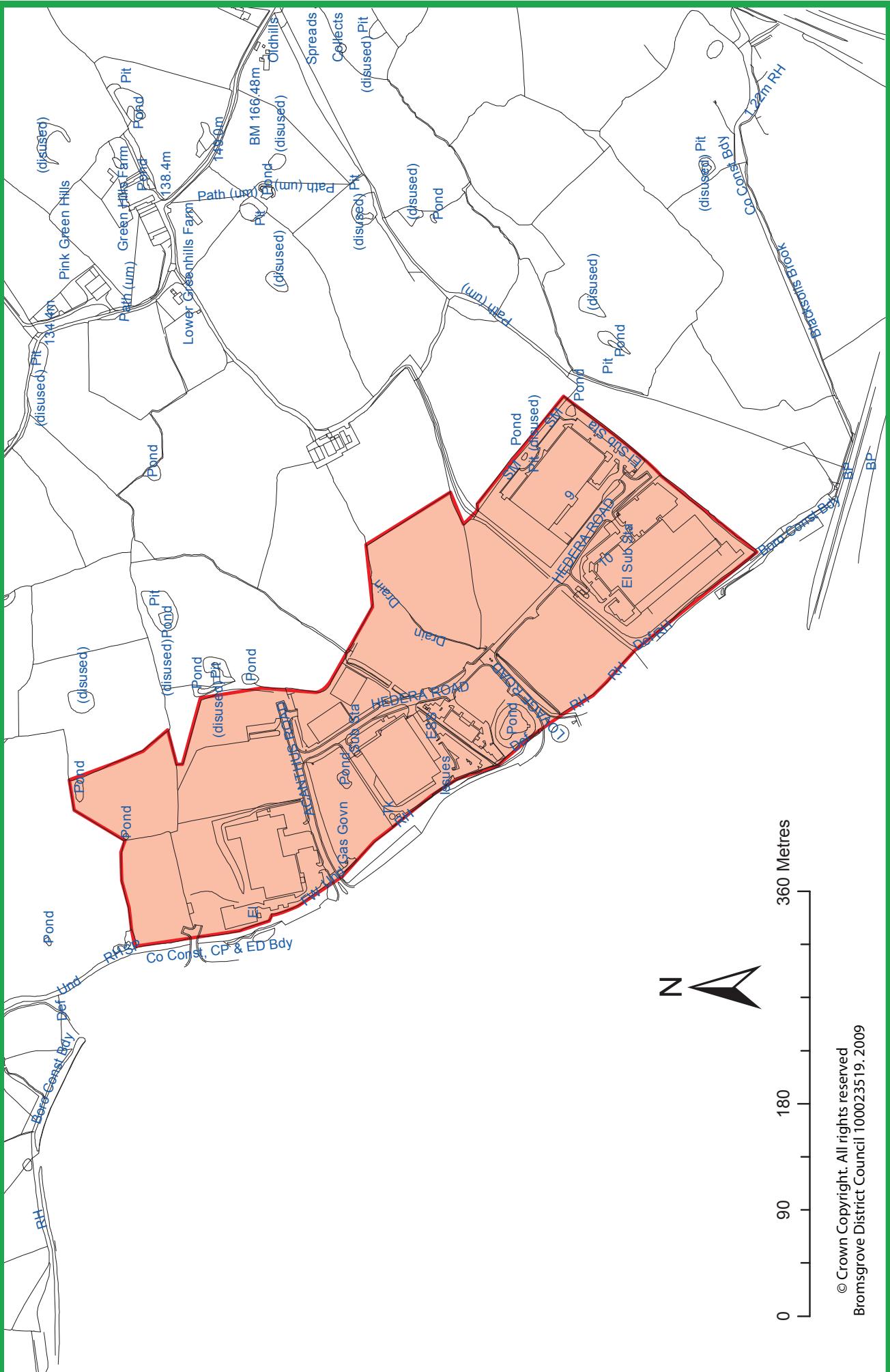
<b>General Site Information</b>	
Site Area	Approximately 30 hectares
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Within an area allocated for employment use under Policy E2 of the Adopted Bromsgrove District Local Plan which states "<i>Provision is made for the maximum allocation of 30ha (74acres) of land for Redditch – related employment needs.</i>"</li> </ul>

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*				✓
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses				✓
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access				✓
	Quality of site access				✓
Market Conditions / Perception of Demand	Duration of availability**	✓			
	Marketing and enquiry interest				✓
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding			✓	
<b>Total</b>		<b>3 - 4</b>			

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification			✓	
	Ease of access to public transport			✓	
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓		
		Total	2 - 3		

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives		✓		
Economic Development	Local Economic Development Objectives			✓	
		Total	2 - 3		

## Ravensbank Business Park



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 3 – Cofton Hackett
<b>Site Address:</b>	Groveley Lane, Longbridge, B31

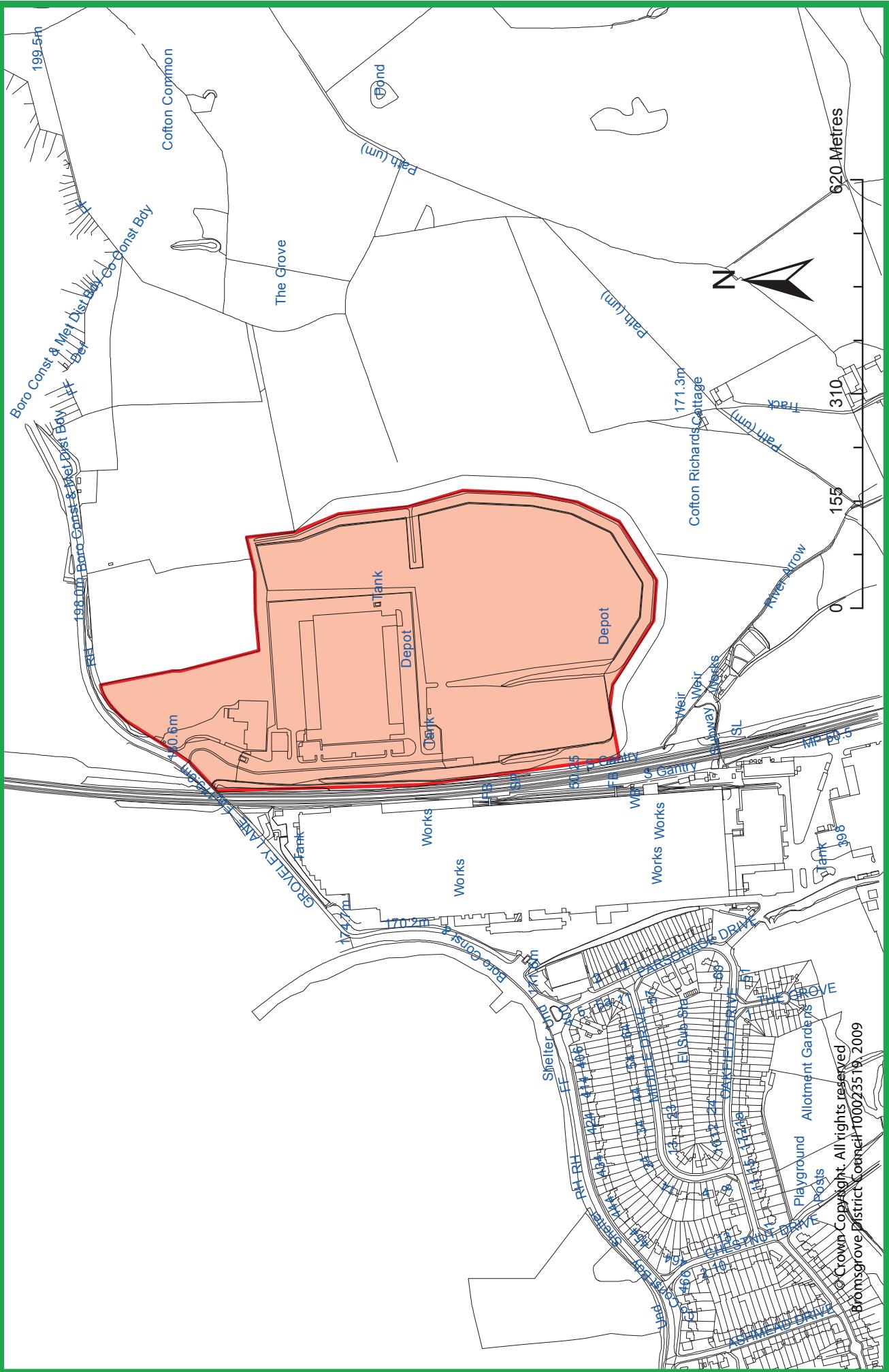
<b>General Site Information</b>	
Site Area	Approximately 14ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Hillside</li> <li>• Sub Area: North</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Designated as employment land within the Bromsgrove District Local Plan</li> <li>• Allocated in the emerging Longbridge Area Action Plan under Proposal EZ3 for uses within Class B1(b), (c) and B8.</li> </ul>

<b>Market Attractiveness</b>		<b>Score</b>			
<b>Appraisal Criteria</b>	<b>Indicator</b>	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*				✓
	Quality of the external environment**			✓	
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing			✓	
Accessibility	Ease of access to the Strategic Highway Network	✓			
	Quality of local road access			✓	
	Quality of site access				✓
Market Conditions / Perception of Demand	Duration of availability**			✓	
	Marketing and enquiry interest				✓
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding			✓	
<b>Total</b>		<b>3 - 4</b>			

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location		✓	
	Land Classification			✓
	Ease of access to public transport			✓
	Ease of walking and cycling			✓
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓	
		Total	3	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives			✓
Economic Development	Local Economic Development Objectives			✓
		Total	3	

## Coffton Hackett



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 5: Rubery
<b>Site Address:</b>	The Avenue, Rubery B45

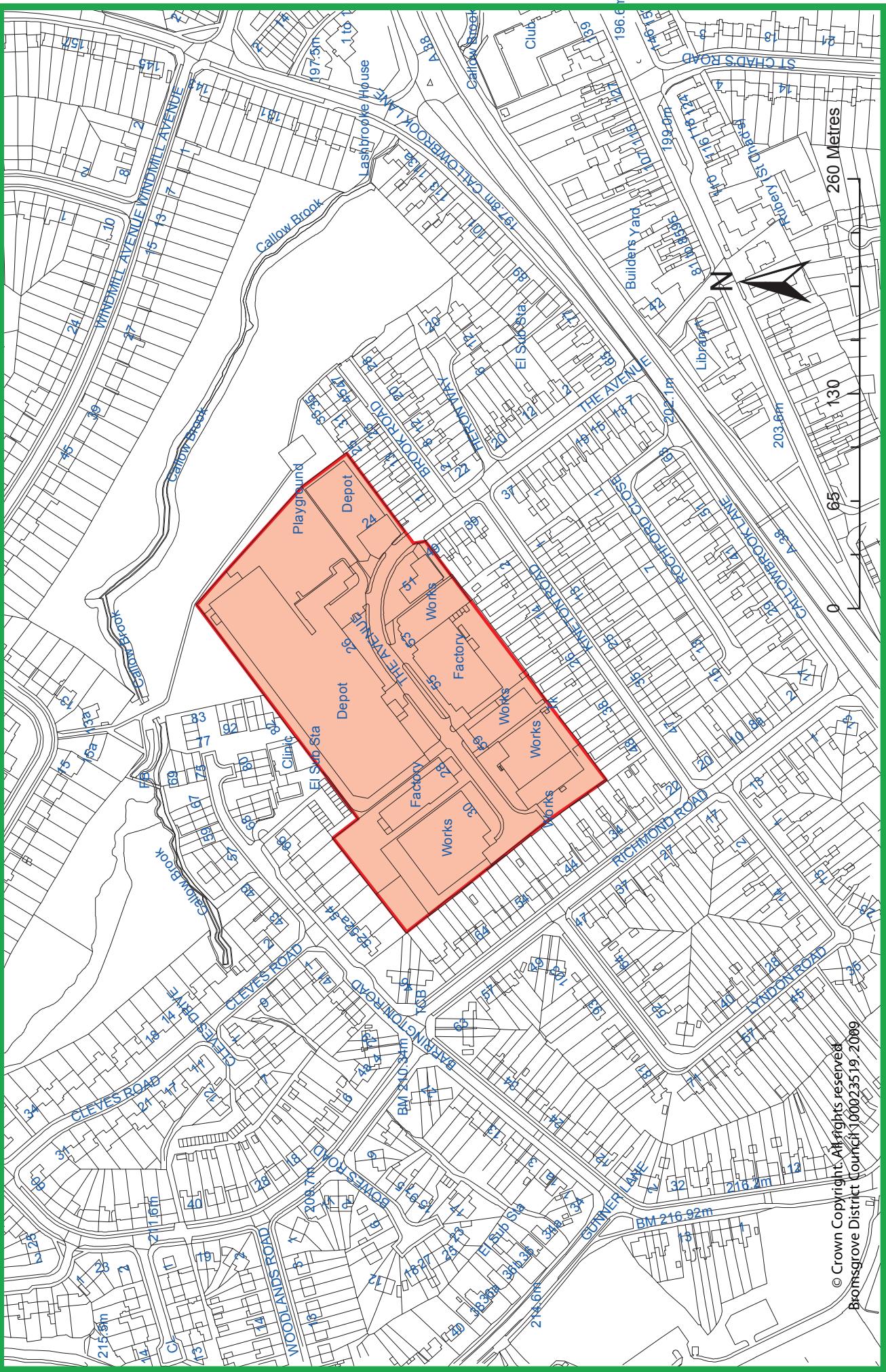
<b>General Site Information</b>	
Site Area	Approximately 3.3ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Waseley</li> <li>• Sub Area: North</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Site is a designated employment site within the Bromsgrove District Local Plan</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*		✓	
	Quality of the external environment**		N	a
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses	✓		
	Road frontage visibility	✓		
	Availability of local facilities including retail and housing		✓	
Accessibility	Ease of access to the Strategic Highway Network		✓	
	Quality of local road access	✓		
	Quality of site access		✓	
Market Conditions / Perception of Demand	Duration of availability**	N	a	
	Marketing and enquiry interest		✓	
Ownership	Ownership / owner aspirations	✓		
Site Development Constraints	Environmental Constraints and abnormal development requirements**	N	a	
	Physical site features**	N	a	
	Ground conditions / Contamination**	N	a	
	Flooding		✓	
<b>Total</b>		<b>2</b>		

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification				✓
	Ease of access to public transport	✓			
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		N	a	
		Total	2 - 3		

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives		✓		
Economic Development	Local Economic Development Objectives		✓		
		Total	2		

## Rubery



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 6a: Aston Fields Industrial and Trading Estates and Silver Birches Business Park (Including Sewage Works)
<b>Site Address:</b>	Aston Road / Sherwood Road / Newton Road

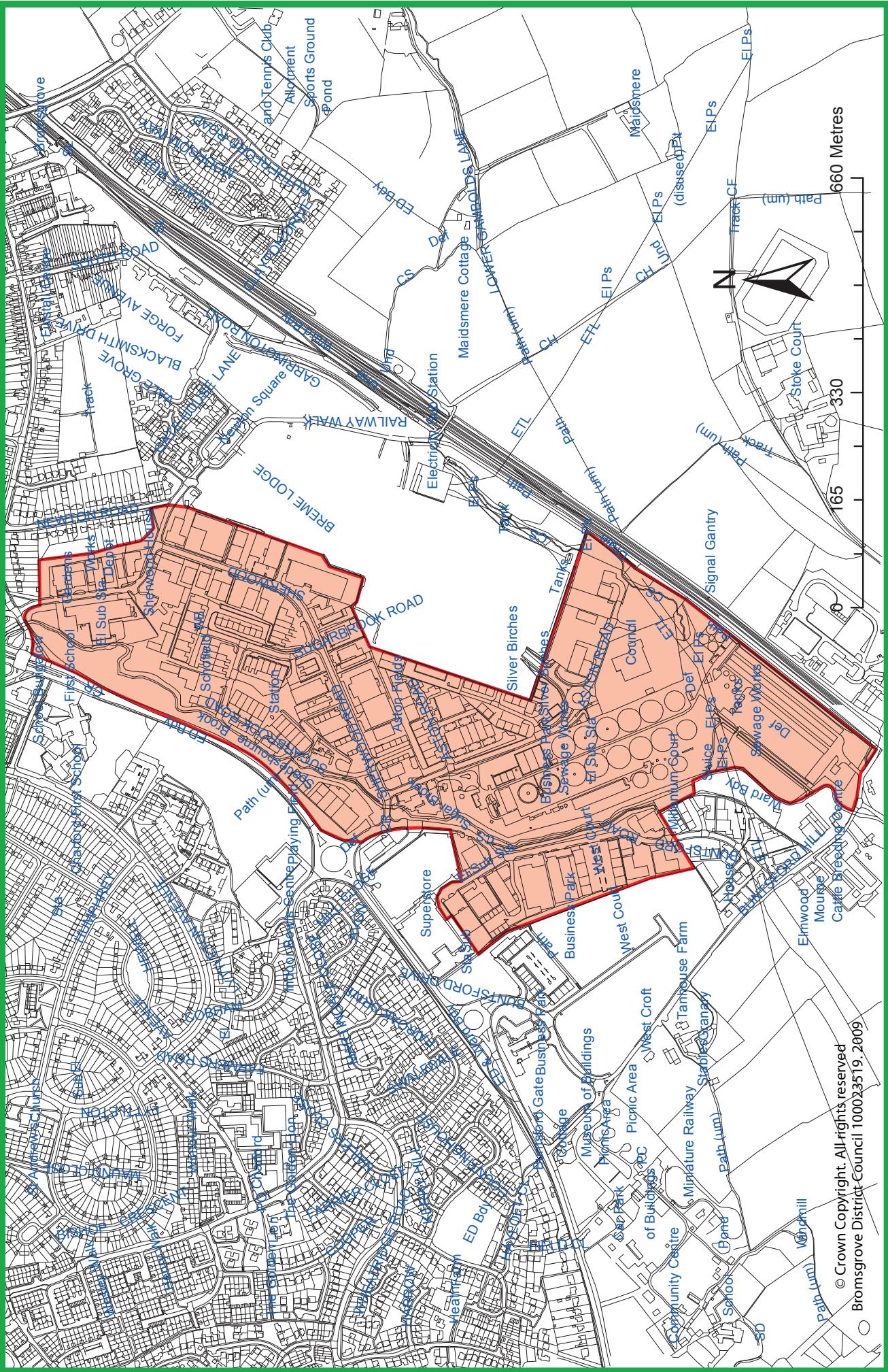
<b>General Site Information</b>	
Site Area	Approximately 39.5ha (there is also a further 13ha which has been developed for housing)
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Charford</li> <li>• Sub Area: Bromsgrove</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Designated employment land</li> <li>• Part of the site is allocated under BROM10 for a waste transfer station and civic amenities site which was completed in the 2004-5 monitoring period.</li> </ul>

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓	
	Quality of the external environment**	-	-	-	-
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing				✓
Accessibility	Ease of access to the Strategic Highway Network				✓
	Quality of local road access		✓		
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**	-	-	-	-
	Marketing and enquiry interest				✓
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**	-	-	-	-
	Physical site features**	-	-	-	-
	Ground conditions / Contamination**	-	-	-	-
	Flooding	✓			
	Total	3			

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification				✓
	Ease of access to public transport			✓	
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	-	-	-	-
		Total	3		

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives		✓		
Economic Development	Local Economic Development Objectives			✓	
		Total	2 - 3		

## Aston Fields Industrial & Trading Estates & Silver Birches Business Park (Including Sewage Works)



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 6b: Bromsgrove Technology Park
<b>Site Address:</b>	Aston Road, Bromsgrove B60

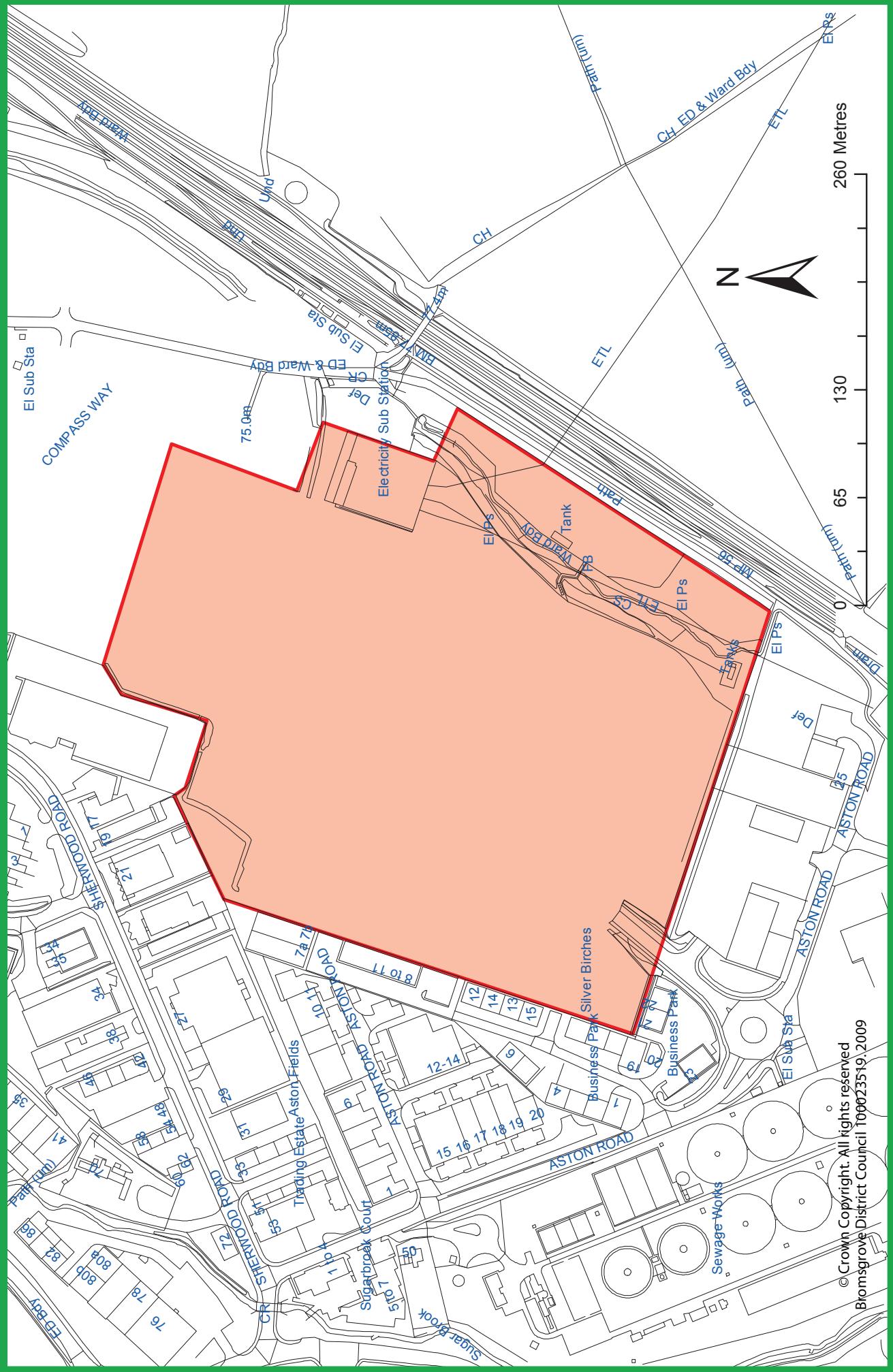
<b>General Site Information</b>	
Site Area	Approximately 9.5ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Charford</li> <li>• Sub Area: Bromsgrove</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Designated employment land</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓
	Quality of the external environment**		✓	
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses		✓	
	Road frontage visibility		✓	
	Availability of local facilities including retail and housing			✓
Accessibility	Ease of access to the Strategic Highway Network		✓	
	Quality of local road access	✓		
	Quality of site access		✓	
Market Conditions / Perception of Demand	Duration of availability**		✓	
	Marketing and enquiry interest			✓
Ownership	Ownership / owner aspirations			✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**			✓
	Physical site features**			✓
	Ground conditions / Contamination**		✓	
	Flooding		✓	
<b>Total</b>		<b>3 - 4</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location		✓	
	Land Classification			✓
	Ease of access to public transport	✓		
	Ease of walking and cycling		✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓	
		Total	3	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives		✓	
Economic Development	Local Economic Development Objectives			✓
		Total	3	

## Bromsgrove Technology Park



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 7: Saxon and Harris Business Parks
<b>Site Address:</b>	Hanbury Road, Stoke Prior, B60

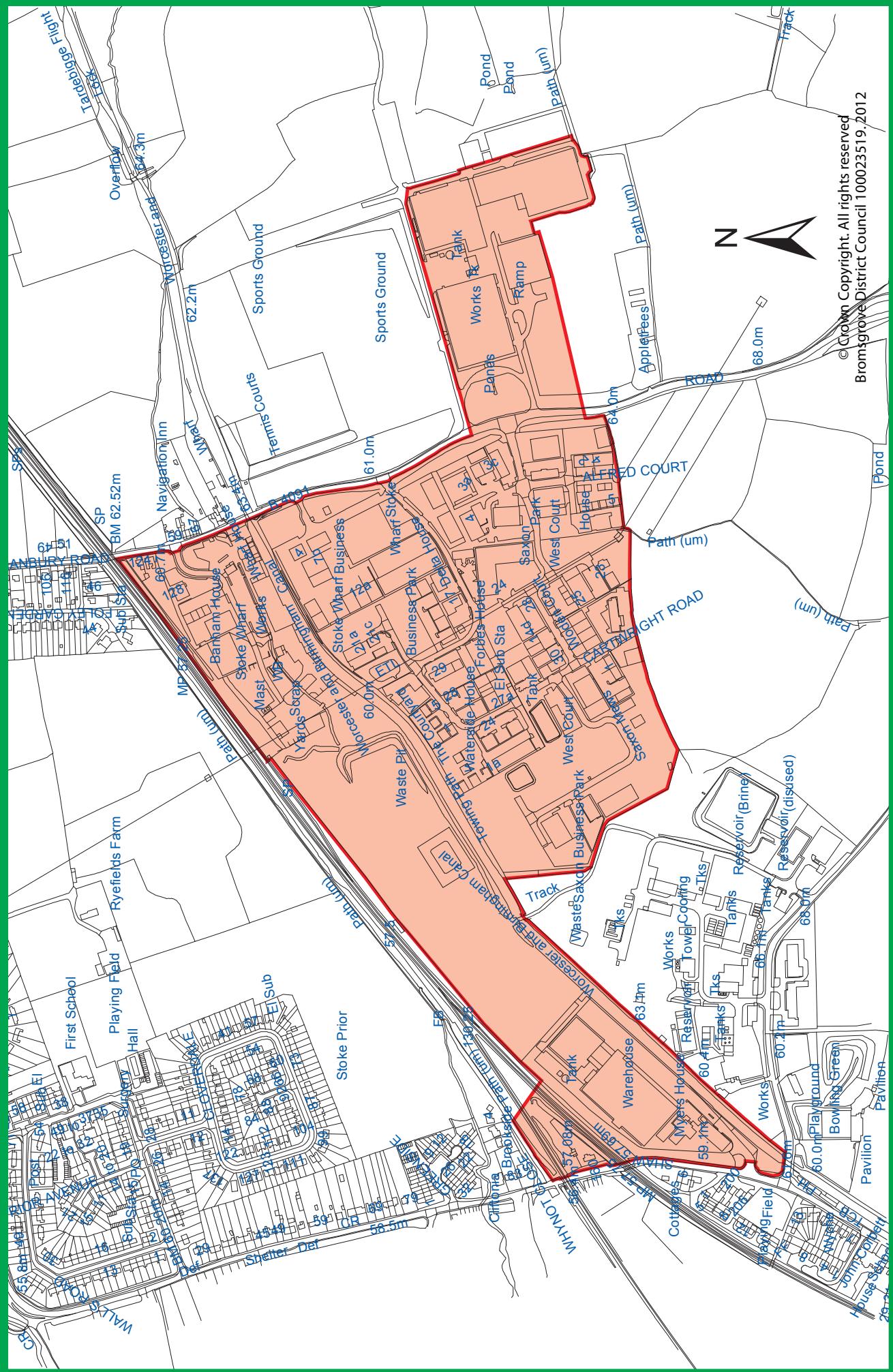
<b>General Site Information</b>	
Site Area	Approximately 40 hectares
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Stoke Prior</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Designated as employment land. Part allocated under BROM6 which states "<i>Reaffirmed for employment uses within Use Classes B1, B2 and B8</i>"</li> </ul>

<b>Market Attractiveness</b>		<b>Score</b>			
<b>Appraisal Criteria</b>	<b>Indicator</b>	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*				✓
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network	✓			
	Quality of local road access			✓	
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**	✓			
	Marketing and enquiry interest		✓		
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓		
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding	✓			
		<b>Total</b>	<b>3 - 4</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification			✓
	Ease of access to public transport		✓	
	Ease of walking and cycling			✓
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**			✓
		Total	2 - 3	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives		✓	
Economic Development	Local Economic Development Objectives			✓
		Total	2 - 3	

Saxon & Harris Business Park



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 8: Bromsgrove Town Centre
<b>Site Address:</b>	Bromsgrove

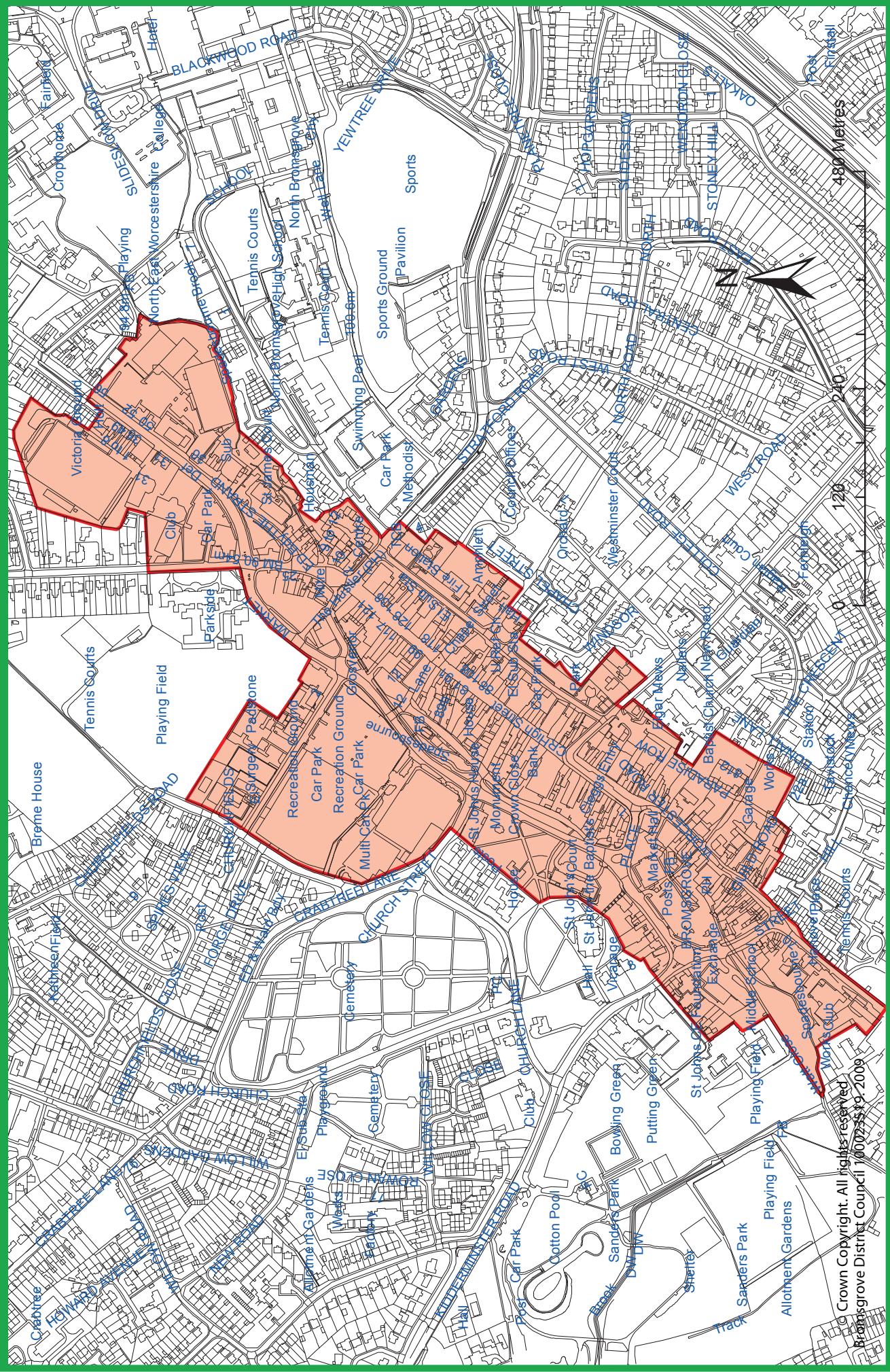
General Site Information	
Site Area	n/a
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: St Johns / Sidemoor</li> <li>• Sub Area: Bromsgrove</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Town centre designation</li> </ul>

Market Attractiveness		Score			
Appraisal Criteria	Indicator	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*				✓
	Quality of the external environment**		N	a	
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses				✓
	Road frontage visibility				✓
	Availability of local facilities including retail and housing				✓
Accessibility	Ease of access to the Strategic Highway Network				✓
	Quality of local road access			✓	
	Quality of site access				✓
Market Conditions / Perception of Demand	Duration of availability**	N	a		
	Marketing and enquiry interest	✓			
Ownership	Ownership / owner aspirations			✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**	N	a		
	Physical site features**	N	a		
	Ground conditions / Contamination**	N	a		
	Flooding	✓			
		Total	3		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location			✓
	Land Classification			✓
	Ease of access to public transport			✓
	Ease of walking and cycling			✓
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**			✓
		Total	4	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives			✓
Economic Development	Local Economic Development Objectives		✓	
		Total	3	

## Bromsgrove Town Centre



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 9: Worcester Road / Sanders Road
<b>Site Address:</b>	Sanders Road, Bromsgrove B60

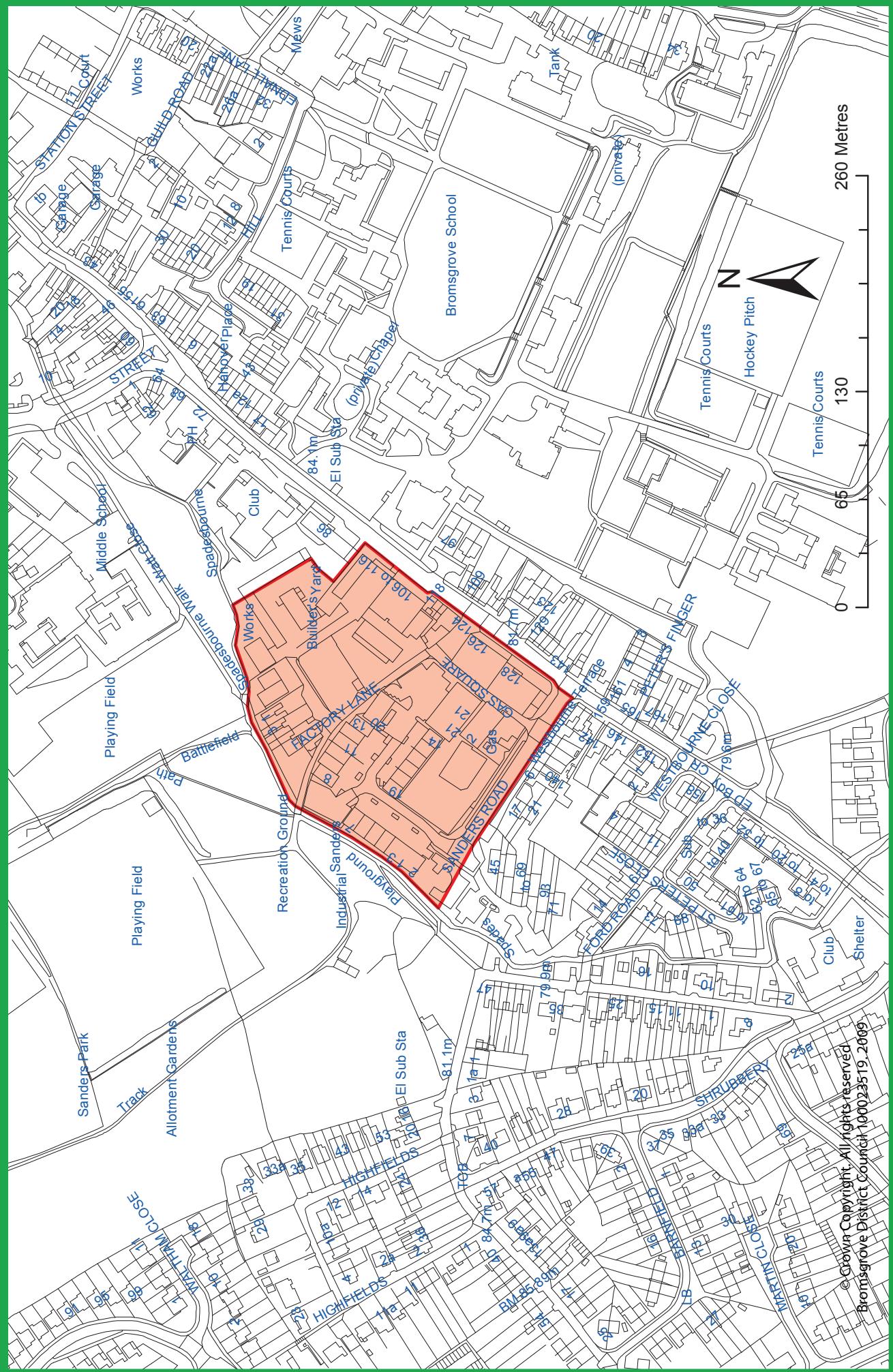
General Site Information	
Site Area	Approximately 2.5ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: St Johns</li> <li>• Sub Area: Bromsgrove</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Allocated for employment uses under Policy E2 of the Bromsgrove District Local Plan</li> </ul>

Market Attractiveness		Score			
Appraisal Criteria	Indicator	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*		✓		
	Quality of the external environment**		N	a	
	Amenity Impacts (eg. noise, smell, dust)			✓	
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing			✓	
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access		✓		
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**		N	a	
	Marketing and enquiry interest	✓			
Ownership	Ownership / owner aspirations			✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**		N	a	
	Physical site features**		N	a	
	Ground conditions / Contamination**		N	a	
	Flooding	✓			
<b>Total</b>		<b>2 - 3</b>			

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location			✓
	Land Classification			✓
	Ease of access to public transport		✓	
	Ease of walking and cycling			✓
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓	
		Total	3 – 4	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives		✓	
Economic Development	Local Economic Development Objectives		✓	
		Total	3	

## Worcester Road/Sanders Road



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 11: Ravensbank ADR (BE3)
<b>Site Address:</b>	Hedera Road, Redditch, B98

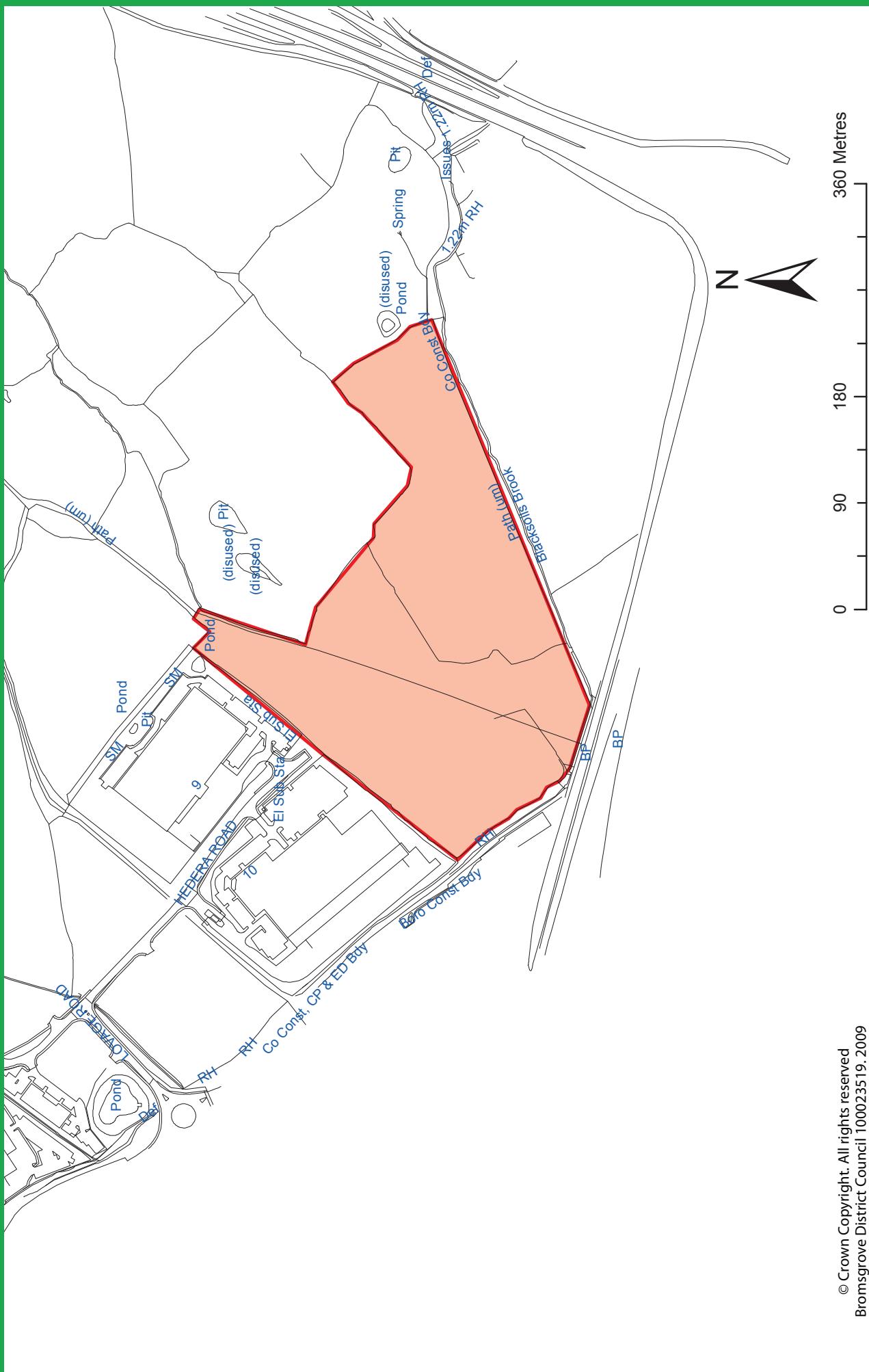
<b>General Site Information</b>	
Site Area	10.3ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Designated as an Area of Development Restraint within the Bromsgrove Local Plan</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)		✓	
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility		✓	
	Availability of local facilities including retail and housing	✓		
Accessibility	Ease of access to the Strategic Highway Network			✓
	Quality of local road access			✓
	Quality of site access	✓		
Market Conditions / Perception of Demand	Duration of availability**		✓	
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations		✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**			✓
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding			✓
<b>Total</b>		<b>3</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport			✓
	Ease of walking and cycling		✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	2	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives		✓	
Economic Development	Local Economic Development Objectives			✓
		Total	2 - 3	

## Ravensbank ADR



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 12: Bromsgrove (BROM8) – Buntsford Hill Business Park / Land at Buntsford Hill Phase 2
<b>Site Address:</b>	Buntsford Park Road, Bromsgrove B60

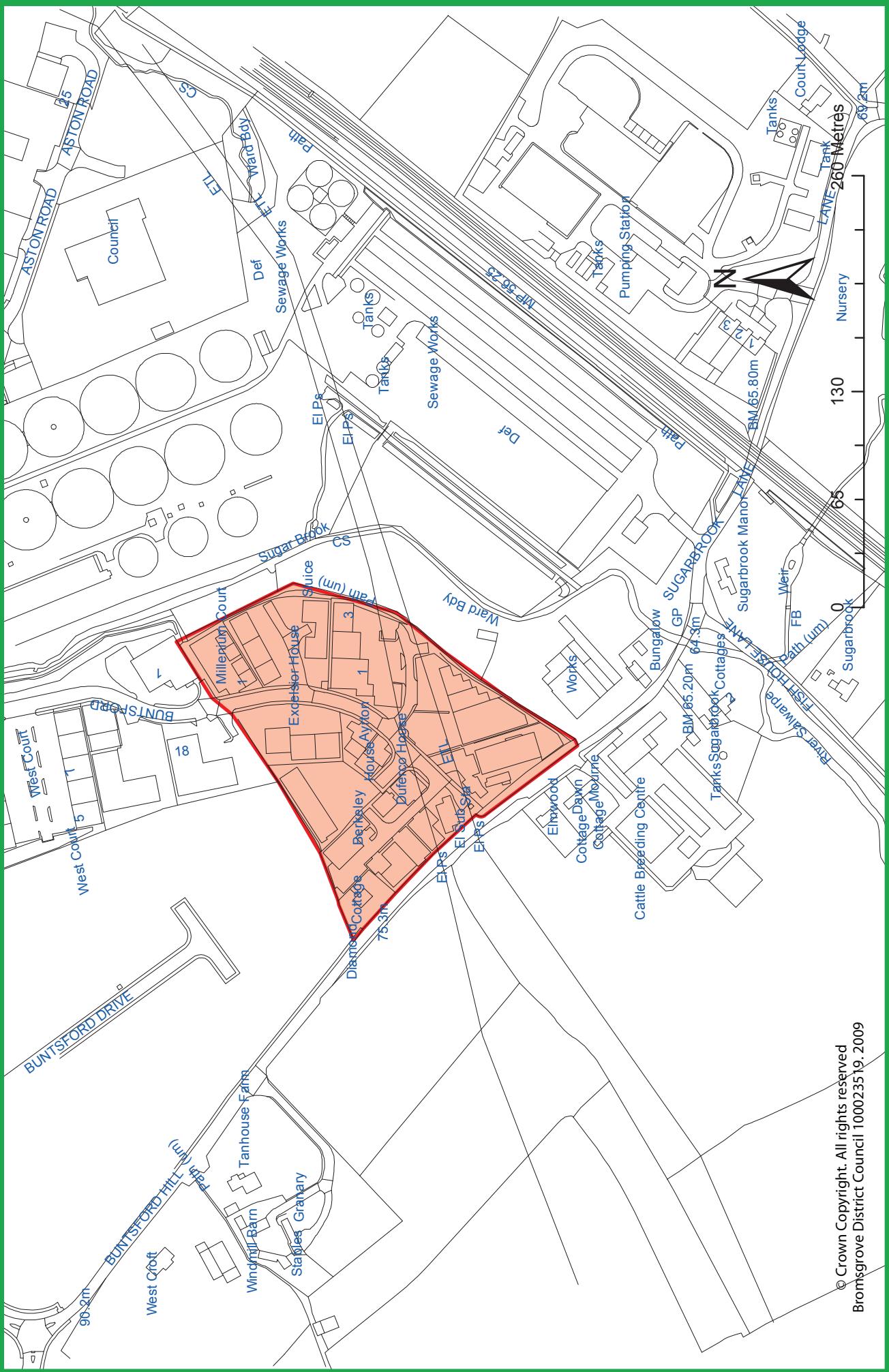
General Site Information	
Site Area	2.3ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Stoke Prior</li> <li>• Sub Area: Bromsgrove</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Allocated within the Local Plan as BROM8 as an Employment Development Site in order to assist in increasing the provision of land to meet the general employment needs of Bromsgrove District and to satisfy the strategic employment land requirement.</li> </ul>

Market Attractiveness					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓	
	Quality of the external environment**	-	-	-	-
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses				✓
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing			✓	
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access				✓
	Quality of site access				✓
Market Conditions / Perception of Demand	Duration of availability**	-	-	-	-
	Marketing and enquiry interest			✓	
Ownership	Ownership / owner aspirations			✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**	-	-	-	-
	Physical site features**	-	-	-	-
	Ground conditions / Contamination**	-	-	-	-
	Flooding			✓	
		Total	3		

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification				✓
	Ease of access to public transport		✓		
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	-	-	-	-
<b>Total</b>		<b>3</b>			

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives		✓		
Economic Development	Local Economic Development Objectives		✓		
<b>Total</b>		<b>2</b>			

## Buntsford Hill Business Park/Land at Buntsford Hill Phase 2



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 13: Bromsgrove (BROM8A) – Land at Buntsford Hill Phase 3 / Buntsfordgate
<b>Site Address:</b>	Buntsford Hill, Bromsgrove B60

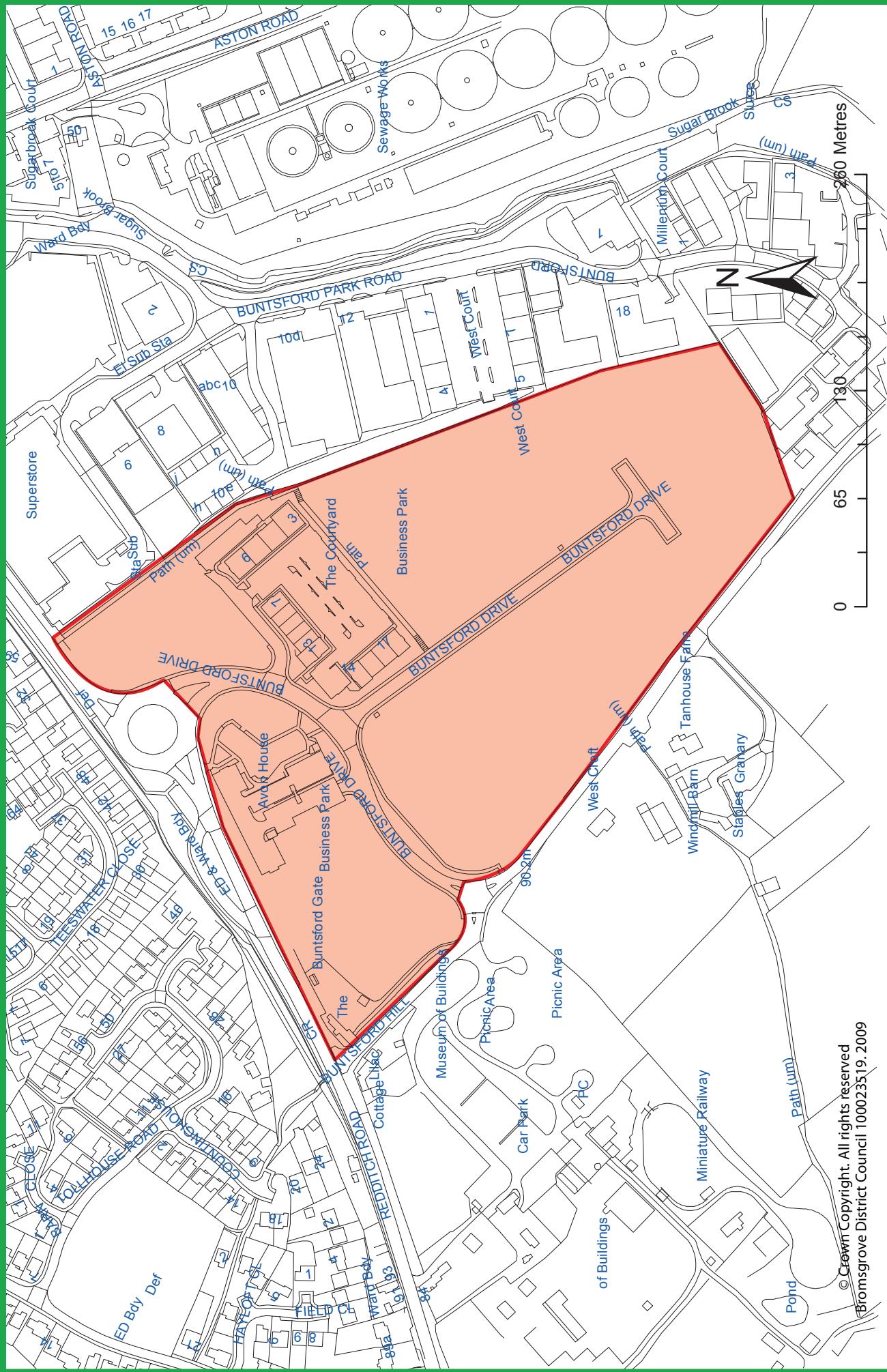
<b>General Site Information</b>	
Site Area	Approximately 9 hectares
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Stoke Prior</li> <li>• Sub Area: Bromsgrove –</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Allocated for B1, B2 and B8 uses within Policy BROM8A of the Bromsgrove District Local Plan in order to provide sufficient land to meet the employment needs of the District.</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓
	Quality of the external environment**		✓	
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses		✓	
	Road frontage visibility			✓
	Availability of local facilities including retail and housing		✓	
Accessibility	Ease of access to the Strategic Highway Network			✓
	Quality of local road access		✓	
	Quality of site access			✓
Market Conditions / Perception of Demand	Duration of availability**			
	Marketing and enquiry interest			✓
Ownership	Ownership / owner aspirations			✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**			✓
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding		✓	
<b>Total</b>		<b>4</b>		

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification			✓	
	Ease of access to public transport			✓	
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓		
		Total	3		

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives		✓		
Economic Development	Local Economic Development Objectives			✓	
		Total	2 - 3		

## Land at Buntsford Hill Phase 3/Buntsford Gate



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 16: Robin Hill Farm
<b>Site Address:</b>	Rowney Green Lane, Alvechurch, B48

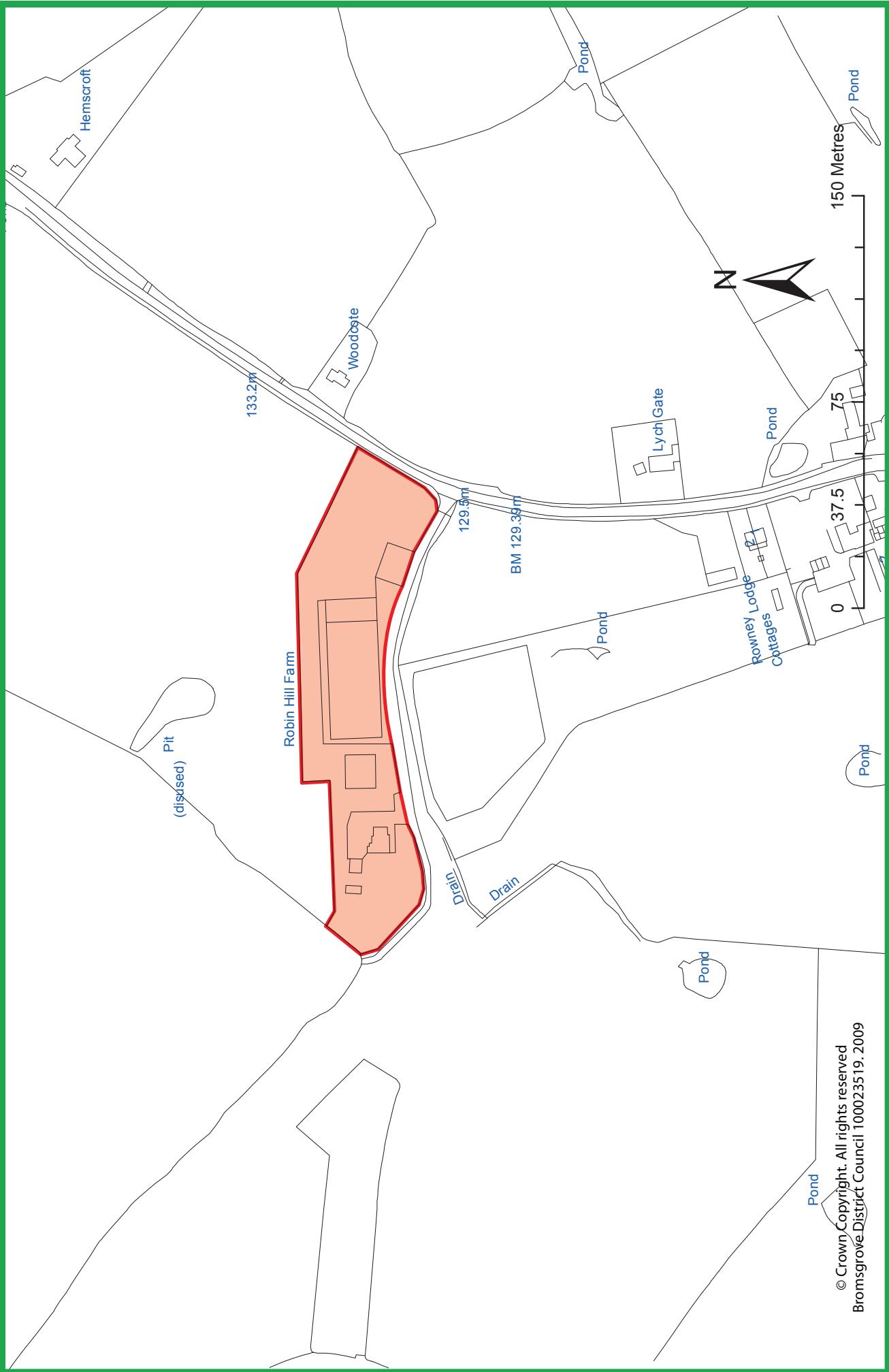
General Site Information	
Site Area	0.7 hectares
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<p>Policy Allocation -</p> <ul style="list-style-type: none"> <li>• Green Belt</li> <li>• Landscape Protection Area</li> <li>• Edge of Area of Great Landscape Value</li> </ul>

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*		✓		
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses				✓
	Road frontage visibility		✓		
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network		✓		
	Quality of local road access		✓		
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**				
	Marketing and enquiry interest				
Ownership	Ownership / owner aspirations				
Site Development Constraints	Environmental Constraints and abnormal development requirements**	✓			
	Physical site features**			✓	
	Ground conditions / Contamination**			✓	
	Flooding			✓	
		Total	2 - 3		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification		✓	
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives		✓	
		Total	1 - 2	

## Robin Hill Farm, Rowney Green Lane, B48 7QZ



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 17: Wildmoor Mill Farm
<b>Site Address:</b>	Mill Lane, Fairfield, B61

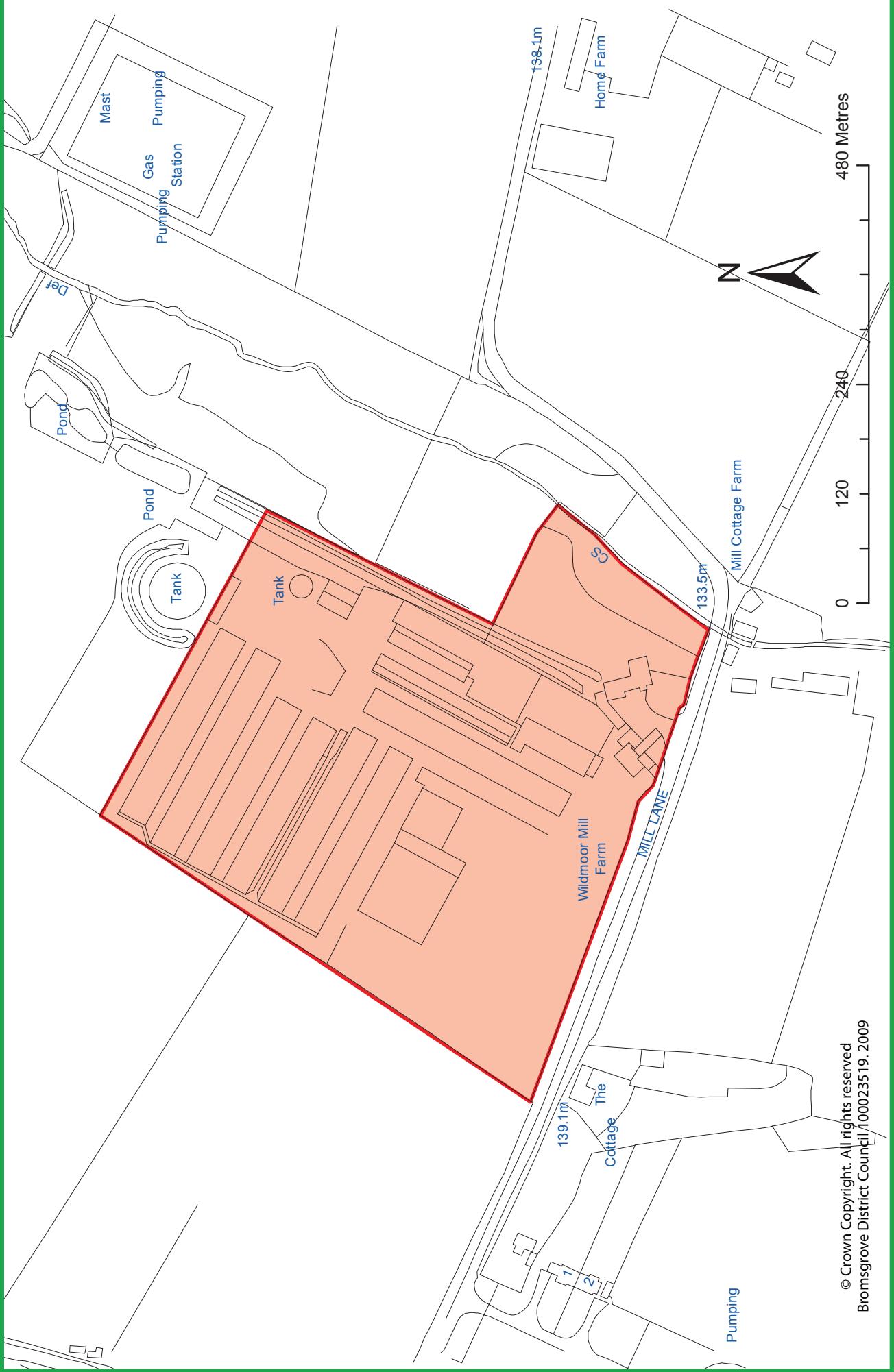
General Site Information	
Site Area	Approximately 3.2ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Woodvale</li> <li>• Sub Area: Rural West</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

Market Attractiveness		Score			
Appraisal Criteria	Indicator	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓	
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility		✓		
	Availability of local facilities including retail and housing		✓		
Accessibility	Ease of access to the Strategic Highway Network		✓		
	Quality of local road access		✓		
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**				
	Marketing and enquiry interest				
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓		
	Physical site features**			✓	
	Ground conditions / Contamination**				✓
	Flooding	✓			
		Total	3		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification			✓
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓	
		Total	2	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives		✓	
Economic Development	Local Economic Development Objectives		✓	
		Total	2	

## Wildmoor Farm, Mill Lane, B61 0BX



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 18: Wassell Grove Business Park
<b>Site Address:</b>	Wassell Grove Road, Nr Hagley DY9

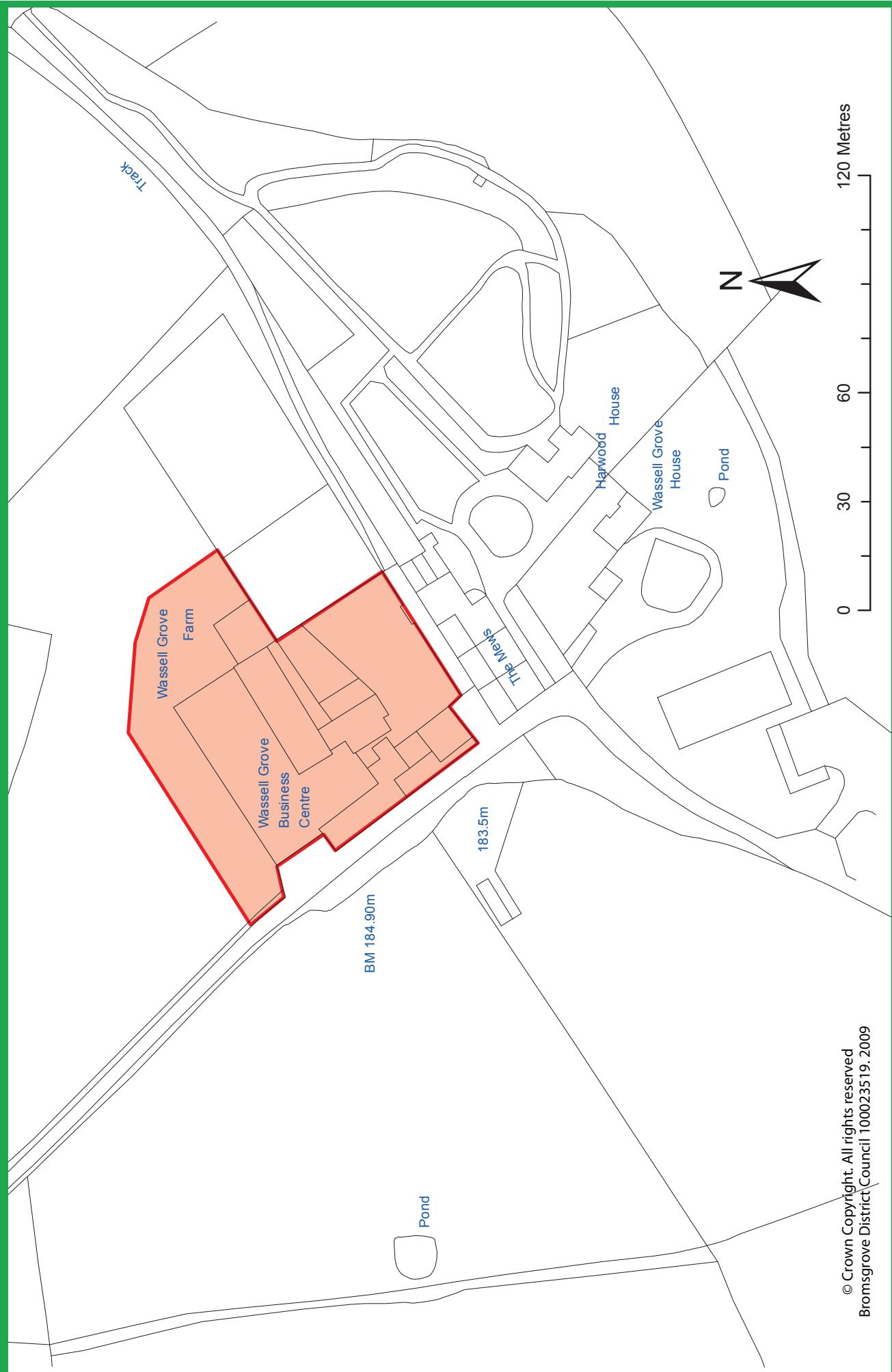
<b>General Site Information</b>	
Site Area	Approximately 0.2ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Hagley</li> <li>• Sub Area: Rural West</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> <li>• Landscape Protection Area.</li> </ul>

<b>Market Attractiveness</b>		<b>Score</b>			
<b>Appraisal Criteria</b>	<b>Indicator</b>	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*				✓
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses				✓
	Road frontage visibility	✓			
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network	✓			
	Quality of local road access	✓			
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**			✓	
	Marketing and enquiry interest			✓	
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**	✓			
	Ground conditions / Contamination**				✓
	Flooding			✓	
<b>Total</b>		<b>3</b>			

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location	✓			
	Land Classification			✓	
	Ease of access to public transport	✓			
	Ease of walking and cycling	✓			
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓			
		Total	1		

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives		✓		
Economic Development	Local Economic Development Objectives		✓		
		Total	2		

## Wassell Grove Business Park, Wassell Grove Lane, DY9 9JH



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 20: Nash Works
<b>Site Address:</b>	Nash Lane, Belbroughton

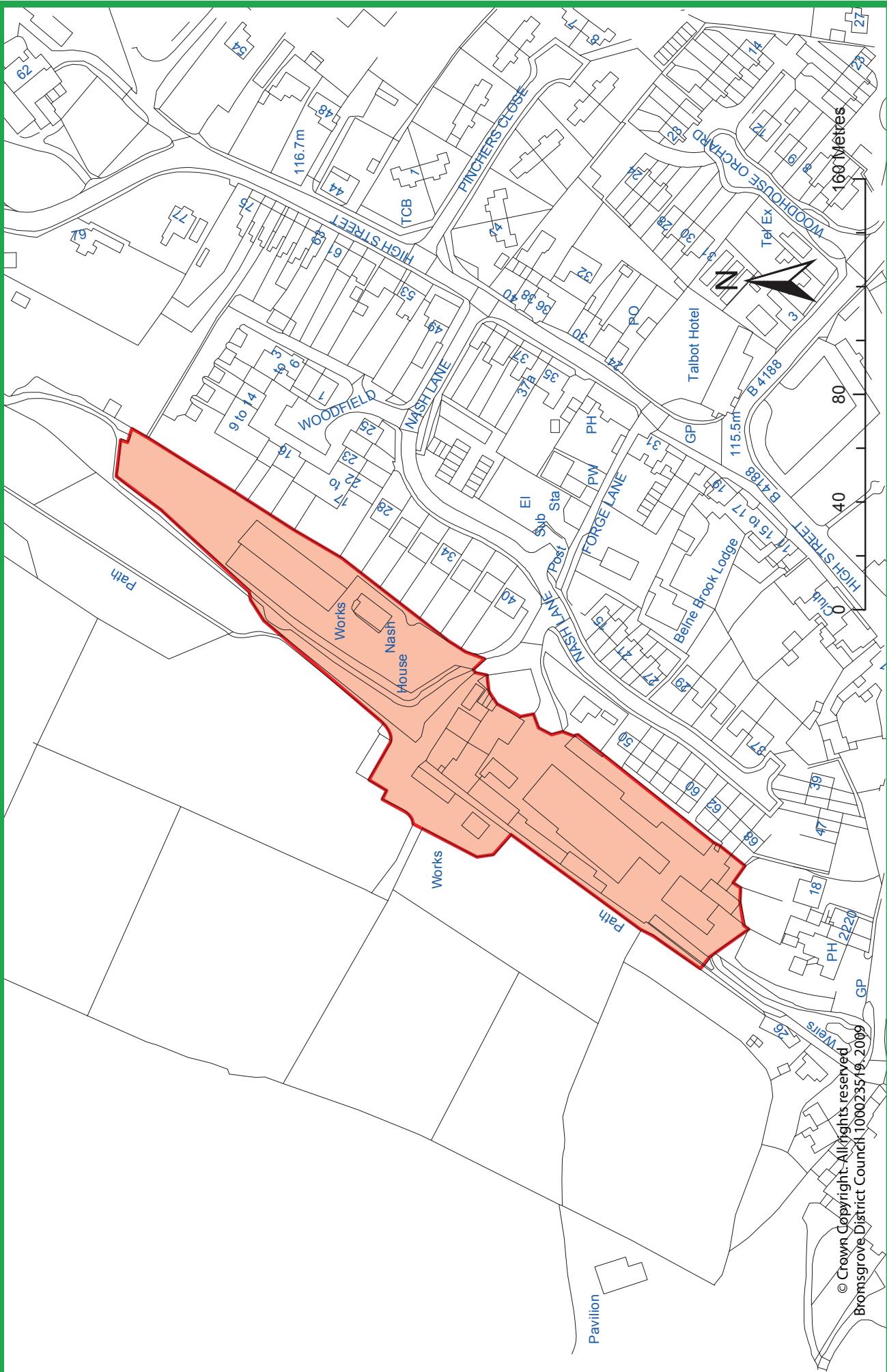
General Site Information	
Site Area	Approximately 1 hectare
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Furlongs</li> <li>• Sub Area: Rural West</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

Market Attractiveness				
Appraisal Criteria	Indicator	Score		
		1	2	3
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility	✓		
	Availability of local facilities including retail and housing		✓	
Accessibility	Ease of access to the Strategic Highway Network	✓		
	Quality of local road access	✓		
	Quality of site access		✓	
Market Conditions / Perception of Demand	Duration of availability**		✓	
	Marketing and enquiry interest	-	-	-
Ownership	Ownership / owner aspirations			✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓	
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding	✓		
		Total	3	

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location		✓	
	Land Classification			✓
	Ease of access to public transport	✓		
	Ease of walking and cycling		✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓	
		Total	3	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives	✓		
		Total	2	

## Nash Works, Nash Lane, Belbroughton



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 21: High House Farm
<b>Site Address:</b>	Alcester Road (A435) B98

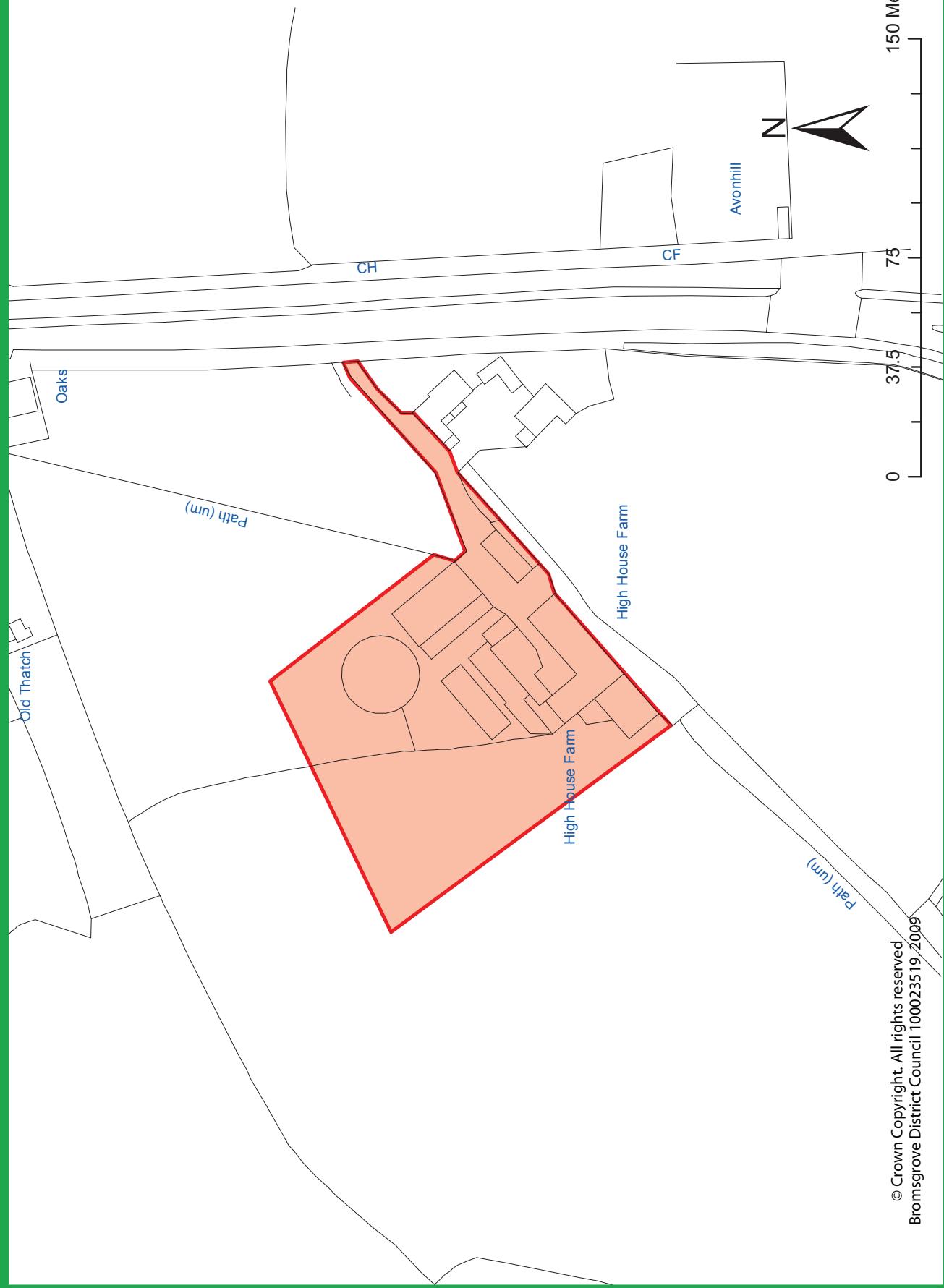
General Site Information	
Site Area	0.7 hectares
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> <li>• Landscape Protection Area</li> </ul>

Market Attractiveness		Score			
Appraisal Criteria	Indicator	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓	
	Quality of the external environment**	-	-	-	-
	Amenity Impacts (eg. noise, smell, dust)	✓			
Quality of the Wider Environment	Adjoining land uses				✓
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network				✓
	Quality of local road access				✓
	Quality of site access		✓		
Market Conditions / Perception of Demand	Duration of availability**	-	-	-	-
	Marketing and enquiry interest	✓			
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**	-	-	-	-
	Physical site features**	-	-	-	-
	Ground conditions / Contamination**	-	-	-	-
	Flooding			✓	
		Total	2 - 3		

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location	✓			
	Land Classification				✓
	Ease of access to public transport		✓		
	Ease of walking and cycling	✓			
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	-	-	-	-
		Total	2		

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives		✓		
Economic Development	Local Economic Development Objectives	✓			
		Total	1 - 2		

## High House Farm, Alcester Road, B98 9EL



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 22: Sugarbrook Mill
<b>Site Address:</b>	Buntsford Hill, Bromsgrove B60

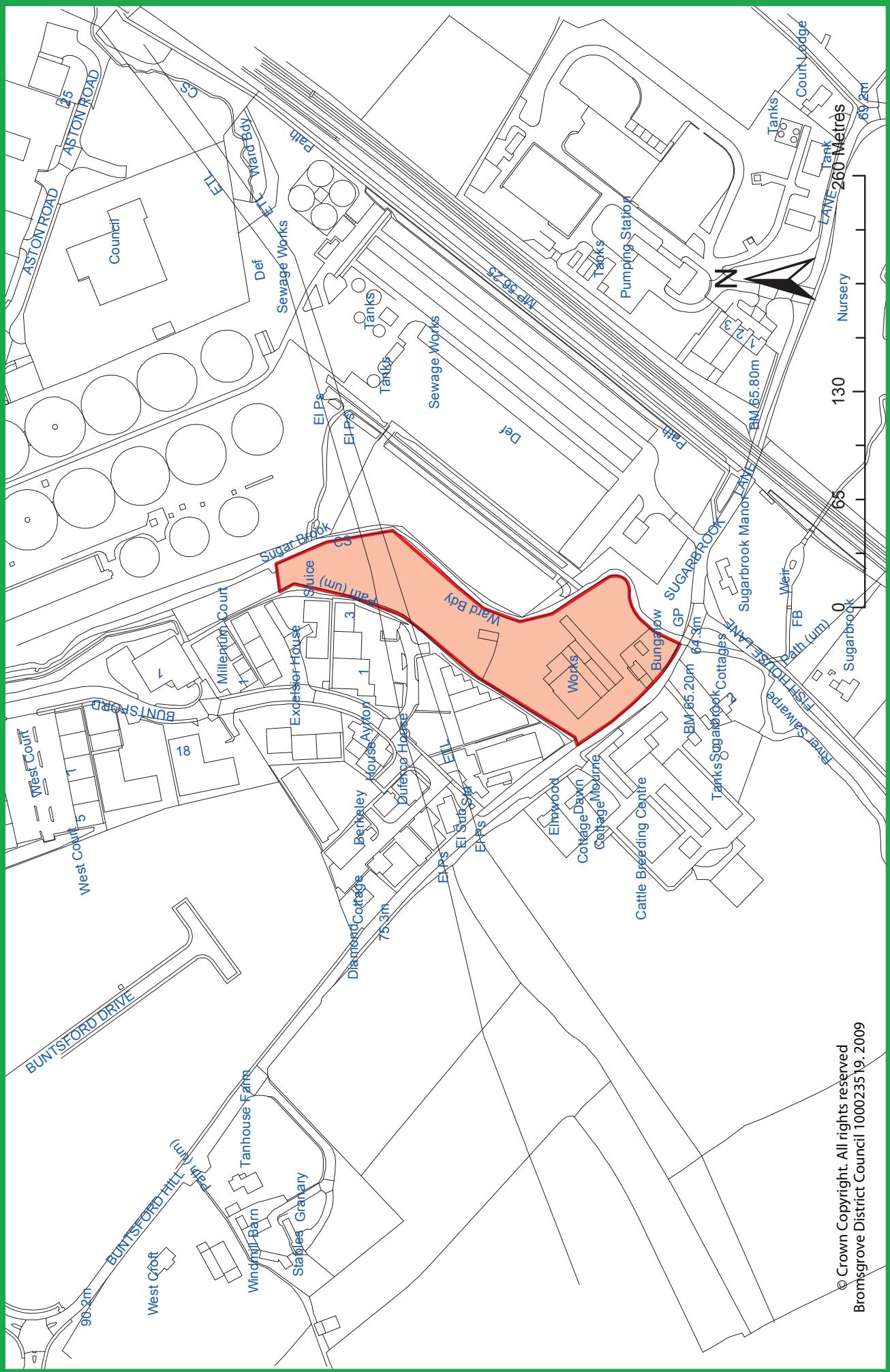
General Site Information	
Site Area	Approximately 2 hectare
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Charford</li> <li>• Sub Area: Bromsgrove</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Site is within an area allocated for employment uses within the Bromsgrove District Local Plan.</li> </ul>

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*		✓		
	Quality of the external environment**			✓	
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing			✓	
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access			✓	
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**		✓		
	Marketing and enquiry interest			✓	
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**		✓		
	Ground conditions / Contamination**				✓
	Flooding		✓		
<b>Total</b>		<b>3</b>			

Environmental Sustainability					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification			✓	
	Ease of access to public transport			✓	
	Ease of walking and cycling	✓			
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓			
		Total	2		

Strategic Planning					
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Regeneration	Ability to deliver specific regeneration objectives	✓			
Economic Development	Local Economic Development Objectives		✓		
		Total	1 - 2		

## Sugarbrook Mill



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 23: Weights Farm
<b>Site Address:</b>	Weights Lane, Nr Redditch B97

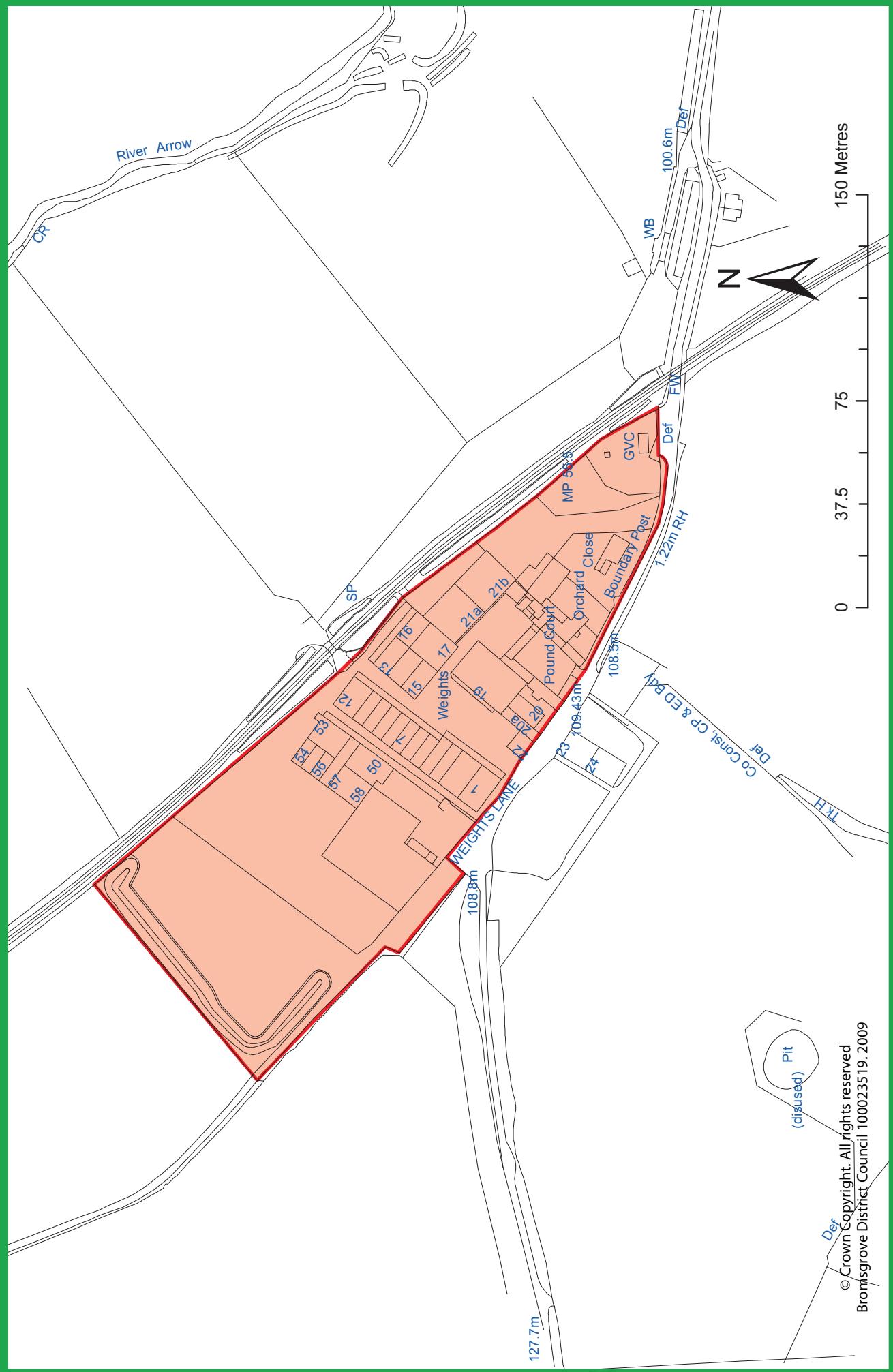
General Site Information	
Site Area	Approximately 6 hectares
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> <li>• Site is on the edge of, and part of the site is within a Landscape Protection Area</li> </ul>

Market Attractiveness				
Appraisal Criteria	Indicator	Score		
		1	2	3
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*		✓	
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility			✓
	Availability of local facilities including retail and housing	✓		
Accessibility	Ease of access to the Strategic Highway Network			✓
	Quality of local road access	✓		
	Quality of site access			✓
Market Conditions / Perception of Demand	Duration of availability**	✓		
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations			✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓	
	Physical site features**	✓		
	Ground conditions / Contamination**			✓
	Flooding			✓
		Total	2 - 3	

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification			✓
	Ease of access to public transport		✓	
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**			✓
		Total	2	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives			✓
Economic Development	Local Economic Development Objectives		✓	
		Total	2 - 3	

## Weights Farm, Weights Lane, B97 6RG



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 24: White Young Green Area 4
<b>Site Address:</b>	

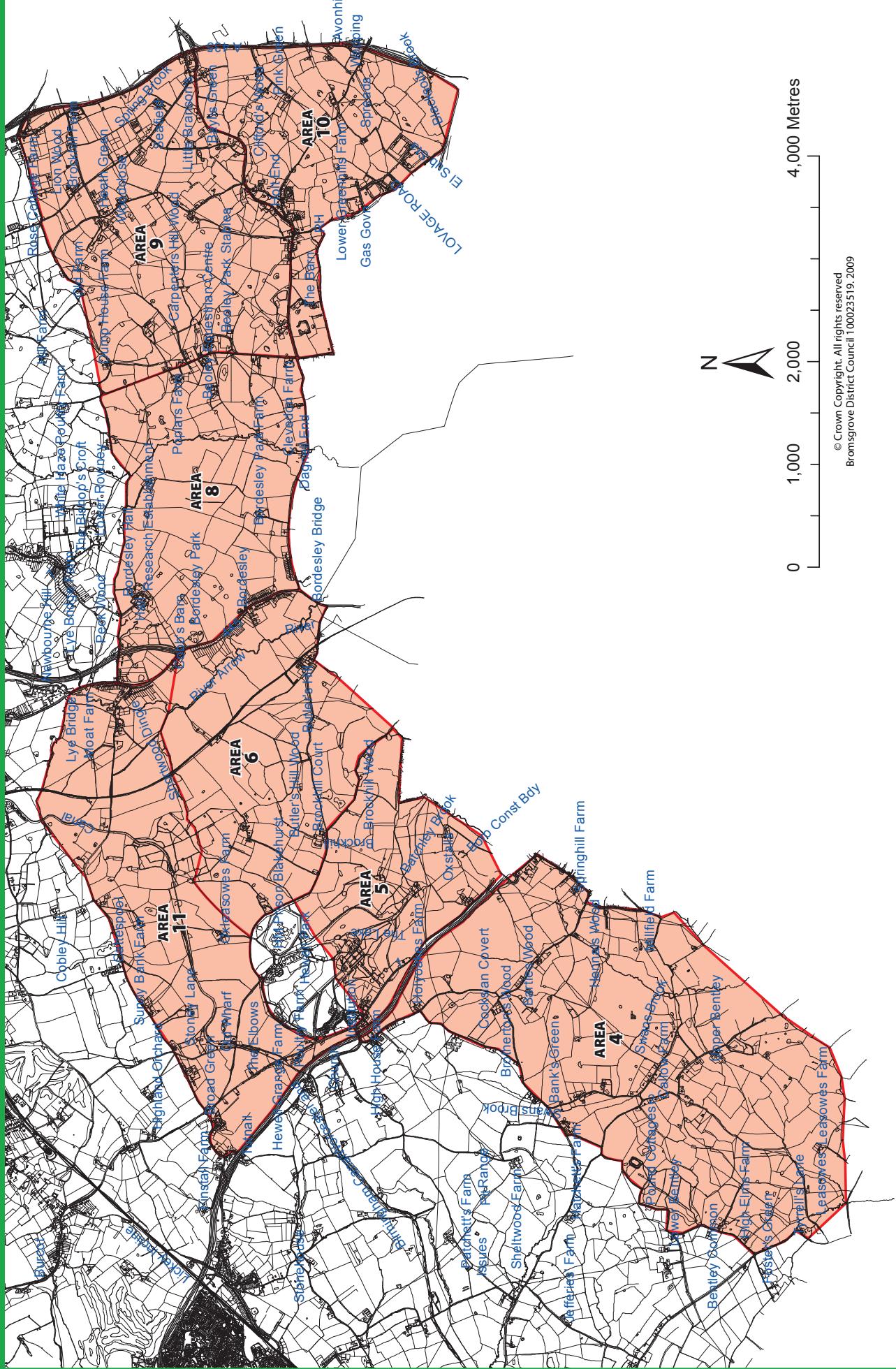
<b>General Site Information</b>	
Site Area	Approx 370 ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility	✓		
	Availability of local facilities including retail and housing	✓		
Accessibility	Ease of access to the Strategic Highway Network			✓
	Quality of local road access	✓		
	Quality of site access	✓		
Market Conditions / Perception of Demand	Duration of availability**	-	-	-
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations		✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓	
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding	✓		
<b>Total</b>		<b>2 - 3</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives			✓
		Total	2	

## White Young Green Areas



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 25: White Young Green Area 5
<b>Site Address:</b>	

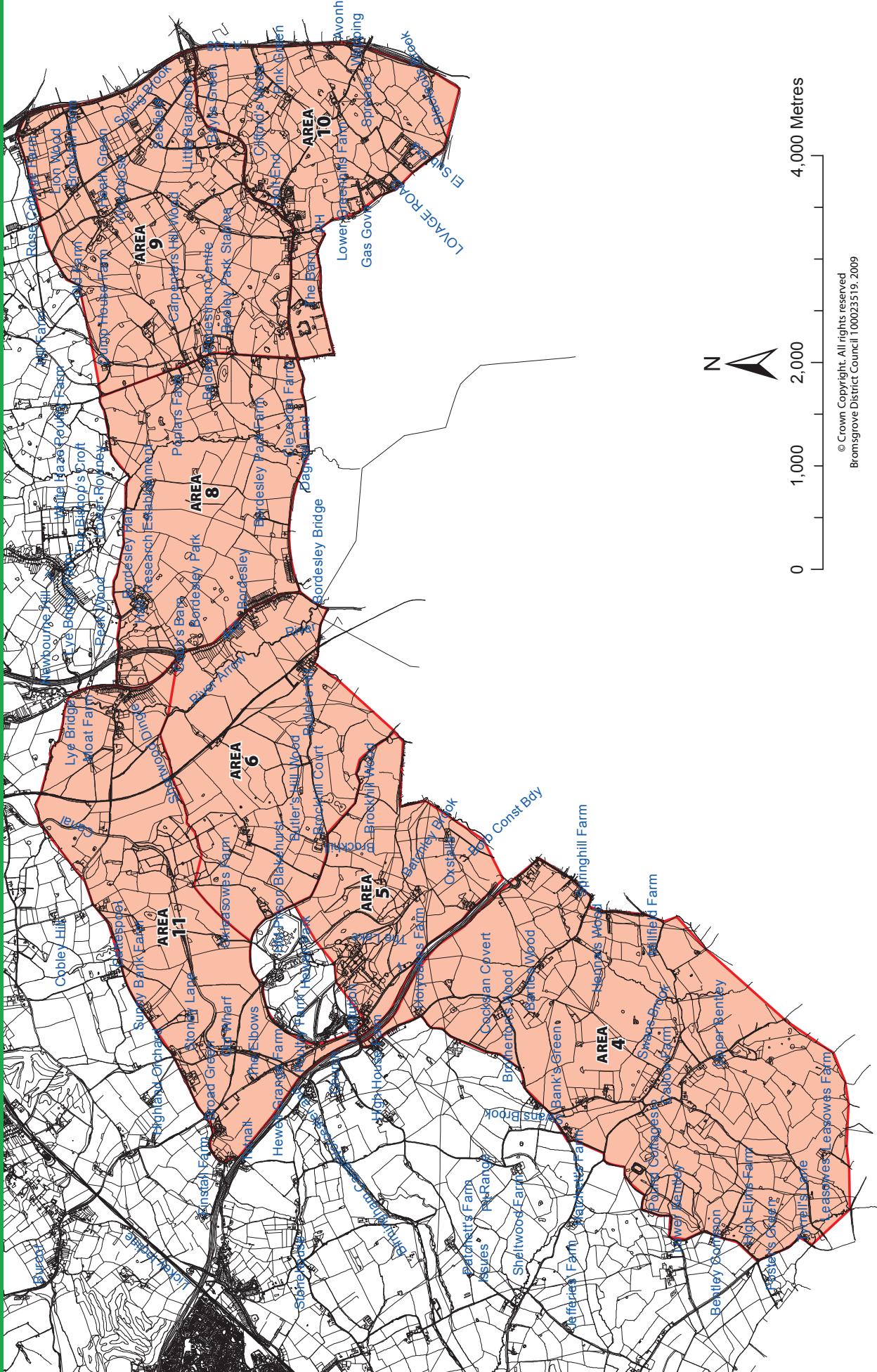
<b>General Site Information</b>	
Site Area	Approximately 185 ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses		✓	
	Road frontage visibility			✓
	Availability of local facilities including retail and housing	✓		
Accessibility	Ease of access to the Strategic Highway Network			✓
	Quality of local road access			✓
	Quality of site access	✓		
Market Conditions / Perception of Demand	Duration of availability**	-	-	-
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations		✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**	✓		
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding	✓		
<b>Total</b>		<b>2 - 3</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives			✓
		Total	2	

## White Young Green Areas



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 26: White Young Green Area 6
<b>Site Address:</b>	

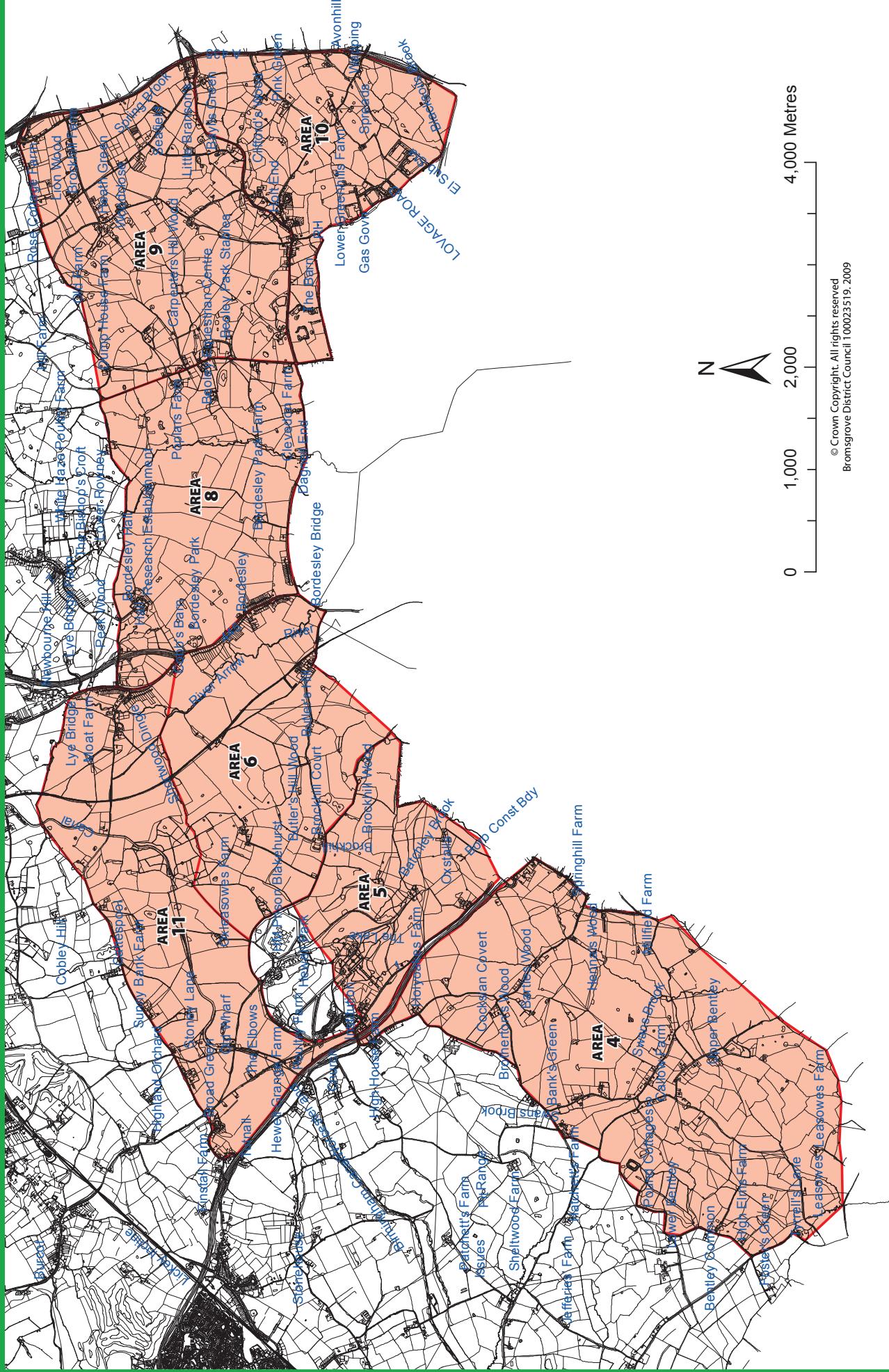
<b>General Site Information</b>	
Site Area	Approximately 56.3 ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility	✓		
	Availability of local facilities including retail and housing	✓		
Accessibility	Ease of access to the Strategic Highway Network			✓
	Quality of local road access	✓		
	Quality of site access	✓		
Market Conditions / Perception of Demand	Duration of availability**	-	-	-
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations		✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓	
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding			✓
<b>Total</b>		<b>2 - 3</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives			✓
		Total	2	

White Young Green Areas



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 27: White Young Green Area 8
<b>Site Address:</b>	

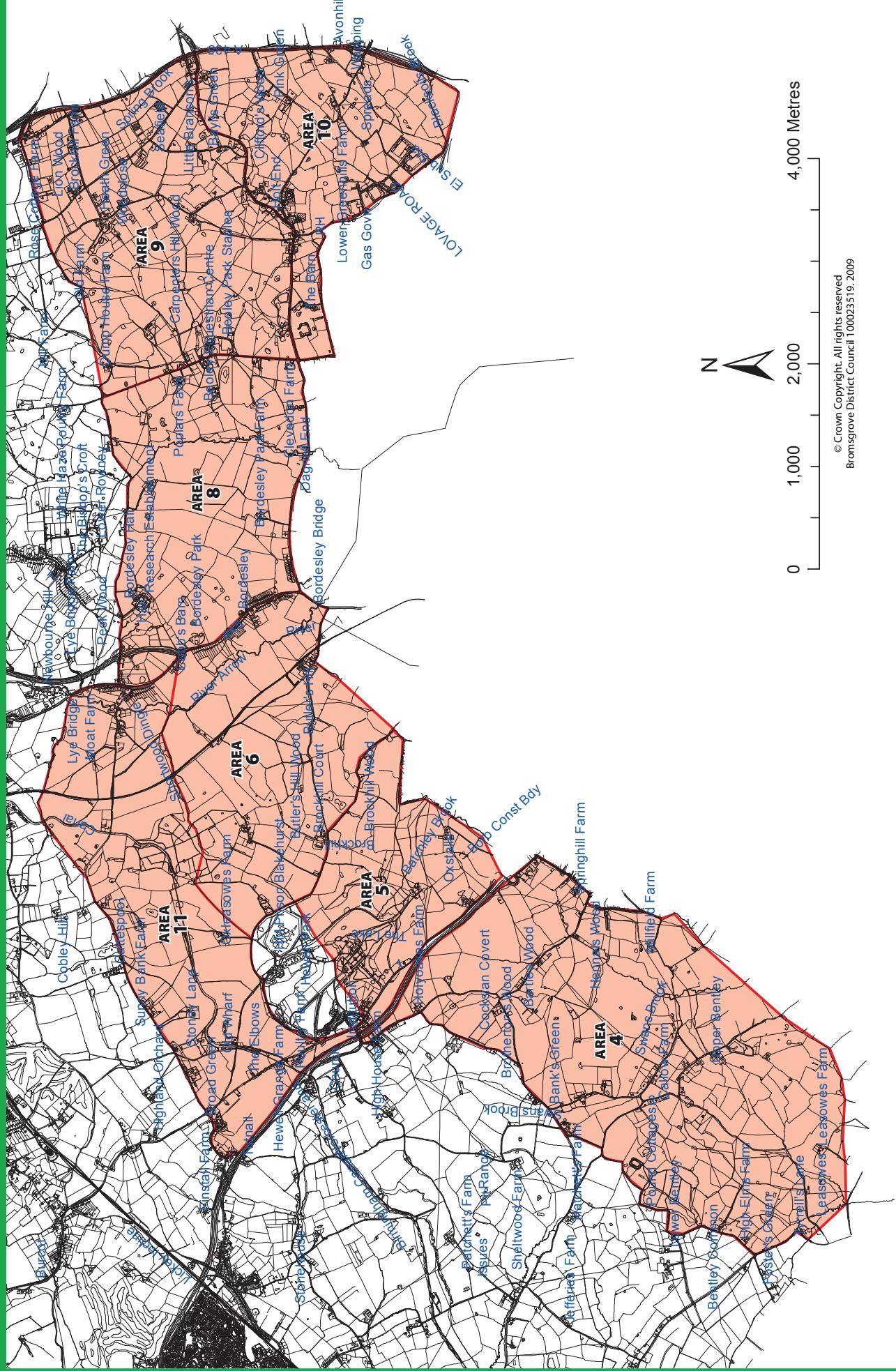
<b>General Site Information</b>	
Site Area	Approximately 400ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility			✓
	Availability of local facilities including retail and housing	✓		
Accessibility	Ease of access to the Strategic Highway Network			✓
	Quality of local road access			✓
	Quality of site access	✓		
Market Conditions / Perception of Demand	Duration of availability**	-	-	-
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations		✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓	
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding	✓		
<b>Total</b>		<b>2 - 3</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives			✓
		Total	2	

## White Young Green Areas



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 28: White Young Green Area 9
<b>Site Address:</b>	

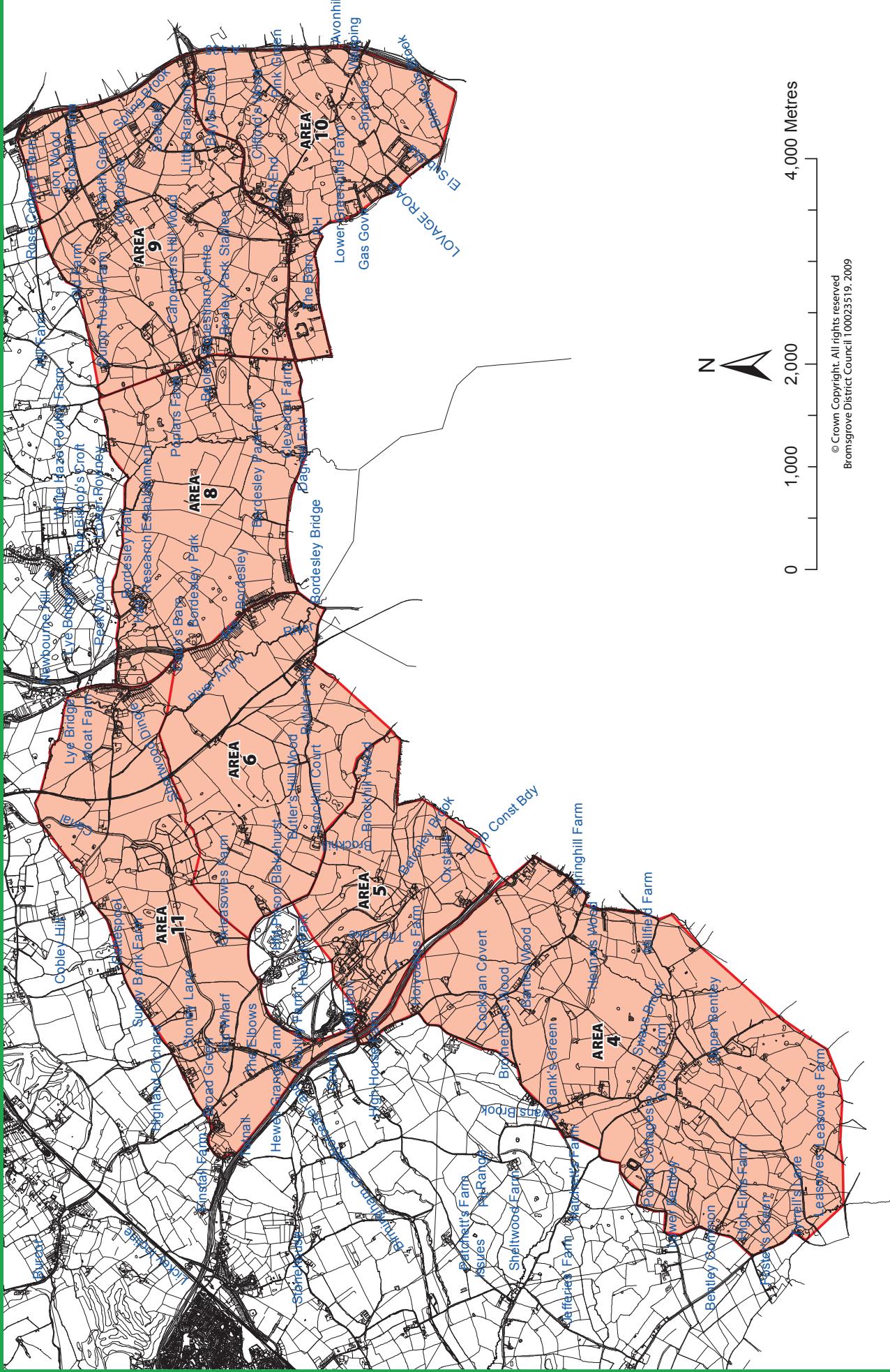
<b>General Site Information</b>	
Site Area	Approximately 493 hectares
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	Policy Allocation - <ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

<b>Market Attractiveness</b>		<b>Score</b>			
<b>Appraisal Criteria</b>	<b>Indicator</b>	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-	-
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility	✓			
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access	✓			
	Quality of site access	✓			
Market Conditions / Perception of Demand	Duration of availability**	-	-	-	-
	Marketing and enquiry interest	✓			
Ownership	Ownership / owner aspirations		✓		
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓		
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding			✓	
<b>Total</b>		<b>2 - 3</b>			

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives			✓
		Total	2	

## White Young Green Areas



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 29: White Young Green Area 10
<b>Site Address:</b>	

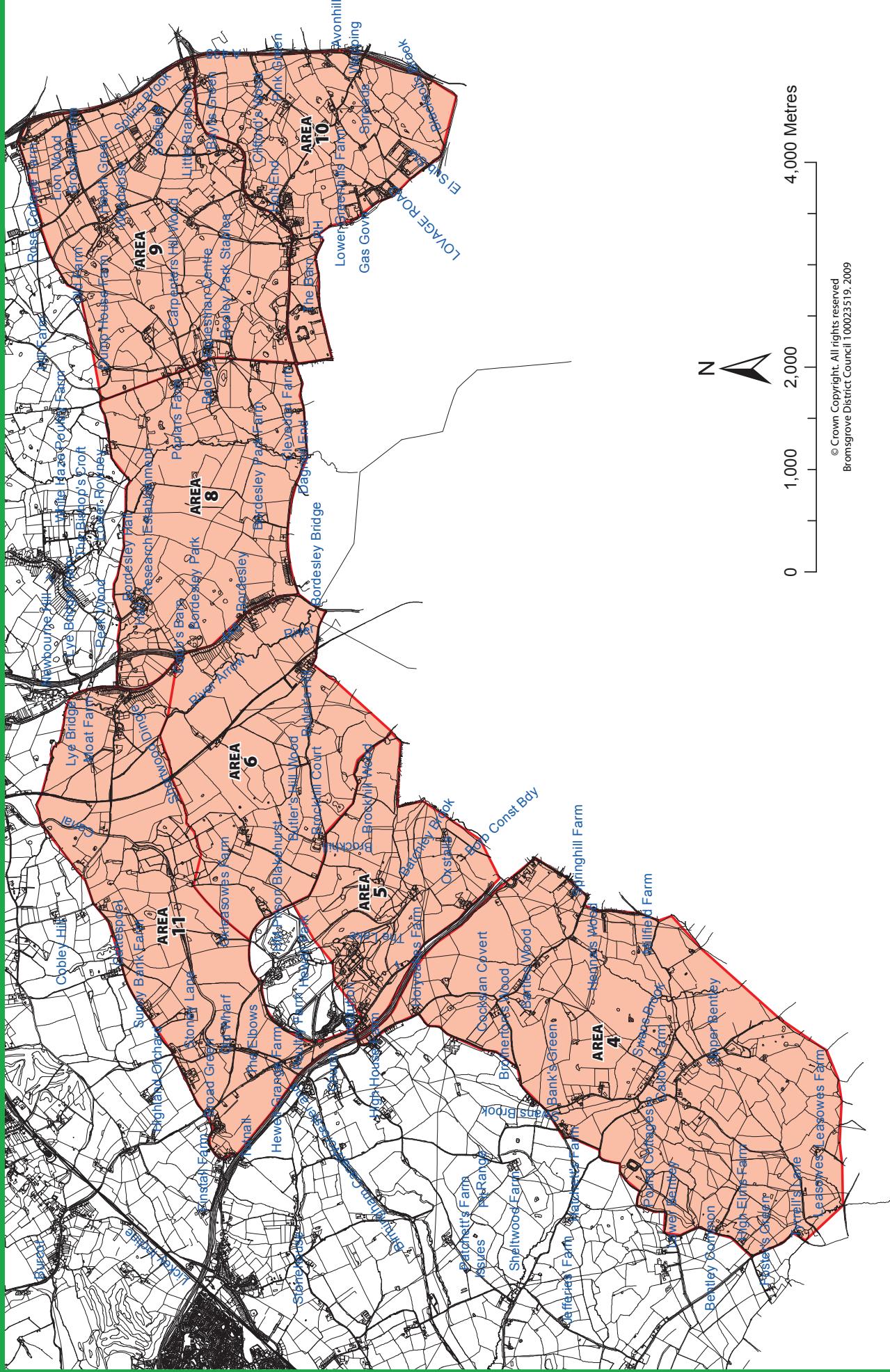
<b>General Site Information</b>	
Site Area	Approximately 315ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

<b>Market Attractiveness</b>		<b>Score</b>			
<b>Appraisal Criteria</b>	<b>Indicator</b>	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-	-
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)				✓
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility	✓			
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access	✓			
	Quality of site access	✓			
Market Conditions / Perception of Demand	Duration of availability**	-	-	-	-
	Marketing and enquiry interest	✓			
Ownership	Ownership / owner aspirations		✓		
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓		
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding			✓	
<b>Total</b>		<b>2 - 3</b>			

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives			✓
		Total	2	

## White Young Green Areas



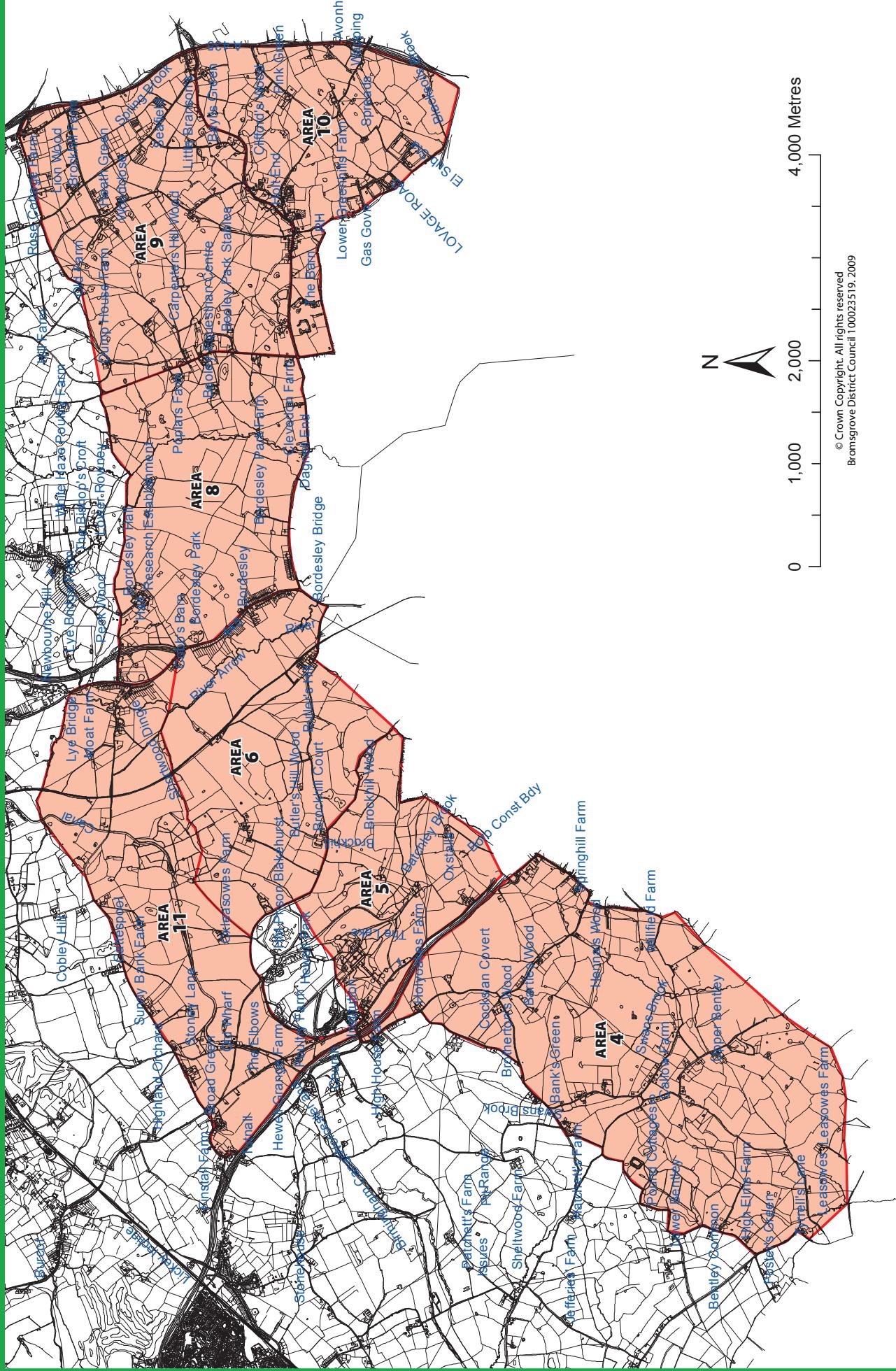
## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Site 30: White Young Green Area 11
<b>Site Address:</b>	

<b>General Site Information</b>	
Site Area	Approximately 725ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)			✓
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility	✓		
	Availability of local facilities including retail and housing	✓		
Accessibility	Ease of access to the Strategic Highway Network			✓
	Quality of local road access	✓		
	Quality of site access	✓		
Market Conditions / Perception of Demand	Duration of availability**	-	-	-
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations		✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓	
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding	✓		
<b>Total</b>		<b>2 - 3</b>		

## White Young Green Areas



Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport	✓		
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives			✓
		Total	2	

## Bromsgrove Employment Land Review Update 2012

<b>Site Name:</b>	Becketts Farm
<b>Site Address:</b>	Alcester Road, Wythall

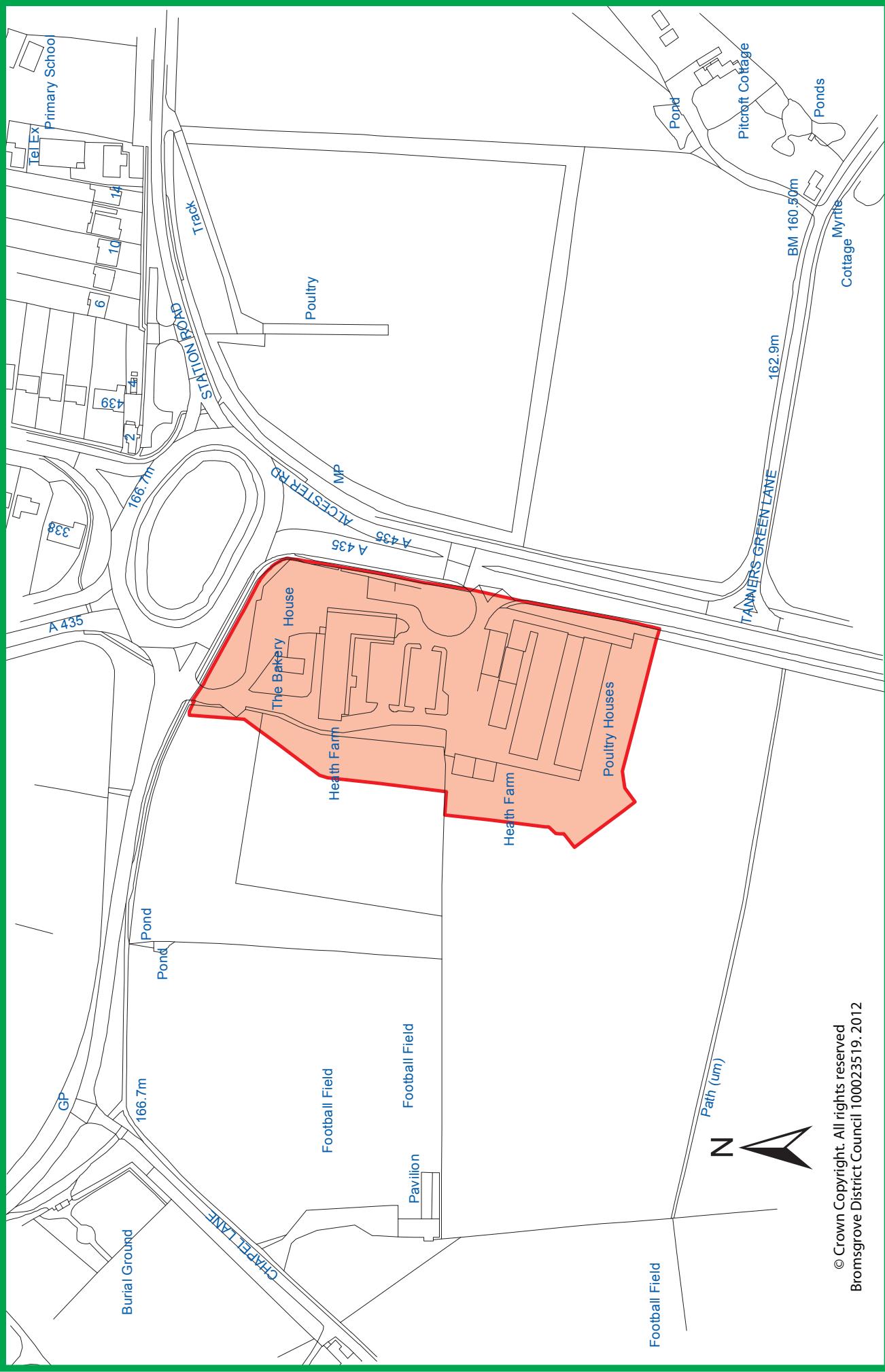
<b>General Site Information</b>	
Site Area	Circa 2.4 ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Wythall</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt (Policies DS1 and DS2)</li> </ul>

<b>Market Attractiveness</b>		<b>Score</b>			
<b>Appraisal Criteria</b>	<b>Indicator</b>	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓	
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)			✓	
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility				✓
	Availability of local facilities including retail and housing		✓		
Accessibility	Ease of access to the Strategic Highway Network				✓
	Quality of local road access			✓	
	Quality of site access			✓	
Market Conditions / Perception of Demand	Duration of availability**	-	-	-	-
	Marketing and enquiry interest				✓
Ownership	Ownership / owner aspirations		✓		
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**			✓	
	Ground conditions / Contamination**			✓	
	Flooding			✓	
		<b>Total</b>	<b>3-4</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification			✓
	Ease of access to public transport		✓	
	Ease of walking and cycling			✓
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓	
		Total	2	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives		✓	
		Total	1-2	

## Becketts Farm



## Bromsgrove Employment Land Review Update 2012

<b>Site Name:</b>	Bumble Hole Farm
<b>Site Address:</b>	Bumble Hole Lane / Rocky Lane

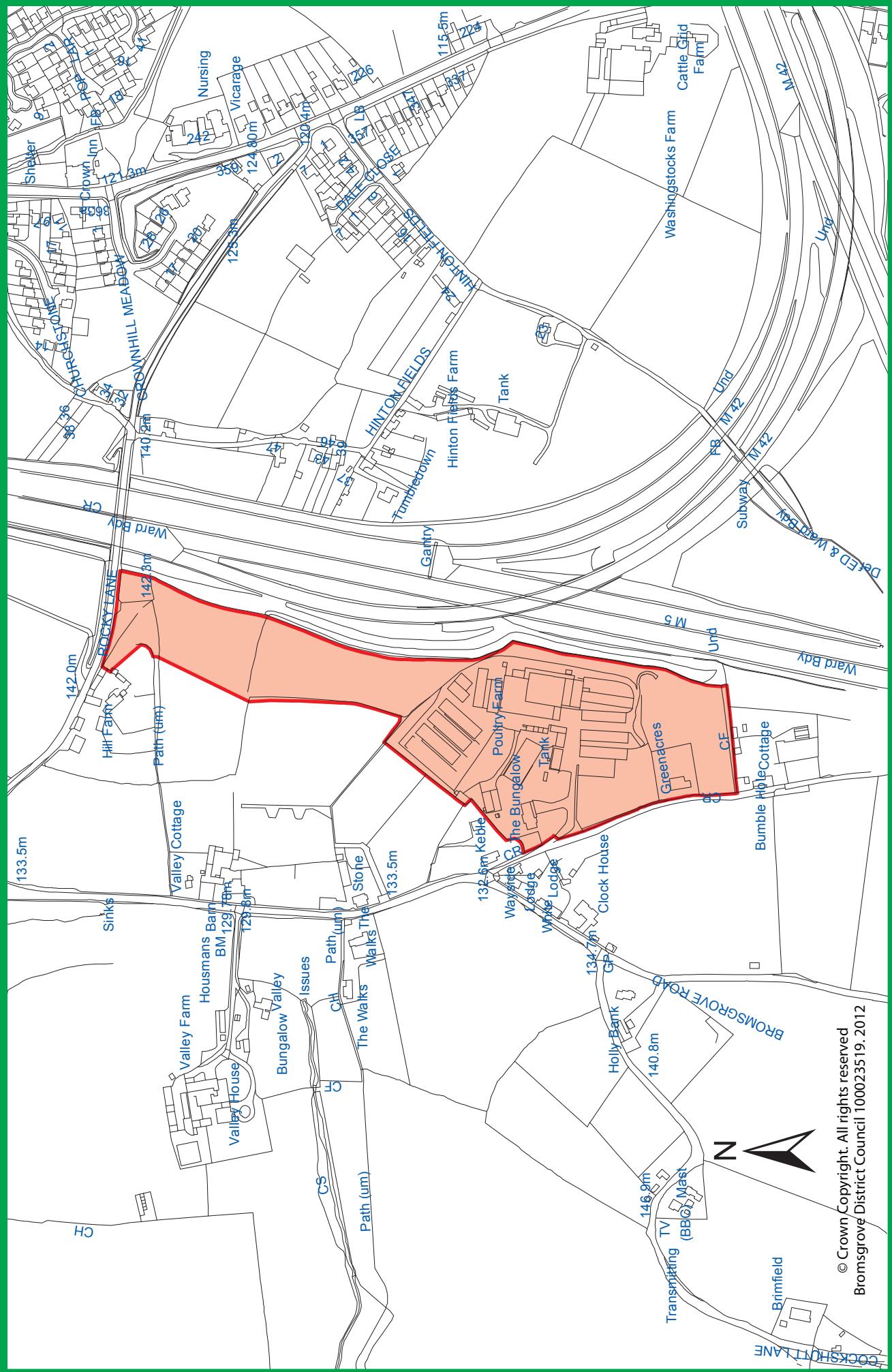
<b>General Site Information</b>	
Site Area	Circa 4.8 ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward:</li> <li>• Sub Area: Rural West</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt (Policies DS1 and DS2)</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓
	Quality of the external environment**	-	-	-
	Amenity Impacts (eg. noise, smell, dust)	✓		
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility	✓		
	Availability of local facilities including retail and housing	✓		
Accessibility	Ease of access to the Strategic Highway Network	✓		
	Quality of local road access		✓	
	Quality of site access			✓
Market Conditions / Perception of Demand	Duration of availability**	-	-	-
	Marketing and enquiry interest			✓
Ownership	Ownership / owner aspirations			✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**			✓
	Physical site features**		✓	
	Ground conditions / Contamination**			✓
	Flooding		✓	
<b>Total</b>		<b>3</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification			✓
	Ease of access to public transport		✓	
	Ease of walking and cycling	✓		
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**		✓	
		Total	2	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives		✓	
		Total	1-2	

## Bumble Hole Farm



## Bromsgrove Employment Land Review Update 2012

<b>Site Name:</b>	Hagley ADR
<b>Site Address:</b>	Kidderminster Road (A456) / Stourbridge Road (A491)

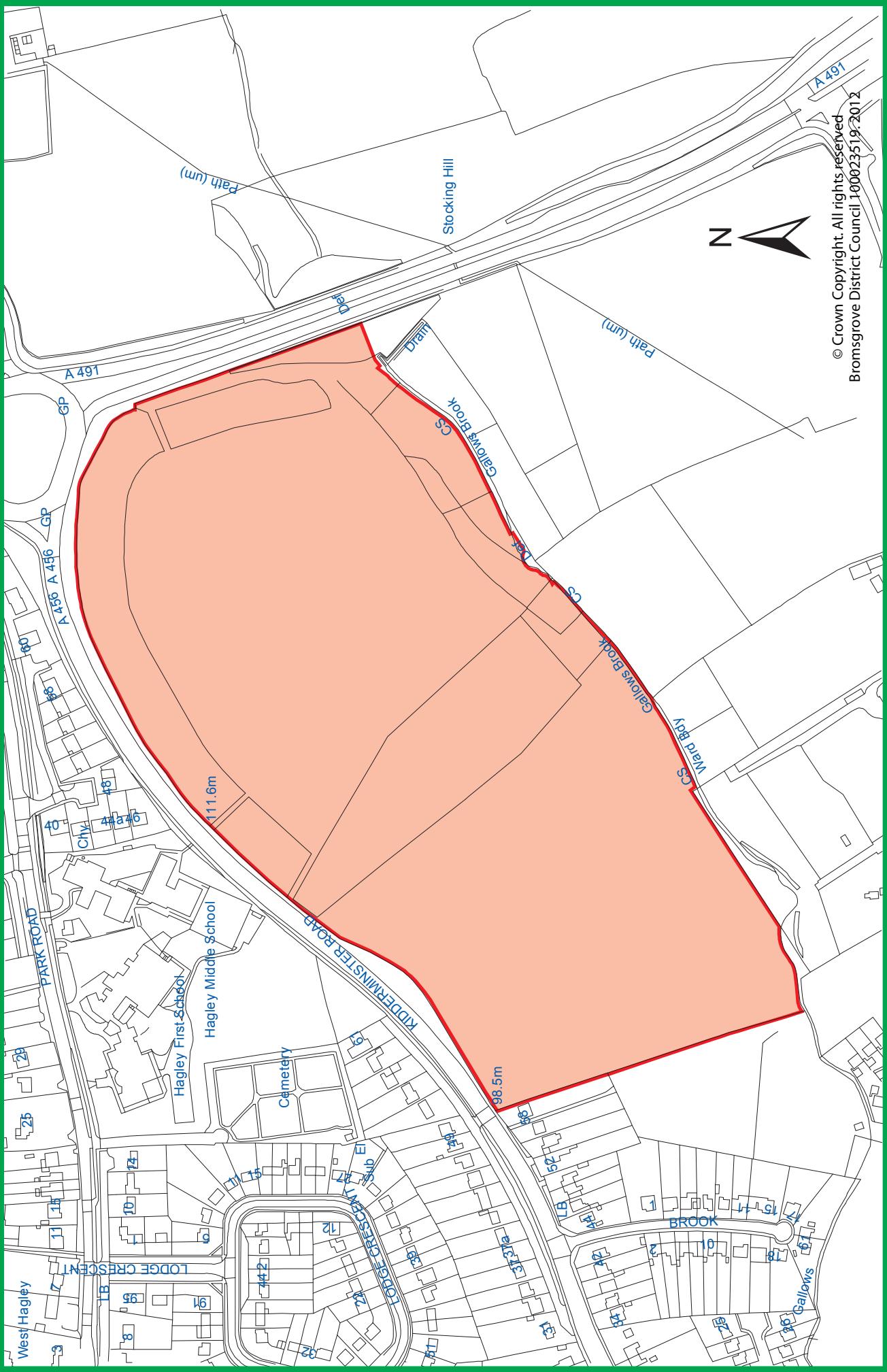
<b>General Site Information</b>	
Site Area	Circa 13.6 ha
Vacant Available Area	Circa 13.6 ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Hagley</li> <li>• Sub Area: Rural West</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• ADR designation in Local Plan</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-
	Quality of the external environment**			✓
	Amenity Impacts (eg. noise, smell, dust)	✓		
Quality of the Wider Environment	Adjoining land uses			✓
	Road frontage visibility		✓	
	Availability of local facilities including retail and housing		✓	
Accessibility	Ease of access to the Strategic Highway Network		✓	
	Quality of local road access		✓	
	Quality of site access			✓
Market Conditions / Perception of Demand	Duration of availability**	-	-	-
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations		✓	
Site Development Constraints	Environmental Constraints and abnormal development requirements**			✓
	Physical site features**			✓
	Ground conditions / Contamination**			✓
	Flooding		✓	
<b>Total</b>		<b>3-4</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport			✓
	Ease of walking and cycling		✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1-2	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives		✓	
Economic Development	Local Economic Development Objectives		✓	
		Total	2	

## Hagley ADR



## Bromsgrove Employment Land Review Update 2012

<b>Site Number/Name:</b>	Oakland International
<b>Site Address:</b>	Seafield Lane, Beoley

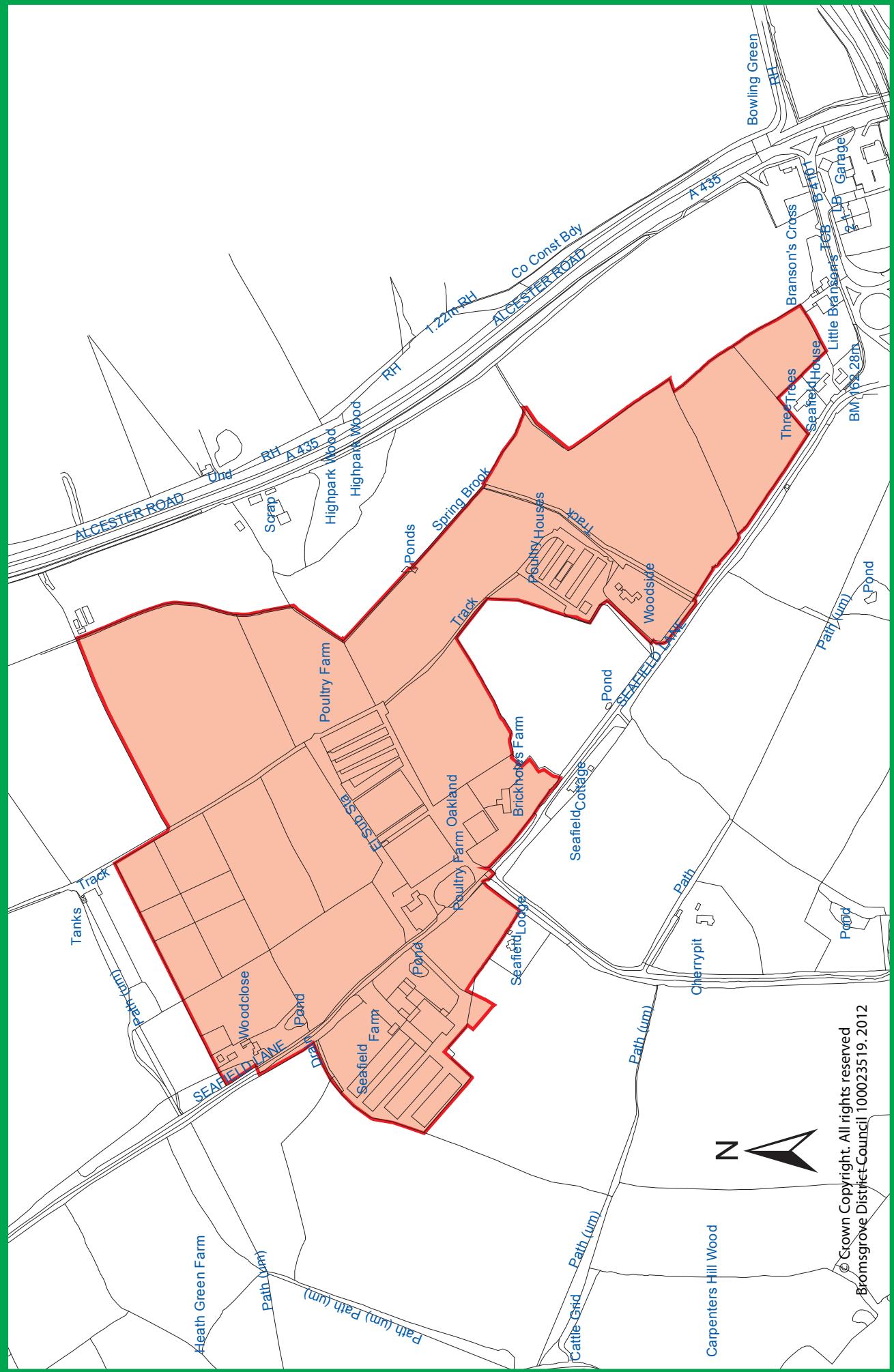
General Site Information	
Site Area	Circa 26 ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Beoley</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Green Belt (Policies DS1 and DS2)</li> </ul>

Market Attractiveness		Score			
Appraisal Criteria	Indicator	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓	
	Quality of the external environment**	-	-	-	-
	Amenity Impacts (eg. noise, smell, dust)			✓	
Quality of the Wider Environment	Adjoining land uses				✓
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing	✓			
Accessibility	Ease of access to the Strategic Highway Network				✓
	Quality of local road access	✓			
	Quality of site access	✓			
Market Conditions / Perception of Demand	Duration of availability**	-	-	-	-
	Marketing and enquiry interest		✓		
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**				✓
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding				✓
		Total	3		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification		✓	
	Ease of access to public transport		✓	
	Ease of walking and cycling		✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1-2	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Objectives			✓
		Total	2	

## Oakland International



## Bromsgrove Employment Land Review Update 2012

<b>Site Name:</b>	Bromsgrove ADR – BROM 5A, 5B & 5D
<b>Site Address:</b>	Perryfields Road, Bromsgrove

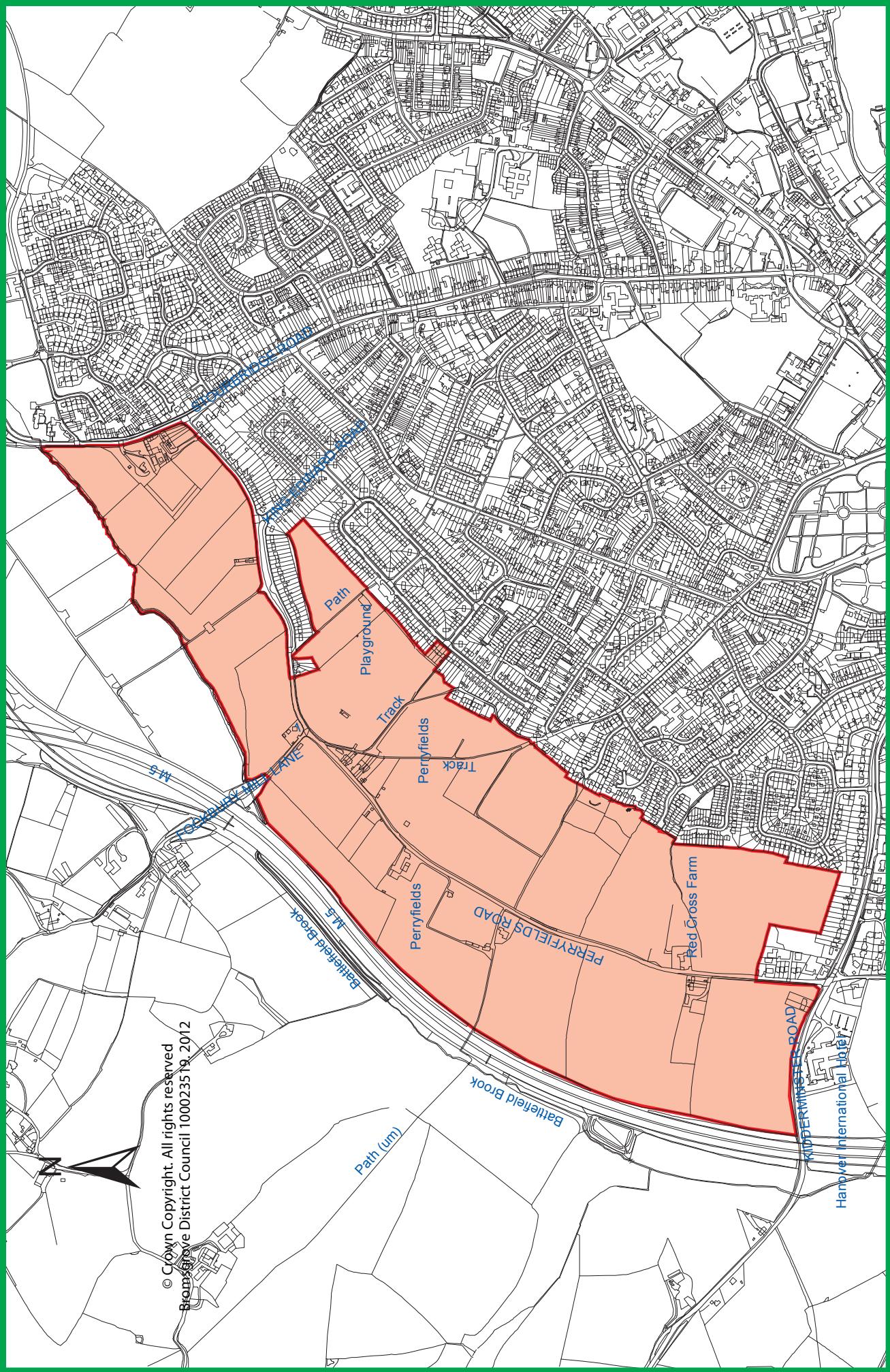
<b>General Site Information</b>	
Site Area	Circa 90 ha (mix of uses proposed)
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Sidemoor</li> <li>• Sub Area: Bromsgrove</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• ADR designation in Local Plan</li> </ul>

<b>Market Attractiveness</b>		<b>Score</b>			
<b>Appraisal Criteria</b>	<b>Indicator</b>	1	2	3	4
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*	-	-	-	-
	Quality of the external environment**				✓
	Amenity Impacts (eg. noise, smell, dust)		✓		
Quality of the Wider Environment	Adjoining land uses			✓	
	Road frontage visibility			✓	
	Availability of local facilities including retail and housing			✓	
Accessibility	Ease of access to the Strategic Highway Network			✓	
	Quality of local road access			✓	
	Quality of site access				✓
Market Conditions / Perception of Demand	Duration of availability**	-	-	-	-
	Marketing and enquiry interest	✓			
Ownership	Ownership / owner aspirations				✓
Site Development Constraints	Environmental Constraints and abnormal development requirements**			✓	
	Physical site features**				✓
	Ground conditions / Contamination**				✓
	Flooding			✓	
		<b>Total</b>	<b>3-4</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification	✓		
	Ease of access to public transport		✓	
	Ease of walking and cycling		✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**	✓		
		Total	1-2	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives	✓		
Economic Development	Local Economic Development Vision and Objectives			✓
		Total	2	

## Perryfields Road ADR



## Bromsgrove Employment Land Review Update 2012

<b>Site Name:</b>	Polymerlatex
<b>Site Address:</b>	Westonhall Road

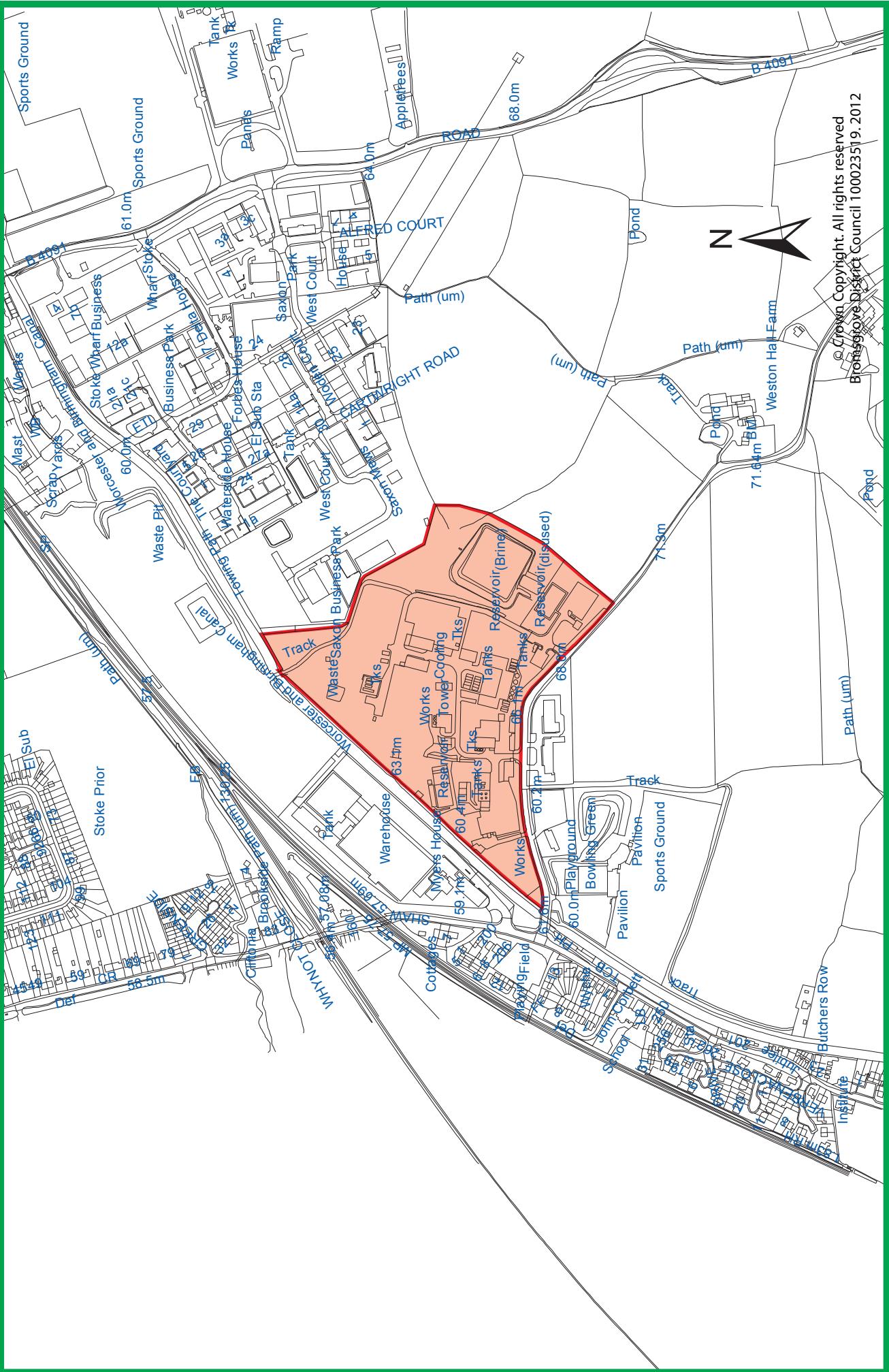
<b>General Site Information</b>	
Site Area	Circa 9.5 ha
Site Location Information	<ul style="list-style-type: none"> <li>• Ward: Stoke Prior</li> <li>• Sub Area: Rural East</li> </ul>
Planning Allocations and Designations	<ul style="list-style-type: none"> <li>• Employment Land designation</li> </ul>

<b>Market Attractiveness</b>				
<b>Appraisal Criteria</b>	<b>Indicator</b>	<b>Score</b>		
		<b>1</b>	<b>2</b>	<b>3</b>
Quality of Existing Portfolio and Environment	Quality of the existing portfolio, internal and external environment*			✓
	Quality of the external environment**		✓	
	Amenity Impacts (eg. noise, smell, dust)		✓	
Quality of the Wider Environment	Adjoining land uses		✓	
	Road frontage visibility		✓	
	Availability of local facilities including retail and housing			✓
Accessibility	Ease of access to the Strategic Highway Network	✓		
	Quality of local road access			✓
	Quality of site access			✓
Market Conditions / Perception of Demand	Duration of availability**	-	-	-
	Marketing and enquiry interest	✓		
Ownership	Ownership / owner aspirations	✓		
Site Development Constraints	Environmental Constraints and abnormal development requirements**		✓	
	Physical site features**			✓
	Ground conditions / Contamination**		✓	
	Flooding			✓
<b>Total</b>		<b>2 - 3</b>		

Environmental Sustainability				
Appraisal Criteria	Indicator	Score		
		1	2	3
Prudent use of Natural Resources	Sequential Location	✓		
	Land Classification			✓
	Ease of access to public transport		✓	
	Ease of walking and cycling			✓
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources**			✓
		Total	2-3	

Strategic Planning				
Appraisal Criteria	Indicator	Score		
		1	2	3
Regeneration	Ability to deliver specific regeneration objectives		✓	
Economic Development	Local Economic Development Objectives			✓
		Total	2-3	

# Polymerlatex





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