

## Bromsgrove Employment Land Study

**Site Name:** Site 1: Wythall Green Business Park

**Site Address:** Wythall Green Way, Middle Lane, Wythall B47

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Total Site Area	Total allocation = 17.3ha
	Vacant Available Area	6.5ha
General Site Description	<p>The site consists of two modern office buildings currently occupied by Pearl Group and Serco. The site formerly occupied entirely by Britannic who still occupy some units in the main building. The site also consists of a sports pavilion and sports ground. It has been assumed that the sports ground and adjacent area of landscaping will not be redeveloped for employment uses and is therefore not included within the vacant area. The vacant part of the site has been available for a number of years.</p> <ul style="list-style-type: none"> <li>• Super Output Area: 005 (Lower SOA 005D)</li> <li>• Ward: Wythall South</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Allocated as employment land within the Bromsgrove District Local Plan</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			✓	
<b>Market Attractiveness Score</b>		3 - 4			

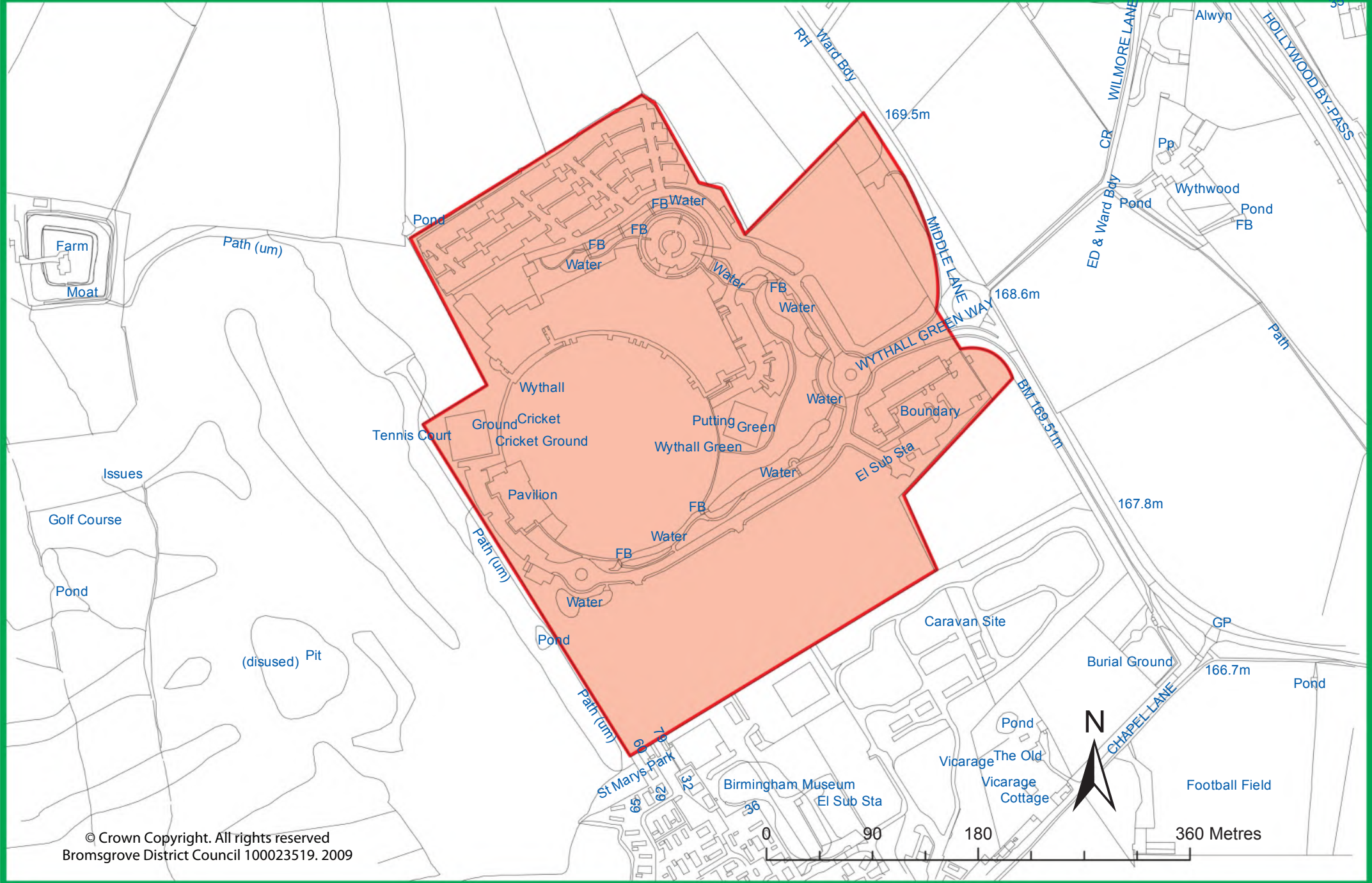
## Environmental Sustainability

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**	✓			
<b>Environmental Sustainability Score</b>		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			✓	
<b>Strategic Planning Score</b>		2			

# Wythall Green Business Park



## Bromsgrove Employment Land Study

**Site Name:** Site 2: Ravensbank Business Park

**Site Address:** Ravensbank Drive, Nr Redditch B98

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Total Site Area	Approximately 30ha
	Vacant Available Area	4.18ha
General Site Description	<p>Large modern business park with good quality buildings and circulation space. Occupiers include St Ives Logistics, Broadfern, AMCP, Heller and SP Group. One unit encompassing 232,678 sq.ft. warehouse and office space is unoccupied but has been recently let.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 009 (Lower SOA 009B)</li> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation -</p> <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>	

### 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			✓	
<b>Market Attractiveness Score</b>		3 - 4			

## Environmental Sustainability

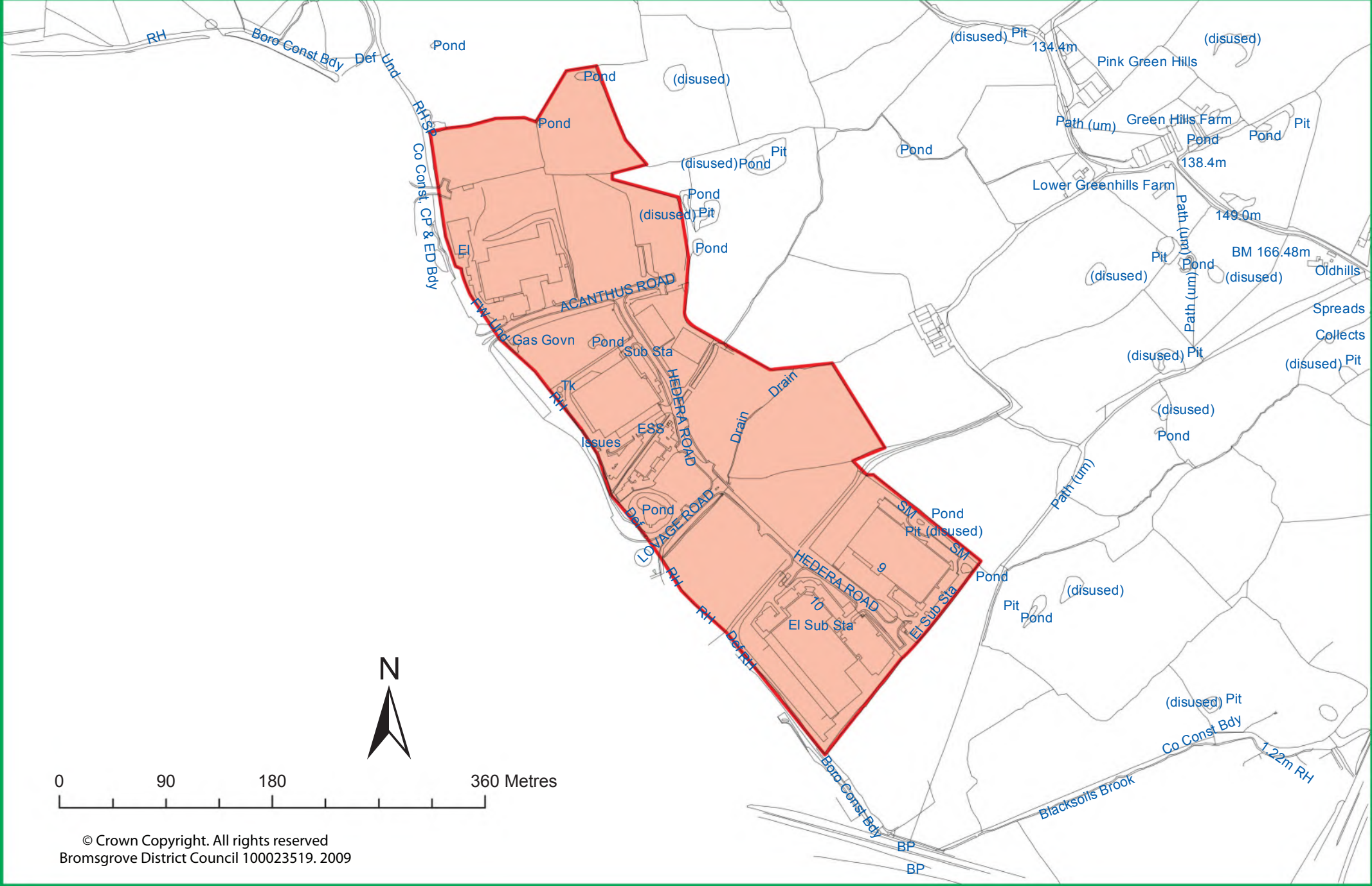
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location		✓		
	Land Classification			✓	
	Ease of access to public transport			✓	
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality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



# Ravensbank Business Park



## Bromsgrove Employment Land Study

**Site Name:** Site 7: Saxon and Harris Business Parks

**Site Address:** Hanbury Road, Stoke Prior, B60

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approx 50 hectares
	Vacant Available Area	1.8ha
General Site Description	<p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 014 (Lower SOA 014C)</li> <li>• Ward: Stoke Prior</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Designated as employment land. Part allocated under BROM6 which states “Reaffirmed for employment uses within Use Classes B1, B2 and B8”</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	✓			
<b>Market Attractiveness Score</b>		3 - 4			

## Environmental Sustainability

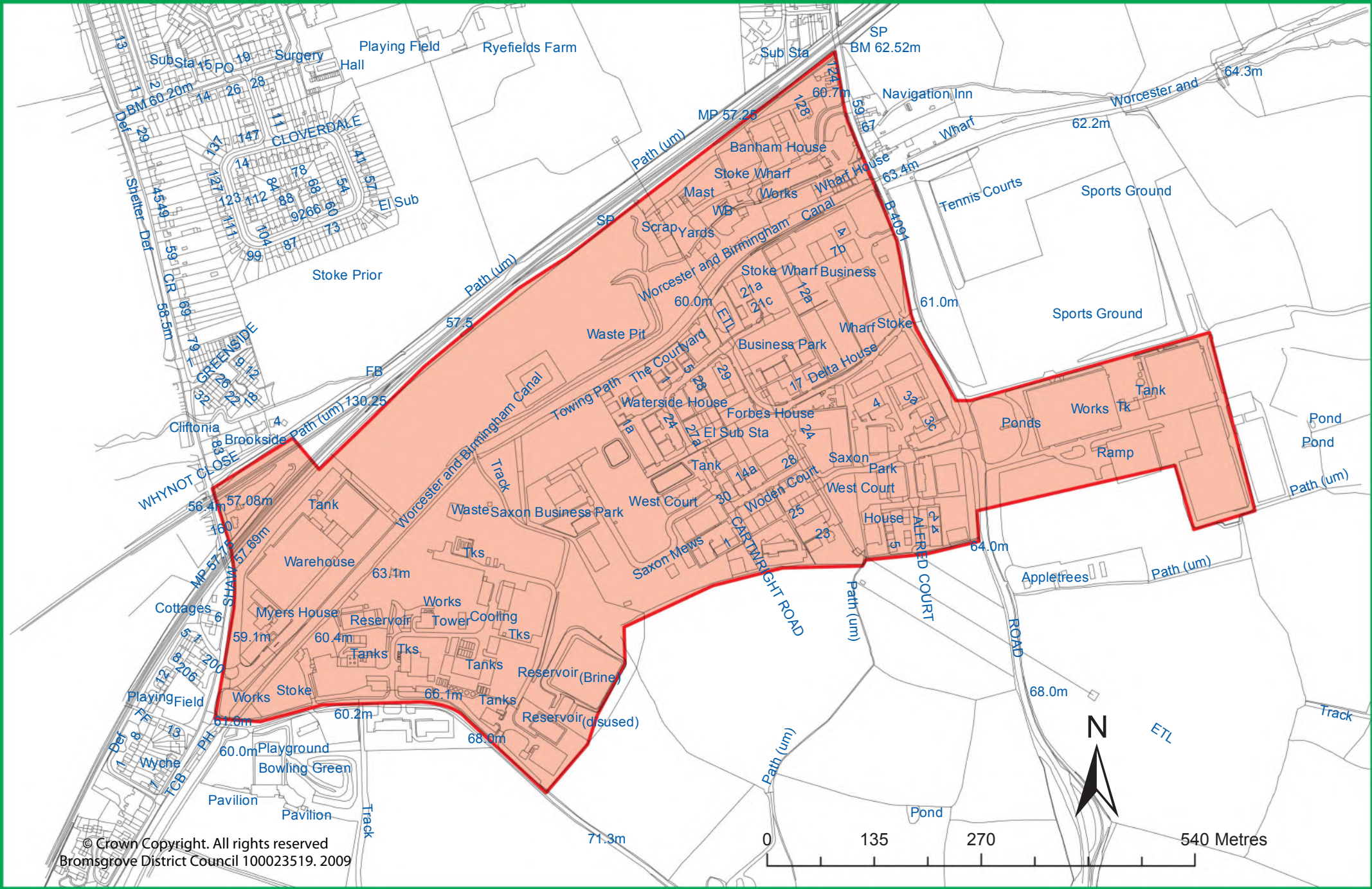
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location	✓			
	Land Classification			✓	
	Ease of access to public transport		✓		
	Ease of walking and cycling			✓	
Effective protection and enhancement of the Environment	Potential to enhance environmental quality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



# Saxon & Harris Business Park



## Bromsgrove Employment Land Study

**Site Name:** Site 11: Ravensbank ADR (BE3)

**Site Address:** Hedera Road, Redditch, B98

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	10.3ha
	Vacant Available Area	10.3ha
General Site Description	<p>Greenfield site constituting open land apparently in agricultural use. The site is highly screened and it was not possible to clearly view the site at the time of the site visit. Therefore the appraisal has been conducted on the basis of aerial photography.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 009 (Lower SOA 009B)</li> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Designated as an Area of Development Restraint within the Bromsgrove Local Plan</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*		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			✓	
<b>Market Attractiveness Score</b>		3			

## Environmental Sustainability

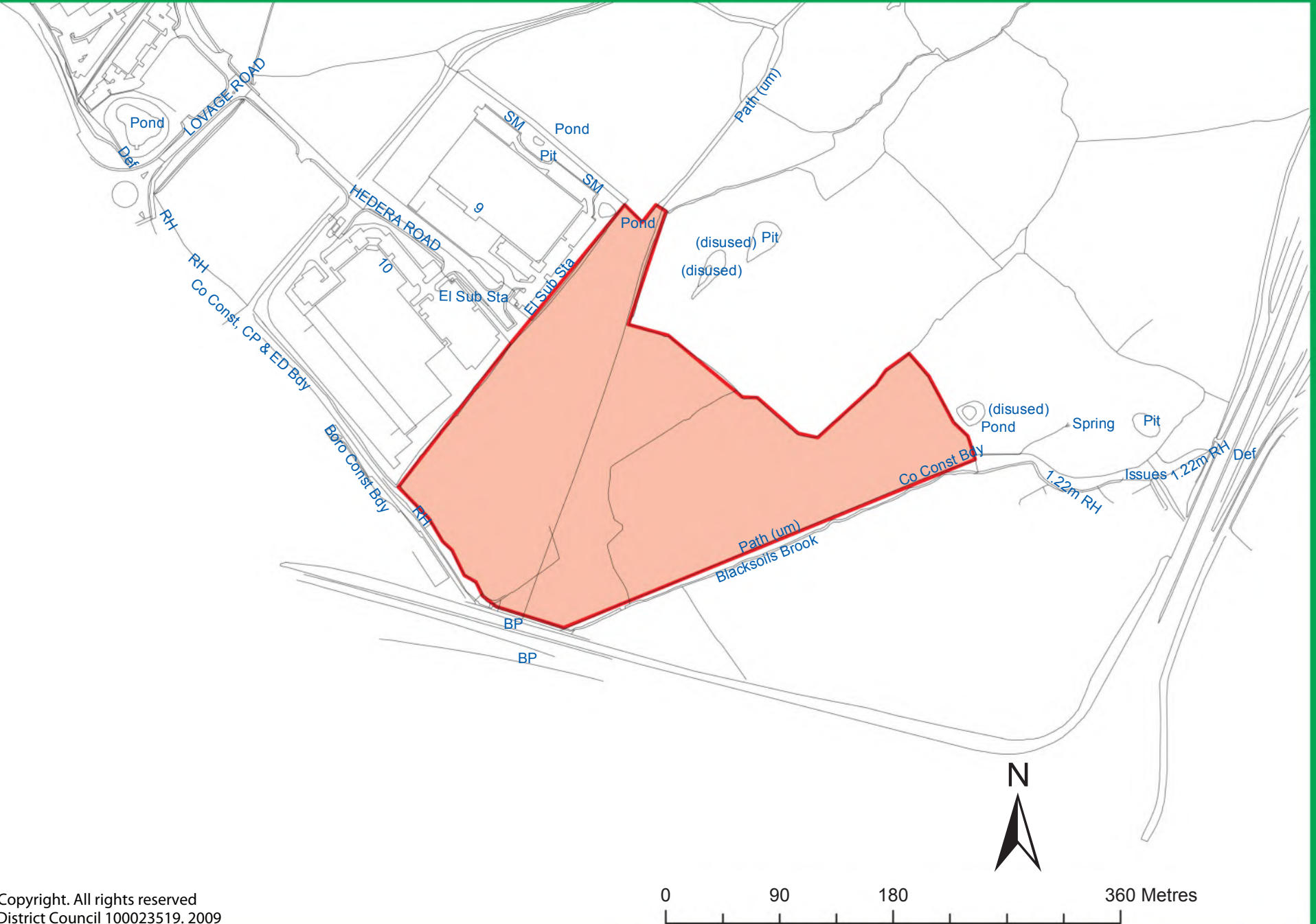
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location	✓			
	Land Classification	✓			
	Ease of access to public transport		✓		
	Ease of walking and cycling	✓			
Effective protection and enhancement of the Environment	Potential to enhance environmental quality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



# Ravensbank ADR



## Bromsgrove Employment Land Study

**Site Name:**

Site 16: Robin Hill Farm

**Site Address:**

Rowney Green Lane, Alvechurch, B48

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approx 1.3ha
	Vacant Area	0ha
General Site Description	<p>Site is operational farm with recently completed change of use.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 009 (Lower SOA 009A)</li> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul> <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>	

### 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			✓	
<b>Market Attractiveness Score</b>		2			

## Environmental Sustainability

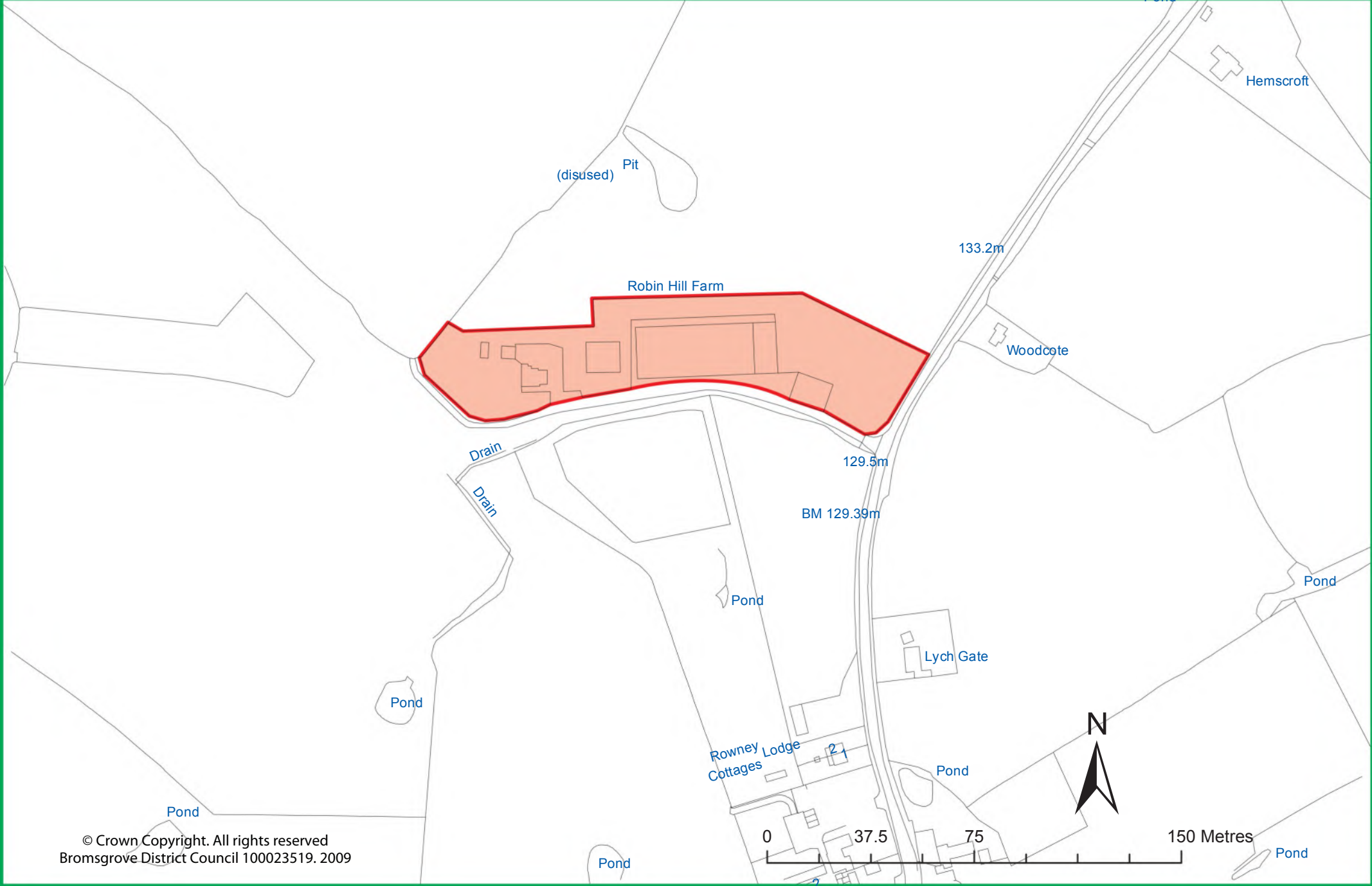
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location	✓			
	Land Classification		✓		
	Ease of access to public transport	✓			
	Ease of walking and cycling	✓			
Effective protection and enhancement of the Environment	Potential to enhance environmental quality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



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



## Bromsgrove Employment Land Study

**Site Name:** Site 21: High House Farm

**Site Address:** Alcester Road (A435) B98

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	0.7 hectares
	Vacant Available Area	Nil
General Site Description	<p>Access to the site was significantly restricted, so some of the assumptions about the site quality have been made from aerial photography.</p> <p>Site is a farm holding which appears to now be in employment use.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 009 (Lower SOA 009B)</li> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation -</p> <ul style="list-style-type: none"> <li>• Green Belt</li> <li>• Landscape Protection Area</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**		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>Market Attractiveness Score</b>		2 - 3			

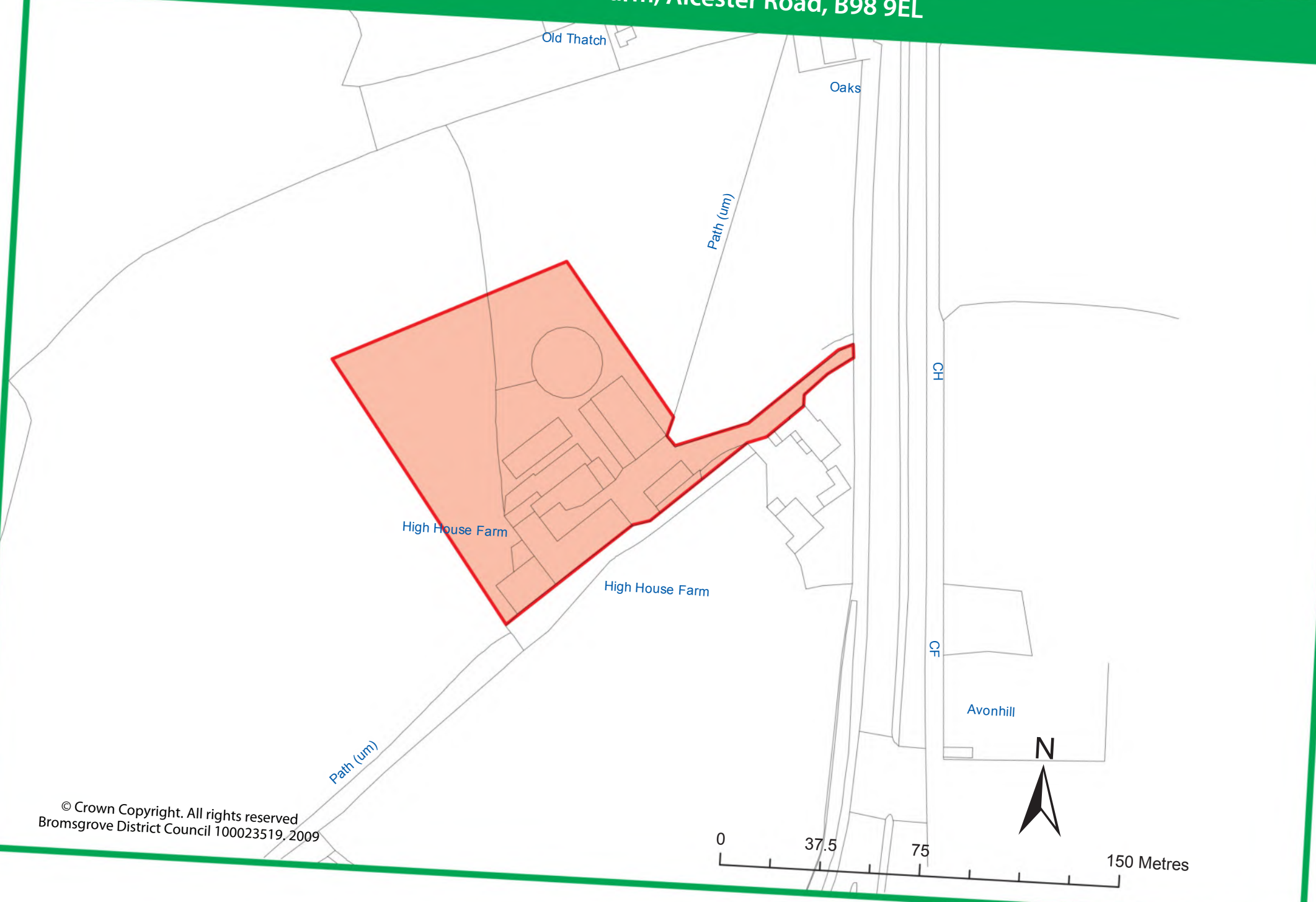
## Environmental Sustainability

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	
<b>Environmental Sustainability Score</b>		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	✓			
<b>Strategic Planning Score</b>		1 - 2			

# High House Farm, Alcester Road, B98 9EL



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## Bromsgrove Employment Land Study

**Site Name:**

Site 23: Weights Farm

**Site Address:**

Weights Lane, Nr Redditch B97

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 6 hectares
	Vacant Available Area	Nil
General Site Description	<p>Former farm site, now completely in employment use. Mixed quality site with existing buildings generally of poor to moderate quality. Occupiers include Redditch Skip Hire, Crusader Carpet Services, Astwoods Joinery and Apollo Fixings</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 014 (Lower SOA 014D)</li> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation -</p> <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	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>Market Attractiveness Score</b>		2 - 3			

## Environmental Sustainability

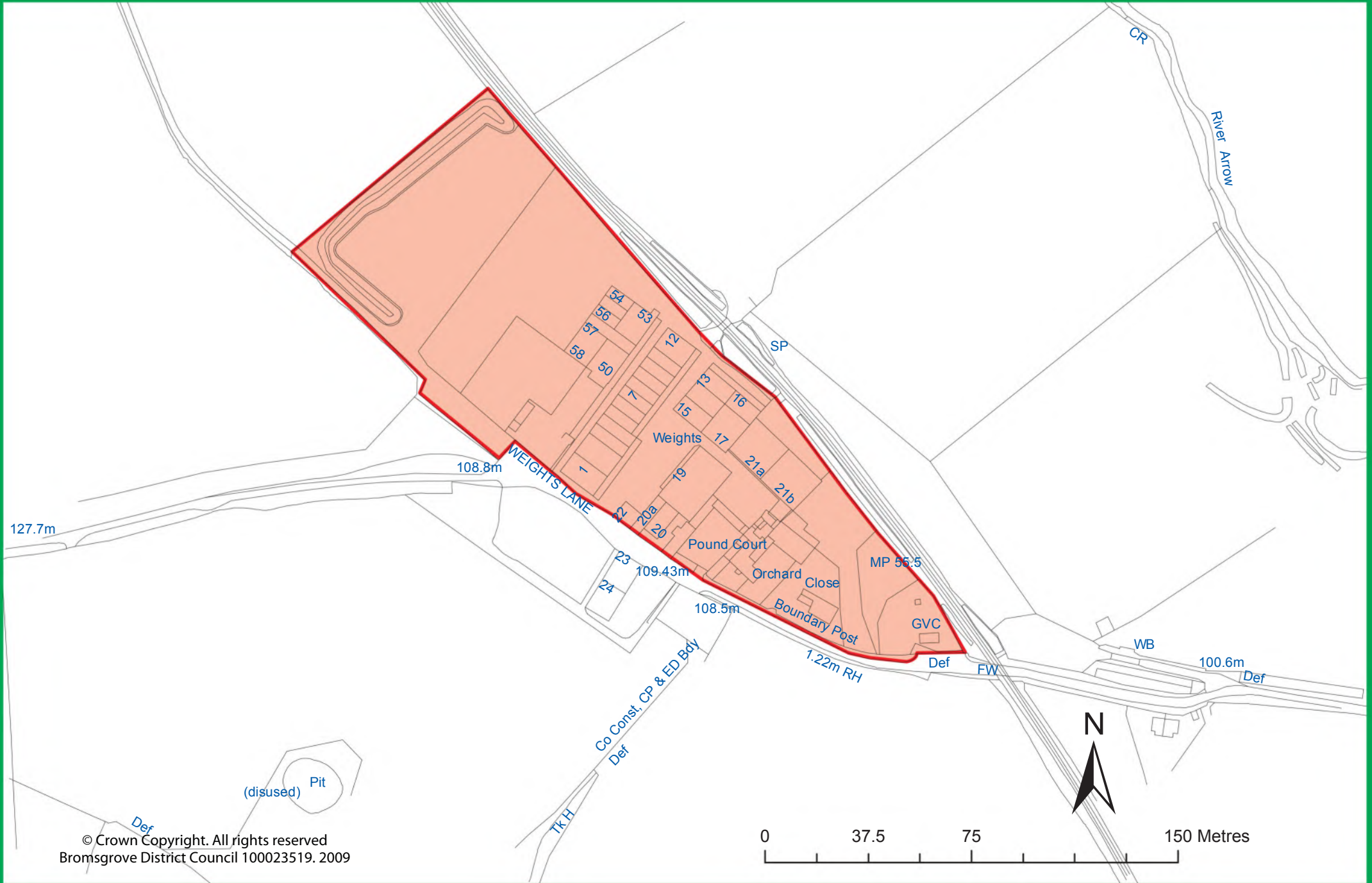
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location	✓			
	Land Classification			✓	
	Ease of access to public transport		✓		
	Ease of walking and cycling	✓			
Effective protection and enhancement of the Environment	Potential to enhance environmental quality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



# Weights Farm, Weights Lane, B97 6RG



## Bromsgrove Employment Land Study

**Site Name:** Site 24: White Young Green Area 4

**Site Address:**

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approx 370 hectares
	Vacant Available Area	
General Site Description	<p>The qualitative survey for this area has been based upon aerial photography and a drive around the area.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 014 (Lower SOA 014D)</li> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Green Belt</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*		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**		N	a	
	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>Market Attractiveness Score</b>		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**	✓			
<b>Environmental Sustainability Score</b>		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			✓	
<b>Strategic Planning Score</b>		2 - 3			

## Bromsgrove Employment Land Study

**Site Name:** Site 25: White Young Green Area 5

**Site Address:**

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approx 185 ha
	Vacant Available Area	
General Site Description	<p>The qualitative survey for this area has been based upon aerial photography and a drive around the area.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area:014 (Lower SOA 014D)</li> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Green Belt</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*		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**		N	a	
	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>Market Attractiveness Score</b>		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**	✓			
<b>Environmental Sustainability Score</b>		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			✓	
<b>Strategic Planning Score</b>		2 - 3			

## Bromsgrove Employment Land Study

**Site Name:** Site 26: White Young Green Area 6

**Site Address:**

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approx 56.3 ha
	Vacant Available Area	
General Site Description	<p>Quantitative assessment based only on that part of the site which falls within the Bromsgrove District administrative area.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area:014 (Lower SOA 014D)</li> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Green Belt</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*		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**		N	a	
	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>Market Attractiveness Score</b>		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**	✓			
<b>Environmental Sustainability Score</b>		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			✓	
<b>Strategic Planning Score</b>		2 - 3			

## Bromsgrove Employment Land Study

**Site Name:** Site 27: White Young Green Area 8

**Site Address:**

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 400ha
	Vacant Available Area	
General Site Description	<p>The qualitative survey for this area has been based upon aerial photography and a drive around the area.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area:009 (Lower SOA 009B)</li> <li>• Ward: Alvechurch</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Green Belt</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*		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**		N	a	
	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>Market Attractiveness Score</b>		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**	✓			
<b>Sub Total</b>		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			✓	
<b>Sub Total</b>		2			

## Bromsgrove Employment Land Study

**Site Name:** Site 28: White Young Green Area 9

**Site Address:**

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

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approx 493 hectares
	Vacant Available Area	
General Site Description	<p>The qualitative survey for this area has been based upon aerial photography and a drive around the area.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>Super Output Area:009 (Lower SOA 009B)</li> <li>Ward: Alvechurch</li> <li>Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>Green Belt</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*		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**		N	a	
	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>Market Attractiveness Score</b>		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**	✓			
<b>Environmental Sustainability Score</b>		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			✓	
<b>Strategic Planning Score</b>		2			

## Bromsgrove Employment Land Study

**Site Name:** Site 29: White Young Green Area 10

**Site Address:**

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 315ha
	Vacant Available Area	
General Site Description	<p>The qualitative survey for this area has been based upon aerial photography and a drive around the area.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 014 (Lower SOA 014D)</li> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Green Belt</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*		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**		N	a	
	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>Market Attractiveness Score</b>		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**	✓			
<b>Environmental Sustainability Score</b>		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			✓	
<b>Strategic Planning Score</b>		2			

## Bromsgrove Employment Land Study

**Site Name:** Site 30: White Young Green Area 11

**Site Address:**

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 725ha
	Vacant Available Area	
General Site Description	<p>The qualitative survey for this area has been based upon aerial photography and a drive around the area.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 014 (Lower SOA 014D)</li> <li>• Ward: Tardebigge</li> <li>• Sub Area: Rural East</li> </ul> <p>Policy Allocation –</p> <ul style="list-style-type: none"> <li>• Green Belt</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*		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**		N	a	
	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>Market Attractiveness Score</b>		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**	✓			
<b>Environmental Sustainability Score</b>		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			✓	
<b>Strategic Planning Score</b>		2 - 3			



# White Young Green Areas

