

Bromsgrove Employment Land Study

Site Name:

Site 6a: Aston Fields Industrial and Trading Estates and Silver Birches Business Park (Including Sewage Works)

Site Address:

Aston Road / Sherwood Road / Newton Road

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 39.5ha (there is also a further 13ha which has been developed for housing)
	Vacant Available Area	0.7ha
General Site Description	<p>This is a well established employment area which varies in quality. The site includes:</p> <ul style="list-style-type: none"> • Aston Fields Industrial Estate • Aston Fields Trading Estate • Silver Birches Business Park • Sewage Works • Council Depot • Buntsford Hill Business Park (Phase 1) <p>Site Information -</p> <ul style="list-style-type: none"> • Super Output Area: 013 (Lower SOA 013A) • Ward: Charford • Sub Area: Bromsgrove <p>Policy Allocation –</p> <ul style="list-style-type: none"> • Designated employment land • 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. 	

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**		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	✓			
Market Attractiveness Score		3			

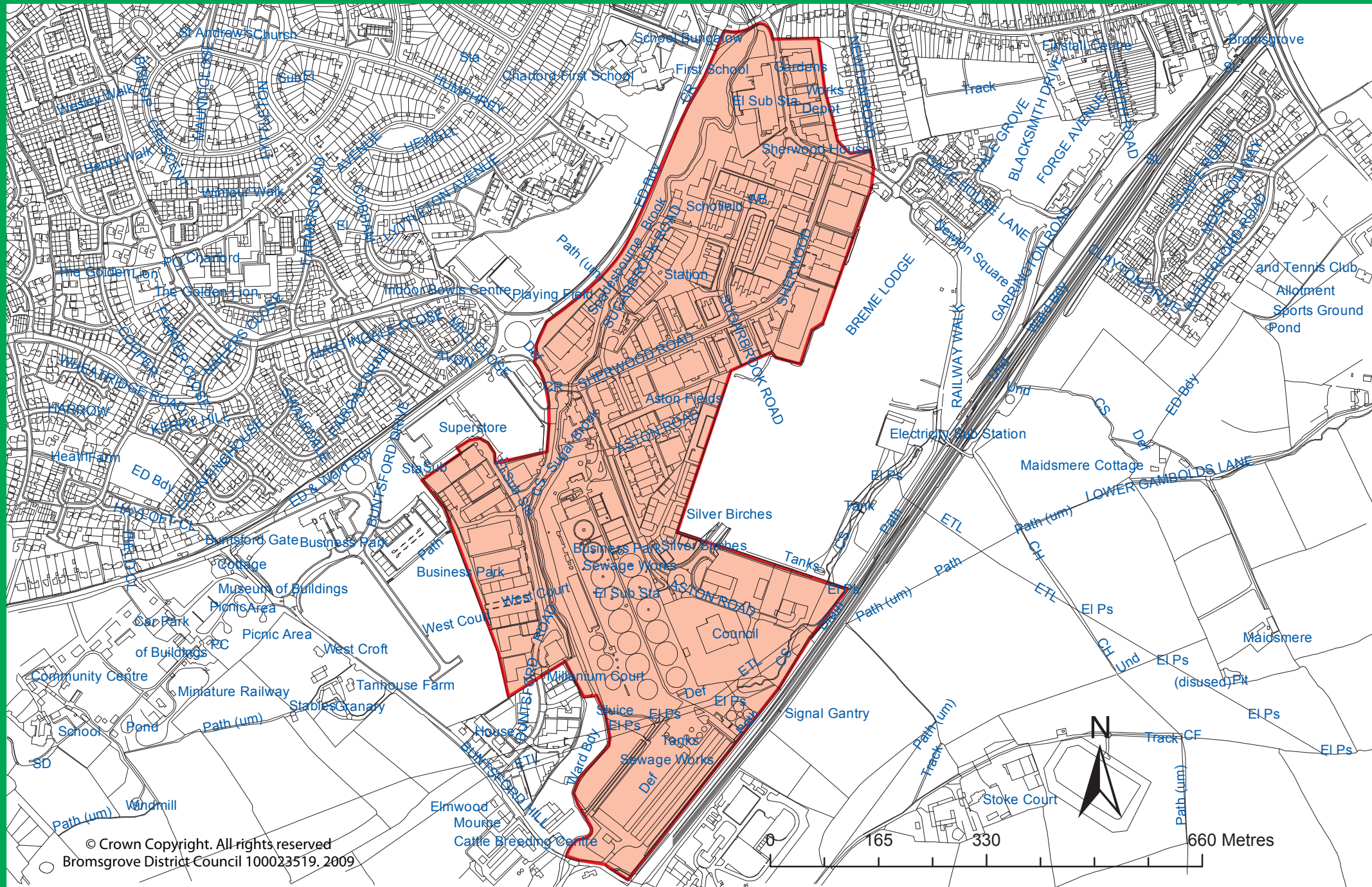
Environmental Sustainability

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**		N	a	
Environmental Sustainability Score		3			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices		✓		
	Ability to deliver specific regeneration objectives		✓		
Economic Development	Ability to improve local economic activity rates		✓		
	Economic Development			✓	
Strategic Planning Score		2			

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



Bromsgrove Employment Land Study

Site Name: Site 6b: Bromsgrove Technology Park

Site Address: Aston Road, Bromsgrove B60

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 9.5ha
	Vacant Available Area	2.3ha
General Site Description	<p>Modern technology park currently under development. Existing buildings comprise high quality, newly built development. The majority of the site is still undeveloped. Aston Court includes office development and Basepoint is being marketed as 'small, affordable business units'.</p> <p>Site Information -</p> <ul style="list-style-type: none"> • Super Output Area: 013 (Lower SOA 013A) • Ward: Charford • Sub Area: Bromsgrove <p>Policy Allocation –</p> <ul style="list-style-type: none"> • Designated employment land 	

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			✓	
Market Attractiveness Score		3 - 4			

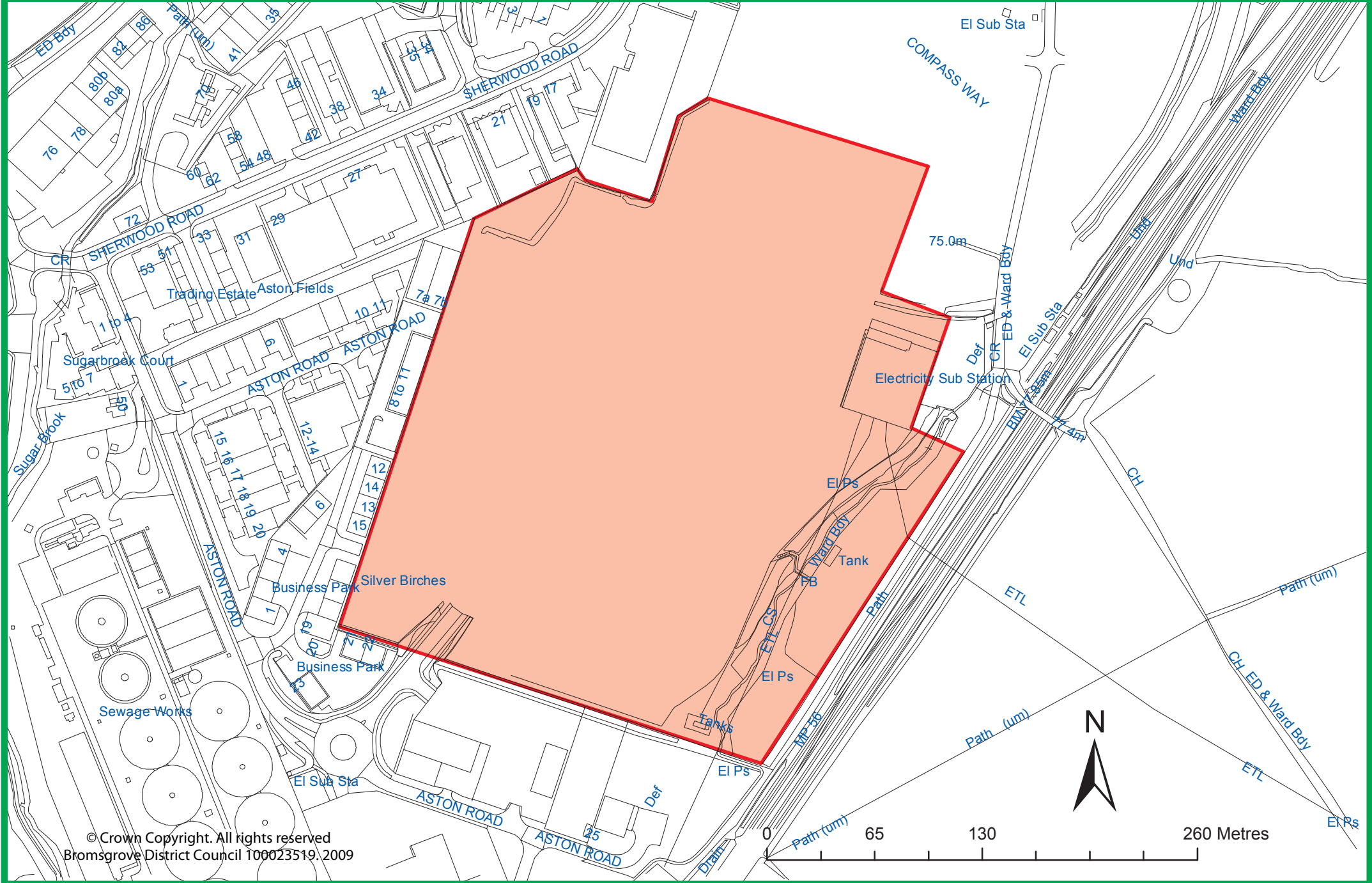
Environmental Sustainability

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**		✓		
Environmental Sustainability Score		3			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices		✓		
	Ability to deliver specific regeneration objectives				✓
Economic Development	Ability to improve local economic activity rates		✓		
	Economic Development				✓
Strategic Planning Score		3			

Bromsgrove Technology Park



Bromsgrove Employment Land Study

Site Name: Site 8: Bromsgrove Town Centre

Site Address: Bromsgrove

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	
	(Possible) future floor space on vacant	
General Site Description	Typical town centre with retail uses predominating and some A2 / B1 office uses, generally above ground floor level. Site Information - <ul style="list-style-type: none"> • Super Output Area: 011 / 010 (Lower SOA 011A/B, 010C) • Ward: St Johns / Sidemoor • Sub Area: Bromsgrove 	

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**		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	✓			
Market Attractiveness Score		3			

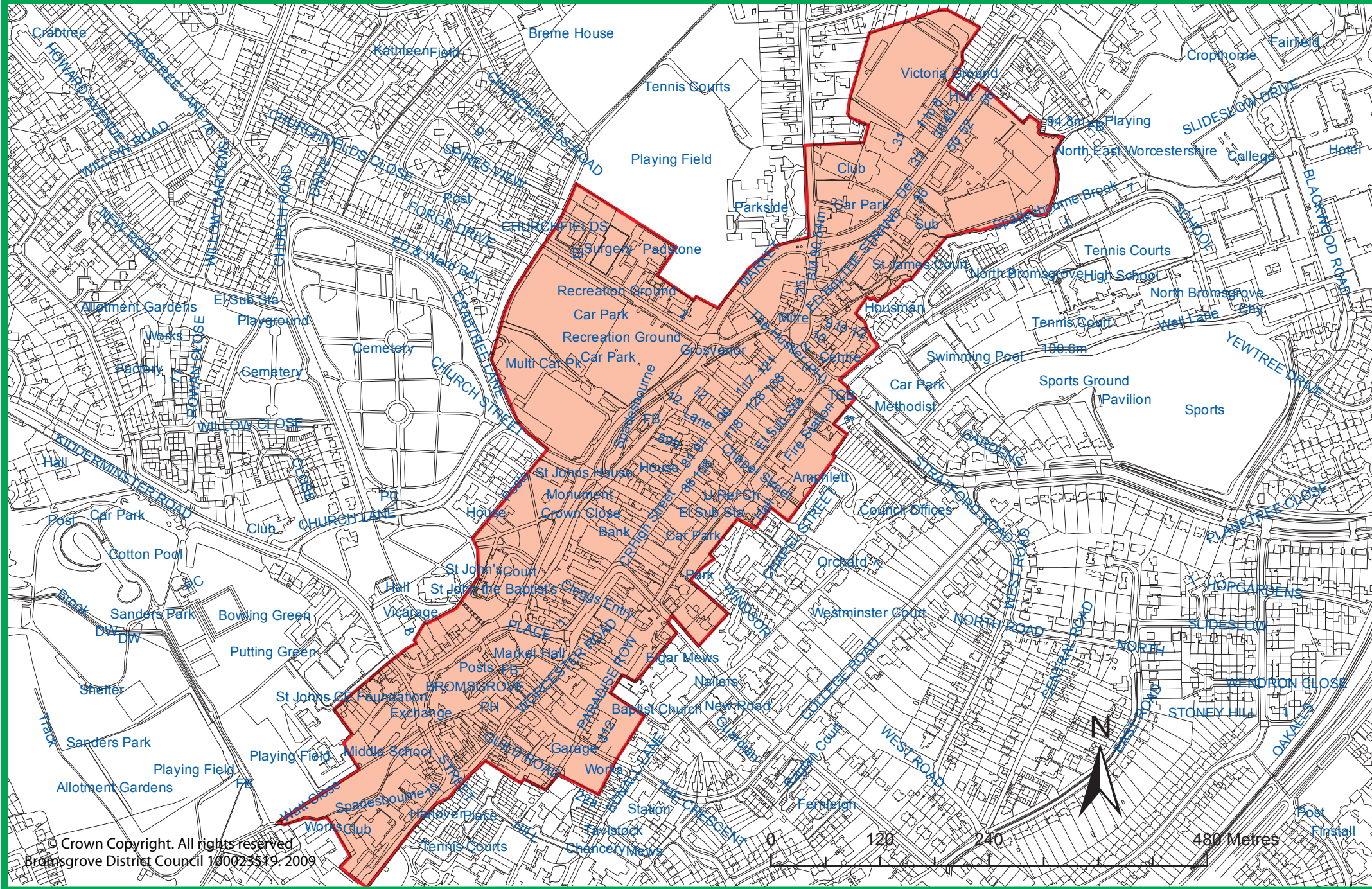
Environmental Sustainability

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**		N	a	
Environmental Sustainability Score		4			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices		✓		
	Ability to deliver specific regeneration objectives			✓	
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development			✓	
Strategic Planning Score		2			

Bromsgrove Town Centre



Bromsgrove Employment Land Study

Site Name: Site 9: Worcester Road / Sanders Road

Site Address: Sanders Road, Bromsgrove B60

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 2.5ha
	Vacant Available Area	0ha
General Site Description	<p>Very mixed industrial estate with a variety of occupiers, including HLM Bromsgrove, Mitsubishi Motors and Weaver. There were potentially a number of vacant units on the site although at the time of the site visit it was not possible to establish if they were vacant or just closed. There was no evidence of marketing on the site at the time of the site visit.</p> <p>There are some residential dwellings on the site. Any potential for redevelopment?</p> <p>Site Information -</p> <ul style="list-style-type: none"> • Super Output Area: 011 (Lower SOA 011A) • Ward: St Johns • Sub Area: Bromsgrove <p>Policy Allocation -</p> <ul style="list-style-type: none"> • Allocated for employment uses under Policy E2 of the Bromsgrove District Local Plan 	

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**		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	✓			
Market Attractiveness Score		2 - 3			

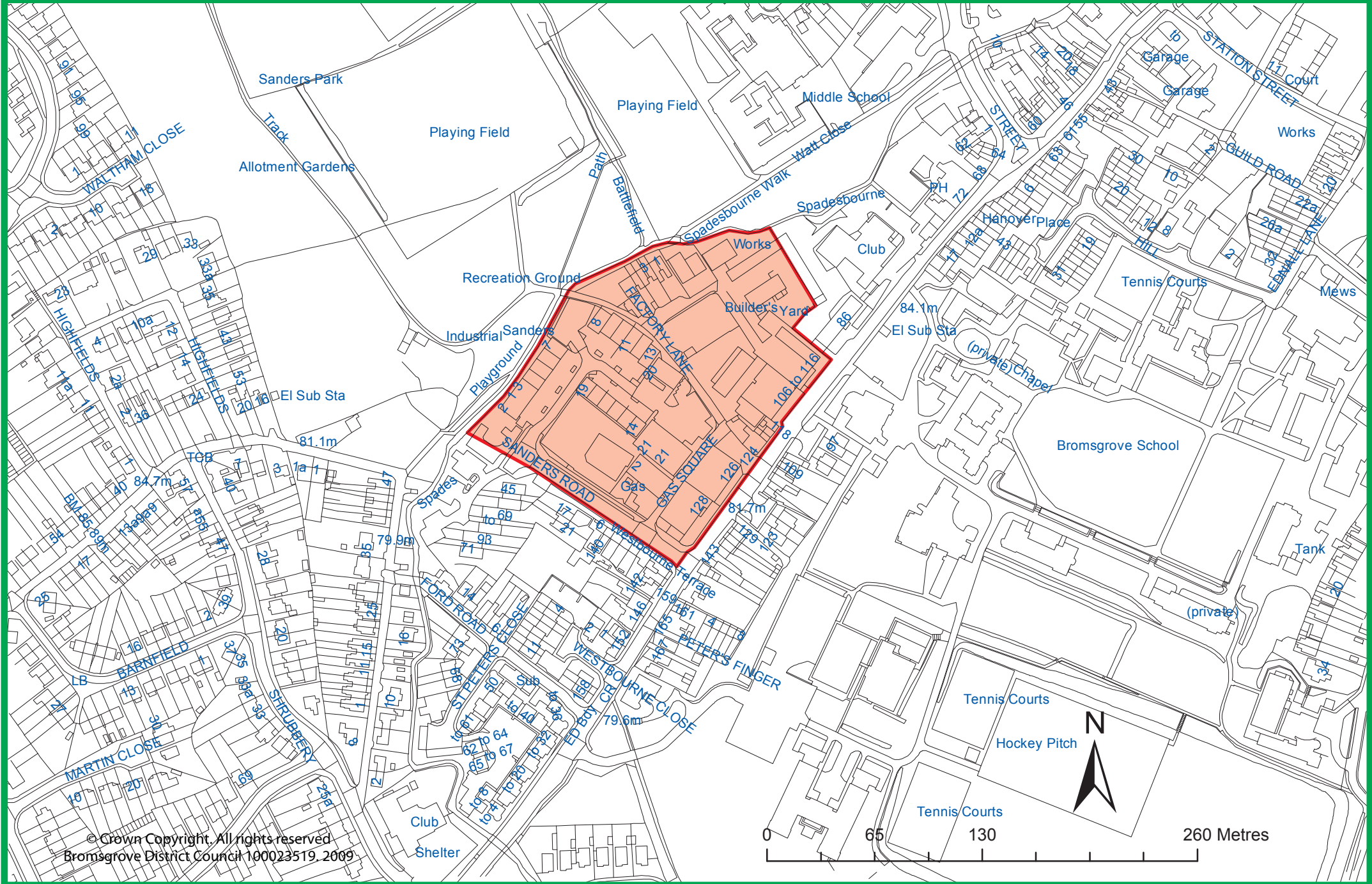
Environmental Sustainability

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**		N	a	
Environmental Sustainability Score		4			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices		✓		
	Ability to deliver specific regeneration objectives			✓	
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development			✓	
Strategic Planning Score		2			

Worcester Road/Sanders Road



Bromsgrove Employment Land Study

Site Name:

Site 12: Bromsgrove (BROM8) – Buntsford Hill Business Park / Land at Buntsford Hill Phase 2

Site Address:

Buntsford Park Road, Bromsgrove B60

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	2.3ha
	Vacant Available Area	0ha
General Site Description	<p>Fully developed industrial estate. Current occupiers include Fuelparts, IRS, AROQ and Dufferco Ltd</p> <p>Site Information -</p> <ul style="list-style-type: none"> • Super Output Area: 014 (Lower SOA 014C) • Ward: Stoke Prior • Sub Area: Bromsgrove <p>Policy Allocation -</p> <ul style="list-style-type: none"> • 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. 	

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**		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			✓	
Market Attractiveness Score		3			

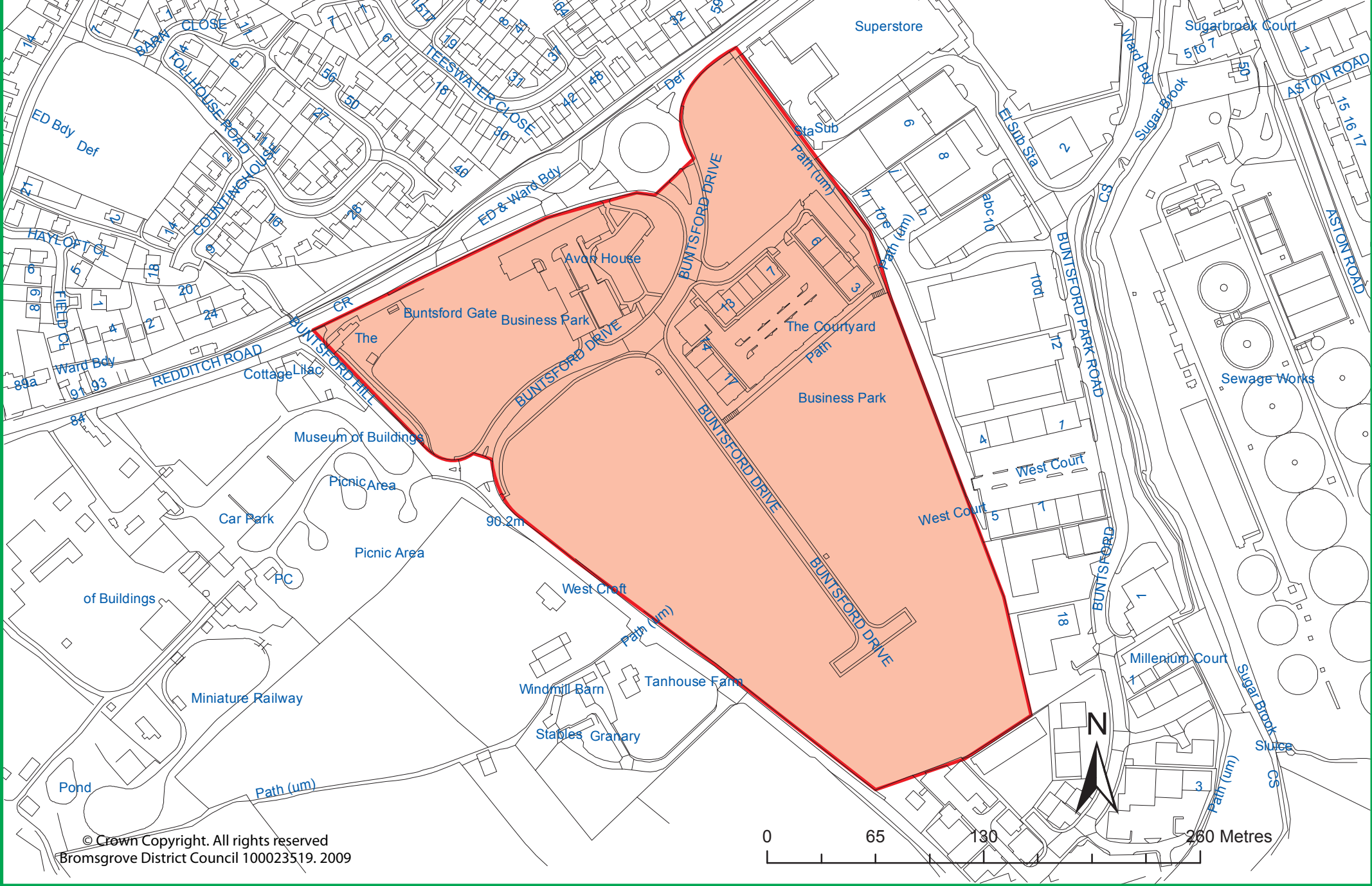
Environmental Sustainability

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**		N	a	
Environmental Sustainability Score		3			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices		✓		
	Ability to deliver specific regeneration objectives		✓		
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development		✓		
Strategic Planning Score		2			

Land at Buntsford Hill Phase 3/Buntsford Gate



Bromsgrove Employment Land Study

Site Name: Site 13: Bromsgrove (BROM8A) – Land at Buntsford Hill Phase 3 / Buntsfordgate

Site Address: Buntsford Hill, Bromsgrove B60

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 9 hectares
	Vacant Available Area	0.73ha
General Site Description	<p>Partially developed site offering high quality, modern premises. Currently mixture of office premises and car sale. Current occupiers include Toyota, Peugeot, Bromsgrove District Housing Trust and Mortgage Brain.</p> <p>Site Information -</p> <ul style="list-style-type: none"> • Super Output Area: 014 (Lower SOA: 014C) • Ward: Stoke Prior • Sub Area: Bromsgrove <p>Policy Allocation -</p> <ul style="list-style-type: none"> • 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. 	

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			✓	
Market Attractiveness Score		4			

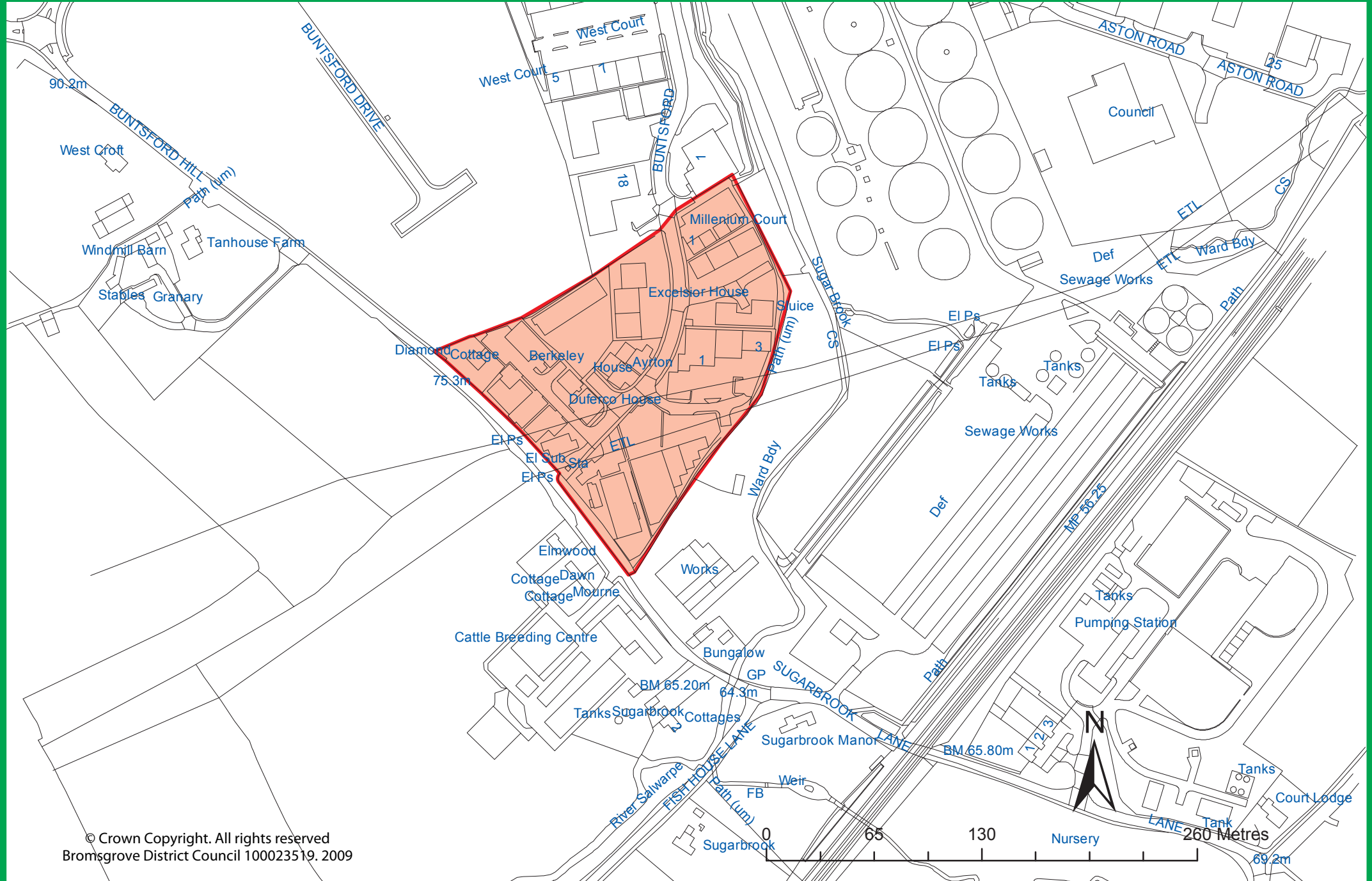
Environmental Sustainability

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**		✓		
Environmental Sustainability Score		3			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices		✓		
	Ability to deliver specific regeneration objectives		✓		
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development			✓	
Strategic Planning Score		2			

Buntsford Hill Business Park/Land at Buntsford Hill Phase 2



Bromsgrove Employment Land Study

Site Name:	Site 14 – Bromsgrove ADR (BROM5B) – Land to the north of Perryfields Road
Site Address:	PerryFields Road, Bromsgrove, B61

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 16ha
	Vacant Available Area	Approximately 16ha
General Site Description	<p>Open, undeveloped land – currently appears to be in agricultural use</p> <ul style="list-style-type: none"> Super Output Area: 010 (Lower SOA 010D) Ward: Sidemoor Sub Area: Bromsgrove <p>Policy Allocation –</p> <ul style="list-style-type: none"> Designated under Local Plan Policy BROM05 as an Area of Development Restraint. The Policy notes <i>“the importance of this site to ensure a balanced portfolio of employment land within Bromsgrove is essential....this land does offer the potential to be used for some employment purposes”</i>. 	

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*		N	a	
	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	✓			
Market Attractiveness Score		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**	✓			
Environmental Sustainability Score		1 - 2			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices			✓	
	Ability to deliver specific regeneration objectives			✓	
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development	✓			
Strategic Planning Score		2			

Bromsgrove Employment Land Study

Site Name:	Site 19: Lower Shepley Farm
Site Address:	Little Heath Lane, Lickey End B60

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	0.2 hectares
	Vacant Available Area	0.2 hectares
General Site Description	<p>Existing farmstead. Planning permission for B1 / B2 / B8 uses.</p> <ul style="list-style-type: none"> Output Area 008 (Lower SOA 008C) Ward: Norton Sub Area: Bromsgrove <p>Policy Allocation</p> <ul style="list-style-type: none"> Designated Green Belt 	

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*		N	a	
	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	✓			
Market Attractiveness Score		2			

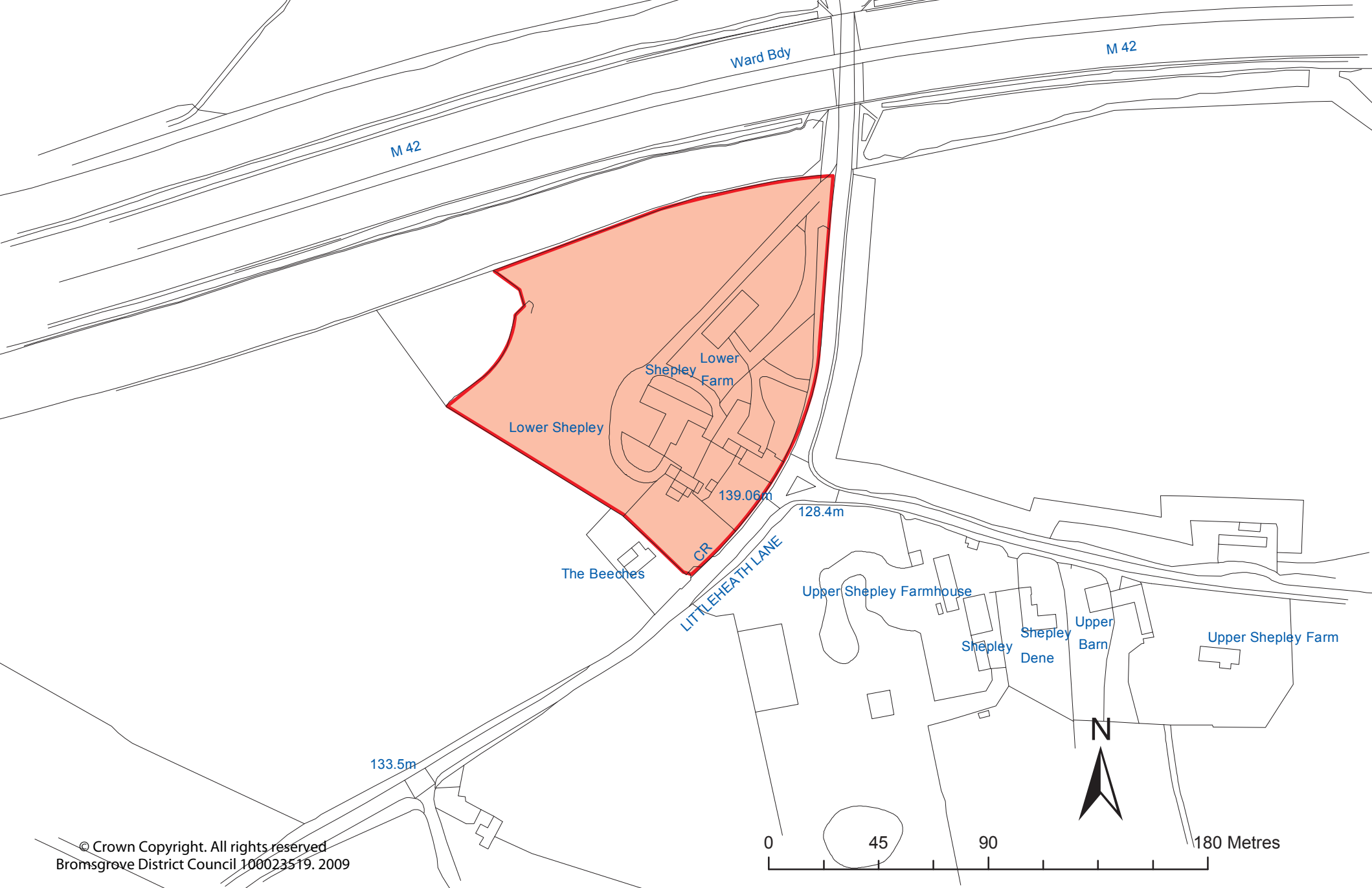
Environmental Sustainability

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**	✓			
Environmental Sustainability Score		1			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices	✓			
	Ability to deliver specific regeneration objectives	✓			
Economic Development	Ability to improve local economic activity rates	✓			
	Economic Development		✓		
Strategic Planning Score		1			

Lower Shepley Farm, Little Heath Lane, B60 1HU



Bromsgrove Employment Land Study

Site Name:

Site 22: Sugarbrook Mill

Site Address:

Buntsford Hill, Bromsgrove B60

General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 2 hectare
	Vacant Available Area	Approximately 1.6ha* *(Site not under construction at the time of the vacant land review, however, at the time of the site visit construction was underway.)
General Site Description	<p>Established uses to the front of the site, new build to the rear. Bromsgrove Body Repair, W&G Metalwork Ltd, Juranese Springs Ltd, SHP Services. A further unit is under construction to the rear of the site, extant planning permission for 6,000 sq.m. Class B1/B2/B8 use.</p> <p>Site Information -</p> <ul style="list-style-type: none"> • Super Output Area: 013 (Lower SOA 013A) • Ward: Charford • Sub Area: Bromsgrove <p>Policy Allocation -</p> <ul style="list-style-type: none"> • Site is within an area allocated for employment uses within the Bromsgrove District Local Plan. 	

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		✓		
Market Attractiveness Score		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**	✓			
Environmental Sustainability Score		2			

Strategic Planning

Appraisal Criteria	Indicator	Score			
		1	2	3	4
Social Progress and Regeneration	Multiple Deprivation Indices		✓		
	Ability to deliver specific regeneration objectives	✓			
Economic Development	Ability to improve local economic activity rates		✓		
	Economic Development		✓		
Strategic Planning Score		2			

Sugarbrook Mill

