

## Bromsgrove Employment Land Study

**Site Name:**

Site 15: Hagley ADR (HAG2B)

**Site Address:**

Kidderminster / Stourbridge Road, Hagley DY9

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 9ha
	Vacant Available Area	Approximately 9ha
General Site Description	<p>Undeveloped greenfield site, heavily wooded around the edge.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 001 (Lower SOA: 001B)</li> <li>• Ward: Hagley</li> <li>• Sub Area: Rural West</li> </ul> <p>Policy Allocation -</p> <ul style="list-style-type: none"> <li>• Allocated as an Area of Development Restraint within the Proposal HAG2B</li> <li>• The site is adjacent to another ADR and the Local Plan notes that it <i>“would provide the opportunity for this land to be planned in a comprehensive manner and increase the potential for mixed use development”</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*		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>		<b>3</b>			

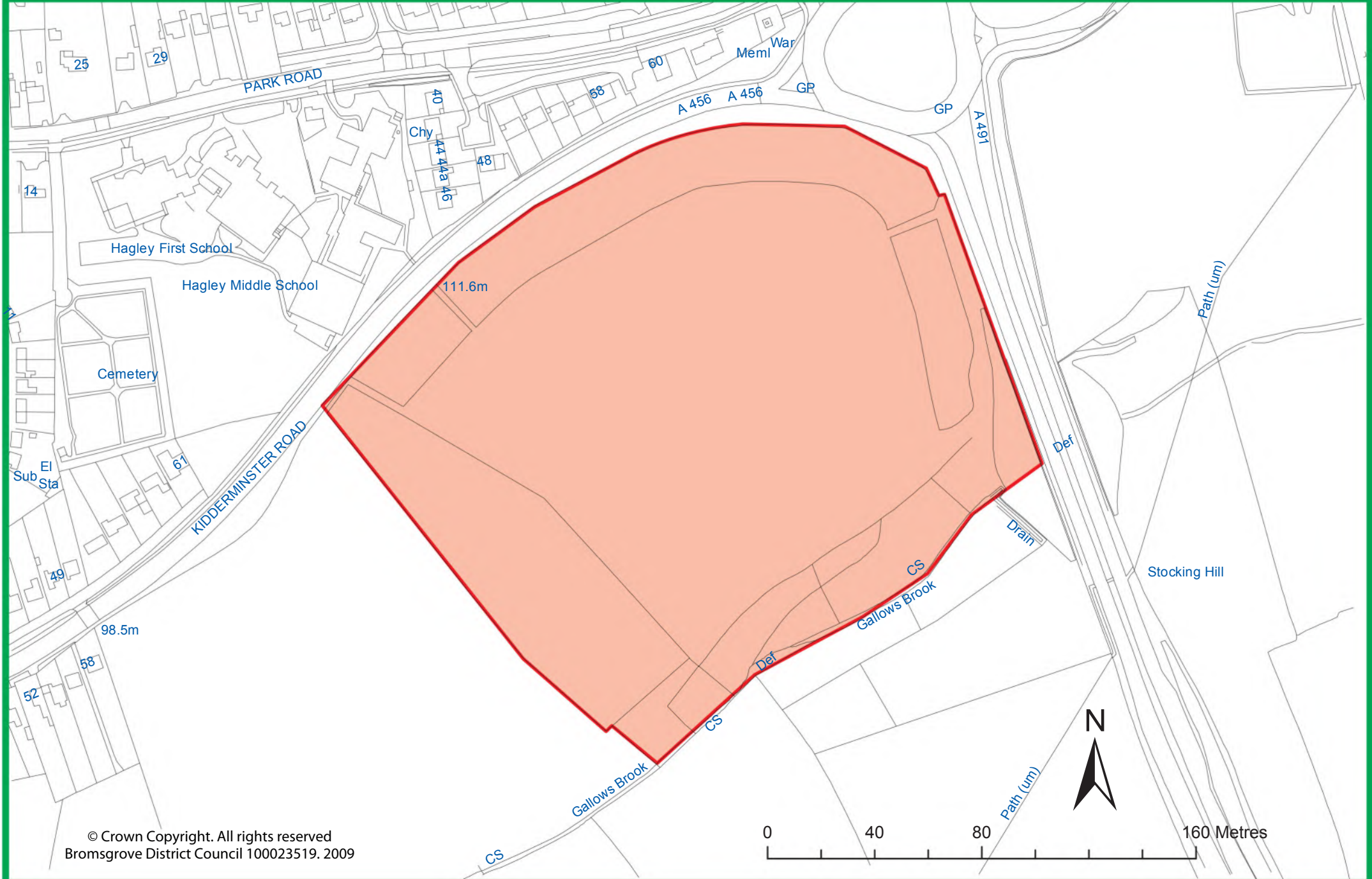
## Environmental Sustainability

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**	✓			
<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			

# Hagley ADR



## Bromsgrove Employment Land Study

**Site Name:** Site 17: Wildmoor Mill Farm

**Site Address:** Mill Lane, Fairfield, B61

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 3.2ha
	Vacant Available Area	0.76ha
General Site Description	<p>Former farmstead, now predominantly converted to employment use.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 002 (Lower SOA 002E)</li> <li>• Ward: Woodvale</li> <li>• Sub Area: Rural West</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*			✓	
	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			

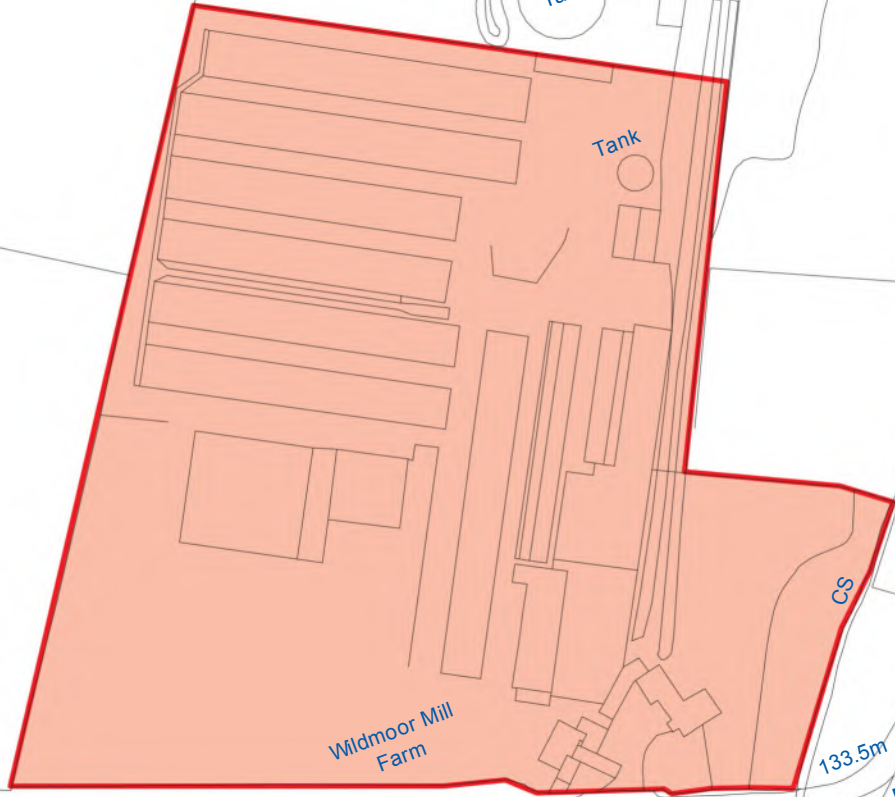
## Environmental Sustainability

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>		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			

Wildmoor Farm, Mill Lane, B61 0BX



Mast  
Gas Pumping  
Station

Pond

Pond

Tank

Tank

Def

138.1m

Home Farm

Wildmoor Mill Farm

133.5m

Mill Cottage Farm

480 Metres

MILL LANE

139.1m

The Cottage

Pumping



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## Bromsgrove Employment Land Study

**Site Name:** Site 18: Wassell Grove Business Park

**Site Address:** Wassell Grove Road, Nr Hagley DY9

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 0.2ha
	Vacant Available Area	Nil
General Site Description	<p>Serviced offices in converted farm buildings. Occupiers include Media Ltd, UK Tecko and Business Phones. The main building is a business centre which accommodates fully serviced offices.</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 001 (Lower SOA: 001D)</li> <li>• Ward: Hagley</li> <li>• Sub Area: Rural West</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**				✓
	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>		<b>3</b>			

## Environmental Sustainability

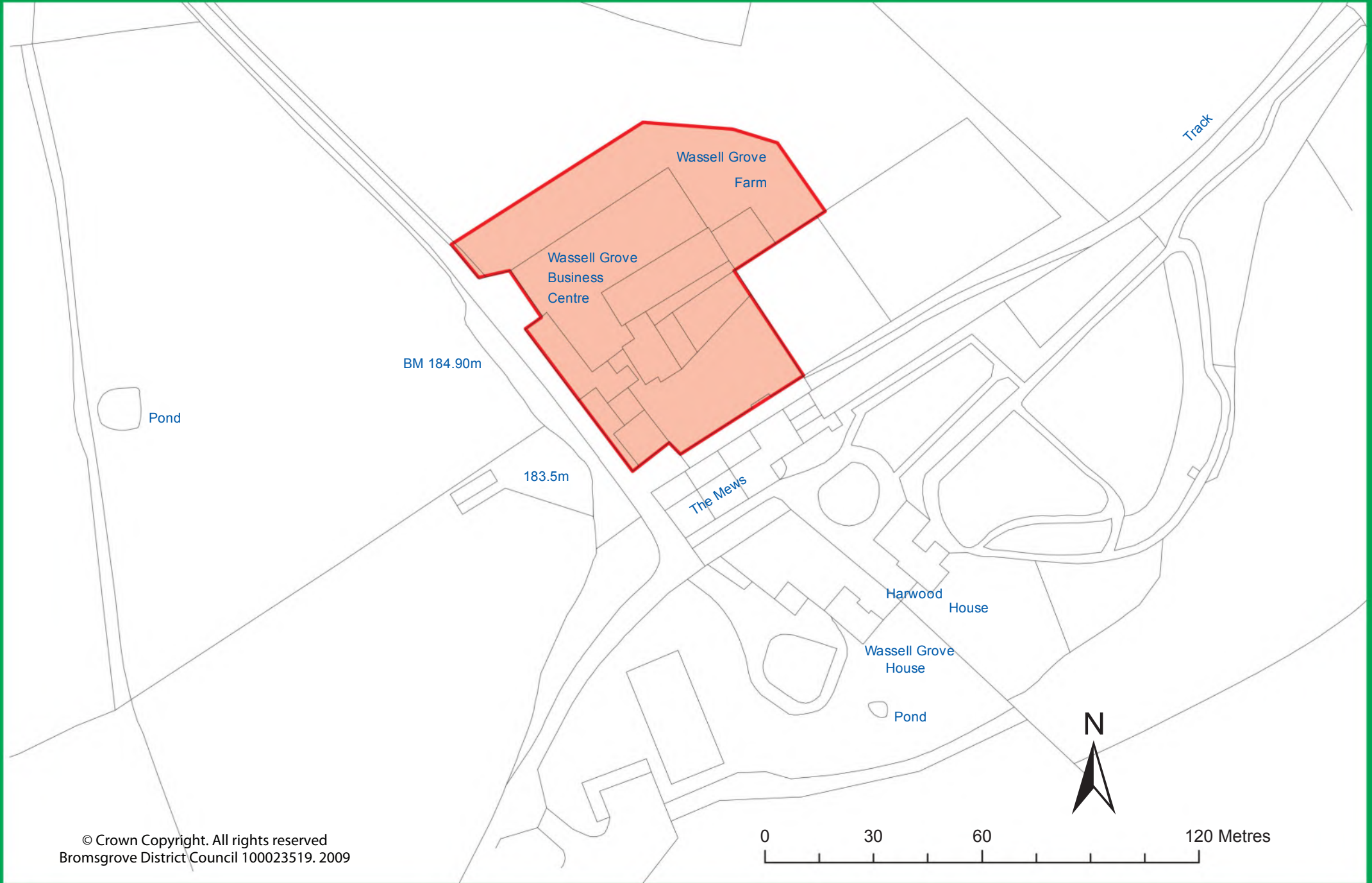
Appraisal Criteria	Indicator	Score			
		1	2	3	4
Prudent use of Natural Resources	Sequential Location	✓			
	Land Classification			✓	
	Ease of access to public transport	✓			
	Ease of walking and cycling	✓			
Effective protection and enhancement of the Environment	Potential to enhance environmental quality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



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



## Bromsgrove Employment Land Study

**Site Name:** Site 20: Nash Works

**Site Address:** Nash Lane, Belbroughton

### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site Area	Approximately 1 hectare
	Vacant Available Area	0ha
General Site Description	<p>Site consists of two separate areas. One area comprises old industrial units and the other comprises newly built office accommodation called 'Mill Pool' (nearly completed)</p> <p>Site Information -</p> <ul style="list-style-type: none"> <li>• Super Output Area: 002 (Lower SOA 002B)</li> <li>• Ward: Furlongs</li> <li>• Sub Area: Rural West</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*				✓
	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>		<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**			✓	
<b>Environmental Sustainability Score</b>		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>		1 - 2			

# Nash Works, Nash Lane, Belbroughton

